

Car Purchasing Process - China - 2021

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This report looks at the following areas:

- **Car purchase motivations:** career development need is the top-ranked car purchase motivation
- **Car purchase concerns:** the functionality of the passenger space should be considered as part of the smart cabin concept
- **Car purchase considerations:** requirements for features becomes a top three priority
- **Information channels for car purchase:** professional channels remain the main portals influencing the surveyed car owners' car purchase decisions
- **Brand images:** the value for money of premium NEV brands is still in doubt
- **Activities to enhance consumers' favourability:** exclusive services to assist transporting may help car companies shift their focus from products to services

At the initial stage of car purchasing, consumers today have clearer requirements for practical aspects of cars, such as intelligent configuration, car power and appearance. Therefore, it has become more important for brands to notice and explore consumers' evolving product demands as well as enhance brand awareness and consumer favourability towards brands with more direct and straightforward communication about product design on platforms.

Consumers have a strong desire to enjoy the 'transport freedom' that comes from owning their own cars and believe that cars play a vital positive role in their career development. This implies that the China automobile consumer market still has the potential to grow and will see more robust growth in the future. At the same time, with the advent of a digital revolution in the automotive industry, car owners have begun to show more precise requirements for intelligent systems and configurations. Furthermore, they now have fewer preferences towards the origin countries of brands.



"With the continuous rebound and growth of the domestic macro economy in China, more consumers in the auto market have had the chance to satisfy their need to purchase another car or replace a car, leading to a noticeable increase in the year-on-year growth of new car sales volume."

- Austin Yuan, Research analyst

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Table of Contents

OVERVIEW

- What you need to know
- Key issues covered in this Report
- Report scope

EXECUTIVE SUMMARY

- The market
- COVID-19 outbreak and chip shortage gradually ease and China car sales volume grows steadily

Figure 1: Sales volume of passenger cars in China, 2016-21 (est)

- Sales volume is forecast to reach 27.67 million units in the next five years

Figure 2: Sales volume and forecast of passenger cars in China, 2016-26

- Trade-up demand still robust

Figure 3: Volume and share of car replacement, 2016-20

- Stepping up both hardware and marketing efforts, domestic brands increase share of sales volume

Figure 4: Share of sales volume, by origin country, 2018-21

- Companies and brands

- Emphasise intelligent brand label with technological image

Figure 5: Jetta's intelligent car robot Jettaman, 2021

- Demonstrating performance advantages with offline test drive experience

Figure 6: The fabled Qinglong 24-bend road challenge, 2021

- Leveraging 'experience officers' to create a Guochao IP

Figure 7: Haval H6 Guochao model, 2021

- Audi adaptive colour paint technology provides different appearances

Figure 8: Audi adaptive colour

- Genesis launches an optimised face recognition interactive experience

Figure 9: Face Connect

- The consumer

- Career development need is the top-ranked car purchase motivation

Figure 10: Car purchase motivations, 2021

- Smart cabins should consider the functionality of the passenger space

Figure 11: Car purchase concerns, 2021

- Requirements for features becomes a top three priority

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Did you know?

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Figure 12: Car purchase considerations, 2021

- **Professional channels still main portals influencing surveyed car owners' car purchase decisions**

Figure 13: Information channels for car purchase, 2021

- **Value for money of premium NEV brands still in doubt**

Figure 14: Brand image, 2021

- **Exclusive transport services may help car companies shift from products to services**

Figure 15: Activities to enhance consumers' favourability, 2021

- **What we think**

ISSUES AND INSIGHTS

- **An intelligent label needs both good-looking appearance and to prove its value**

- **The facts**

- **The implications**

Figure 16: Lincoln's holographic logo, 2021

- **Innovation in car companies' apps helps generate private traffic**

- **The facts**

- **The implications**

Figure 17: NIO Day event, 2021

- **'Proving' the brand meaning with sincere value of services**

- **The facts**

- **The implications**

Figure 18: Car brands helping Henan, 2021

MARKET SIZE AND FORECAST

- **COVID-19 outbreak and chip shortage gradually ease and car sales volume grow steadily**

Figure 19: Sales volume of passenger cars in China, 2016-21 (est)

- **Sales volume is forecast to reach 27.67 million units in the next five years**

