

中国市场概览 China Market Overview



Automobile

Summary :

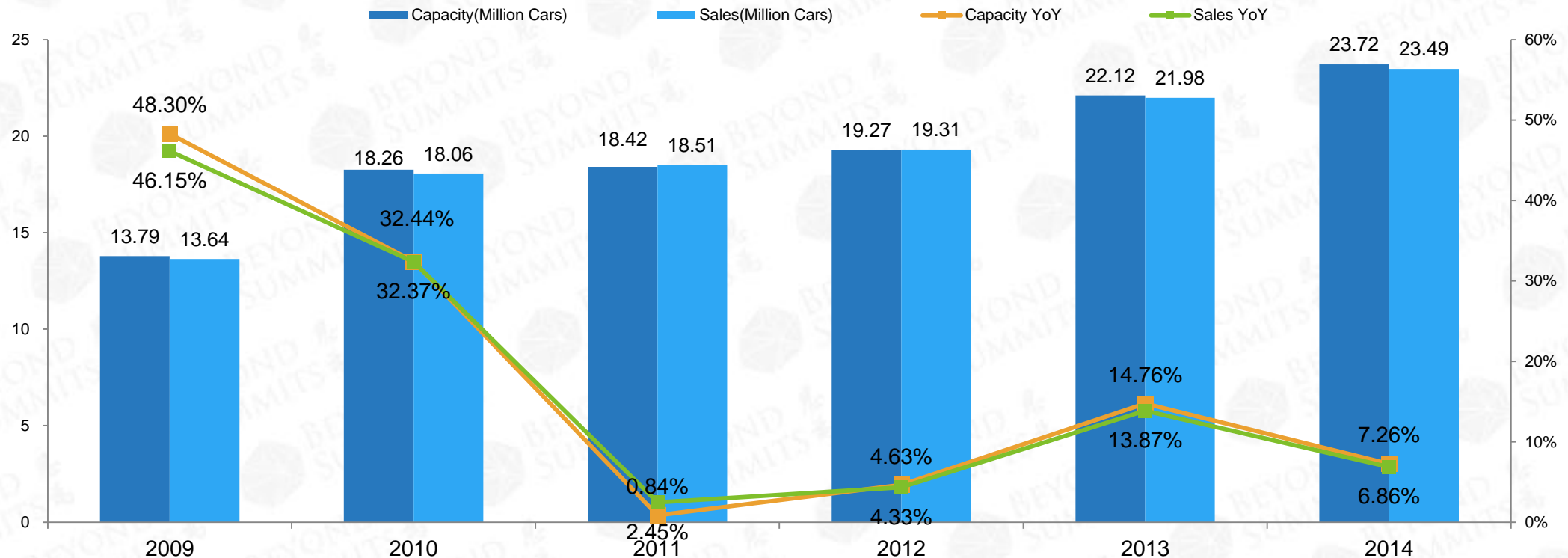
- In 2014, the growth of domestic car production and sales reduced by half compared to year 2013. Passenger automobile's growth appeared to be slow down, which still outperformed the overall automobile industry.
- The sedan market's size was relatively higher. The 2014 sales of SUV and MVP increased significantly over previous year. Contrarily, cross passenger vehicle market showed a falling trend. Unlike the sales and production boost of commercial vehicles in year 2013, the market volume of cross commercial vehicles experienced overall decline in 2014.
- The market share of China domestic self-owned brand passenger vehicles decreased in 2014, and the falling trend has sustained in consecutive four years. The market shares of German, American, Korean and French passenger vehicles are further promoted.

Summary :

- China car market is multi-oligopolistic. The sales volume of eight automobile tycoons accounted for 85.67% of total market sales. And their market shares still appears to expand slightly.
- From the perspective of overall market, automobiles have become the necessities to the rich. With the increase of private assets, the rich will show greater demand for automobiles to cater their various needs in their lives. Most of the rich who have plan for purchasing sedans are inclined to choose medium-/high-end products.

Though automobile production and marketing rebounded and rose in 2012-2013, China's overall automobile production and sales in 2014 was sharply reduced by half, with a decline of 7% compared with last year.

