



# AUTOMOTIVE MARKET REPORT

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#### PURPOSE OF THE REPORT AND INFORMATION USED

THE REPORT ANALYZES THE MARKET IN THE COURSE OF 2021 FOR WHICH PUBLIC INFORMATION IS AVAILABLE. THE PURPOSE OF THE STUDY IS TO EXAMINE THE EVOLUTIONARY TRENDS OF THE NATIONAL AND INTERNATIONAL MARKET.

THE INFORMATION CONTAINED IN THIS REPORT COMES FROM PUBLICLY AVAILABLE SOURCES. NOBEL PARTNERS ADVISORY S.R.L. DOES NOT IN ANY WAY GUARANTEE THE ACCURACY, COMPLETENESS AND CORRECTNESS OF THE INFORMATION CONTAINED HEREIN. THIS INFORMATION IS ANALYSED AND PROVIDED SOLELY FOR THE PURPOSES OF DESCRIBING CERTAIN OF THE DYNAMICS OF THE ITALIAN MARKET.

# 1.0 GLOBAL AUTOMOTIVE MARKET

- Due to COVID-19's eruption, passenger vehicle sales globally declined by 16% in 2020. However, in 2021, the sales recovered.
- The major players (manufacturing groups) worldwide are Volkswagen, Toyota Motor and Stellantis, generating \$288.6 billion, \$251.7 billion, and \$165.5 billion U.S. dollars, respectively.
- Stellantis is the leading player in the Italian automotive market.
- From 2015 to 2019, the Italian hybrid and electric cars market grew with a CAGR of 47.3%.

The automotive industry refers to all businesses and endeavours concerned with the production of motor vehicles, including the majority of their parts, such as their bodies and engines, but omitting their tires, batteries, and gasoline.

The main products of the automotive industry are:

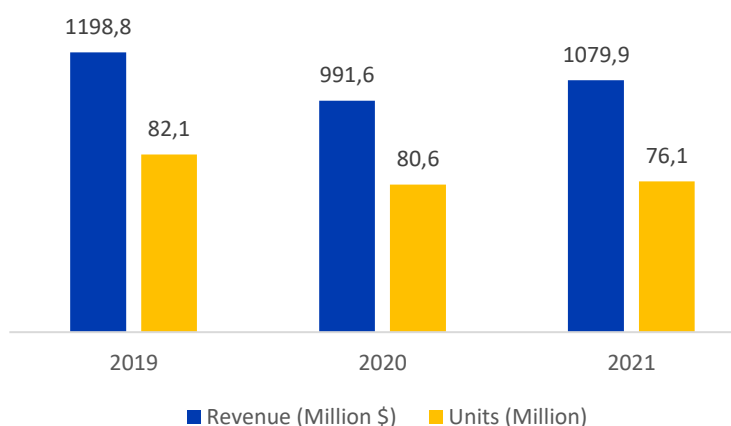
- Passenger cars, are road motor vehicles not mopeds or motorcycles that are used to transport people and have a maximum seating capacity of nine people (including the driver);
- Light trucks, with a payload capacity of up to 1.815 kg and a total vehicle weight of up to 3.860 kg;
- Commercial automobiles, such as delivery trucks and large transport trucks.

The global automotive industry grew by 8.8% in 2021 to reach a value of \$1,079 billion, compared with 2020, which generated \$991.6 billion, with a CAGR -2.7% (2017-2021).

