

Family Car Buying - US - July 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"The family car market in the US is an increasingly diverse and crowded segment with a wide variety of offerings to match an even wider variety of family car buyers. Families range from single-parent single-child homes to multigenerational households with multiple children."
- Buddy Lo, Automotive Analyst

This report looks at the following areas:

- Safety remains the top priority for family car buyers
- Long family road trips are the litmus test for family cars
- Families seek new technology in their vehicles

This Report will dive into the profiles of family car buyers, their motivations, features that appeal to them, and how they are marketed to.

While there is no official definition of a "family car," for the purposes of this Report Mintel defines family cars as vehicles large enough to comfortably transport a family of four or more people. This includes midsize cars, full-size cars, midsize and full-size SUVs, midsize and full-size crossovers, and minivans. Additionally, several models of pickup trucks and conversion/cargo vans are family oriented. Pickup truck sales figures were not broken out by cab size, so while they are included in the scope of the family car Report, they have been omitted from market sizing and forecast figures.

BUY THIS
REPORT NOW

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

China
+86 (21) 6032 7300

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

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

Family Car Buying - US - July 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

Safety remains the top priority for family car buyers

Figure 1: Technology and safety features – Five star rating, by parental status, May 2016

Figure 2: Family vehicle attitudes – Crash impact rating, by parental status, May 2016

Long family road trips are the litmus test for family cars

Figure 3: Family vehicle attitudes – Road trips, by presence of children in the household by age, May 2016

Families seek new technology in their vehicles

Figure 4: Family vehicle attitudes – A family car should have the latest technology features, by presence of children in the household, May 2016

The opportunities

Millennials are starting families en masse

Figure 5: Mean age, by birth order, US, 2000-14

Larger families are willing to pay more for entertainment

Figure 6: Technology and safety features – Vehicle-sourced Wi-Fi, by presence of children in the household, May 2016

Figure 7: Technology and safety features – Rear passenger entertainment system, by presence of children in the household, May 2016

Expecting parents are more than twice as likely to purchase a car by May 2017

Figure 8: Purchase intent, by expectant vs nonexpectant parents, May 2016

What it means

The Market – What You Need to Know

SUVs and crossovers dominate the family car market

Sedans still heavily considered

Minivan sales level off

Market Size and Forecast

Consistent growth expected for family car market

Figure 9: Total US unit sales and fan chart forecast for family cars, 2011-21

Market Breakdown

Figure 10: Total US unit sales of family cars, by segment, 2011-15

Figure 11: Total US unit sales of family cars, by segment, 2013 and 2015

Market Factors

Average age of first-time mothers at record high

Figure 12: Share of US population by generation, 2011-21

Figure 13: US births, by age of mother, 2014

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Family Car Buying - US - July 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Low gas prices fuel larger vehicle sales, hurt EVs and hybrids

Figure 14: All grades all formulations retail gasoline prices, dollars per gallon, January 2007-May 2016

Average age of vehicles on the road continues to rise

Figure 15: Average age of passenger cars and light trucks, 2002-15

Key Players – What You Need to Know

Fiat Chrysler attempts to bring back the minivan with the Pacifica

Ford sits atop the midsize crossover/SUV segment

Hybrid and electric vehicles struggle among family car market

Manufacturer Sales

Figure 16: Total market manufacturer shares 2014 and 2015

Ford leads 2016 midsize crossover/SUV sales with the Explorer

Honda has the best-selling full-size crossover/SUV, but GM has a lot more available

Toyota's balanced offerings places it second in overall crossover/SUV sales

Jeep brand tows Fiat Chrysler into third in crossover/SUV sales

What's Working?

SUV and Crossover sales

Autonomous safety features gaining demand

What's Struggling?

Hybrid and electric vehicles struggle to gain foothold in the family car market

What's Next?

Manufacturers put the pedal to the metal for cars without pedals

Tesla leads the way but auto manufacturers are racing to catch up

Fiat Chrysler revamps the minivan with the Chrysler Pacifica

Figure 17: Chrysler Pacifica ad starring Jim Gaffigan, April 2016

The Consumer – What You Need to Know

Families want preventative safety features

Women interested in SUVs and crossovers place higher value on safety

Consumers don't want rear entertainment systems...until they have kids

Purchase Intent

Expecting parents expect to buy

Figure 18: Purchase intent, by expectant vs nonexpectant parents, May 2016

More children in the household increase likelihood of purchase

Figure 19: Purchase intent, by presence of children under age 18 in the household, May 2016

Hispanics and Asians are likely to purchase soon

Figure 20: Purchase intent, by race and Hispanic origin, May 2016

Type of Vehicles Planned to Purchase

Sedans and SUVs reign supreme

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Family Car Buying - US - July 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 21: Types of vehicles considered, May 2016

Women more likely to consider SUVs and crossovers than men are

Figure 22: Types of vehicles considered, by gender, May 2016

Minivans aren't just for soccer moms, but also soccer dads

Interest in Vehicle Features and Anticipated Spend

Consumers willing to pay for the latest innovations that improve safety

Figure 23: Correspondence analysis – Technology and safety features, May 2016

Parents will pay for rear entertainment once there are two or more kids

Figure 24: Safety and technology features – Rear passenger entertainment system, by presence of children under 18 in the household, May 2016

Importance of Vehicle Features

Large cargo space and folding rear seats appeal to many

Figure 25: Cargo and passenger features May 2016

Millennials want room for multiple child seats

Figure 26: Cargo and passenger features – Room for multiple child seats, by expectant vs nonexpectant parents and Millennials vs non-Millennials, May 2016

Expecting parents want remote powered trunks and doors

Figure 27: Cargo and passenger features, by expectant vs nonexpectant parents, May 2016

Attitudes toward Family Cars

Road trips make the family car

Family cars should go the distance

Figure 28: Family vehicle attitudes – Road trips and longevity, May 2016

Millennials want a cool looking family car

Figure 29: Family vehicle attitudes – A family car should look stylish/cool, by generation, May 2016

Millennials want automatic braking and collision sensors

Figure 30: Family vehicle attitudes – Automatic braking and collision sensors, by generation, May 2016

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Abbreviations and terms

Abbreviations

Terms

Appendix – Market

Figure 31: Total US unit sales and forecast of family car buying, 2011-21

Figure 32: Total US unit sales of mainstream family cars, 2011-15

Figure 33: Total US unit sales of luxury family cars, 2011-15

Appendix – Key Players

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com

Family Car Buying - US - July 2016

Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 34: Total full size car market share by manufacturer, 2014 and 2015

Figure 35: Total full size crossover/SUV market share by manufacturer, 2014 and 2015

Figure 36: Total midsize car market share by manufacturer, 2014 and 2015

Figure 37: Total midsize crossover/SUV market share by manufacturer, 2014 and 2015

Figure 38: Total minivan market share by manufacturer, 2014 and 2015

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

EMAIL: reports@mintel.com