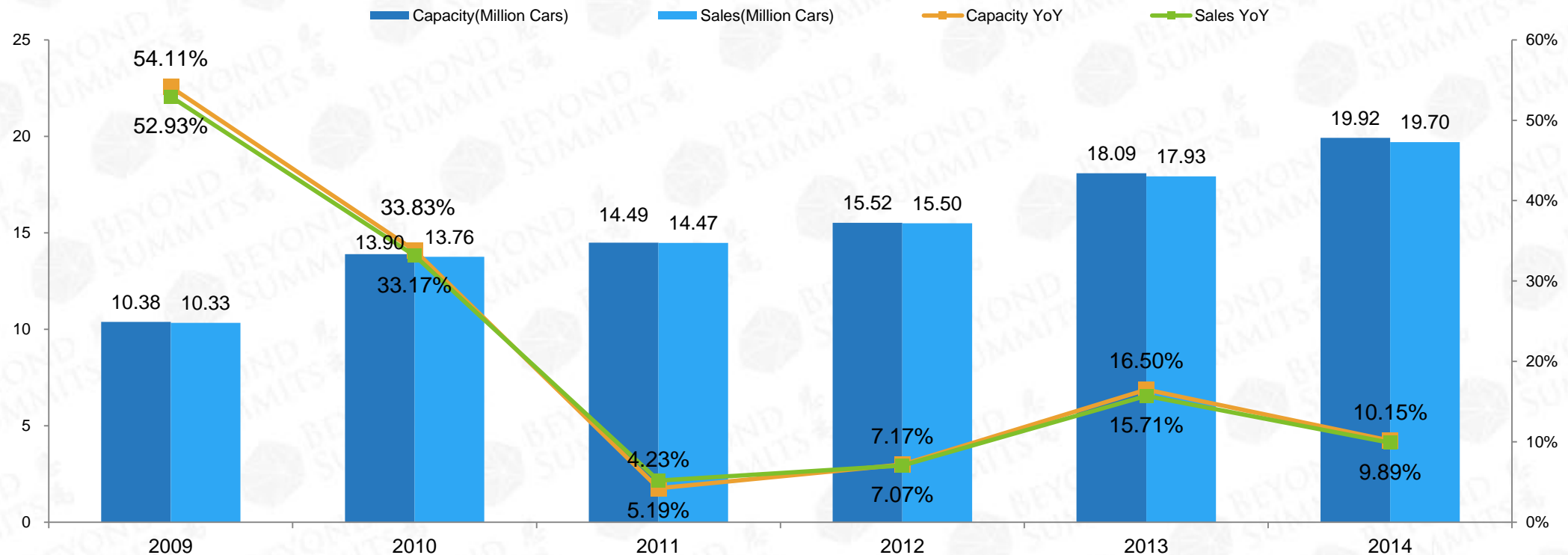
China's Automobile Production & Sales Trend (2009-2014)



Source : China Automotive Industry Association 2014

Production & Marketing of passenger car has slowed down in 2014. Passenger car capacity of the year was 19,919,800, with a YoY growth of 10.15%; sales grew by 9.89% to 19,700,600. Although it is a slowdown from last year, the growth is still above the market average level.

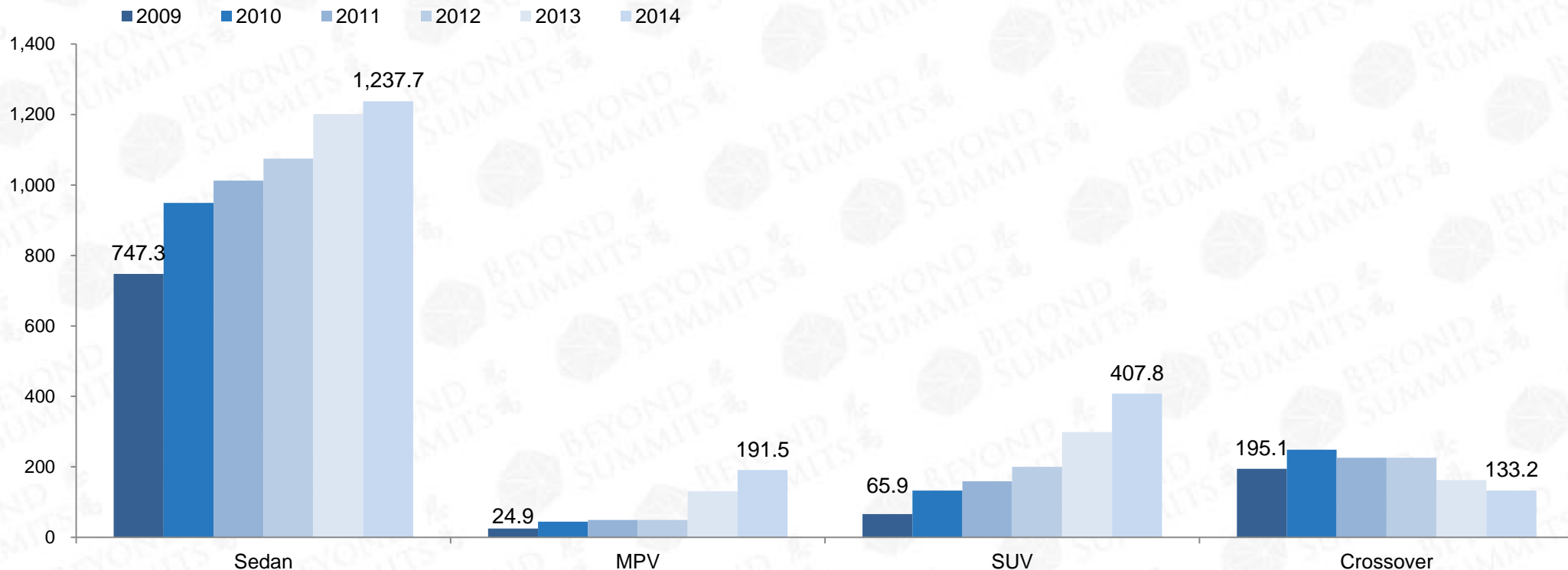
China's Passenger Car Production & Sales Trend(2009-2014)



