

GLOBAL AUTOMOTIVE OUTLOOK, 2025

Resilience of the Asia-Pacific
Market Due to China and
India Drive Sales Growth



KEY HIGHLIGHTS OF 2024



The light vehicle market experienced a **1.1% growth**, driven by factors such as **resolved supply chain challenges, rising demand in emerging markets & steady growth of Evs** (Including Hybrids & BEVs).



In 2024, the three out of Top five automotive markets globally experienced growth, with **China** taking pole position with **5.7% yoy** growth in terms of vehicle units sold, followed by the USA (2.2%).



A total of **17.4 million** EVs were **sold in 2024** of which **63%** were BEVs and **37%** were PHEVs, The plug in Hybrid vehicle sales rose by **55%** in 2024.



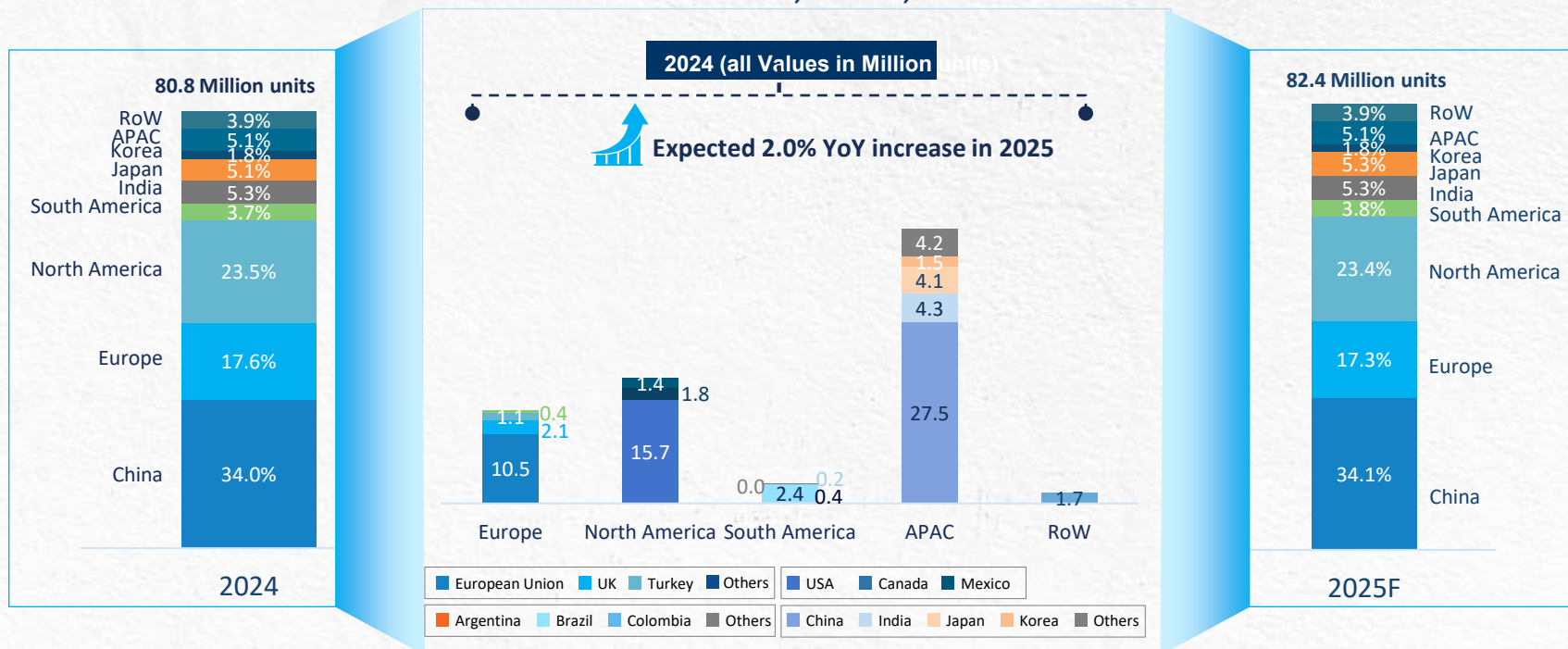
BYD is the only automaker among the top 5 Light vehicle automakers globally to register growth registering **43%** up in sales compared to 2023



Various partnerships between automakers including **BMW + Toyota, Volkswagen + Xpeng, Nissan + Honda** were announced focussing on development of NEVs

GLOBAL LV SALES BY REGION IN 2024 AND 2025F—SNAPSHOT

Automotive Market: LV Sales, Global*, 2024 and 2025F



*LVs include PVs and Pickup Trucks with a gross vehicle weight rating (GVWR) of up to 7.5 metric tons (MT) depending on regions.

