

New Cars in Japan

Industry Report | 2025-09-04 | 46 pages | MarketLine

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Report description:

New Cars in Japan

Summary

New Cars in Japan industry profile provides top-line qualitative and quantitative summary information including: market size (value 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

Key Highlights

- New cars market includes retail sales/registrations of new passenger cars. The scope of passenger cars covers saloons, hatchbacks, SUVs, 4x4s, and light pickup vehicles. Market volume refers to the total number of cars sold in a year, while market value is calculated by multiplying the average retail selling price with the market volume.
- The Japanese new cars market recorded revenues of \$110.4 billion in 2024, representing a negative compound annual growth rate (CAGR) of 0.6% between 2019 and 2024.
- Market consumption volumes declined with a negative CAGR of 2.9% between 2019 and 2024, reaching a total of 3,396,121.0 units in 2024.
- In 2024, the volume of the Japanese new cars market contracted by 7.2% annually, due to a decline in net disposable income per household. According to Eurostat, net disposable income per household reached \$42,894.5 in 2024, down from \$43,577.9 in 2023, marking an annual decrease of 1.6%.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the new cars market in Japan

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- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the new cars market in Japan
- Leading company profiles reveal details of key new cars market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the Japan new cars market with five year forecasts

Reasons to Buy

- What was the size of the Japan new cars market by value in 2024?
- What will be the size of the Japan new cars market in 2029?
- What factors are affecting the strength of competition in the Japan new cars market?
- How has the market performed over the last five years?
- What are the main segments that make up Japan's new cars market?

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