

SUVs - China - February 2019

Report Price: £3695 | \$4995 | €4400

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

This report looks at the following areas:

- What's the future for domestic brands?
- Fuel consumption challenge
- Make driving compact SUVs a lifestyle for females



"Despite declined sales of SUVs, the ownership of SUVs surged more than ten percentage points over 2017 to 2018. Consumer interest in buying SUVs, especially mid/full-size SUVs, remains strong."

– Terence Zhou, Research Analyst

Buy this report now

Visit store.mintel.com

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

Table of Contents

OVERVIEW

- **What you need to know**
- **Covered in this report**

Figure 1: Definition of different monthly household income groups, by city tier

EXECUTIVE SUMMARY

- **The market**
Figure 2: Best- and worst-case forecast of the market volume of SUVs, China, 2013-23
Figure 3: SUV sales volume share, by segment, China, 2016-18
- **Companies and brands**
- **Only Haval lost share among the top 10 brands**
Figure 4: Top 10 brands in SUV sales, by sales volume, 2016-18
- **Entry price further lowered**
Figure 5: Starting price of top 10 best-selling SUV models, 2018
- **Localising manufacture and more electric models**
- **Innovation highlights: extended range electric SUVs and more pet-friendly features**
- **The consumer**
- **SUV ownership increased significantly in tier one cities**
Figure 6: Type of cars owned in tier one cities*, November 2018 vs December 2017
- **Tier two and below: compact cars still lead in ownership but SUV is catching up**
Figure 7: Type of cars owned, in tier two or lower cities*, November 2018 vs December 2017
- **Mid/full-size SUVs most wanted in tier one cities**
Figure 8: Type of car planning to buy, in tier one cities*, November 2018 vs December 2017
- **German brands become more popular**
Figure 9: Favourite SUV brand, in tier one cities*, 2019 vs 2018
- **Japanese brands are good at converting buyers in the purchasing journey**
Figure 10: Brand intended to buy, by intended SUV buyers at different purchasing stages, November 2018
- **SUVs need better fuel consumption levels**
Figure 11: Unsatisfied point for SUV owners, November 2018
- **Optimal pricings for SUVs**
Figure 12: Optimal prices of different types of SUVs based on Price Sensitivity Analysis, November 2018

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
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

- What we think

ISSUES AND INSIGHTS

- What's the future for domestic brands?
- The facts
- The implications
- Fuel consumption challenge
- The facts
- The implications

Figure 13: Comparison between hybrid versions and regular versions

- Make driving compact SUVs a lifestyle for females
- The facts
- The implications

Figure 14: Jeep compass commercial

THE MARKET – WHAT YOU NEED TO KNOW

- SUV market showed resilience
- SUV competition set to intensify

MARKET SIZE, SEGMENTATION AND FORECAST

- Annual sales set to linger around 10 million units over next five years

Figure 15: Best- and worst-case forecast of the market volume of SUVs, China, 2013–23

- Trading up for mid/full-size SUVs in replacement/second car purchase

Figure 16: SUV sales volume share, by segment, China, 2016–18

MARKET FACTORS

- Elimination of foreign share limit for joint ventures

Figure 17: Foreign share limit cancellation plan

- Rising fuel price creates demand for new energy SUVs

Figure 18: Fuel price per litre, 2015–18

Figure 19: Volvo XC 60 Hybrid and Porsche Macan

- Consumers' spending preferences

Figure 20: Financial confidence, 2017–19

KEY PLAYERS – WHAT YOU NEED TO KNOW

- Top ten is gaining more market share
- Compete by giving consumers more choices
- Innovations in the car usage experience

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
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

MARKET SHARE

- Market becoming more consolidated**

Figure 21: Top 10 brands in SUV sales, by sales volume, 2016-18

- Key players in 2018**

Figure 22: Haval F5 and H6

Figure 23: Geely S1, X3 and Emgrand GS

Figure 24: T-ROC, Tayron and Tharu

COMPETITIVE STRATEGIES

- Entry price of SUVs lowering further**

Figure 25: Starting price of top 10 best-selling SUV models, 2018

- Domestic production of high-end models**

Figure 26: Domestic produced models

- Electrification**

Figure 27: Pure electric models coming in 2019

Figure 28: Plug-in hybrid vehicles

WHO'S INNOVATING?

