

New Cars in Peru

Industry Report | 2025-09-04 | 43 pages | MarketLine

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Report description:

New Cars in Peru

Summary

New Cars in Peru industry profile provides top-line qualitative and quantitative summary information including: market share, 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 Peruvian new cars market recorded revenues of \$3.6 billion in 2024, representing a compound annual growth rate (CAGR) of 1.3% between 2019 and 2024.
- Market consumption volumes declined with a negative CAGR of 1.1% between 2019 and 2024, reaching a total of 107,232.0 units in 2024.
- In 2024, Peru accounted for a 4.7% share of the South American new cars market.

Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the new cars market in Peru
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the new cars market in Peru
- Leading company profiles reveal details of key new cars market players' global operations and financial performance

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- Add weight to presentations and pitches by understanding the future growth prospects of the Peru new cars market with five year forecasts

Reasons to Buy

- What was the size of the Peru new cars market by value in 2024?
- What will be the size of the Peru new cars market in 2029?
- What factors are affecting the strength of competition in the Peru new cars market?
- How has the market performed over the last five years?
- Who are the top competitors in Peru's new cars market?

Table of Contents:

Table of Contents

1 Executive Summary

- 1.1. Market value
- 1.2. Market value forecast
- 1.3. Market volume
- 1.4. Market volume forecast
- 1.5. Geography segmentation
- 1.6. Market share
- 1.7. Market rivalry
- 1.8. Competitive landscape

2 Market Overview

- 2.1. Market definition
- 2.2. Market analysis

3 Market Data

- 3.1. Market value
- 3.2. Market volume

4 Market Segmentation

- 4.1. Geography segmentation

5 Market Outlook

- 5.1. Market value forecast
- 5.2. Market volume forecast

6 Five Forces Analysis

- 6.1. Summary
- 6.2. Buyer power
- 6.3. Supplier power
- 6.4. New entrants
- 6.5. Threat of substitutes
- 6.6. Degree of rivalry

7 Competitive Landscape

- 7.1. Market share
- 7.2. Who are the leading players?
- 7.3. What are the strategies of the leading players?
- 7.4. What are the strengths of the leading players?
- 7.5. What are the recent developments in the market?

8 Company Profiles

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- 8.1. Toyota Motor Corp
- 8.2. Chery Automobile Co Ltd
- 8.3. Hyundai Motor Co
- 8.4. Renault-Nissan-Mitsubishi Alliance
- 9 Macroeconomic Indicators
 - 9.1. Country data
- 10 Appendix
 - 10.1. Methodology
 - 10.2. Industry associations
 - 10.3. Related MarketLine research
 - 10.4. About MarketLine

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