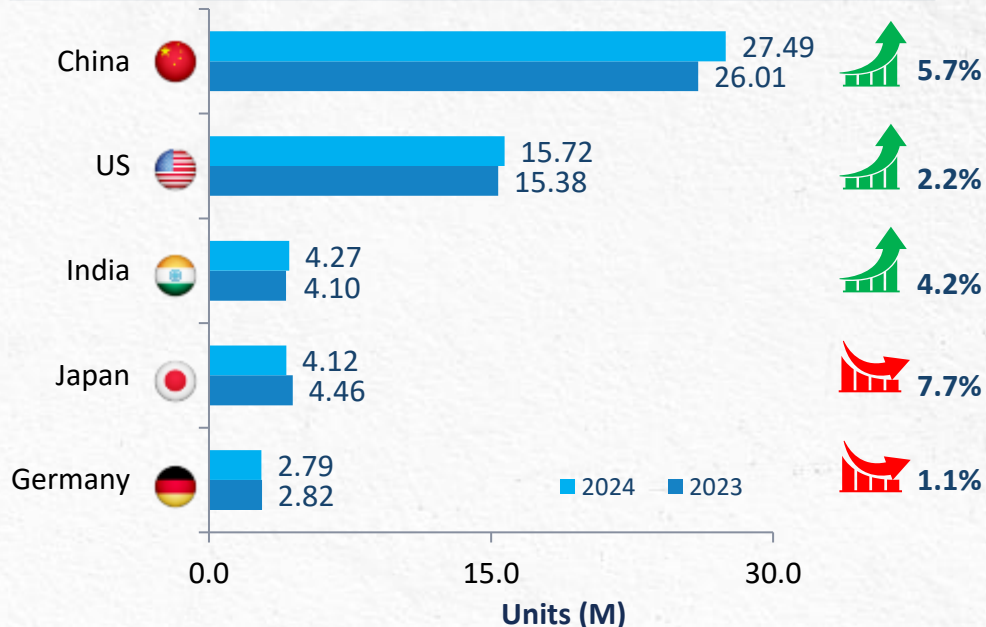
*Sales data from respective automotive associations of countries might vary because of the difference in reporting structure.

*Rest of World breakdowns are not available.