Source : China Automotive Industry Association 2014

Basic Passenger Vehicle(Sedan) had the largest market share and instituted 62.82% of the overall market in 2014, which was down 4.17% from 2013. Compared with last year, sales of SUV & MPV in 2014 showed a dramatic growth, and market share of cross passenger car was on a decline in recent years.

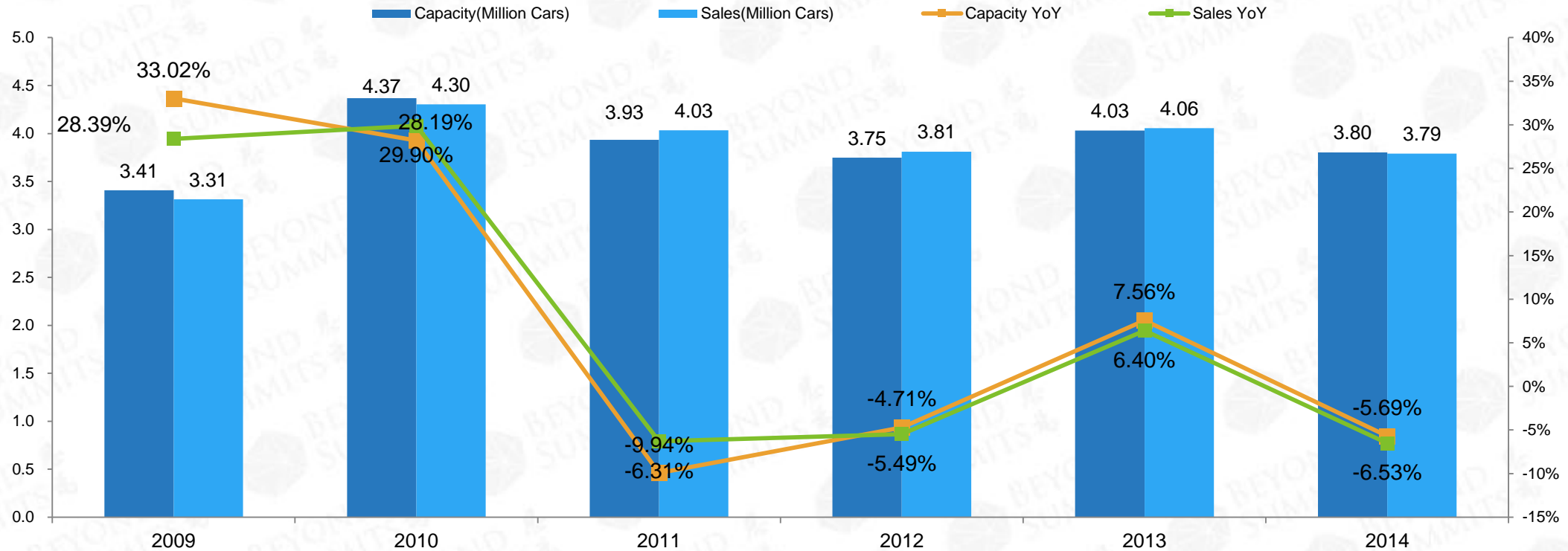
Sales Status of Different Passenger Car Models(2009-2014)



Source : China Automotive Industry Association 2014

Compared with the strong growth of LCV Production & Marketing in 2013, LCV market in 2014 went through an overall recession. Despite the sustained growth of the whole market, LCV market saw a decline, with 12.95% and 13.39% of gap from market average growth on production and sales.