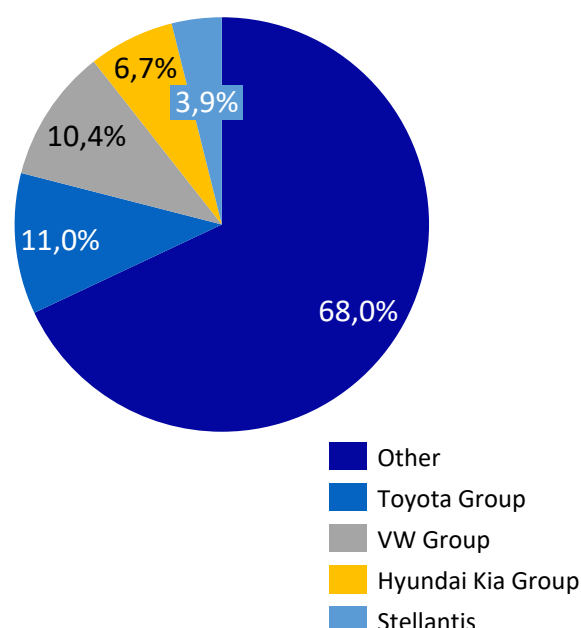
## Major Players

The major players worldwide are Volkswagen, with a market share of 68,0%, generating \$288.6 billion; Toyota Motor (11,0%) with a revenue of \$251,7 billion; and Stellantis (3,9%), with \$165.5 billion U.S. dollars, based on revenue and market share of 2021.

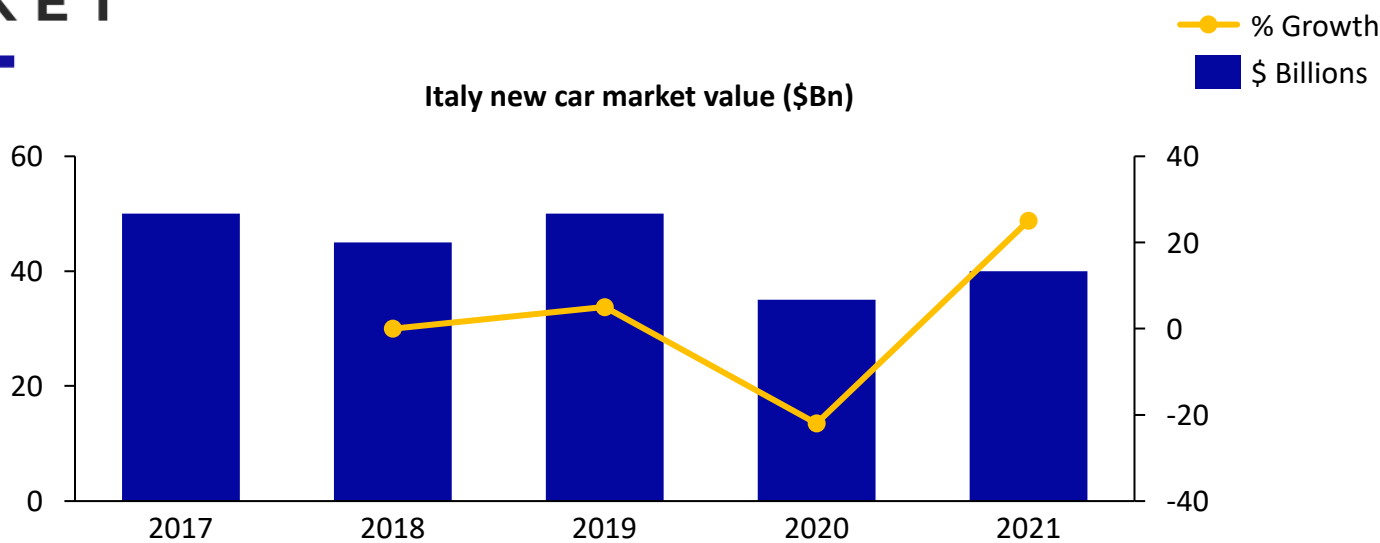
**Global car manufacturing industry:  
Sales revenue and units**



**Global car manufacturing market share in 2021 (%)**



# ITALIAN AUTOMOTIVE MARKET



The market for new cars in Italy increased by 28.3% in 2021, reaching a \$46 billion value.