*PV = Passenger Vehicle

TOP 5 MARKETS & OEMS OF 2024

Automotive Market: Top 5 Markets by Sales, Global, 2023 and 2024

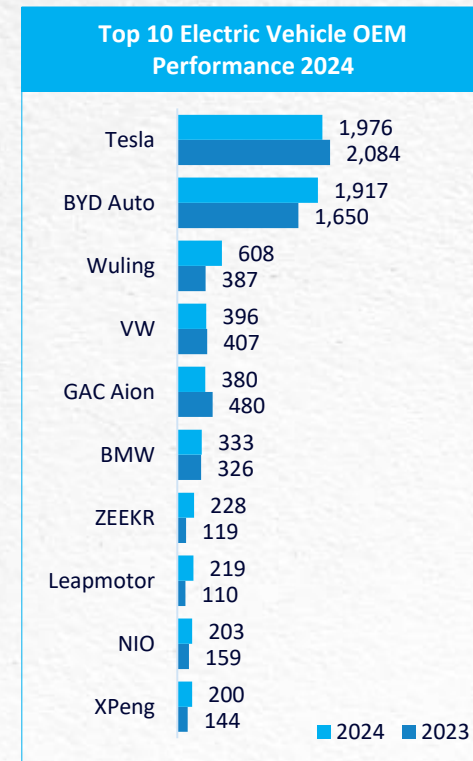
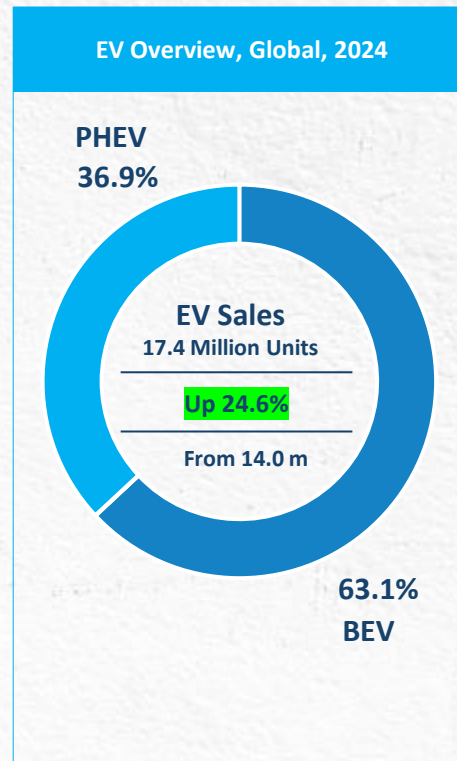
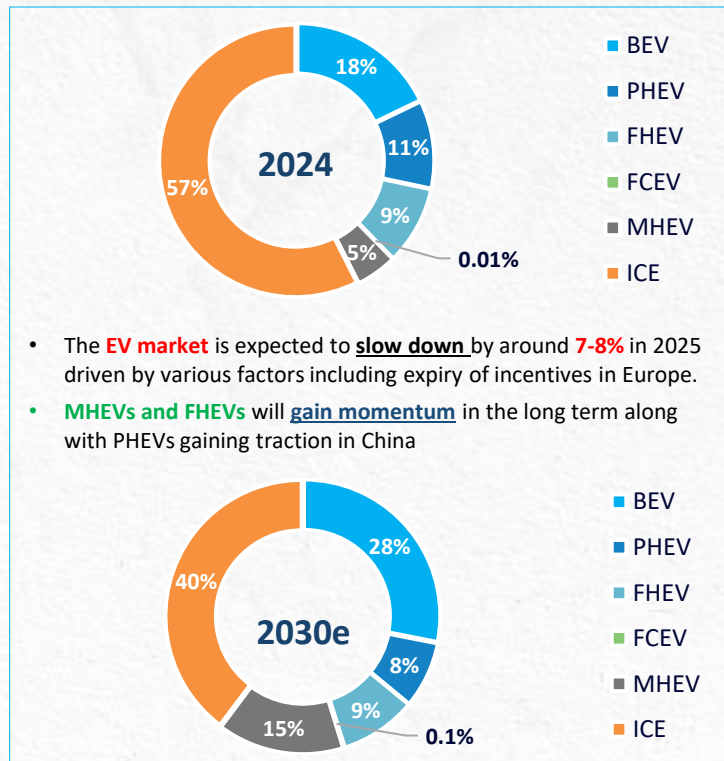


Automotive Market: Top 5 OEMs YoY Sales Trend, Global, 2024*

OEMs	LV Sales Volume (In million units)	YoY Growth (2023 to 2024)
Toyota	8.3	(4.3%)
Volkswagen	4.7	(1.0%)
BYD Auto	4.2	43.8%
Honda	3.6	(4.1%)
Hyundai	3.4	3.0%)