- Extended range electric SUVs**

Figure 29: CHJ Leading Ideal One

Figure 30: Interior design of CHJ Leading Ideal One

- Noise-cancelling technology**

Figure 31: Dog kennel from Ford

- Popscape**

Figure 32: An Airstream trailer towed by a Tesla Model X

THE CONSUMER – WHAT YOU NEED TO KNOW

- Ownership and purchase intention remain strong**
- Watch out for German and Japanese brands**
- Fuel consumption remains the biggest frustration**
- Optimal pricing suggests room for price increase**

TYPE OF CARS OWNED AND PLANNING TO PURCHASE

- The ownership of SUVs surged in 2019**

Figure 33: Type of cars owned in tier one cities*, November 2018 vs December 2017

Figure 34: Type of cars owned, in tier two or lower cities*, November 2018 vs December 2017

- Future purchase intention of SUVs remains strong**

Figure 35: Type of car planning to buy, in tier one cities*, November 2018 vs December 2017

- Non-first time car buyers switching to bigger, premium cars**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
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

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

Figure 36: Type of car owned and planning to buy, by non-first time car buyers, November 2018

- Potential buyers for mid/full-size SUVs**

Figure 37: Type of car planning to buy – mid/full-size SUV, by selected demographics, November 2018

Figure 38: Type of car planning to buy – mid/full-size SUV, by city tiers, November 2018

Figure 39: Type of car planning to buy – Select items, by type of car buyers, November 2018

FAVOURITE SUV BRANDS

- German brands become more popular**

Figure 40: Favourite SUV brand, by tier one cities, 2019 vs 2018

- Favourite brands among SUV owners and intended buyers**

Figure 41: Favourite SUV brand – word cloud, November 2018

Figure 42: Favourite SUV brand, November 2018

- Brands that consumers intend to buy**

Figure 43: Brand that consumers intend to buy, November 2018

Figure 44: Gap between favourite brand and brand intending to buy, November 2018

- Japanese brands are good at converting buyers in the purchasing journey**

Figure 45: Brand intended to buy, by intended SUV buyers at different purchasing stages, November 2018

DISSATISFACTION ABOUT SUVs

- Fuel consumption is still the biggest complaint**

Figure 46: Unsatisfied point for SUV owners, November 2018

- Group most sensitive to fuel consumption**

Figure 47: Unsatisfied point for SUV owners – monthly household income, November 2018

PERCEPTIONS OF SUVs

- Perceptions reveal popularity of compact SUVs as a first car**

Figure 48: Correspondence Analysis – SUV advantages, Nov 2018

- Lifestyle pursuers of compact SUVs**

Figure 49: Perceptions of compact SUVs – can reflect my lifestyle, by gender and age, November 2018

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

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

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

OPTIMAL PRICING OF SUVs

- **Methodology**
- **Ideal SUV price according to consumers**
Figure 50: Price sensitivity – compact SUVs optimal price, November 2018
Figure 51: Price sensitivity – compact SUVs threshold prices, November 2018
- **Compact SUVs over RMB200,000 still stand a chance**
Figure 52: Price points that are considered as expensive but still would consider buying, by monthly household income, November 2018
- **Optimal price for mid-size SUVs**
Figure 53: Price sensitivity – mid-size SUVs optimal price, November 2018
Figure 54: Price sensitivity – mid-size SUVs threshold prices, November 2018
- **Ideal price of full-size SUVs according to consumers**
Figure 55: Price sensitivity – full-size SUVs optimal price, November 2018
Figure 56: Price sensitivity – full-size SUVs threshold prices, November 2018
- **Pricing strategies for SUVs**
Figure 57: Optimal prices for SUVs, November 2018

MEET THE MINTROPOLITANS

- **MinTs are potential mid-size SUV buyers**
Figure 58: Type of car owned and planning to buy, by consumer classifications, November 2018
- **More favourable towards German brands**
Figure 59: Brand that consumers intend to buy, by consumer classifications, November 2018
- **MinTs are more demanding about vehicle dynamics and interior materials**
Figure 60: Unsatisfied point for SUV owners, by consumer classifications, November 2018

APPENDIX – MARKET SIZE AND FORECAST

Figure 61: The market volume of SUVs, 2013–23

APPENDIX – METHODOLOGY AND ABBREVIATIONS

- **Methodology**
- **Fan chart forecast**
- **Abbreviations**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

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



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.