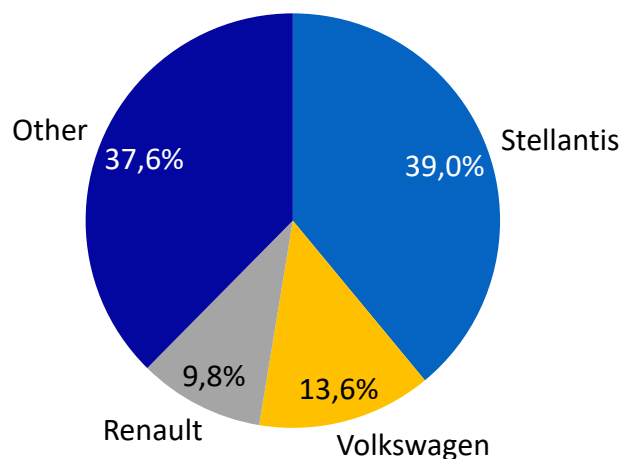
The Italian automotive has traditionally strived, seeing declines in 2018 and 2020 and very modest growth in the years in between, as economic growth moved slowly, causing consumers to spend less. Conversely, in 2021 and 2022, the market is estimated to develop quickly, with modest growth rates anticipated for the balance of the projection period.

In 2021, the market value was estimated to be \$46,0 billion, with a CAGR of -2,2%. Low income is one of the most reasons that caused this fall in market value. Many consumers have opted for motorcycles over vehicles; this has further hindered the value of the new car market.

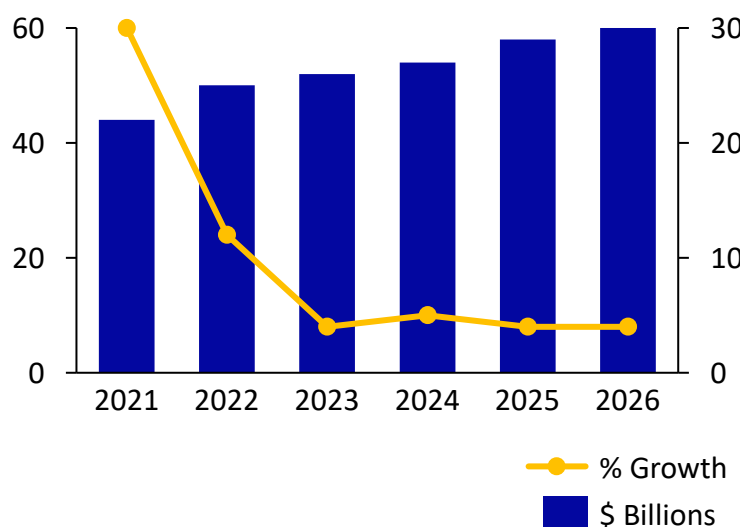
The forecast of the automotive market in Italy in 2026 is estimated to be \$56,5 billion, increasing 22,8% from 2021, with a CAGR of 4,2%.

Italy ranked fourth in the automotive market in Europe, with 9,5 % of the market share, following Germany (24,7%), France (16,2%) and United Kingdom (12,0%). These 4 regions accounted over 60% of the whole market share.