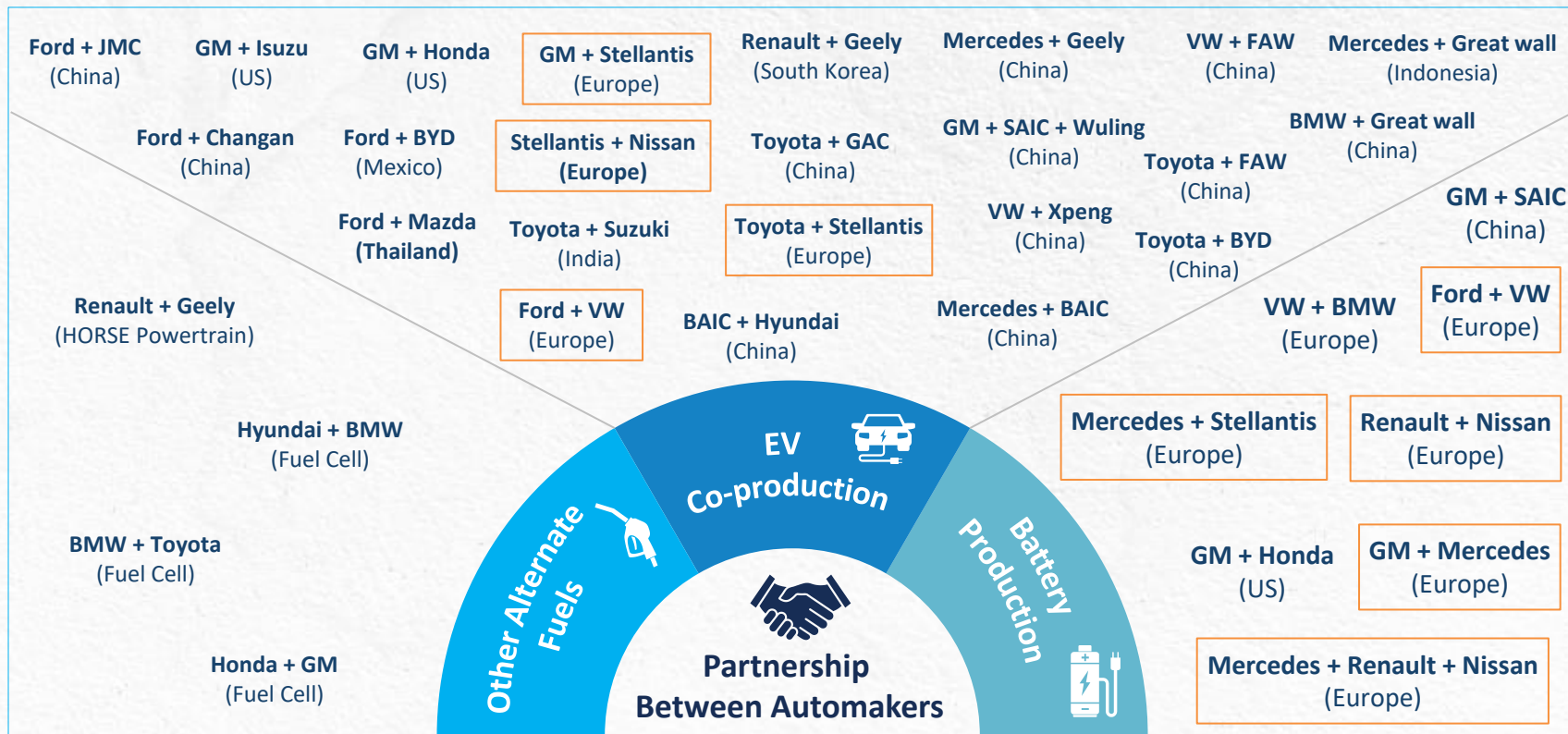
Note: Sales data from the respective automotive associations of countries might vary because of the difference in reporting structure.

GLOBAL POWERTRAIN MARKET, 2024 AND 2030E

































Note: Sales data from the respective automotive associations of countries might vary because of the difference in reporting structure.

