

Car Purchasing Process - China - October 2015

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“Even though the car market in China is experiencing a slowdown of market growth, there are still many reasons (eg government support, people’s aspirations towards better lives and the purchasing power from low tier cities) for both manufacturers and consumers to believe that it will finally shrug off the difficulties.”
– Yujing Li, Senior Research Analyst

This report looks at the following areas:

- Brands could promote new energy cars as fulfilling consumers’ daily transport needs
- Encourage car owners’ second purchase through fulfilling their aspirations
- What else can brands do to enhance competitiveness?

In the first six months of 2015, volume sales in the SUV and MPV segments increased 45.9% and 15.1% respectively. However, the growth of the total new passenger car market only reached 4.8% in the first half year of 2015, down from 9.9% in 2014.

Given that the car market in China is experiencing a slowdown of market growth, car manufacturers in China are going through a challenging period. But Mintel thinks people’ aspirations towards a better quality of life can be a consistent market driver beckoning consumers into cars.

This report provides a wealth of valuable information on the behavior of car owners and buyers. It goes into details to understand what drives first-car buyers and replacement car buyers to purchase their cars. Besides, this report also looks into consumers’ purchasing attitudes towards new energy cars and examines why some other consumers refuse to consider new energy cars during their purchasing process.

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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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The Market – What you need to know

New passenger car sales only grew 4.8% in the first half of 2015

New energy car sales increased rapidly

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Volkswagen

Toyota

Hyundai and Kia

Ford

BYD

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