

# New Cars in Taiwan

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## Abstracts

### New Cars in Taiwan

#### Summary

New Cars in Taiwan industry profile provides top-line qualitative and quantitative summary information including: market size (value 2018-23, and forecast to 2028). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

New cars market consists of the retail sales/registrations of new passenger cars. Passenger cars include saloons, hatchbacks, SUVs, 4x4s, and light pickup vehicles. Market volume refers to the total number of cars sold in a year, while market value is calculated by multiplying the average retail selling price with the market volume.

The Taiwanese new cars market recorded revenues of \$12.4 billion in 2023, representing a compound annual growth rate (CAGR) of 1.3% between 2018 and 2023.

Market consumption volume increased with a CAGR of 1.2% between 2018 and 2023 to reach a total of 402.7 thousand units in 2023.

According to GlobalData, in 2023, the revenue of the Taiwanese new cars market recorded an annual growth of 13.1%. The growth is primarily driven by the increasing consumer demand for higher-end vehicles, enhanced features, and advanced technologies.

## Scope

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the new cars market in Taiwan

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the new cars market in Taiwan

Leading company profiles reveal details of key new cars market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Taiwan new cars market with five year forecasts

## Reasons to Buy

What was the size of the Taiwan new cars market by value in 2023?

What will be the size of the Taiwan new cars market in 2028?

What factors are affecting the strength of competition in the Taiwan new cars market?

How has the market performed over the last five years?

What are the main segments that make up Taiwan's new cars market?

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