+357 96 030922
info@marketpublishers.com

Annual Industry Dossier - Global Automotive Industry - 2013-2014 - Key Trends, Issues & Challenges, SWOT, Force Field Analysis & Strategic Outlook

https://marketpublishers.com/r/A1EC8075BDBEN.html
Date: September 2013
Pages: 20
Price: US$ 355.00 (Single User License)
ID: A1EC8075BDBEN

Abstracts

The global automotive industry landscape has undergone a major transformation since the global economic crisis of 2008 with the complete transformation of Detroit 3 that has led to resurgence of GM & a combined Fiat-Chrysler entity, stronger focus on compact & more fuel efficient vehicles, surge of interest in as well as expanding capabilities of pure electric vehicles (EVs) & plug-in hybrids and the strengthening of focus on & investments in emerging markets by almost all key global OEMs.

The industry, however, continues to face a number of significant challenges amid the backdrop of a difficult, complex & uncertain global macroeconomic environment led by the European debt crisis and the continuing U.S. economic difficulties coupled with the sporadic global currency exchange rate fluctuations, especially, the surge in U.S. Dollar against all major global currencies that is impacting profitability and the simultaneous, significant weakening of Japanese Yen that has bolstered Japanese exports. The softening of global commodity prices of-late and the recent drop in crude prices, however, have so far been favorable for the industry.

The automotive sales in the U.S. reached the 14.5 million units level in 2012, registering a 13.5% growth; the industry's best-ever performance since the pre-crisis average level of 17 million vehicles driven by the economic recovery, strong replacement demand fuelled by new product introductions and prevailing, favourable interest rates. The going so far has been steady for the industry in H1 2013 with CUVs & Pickups dominating sales thereby boosting the overall prospects, market shares & profitability for the Detroit 3. Further, projections for the year 2013 indicate towards a healthy 5% sales growth at 15.5 million units level and 2014 estimates indicate towards a continued, steady recovery with the industry likely to touch the 16 million units mark. The European

+357 96 030922
info@marketpublishers.com

industry, on the other hand, witnessed its worst ever year in 2012 with demand contracting by 8.2% to the 12.05 million vehicles level, lowest since 1993 and the projections for 2013 indicate towards a further 3% contraction in sales. Emerging markets, on the other hand continue with their growth momentum albeit slower economic growth rates.

Most leading OEMs are in the process of aligning & fine-tuning their strategies with emerging as well as latent industry trends & developments. All key global industry OEMs have outlined an array of strategies & plans aimed at navigating through the rough terrain with streamlining of overall cost base through consolidation of industrial footprint, especially, in Western Europe with the industry poised to bottom out, introduction of new product platforms & variants driven by cutting-edge technologies & innovations with new introductions likely to spearhead demand growth across traditional markets through 2018 and significant growth in investments by OEMs towards emerging markets aimed at deepening local roots across these markets with a significant share of global demand likely to originate from emerging markets over medium term.

Against this backdrop, the report analyzes the global automotive industry and provides strategic insights into the key industry trends, challenges & risk factors that are likely to shape the future of the industry followed by an insightful industry SWOT & Force Field Analysis and strategic outlook for the industry for 2014.

Key Excerpts/Findings from the Report:

1. Product portfolio renewal by OEMs driven by new product introductions incorporating cutting-edge technologies & innovations likely to be the most significant demand driver across traditional markets.
2. Emerging Markets to play a key role in Global Industry Growth over Medium Term, especially, pertaining to luxury vehicles & SUV segments.
3. Analysis of plans by OEMs to deepen existing presence as well as industrial footprint across emerging markets.
4. Analysis of key individual mobility trends & patterns across traditional markets and rapidly growing urbanization trend across emerging markets.
5. Analysis of a growing vehicle exports trend likely to originate from emerging markets over near to medium term.
6. Analysis of growing industry risks for overcapacity, especially, in Western Europe.
7. Analysis of Key Technological Trends, Innovations & Developments Likely to Shape Industry’s Future.

+357 96 030922
info@marketpublishers.com

Usage & Relevance:

The report provides & will be useful for:

- Strategic Analysis and Vital Inputs essential for Strategic Planning & Decision-Making Process
- Analysis of inherent Industry Strengths & Weaknesses
- Identification & Analysis of Imminent Opportunities & Emerging Potential Threats
- Gaining access to Key Industry Trends & Insights; crucial inputs for Decision-Makers
- Analysis of Forces Driving and Restraining the Industry & their overall Dynamics
- Identifying & highlighting areas for making Potential Strategic Changes, Adjustments and
- Realignment of the internal strategy framework in-sync with emergent trends
- Strategic Industry Outlook for 2014

For Whom:

The report would be essential for those having strategic interest in the Global Automotive Industry & will be especially useful for Key Decision-Makers, Top Management of Companies, OEMs, Suppliers, Distributors, Vendors and other Key Players in the Industry Value Chain as well as existing & potential Investors, industry & company analysts & those associated with the industry.

Highlight:

The report is comprehensive yet concise & compact at the same time; is custom-built for meetings & presentations, being built on the Microsoft PowerPoint platform; in addition, to being a ready self-reckoner as well as a quick reference guide driving, enabling & ensuring prompt and informed decision making.

+357 96 030922
info@marketpublishers.com

Contents

+357 96 030922
info@marketpublishers.com

I would like to order

Product name: Annual Industry Dossier - Global Automotive Industry - 2013-2014 - Key Trends, Issues & Challenges, SWOT, Force Field Analysis & Strategic Outlook

Product link: https://marketpublishers.com/r/A1EC8075BDBEN.html

Price: US$ 355.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/A1EC8075BDBEN.html