

Brazil Automobile Forecast to 2014

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Abstracts

Brazil, one of the world's largest automobile manufacturing markets, has been witnessing healthy growth as compared to the global auto industry due to the strong domestic demand and exports market. At present, the passenger car segment dominates the Brazilian automobile industry, and will continue ruling the market in the coming years. According to our latest report's estimations, Brazil's automobile industry, which is witnessing a significant growth, will see automobiles sales increasing at a CAGR of around 9% during 2012-2015.

The "Brazil Automobile Forecast to 2014" found that the country is far ahead of its regional counterparts, including Argentina and Mexico, and produced over 3.4 Million automobiles (excluding agri-machinery and motorcycles) during 2011. Our report covers the detailed analysis of passenger car segments, like small, mid-size and luxury cars, including the study of production and sales for each category. As per our analysis, luxury cars sales are growing rapidly in the country with the rising per head disposable income.

Our report also studies in detail the other automobile segments, like light commercial vehicles, buses, trucks and agri-machinery. On analyzing, we found that southeast region of the country dominates in terms of automobile fleet and new vehicle registrations. Sao Paulo is the leading state in the region with the maximum number of vehicles. A further analysis of latest trends and drivers revealed how electric & flex-fuel vehicles, automobile financing and rising purchasing power are giving a push to the industry. Flex-fuel vehicle is the most accepted segment among Brazilians due to its multi-choice of refueling system. Due to the supportive government regulations on biofuel usage, the sales of flex-fuel vehicles have been registering blistering growth for the past few years.

Brazil, which was the major exporter of automobiles till 2008, has been witnessing a

surge in domestic demand since 2009, and this has made the country the major importer. The country's auto imports accounted for more than 20% of its automobile sales in 2011. Our report includes the detailed information about import and exports of various types of vehicles. Our comprehensive research covers various aspects and segments of the Brazilian automobile industry, including auto components and tyre industry. The in-depth study also includes the profiles of major players present in the industry. Overall, it aims at providing an unbiased picture of the Brazilian automobile market to clients.

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