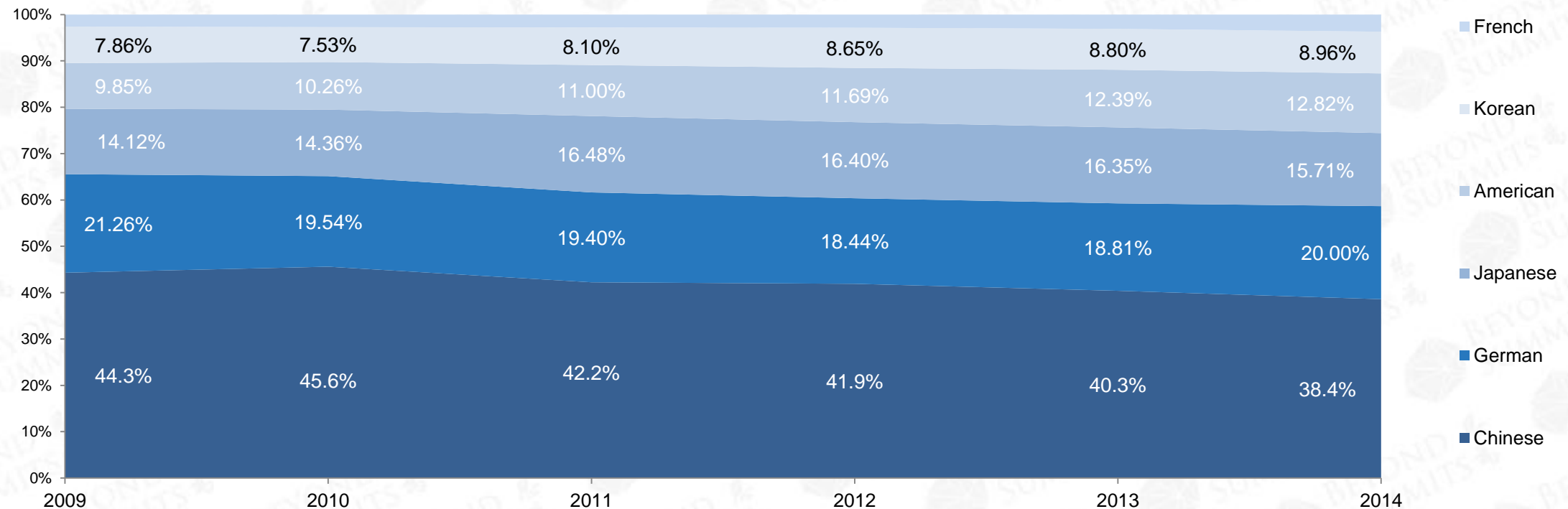
China's LCV Production & Marketing Trend(2009-2014)



Source : China Automotive Industry Association 2014

China self-owned branded passenger car showed a smaller market share in 2014, and was undergoing downward trend in 4 years. For cars made in Germany, USA, Korea and France, their market share keep increasing, yet Japanese cars have a slight drop year on year.

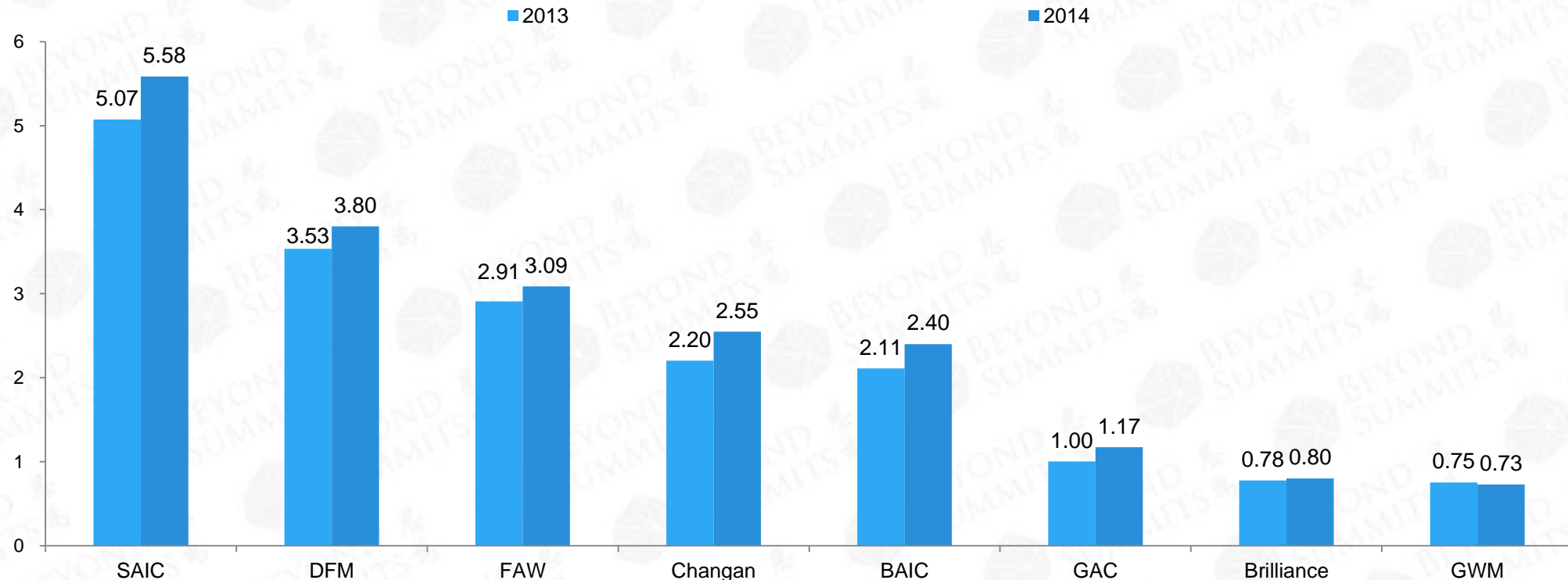
Market Share of Different Models of Chinese Passenger Car(2009-2014)