**Italy new car market share %: by volume, 2021(e)**



**Forecast of the automotive market in Italy (\$Bn)**



### 3.0

# TREND: INCREASING SALES OF ELECTRIC VEHICLES

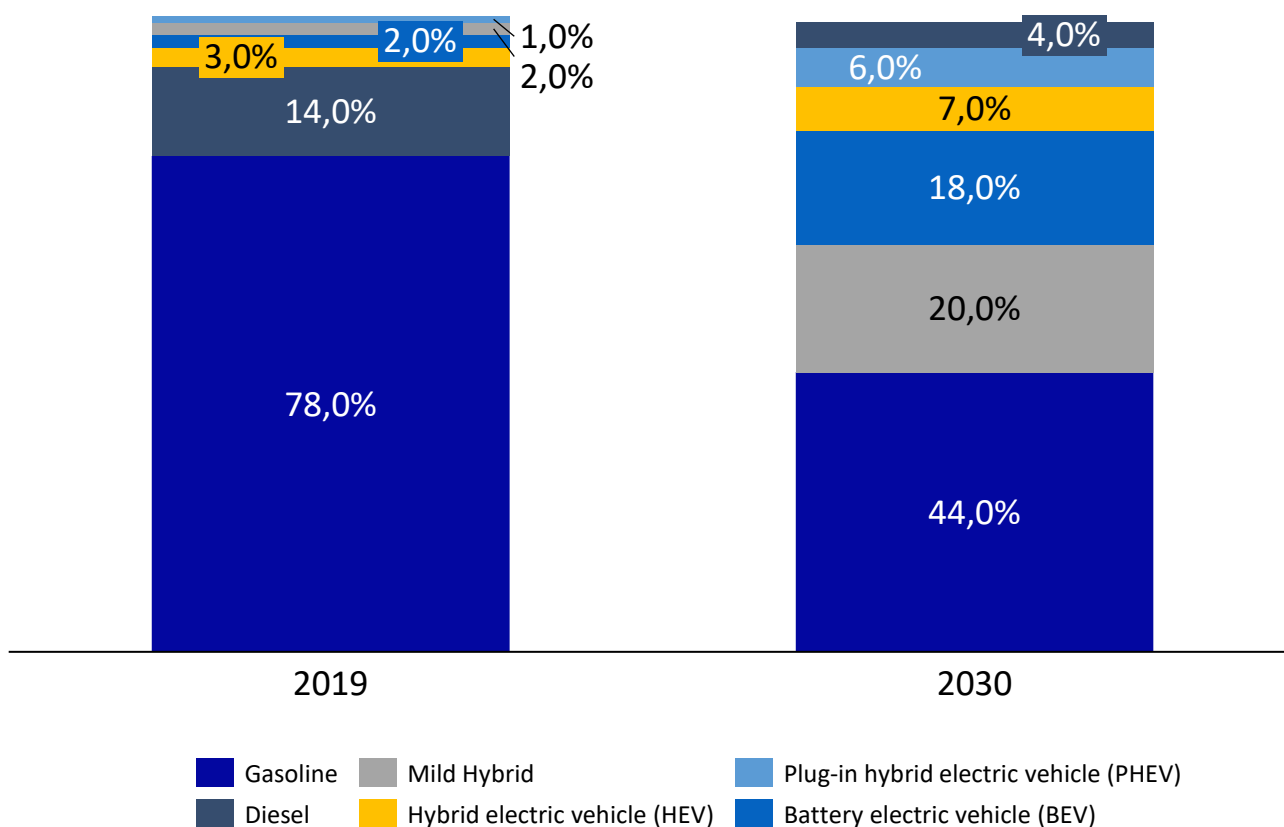
The market for hybrid and electric vehicles expanded in Italy with a CAGR of 47.3% between 2015 and 2019.

Sales of electric vehicles are steadily growing at a resilient growth rate compared to those of other types of vehicles (diesel, gasoline, and hybrid cars), and it is estimated to continue growing gradually in the future.

By 2030, sales of electric cars will surpass those of conventional fuel vehicles. One factor contributing to this impressive performance is the fact that some governments of developed nations are providing tax breaks to promote the purchase of electric vehicles (EVs), which are considered a crucial step toward more sustainable transportation and a greener future.

With a series of governments policies and increasing demand for electric cars, many global manufacturers have turned their focus from classic non-fuel vehicles to electric vehicles and hybrid electric vehicles, such as Aston Martin, Jaguar, Land Rover, Volvo, GM, and Aston Martin have all made intentions to solely produce electric or hybrid vehicles in the next ten years.

**Breakdown of global car sales in 2019 and 2030, by fuel technology**



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