

Car Purchasing Process - UK - April 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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"The new car market is currently experiencing one of its most buoyant periods in recent times with sales reaching a new high in 2014. Yet despite such bravado the market is passing through a period of intense change which is forcing manufacturers and sellers to continually keep abreast of consumer demands."

– Neil Mason, Head of Retail Research

This report looks at the following areas:

- New car sales enter uncharted territory
- Dual and multi purpose vehicles carve out market in own right
- Role of the internet in purchasing could be revitalised

The UK car market is currently benefiting from a period of sustained growth. Within the sector there is continuing evidence of fragmentation with smaller cars and Sports Utility Vehicles (SUVs) as well as trading up to executive models all proving popular with buyers.

Car manufacturers have gone through an especially challenging period of late with many established names in the market facing competition. Manufacturers with a strong premium range appear to be benefiting at the expense of others as do a number of new entrants which are offering greater value to the buyer.

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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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