Source : China Automotive Industry Association 2014

In 2014, the top 8 best sales car brands include SAIC, DFM, FAW, Changan, BAIC, GAC, Brilliance and GWM. Sales of the eight enterprises add up to 20,125,800 cars, taking 85.67% of the total car sales, with a growth of 2.12% from last year.

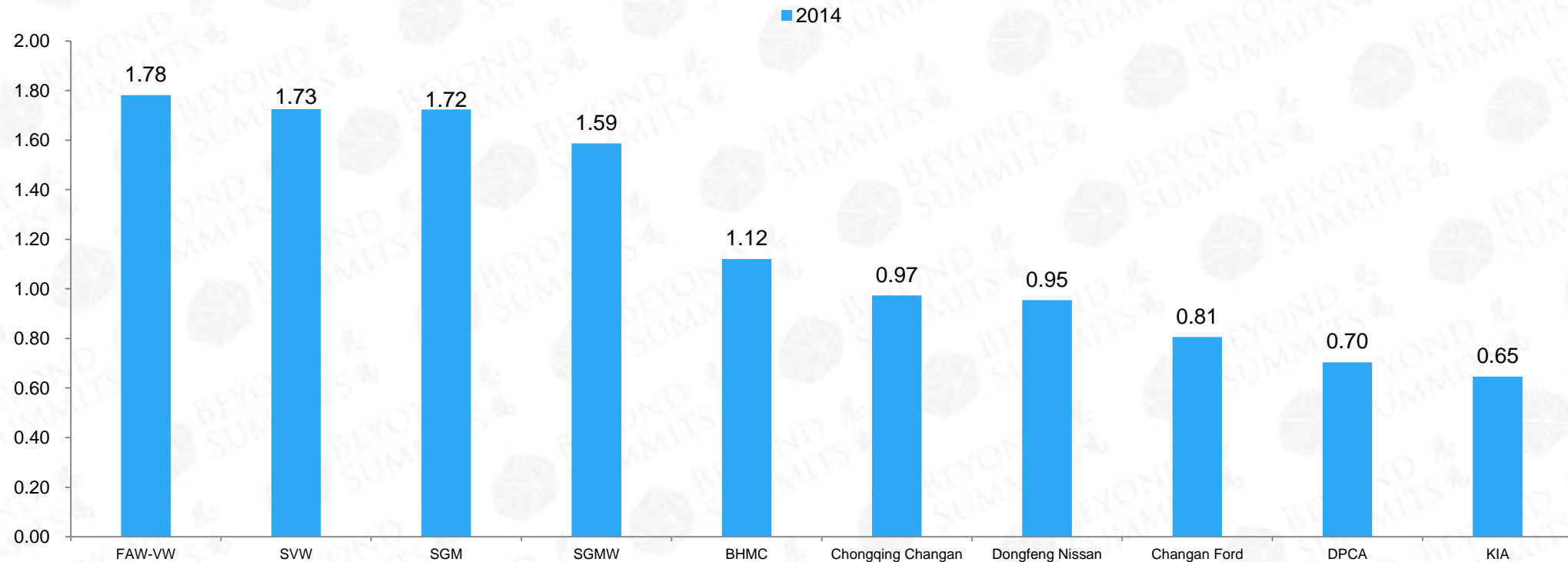
Sales of Major Auto Manufacturers(2013-2014) (Million Cars)



Source : China Automotive Industry Association 2014

In 2014, the top 10 best sales automakers have sold 12,019,700 cars, taking 61.01% of the total car sales, which was up 1.61% from last year.

