

New Cars - US - September 2018

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"New vehicle sales are stagnant in terms of growth and the market has shifted toward more profitable crossovers and SUVs. Brands have introduced more and more models into the category to take advantage of shifting consumer needs and preferences. While the new vehicle market has shifted toward a new vehicle category, consumers continue to shop based on the pillars of affordability, safety, and reliability."

- Buddy Lo, Automotive Analyst

This report looks at the following areas:

- US new vehicle sales market size and forecast
- Growth opportunities in a stagnant market
- Purchase consideration and factors
- Attitudes toward new cars

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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