

Car Purchasing Process - China - September 2018

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“The sales of SUVs will continue to grow but the SUV is going to reach saturation point. It comes as no surprise that German brands dominate consumers’ future car purchasing plans and that 4S stores are the major purchasing channel for consumers. However, it is a surprise to see that Chinese brands have grown so fast in the last year.”

– **Terence Zhou, Research Analyst**

This report looks at the following areas:

- **KOL marketing in automotive industry**
- **Dedicated into the brand**
- **Being an expert on the car aftermarket**

The new passenger car market has enjoyed continuous strong growth over the past several years. But it has been struggling in 2017 and 2018. This is mainly due to the shift of government policy, the saturation of the new passenger car market and international trade conflict.

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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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Table of Contents

Overview

What you need to know

Covered in this report

Excluded

Executive Summary

The market

Figure 1: Best-and Worst-case forecast of total passenger car sales volume, China, 2013-23

Figure 2: Best-and worst-case forecast of basic passenger car sales volume, China, 2013-23

Figure 3: Best-and worst-case forecast of muv sales volume, China, 2013-23

Figure 4: Best-and worst-case forecast of suv sales volume, China, 2013-23

Companies and brands

Figure 5: Company brand market share in volume, 2015-17

The consumer

Figure 6: Types of car brands for planned purchase in the next 12 months, April 2018

Figure 7: Future car purchasing channels, April 2018

Figure 8: Car feature preference, April 2018 vs 2016

Figure 9: Car functions, April 2018

What we think

Issues and Insights

KOL marketing in automotive industry

The facts

The implications

Figure 10: Advertisement of Volvo XC 40

Figure 11: Weibo of No.38 car review centre and Geely's vice president repost

Figure 12: Monthly sales volume of Lynk 01

Dedicated into the brand

The facts

The implications

Figure 13: Lynk & Co centre

Being an expert on the car aftermarket

The facts

The implications

The Market – What You Need to Know

Cooling down for new passenger car market

Benefits are fading out

Market Size and Forecast

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Winter is coming for new passenger car market

Figure 14: Sales volume and growth rate of total new passenger car market, 2013-18

Market expected to grow at a CAGR of 3.1% till 2023

Figure 15: Best-and Worst-case forecast of total passenger car sales volume, China, 2013-23

Market Drivers

Vehicle purchase tax discount ended in 2017

Government subsidy being phased out in new energy car market

Growth speed slowing down in SUV market

Momentum of the second hand market affecting sales of new cars

Figure 16: Comparison of sales volume of second hand and new passenger cars, 2013-17

Consumers' attitudes towards car hire

Market Segmentation

Toughest year since 2013

Figure 17: Best-and worst-case forecast of basic passenger car sales volume, China, 2013-23

MUV market is expected to recover slowly from 2020

Figure 18: Best-and worst-case forecast of muv sales volume, China, 2013-23

Growth of SUV market slowed down significantly in 2017

Figure 19: Best-and worst-case forecast of suv sales volume, China, 2013-23

Key Players – What You Need to Know

Geely is the star in the top ten lists

Entering into the international market with innovations on the design

The innovation has gone further

Market Share

Top ten companies are gaining momentums

Figure 20: Company brand market share, 2015-17

American brands are losing market share

Geely is the shining star in 2017

Competitive Strategies

Chinese brands step into international

Innovations on the in-car functions

Figure 21: Nio queen's co-pilot seat

Figure 22: Byton's adjustable car seats

Pushing the outside design of SUVs to a new level

Figure 23: 2019 Volkswagen Tiguan

Figure 24: Lynk 01

Who's Innovating?

Fuel cell car – think different in the era of new energy car

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Report Price: £3302.97 | \$4460.00 | €3717.16

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Figure 25: Hyundai Nexo fuel cell car

Aero Cars

Figure 26: AeroMobile 5.0 VTOL

Wireless charging from BMW

Figure 27: BMW wireless charging

The Consumer – What You Need to Know

Chinese brands' ownership improved but German brands dominate future purchasing plan

Looking for better

Parking assistance is the buzz of the year but safety is still the priority for budget cars

Car Brand

German brands dominate consumers' future car purchasing choices

Figure 28: Types of car brands for planned purchase in the next 12 months, April 2018

Chinese car brands surpass American brands as the third place in car ownership in 2018

Figure 29: Car brands ownership, April 2018 vs July 2017

German brand is expected to see more growth in the future

Figure 30: Brands ownerships vs future planned purchasing brands, April 2018

Potential core consumers of Chinese brand are aged from 25-29 and 40-49

Figure 31: Types of car brands for planned purchase – Chinese brands, by age, April 2018

American brands and Korean brands are preferred by young generations

Figure 32: Types of car brands for planned purchase – Korean brands, by gender and age, April 2018

German brands and Japanese brand find their niche market separately

Figure 33: Types of car brands for planned purchase – Germany and Japanese brands, by household income, April 2018

Car Models

Top 20 models that consumers plan to buy

Figure 34: Car models that consumers plan to buy next, top 20, April 2018

Volkswagen dominates the top 20 model list

Figure 35: Car models that consumers plan to buy most, top 20, April 2018

Car Budget

Small consumption upgrade in car price

Figure 36: The price range of car planned to purchase, April 2018 vs July 2017 vs July 2016

Figure 37: Average target price, 2015-18

Figure 38: The price range of car planning to purchase, by car owners and buyers, April 2018

Desirable price range by brands

Figure 39: The price range of car planned to purchase by brands against average, April 2018

Future Car Purchasing Channels

4S store is still consumers' first choice to purchase their next vehicles

Figure 40: Future car purchasing channels, April 2018

More older males prefer 4S store, but younger females think out of the box

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Figure 41: Future car purchasing channels, by gender and age, April 2018

Figure 42: Future car purchasing channels – automobile show, by gender and age, April 2018

Chinese brands need to improve 4S stores' service

Figure 43: Future car purchasing channels, by car brands, April 2018

Preferred Car Features

The need for urban commuting is rising like never before

Figure 44: Car feature preference, April 2018 vs 2016

Different price range defines different features

Figure 45: Car feature preference against average, April 2018

Desired Car Functions

Parking assistance is the buzz of the year

Figure 46: Car functions, April 2018

Car functions by car brands

Figure 47: Car functions by car brands, April 2018

Safety should be prioritised in budget cars

Figure 48: Car functions against average among consumers whose budget is below RMB200,000, April 2018

AR/VR Commercial Applications

AR beats VR as the most welcome commercial application

Figure 49: AR/VR Commercial applications, April 2018

Fast purchase decision-making process by AR/VR

Figure 50: AR/VR Commercial applications, April 2018

Enthusiasm from consumers for more AR/VR commercials

Figure 51: AR/VR Commercial applications, April 2018

AR/VR as the supplementary method for test drive

Figure 52: AR/VR Commercial applications, April 2018

Meet the Mintropolitans

Higher affordability for car price range

Figure 53: Car price by consumer classification, April 2018

Positive attitudes on AR/VR from Mintropolitans

Figure 54: AR/VR applications by consumer classification, April 2018

Appendix – Market Size and Forecast

Figure 55: Total sales volume of new passenger cars, 2013-23

Appendix – Market Segmentation

Figure 56: Total sales volume of suvs, 2013-23

Figure 57: Total sales volume of muvs, 2013-23

Figure 58: Total sales volume of basic passenger cars, 2013-23

Appendix – Methodology and Abbreviations

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Methodology

Fan chart forecast

Abbreviations

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