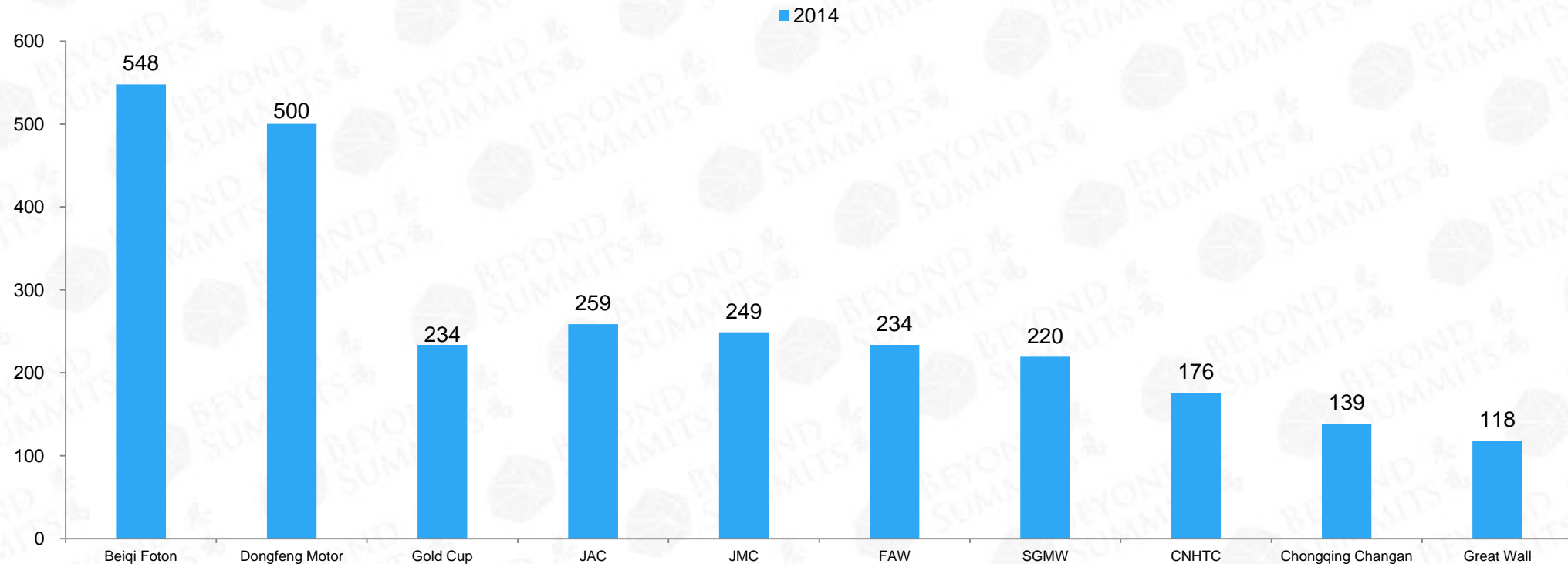
Top 10 Best Sales Auto Manufacturers(2014)(Million Cars)



Source : China Automotive Industry Association 2014

In 2014, the top 10 best sales LCV automakers have sold 2,725,900 cars, taking 71.90% of the total LCV sales, which was up 0.26% from last year.

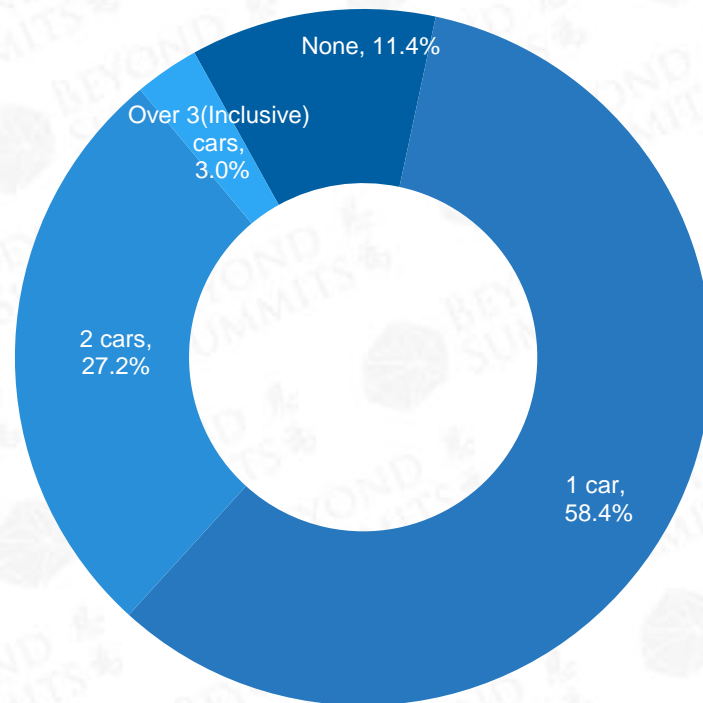
Top 10 Best Sales LCV Manufacturers(2014)(Thousand Cars)



