

2019 Future Of Ghana Automobile Market- Trends, Outlook and Growth Opportunities

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Abstracts

The Ghana automobile report provides a complete perspective on the trends shaping the Ghana Automobile market. The Ghana automotive market is slowly shifting towards a service oriented model with new players focusing extensively on customer experience and consumer data. Transitions in automotive markets are providing opportunities for some parts while other components face stiff decline over the forecasts.

Companies across the value chain are forced to adapt to market changes to sustain revenue and profit. New Vehicles must be aligned with the current states of technology and consumer preferences.

Geographical diversification model remains one of the main strategies of leading automobile manufacturers to ensure profitability in high investment and R&D expenditure scenario. Both large players and start-ups are aggressively focusing on connected and autonomous driving vehicles in the country.

Strong government focus on encouraging automotive industry in the country is an important driving force for Ghana. However, stringent environmental regulations on pollution and carbon emissions are necessitating heavy investments.

REPORT DESCRIPTION

The future value proposition for automotive market in Ghana to 2025 is detailed in the research work. It also provides imperatives for gaining market share in Ghana automobile industry. It presents detailed insights and forecasts of passenger cars, light commercial vehicles and heavy commercial vehicles.

The research work includes detailed SWOT analysis of Ghana automotive market to enable users to identify key trends and hidden opportunities. It identifies emerging and new market trends across various vehicle types including passenger cars (PCs), LCVs, Heavy Trucks, Buses, Vans, Motor Cycles and others.

The report provides annual historic and forecast data of Passenger car sales, Commercial Vehicle sales, Passenger Car Production, LCV production, Buses and Trucks production from 2005 to 2018 and 2019 to 2026. Further, annual historic data on import and export market value of passenger cars, buses, LCVs and HCVs by source / destination country are included in the Ghana automobile report.

The report presents the impact of current business and economic trends on the future of automobile industry in Ghana. Key macroeconomic driving factors of consumption including GDP, disposable income, population, inflation trends are forecast from 2005 to 2025.

Ghana automobile market is benchmarked against peer markets in the region in terms of investment prospects, demand growth, supply scenario and competitive structure. Further, regional and global trends in automotive industry for 2018 to 2025 are analysed in the report.

Leading automobile companies having presence in Ghana automotive market are presented. Business Description, SWOT profiles, financial profiles and overview of Ghanaian automotive operations of three leading automotive companies is included. In addition, prominent recent developments and their impact on Ghana automotive industry are provided.

SCOPE

Key Findings of Ghana Automobile market and introduction - 2018

Prominent Ghana market trends on sales, consumption, production, OEMs, distribution, regulations and companies

Benchmarking with peer markets in the region

SWOT analysis of Ghana Automotive market presenting key drivers and hidden opportunities

Annual Supply and Demand (sales) outlook from 2005 to 2025 for-

Passenger cars

Light commercial vehicles

Heavy trucks

Buses

Vans

Motor cycles

GDP, Population, Inflation, Disposable Income forecasts

Business, SWOT and Financial Profiles of Leading Companies

Recent Industry Developments, 2018

The report enables clients to

Boost revenues from new and used car sales and services

Identify key trends and hidden opportunities

Gain clear understanding of the country automotive value chain

Design sustainable and competitive strategies in times of rapid development

Understand paradigm shift in consumer preferences

Compare growth in Ghana automotive business with its peer markets

Gain insights into the role of local legal and regulatory bodies in Ghana

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