

# Sedans Versus Heavy Passenger: Incl Impact of COVID-19 - US - November 2020

Report Price: £3254.83 | \$4395.00 | €3662.99

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“Consumers don’t have much affinity for OEMs, but it is a different story when it comes to their vehicle type. Across vehicle types, the majority of consumers are considering sticking with their current vehicle type for their next purchase. Changes in the market are less driven by consumer demands and are instead occurring due to business decisions made at the national level.”  
 – **Hannah Keshishian, Automotive Analyst**

This report looks at the following areas:

- The impact of COVID-19 on the light and heavy passenger vehicle market
- Light and heavy passenger vehicle segment sales performance
- Purchase consideration by vehicle type
- Barriers to segment entry

Light and heavy passenger vehicle owners are two opposite sides of the same coin. What drives one group toward smaller, sportier passenger vehicles is what repels the other consumers group and pushes them into the arms of the more spacious heavy passenger segment. Automakers need to understand that these groups are unlikely to cross over into the other territory, and maintaining a robust vehicle line-up, rather than focusing solely on one type, is a more effective sales strategy.

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OEMs repeat history and scale back on sedans during economic crisis

## Segment Performance

Fewer options breed poor sedan sales beyond 2020 and the pandemic

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Heavy passenger vehicles will recover sooner than sedans

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## The Consumer – Key Takeaways

- Sedans are the most-owned vehicle
- Female consumers drive SUV popularity
- Power and performance attract heavy passenger consumers
- Light passenger vehicle consumers seek stylish cars
- Lifestyle needs dictate vehicle segment preference

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- Technology
- Identity

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Abbreviations

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