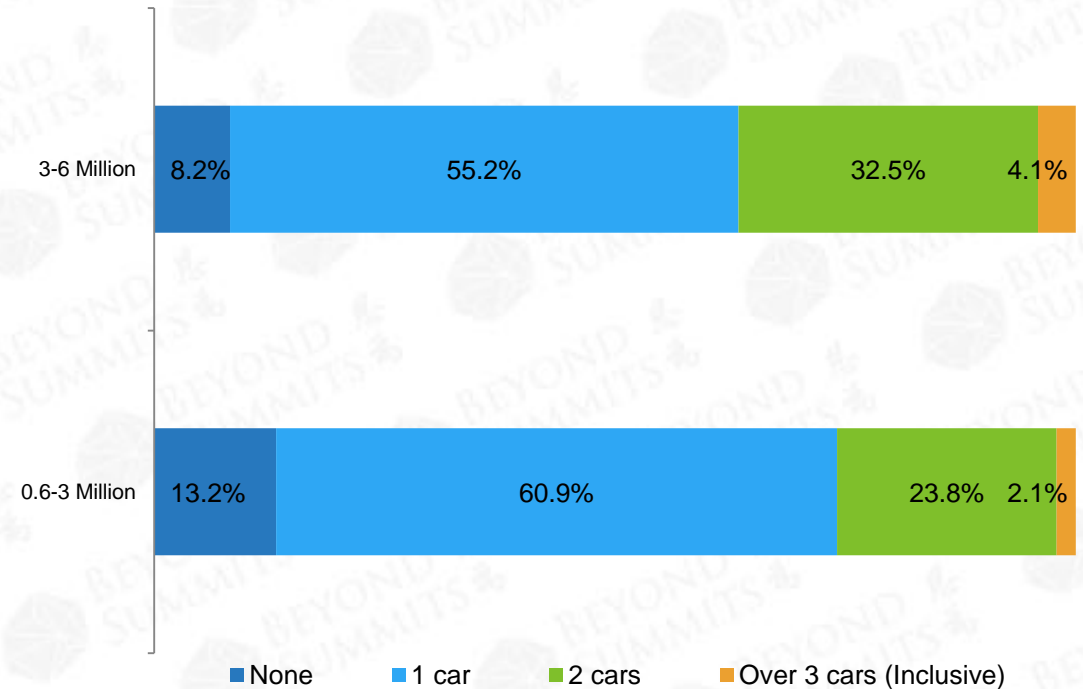
Source : China Automotive Industry Association 2014

Presently, only 11.4% of people haven't purchased a car. Generally speaking, cars have become essential for mass affluent. As wealth increase, the mass affluent show a stronger demand for cars and may need more than one car to cater their various needs.

The Number of Cars Owned by Chinese Mass Affluent(2014)



The Number of Cars Owned by Mass Affluent of Different Private Investible Assets(2014)