GLOBAL KEY PARTNERSHIPS BETWEEN AUTOMAKERS, 2024



CURRENT MARKET POSITION IN EUROPE

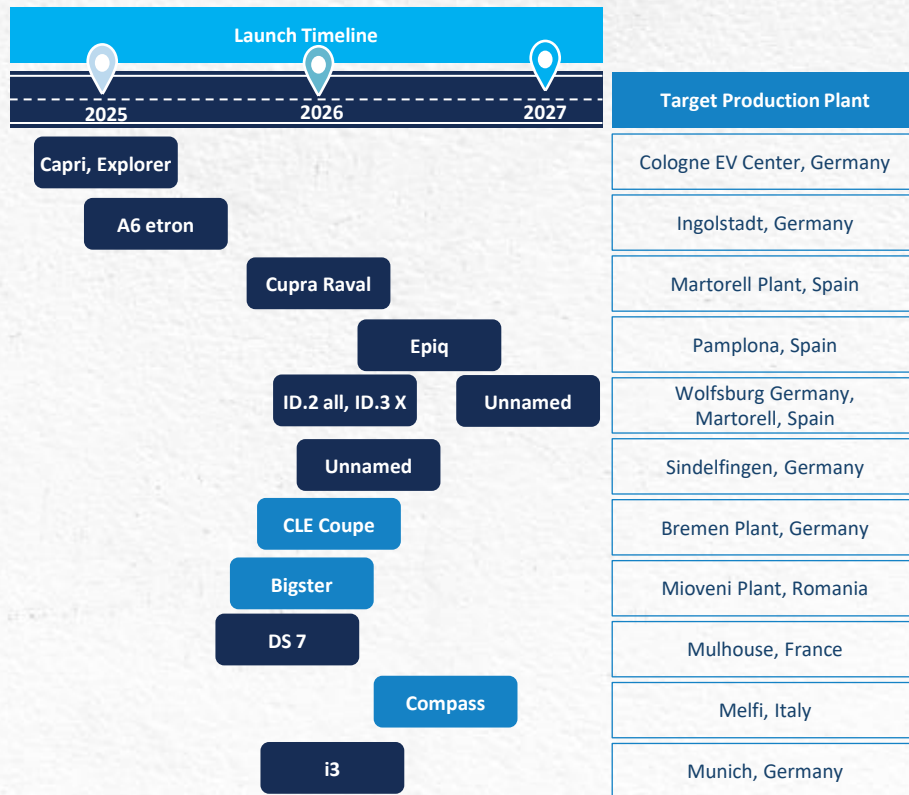
Country	Sales	PV Growth Rate	Electric Vehicles	
			BEV Sales	BEV Growth
Germany 	 2,822,691 2,794,507	 (1.0%)	376,819	(27.5%)
UK 	 2,015,423 2,070,556	 2.7%	385,703	19.7%
France 	 1,949,514 1,884,587	 (3.3%)	307,292	(1.5%)
Italy 	 1,642,687 1,634,481	 (0.5%)	67,650	(3.2%)
Spain 	 941,860 1,012,785	 7.5%	57,049	0.8%
Poland 	 473,548 550,397	 16.2%	15,148	21%
Belgium 	 500,474 472,087	 (5.7%)	99,194	28%
Netherlands 	 366,096 380,223	 3.9%	130,005	16.1%
Sweden 	 314,240 291,429	 (7.3%)	96,767	(14.5%)
Austria 	 253,600 269,323	 6.2%	45,517	(7.2%)

■ 2023 ■ 2024

UPCOMING LAUNCHES LINEUPS



OEM	Segment
Ford	SUV
Audi	Sedan
SEAT	Microcars
Skoda	SUV
Volkswagen	SUV
Mercedes	SUV
Mercedes	Coupe
Renault	SUV
Stellantis	SUV
Jeep	SUV
BMW	Sedan



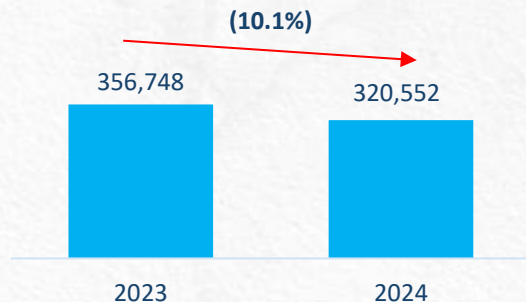
■ ICE Vehicles
 ■ Hybrid Vehicles
 ■ Pure EVs (BEV)

