



Automotive Retailing: Inc Impact of COVID-19 - Ireland - April 2020

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This report looks at the following areas:

- The impact of COVID-19 on the automotive retailing sector on the island of Ireland
- The influence of sustainability and environment concerns will have on car purchasing
- How the economic environment is impacting car ownership models
- The legislative changes that will impact Irish motorists
- What are Irish consumers future car purchase intentions and when they are most likely to buy a new car

Even when social distancing measures are relaxed, the uncertainty surrounding the COVID-19 outbreak could see consumers delay big-ticket purchases such as new cars as they focus on essential expenditure. We would therefore expect to see new cars sales continue to struggle throughout 2020. However, concerns around being exposed to COVID-19 on public transport could see consumers look to alternative forms of transport. This will likely see higher usage of cars among consumers with further to travel to work for example and increased usage of bicycles within urban areas such as Belfast and Dublin.



“Before COVID-19 hit, the majority of Irish consumers said that they intended to buy a car within the next two years. The shutdown of retail outlets will already have had a huge impact on car sales; although at the time of writing there were no new numbers on Irish car sales over the lockdown period, the UK’s experience shows the possible scale of the impact, with new car sales falling in April 2020.”

James Wilson, Research

Analyst, 30 April 2020
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