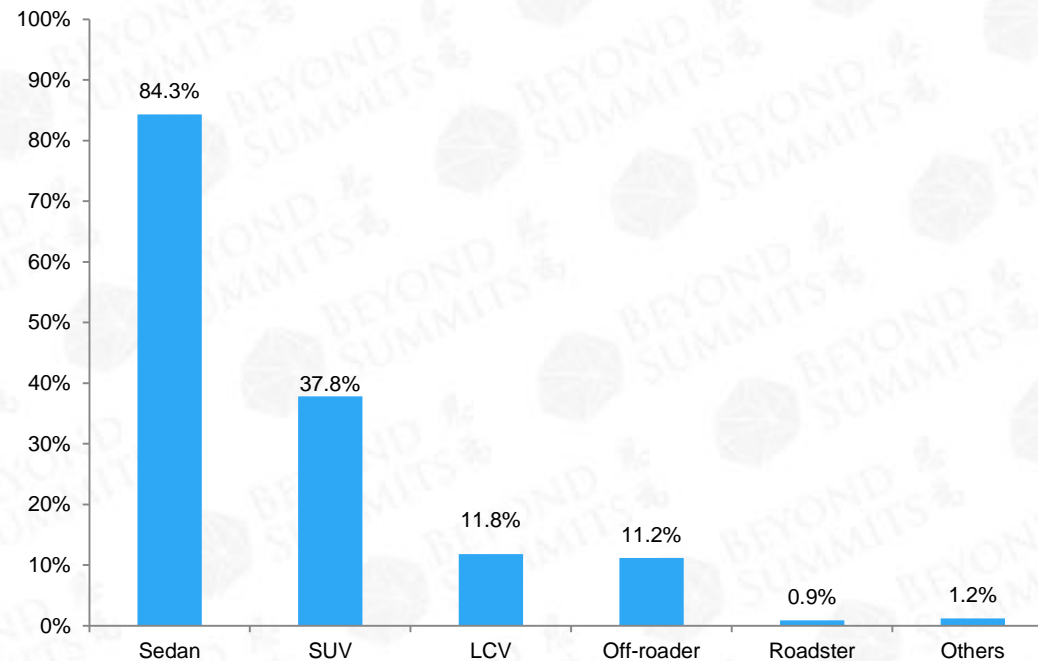


Mass Affluent Individuals: Chinese middle class individuals possessing investible assets between ¥ 600,000 and 6,000,000

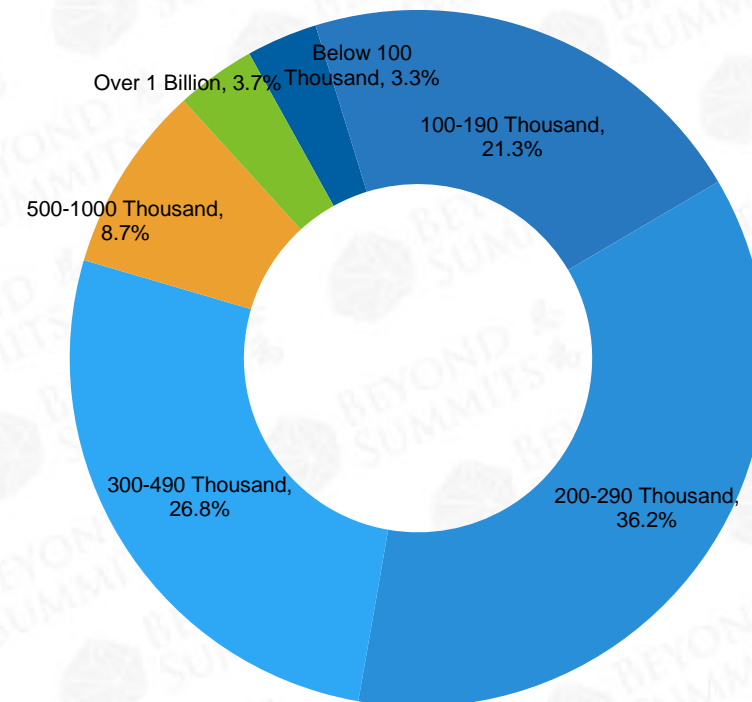
Source : Forbes China Mass Affluent Individuals White Paper 2015

Among the cars owned by the mass affluent, “Sedan” is their common choices, with a proportion of 4.3%. The budget is predicted to be “200-300 thousand RMB”, which means that for most potential buyers from the mass affluent, middle/high-end cars will become their targets.

Automobile Types Selected by the Mass Affluent(2014)



Car Purchasing Budget for Chinese Mass Affluent(2014)



Mass Affluent Individuals: Chinese middle class individuals possessing investible assets between ¥ 600,000 and 6,000,000

Source : Forbes China Mass Affluent Individuals White Paper 2015

2015 China Overview, covering Chinese economy, media and markets, is a set of yearly research report conducted and published by Beyond Summits Ltd, a leading all-media total solution provider focused on cross-border brand building & destination marketing in China. This report aims to summarize domestic industries' status in 2015, introduce Chinese market knowledge to overseas stakeholders, and propose Chinese market insights. The whole set of China Overview includes 20 sub-topics including economy, city, people, the rich, luxury, investment, auto, tourism, immigration and cross-border business, as well as Chinese all media, internet, mobile internet, social media, TV, radio, print, OOH, movie and airport.

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Contact Beyond Summits

Shanghai Office

Add: RM.701, Jing'An Modern Industrial Park, No. 68 Changping Rd., Shanghai, China
Tel: +86 021 - 6199 2660
Fax: +86 021 - 3100 1328
Email: info@beyonddsummits.com

Beijing Office

Add: 1st Floor East Side, Building 8, Andingmen East Binhe Road No. 1, Hangxing Industrial Park, Dongcheng District, Beijing, China
Tel: +86 010 - 5619 2032
Fax: +86 010 - 5166 7658
Email: info@beyonddsummits.com

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