This is not an exhaustive list; only selected models are displayed

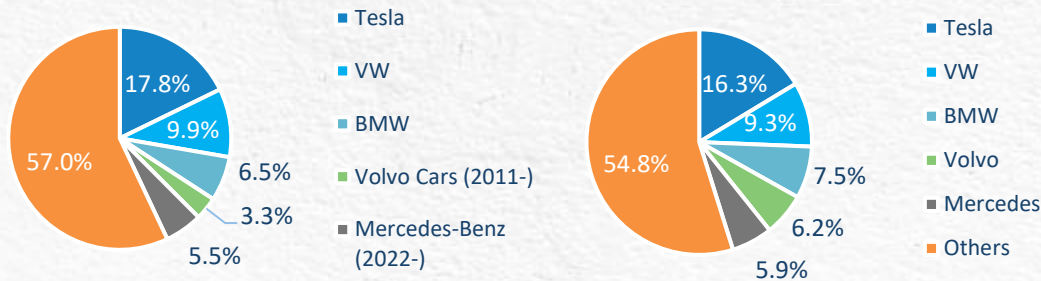
Source: MarkLines; Frost & Sullivan 8

CHANGING FORTUNES OF TESLA IN EUROPE

Tesla Electric Vehicle Sales, Europe, 2023 vs 2024



Market Share of Tesla in 2023 vs 2024, Europe



Market Position changes of Tesla in 2023 vs 2024, Europe top 3 Markets



Germany

- EV Sold: 37,574 (down by 41%)
- Lost 2nd Position in EV sales to BMW



France

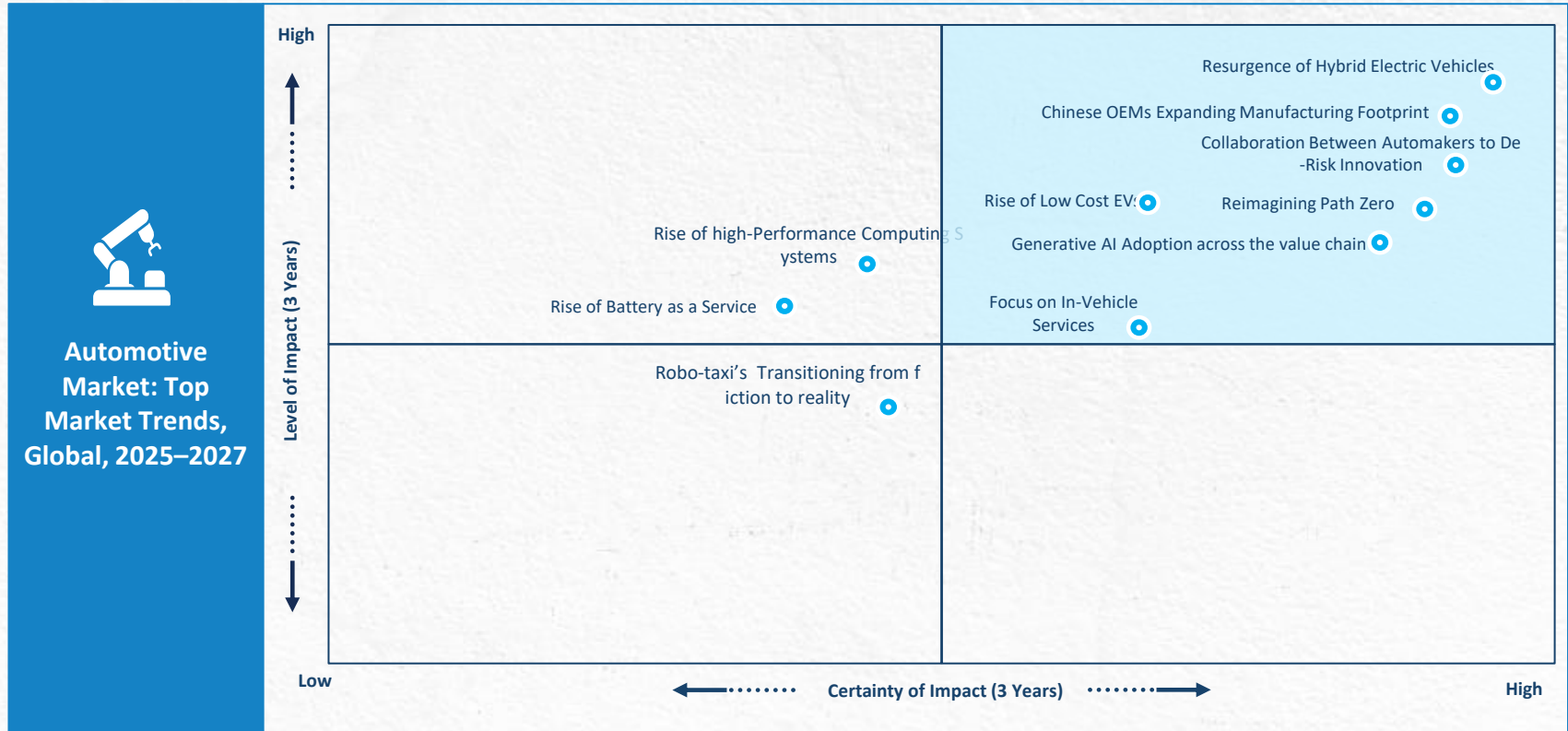
- EV Sold: 40,703 (down by 35%)
- Lost No 1 position and down to 3rd Place in EV sales to BMW



UK

- EV Sold: 50,334 (up by 1.5%)
- Continues to be no 1 position in EV sales

TOP TRENDS DRIVING THE GLOBAL AUTOMOTIVE INDUSTRY



KEY TAKEAWAYS FOR 2025



Global Light vehicle sales is expected to increase by **2.01% in 2025**



Generative AI to get applications beyond In vehicle services to various other areas in automotive value chain in 2025



The Global market Share of SUVs & Crossovers in **2025 to hit 55%**



eREV (Range Extender Evs) type vehicles to reach **300 thousand unit** sales Globally in 2025.