Figure 20: Sales volume and forecast of passenger cars in China, 2016-26

MARKET FACTORS

- **Trade-up demand still robust**

Figure 21: Volume and share of car replacement, 2016-20

- **Focusing on BEVs to accelerate shift to new energy cars**

Figure 22: Share of NEVs in China, by sales volume, 2018-21

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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MARKET SEGMENTATION

- **Stepping up efforts in both hardware and marketing, domestic brands' share of sales volume increases**
Figure 23: Share of sales volume, by origin country, 2018-21
- **With space and power advantages, SUVs' share of sales volume further increased**
Figure 24: Share of different types of cars in China, by sales volume, 2018-20

MARKETING CAMPAIGNS

- **Emphasise intelligent brand label with technological image**
Figure 25: Jetta's intelligent car robot Jettaman, 2021
- **Cute and fun two-dimensional marketing caters to female consumers**
Figure 26: ORA's display at China Joy, 2021
- **Demonstrating performance advantages with offline test drive experience**
Figure 27: The fabled Qinglong 24-bend road challenge, 2021
- **Leveraging 'experience officers' to create a Guochao IP**
Figure 28: Haval H6 Guochao model, 2021

NEW PRODUCT TREND

- **Audi adaptive colour paint technology provides different appearances**
Figure 29: Audi adaptive colour
- **Genesis launches an optimised face recognition interactive experience**
Figure 30: Face Connect
- **Skoda uses bio-materials in the car interior**
Figure 31: Skoda interior using bio-materials
- **Xpeng plans trial flights for its Xpeng HT Aero flying car in Europe in the first half of 2022**
Figure 32: Xpeng HT Aero flying car

CAR PURCHASE MOTIVATIONS

- **Career development need is the top-ranked car purchase motivation**
Figure 33: Car purchase motivations, 2021
- **Cars are becoming a necessity for the younger generation's career development**
Figure 34: Car purchase motivations, by age, 2021
- **Surveyed female car owners strongly desire to own their own cars**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Figure 35: Car purchase motivations, by gender, 2021

CAR PURCHASE CONCERNS

- **Smart cabins should consider the functionality of the passenger space**
- **Young car owners have a high demand for good interior and exterior designs**

Figure 36: Car purchase concerns, 2021

Figure 37: Car purchase concerns, by age, 2021

- **High-priced car owners particularly value intelligent configurations and abundant optional configurations**

Figure 38: Car purchase concerns, by car purchase price, 2021

CAR PURCHASE CONSIDERATIONS

- **Requirements for features becomes a top three priority**
- **Differentiation demand for configurations, power and appearance weakens consumers' preferences towards certain brands**

Figure 39: Car purchase considerations, 2021

Figure 40: Car purchase considerations, by car ownership time, 2021

- **Six in 10 SUV owners have a target model when purchasing**
- **Most petrol car owners do not have a petrol-only mindset**

Figure 41: Purchase factors of fragrances, by car type, 2021

Figure 42: Car purchase considerations, by car energy type, 2021

INFORMATION CHANNELS FOR CAR PURCHASE

- **Professional channels still main portals influencing surveyed car owners' car purchase decisions**
- **Specialised platforms have less influence on car owners aged 20-29**

Figure 43: Information channels for car purchase, 2021

Figure 44: Information channels for car purchase, by age, 2021

- **High-priced car owners are greatly influenced by official channels and other consumers' opinions**

Figure 45: Information channels for car purchase, by car purchase price, 2021

BRAND IMAGE

- **Value for money of premium NEV brands still in doubt**

Figure 46: Brand image, 2021

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook

Did you know?

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



- **BBA's young tone strategy starting to work and car appearance become the biggest sweet spot**
Figure 47: Brand image – strong sense of fashion, by age, 2021
- **Competition over intelligent functions provides more growth opportunities for traditional car brands**
Figure 48: Brand image – high level of intelligence, by car ownership time, 2021

ACTIVITIES TO ENHANCE CONSUMERS' FAVOURABILITY

- **Exclusive transportation services may help car companies shift from products to services**
Figure 49: Activities to enhance consumers' favourability, 2021
- **Self-driving tours organised by brands are less appealing to young people**
Figure 50: Activities to enhance consumers' favourability, by age, 2021
- **More owners of high-priced cars desire exclusive services**
Figure 51: Activities to enhance consumers' favourability, by car purchase price, 2021

APPENDIX

- **Methodology**
- **Abbreviations**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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