Total number of Global Battery **Electric Vehicle models** to reach **500** in 2025.



Chinese OEMs like SAIC, BYD will aim to boost production in **Southeast Asian markets** to improve their global export market.



Globally, EV platform development is expected to attract **\$1 Billion in 2025**.



Partnerships Between Automakers to accelerate, focusing on Derisking Innovation in 2025.



Chinese OEMs are expected to look for **European manufacturing** facilities targeting low cost EVs for the region



The Change in administration in the US is expected to revitalize production , with potential tariff adjustments and new incentives for **localized manufacturing**

LINK TO THE STUDY

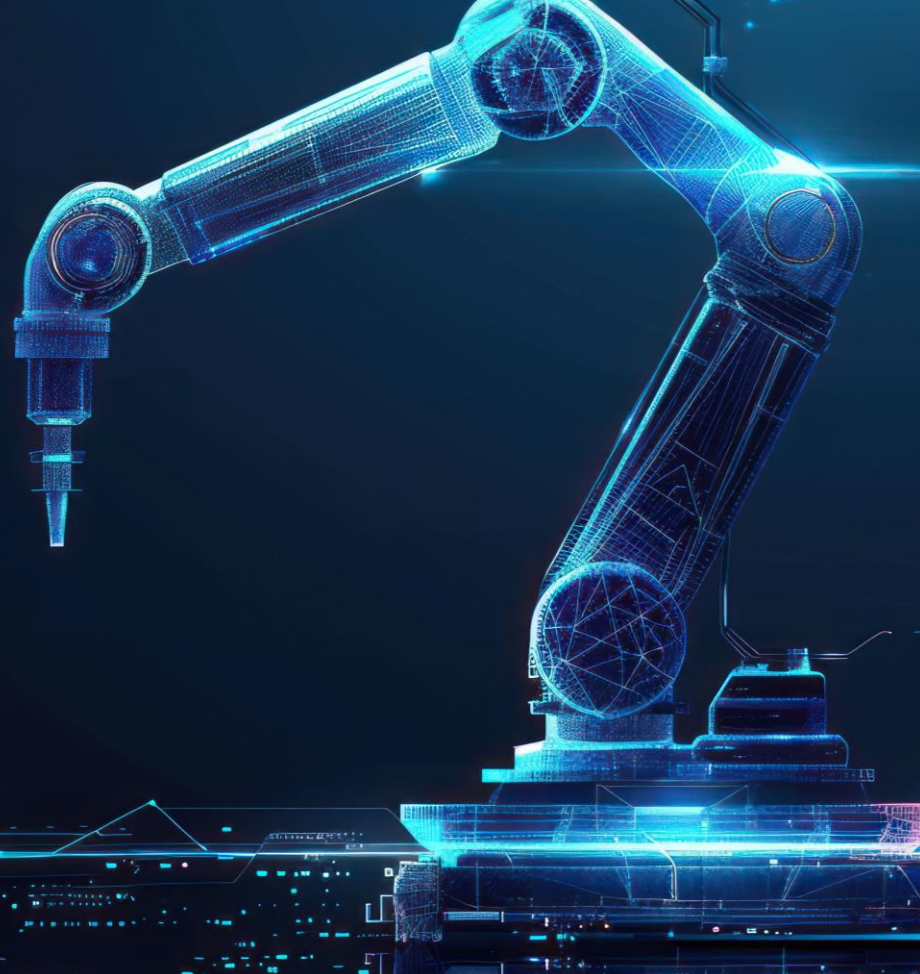
Global Automotive Industry Outlook and Growth Opportunities, 2025

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Global Automotive & Transportation Research Team at Frost & Sullivan

Appendix

How does your organization
identify and prioritize
Growth Opportunities?



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