



Global Car Brands Sale Statistics for the First Half of 2019

2019上半年全球汽車品牌銷售統計

Another article titled “Major Car Manufacturing Countries Face Bottlenecks, While Emerging Countries Show Eye-Catching Growth Margins” in Hardware & Fastener Components Magazine (Aug. 2019 Issue, No. 8) cited car production figures from OICA, and concluded with the finding that the major car manufacturing countries in the world has met with a predicament in manufacturing output in 2018. Here, we are citing figures of brand sales from Focus2move, an online automotive data collector sourcing sales figures from over 300 different local suppliers, and we are diving into the car sales and market share of each brand to get the big picture of what was going on in the first half of 2019.

Top 25 Car Brand Sales Chart for the Period Jan.-Jun. 2019

2019 Rank	2018 Rank	Brands	2018 (Full-year) Sales (Unit: Vehicle)	Sales in the First Half (H1) of 2019 (Unit: Vehicle)	H1 2019 Sales Growth	H1 2019 Market Share	2018 (Full-year) Market Share
1	1	Toyota	8,856,524	4,303,303	1.6%	10.3%	9.5%
2	2	Volkswagen	6,908,396	3,125,573	-6.7%	7.5%	7.4%
3	3	Ford	5,456,994	2,425,071	-11.4%	5.8%	5.8%
4	5	Honda	5,044,055	2,323,710	2.0%	5.6%	5.4%
5	4	Nissan	5,076,395	2,212,145	-8.4%	5.3%	5.4%
6	6	Hyundai	4,455,029	2,086,337	-6.2%	5.0%	4.8%
7	7	Chevrolet	4,104,454	1,860,421	-8.3%	4.5%	4.4%
8	8	Kia	2,885,082	1,398,459	-3.4%	3.4%	3.1%
9	9	Mercedes	2,584,809	1,206,046	-4.8%	2.9%	2.8%
10	10	Renault	2,542,535	1,075,393	-11.6%	2.6%	2.7%
11	11	BMW	2,136,896	1,074,826	0.7%	2.6%	2.3%
12	12	Audi	1,840,943	876,170	-9.1%	2.1%	2.0%
13	13	Maruti	1,753,351	789,650	-10.9%	1.9%	1.9%
14	14	Peugeot	1,969,788	785,659	-19.4%	1.9%	2.1%
15	15	Jeep	1,580,132	742,328	-8.8%	1.8%	1.7%
16	16	Mazda	1,619,427	714,447	-12.6%	1.7%	1.7%
17	20	Fiat	1,481,667	635,854	-8.5%	1.5%	1.6%
18	19	Skoda	1,268,954	602,820	-8.4%	1.4%	1.4%
19	17	Geely	1,401,673	594,510	-18.7%	1.4%	1.5%
20	22	Mitsubishi	1,234,014	568,150	-1.7%	1.4%	1.3%
21	21	Changan	1,190,804	568,072	-16.1%	1.4%	1.3%
22	18	Buick	1,297,584	554,837	-13.9%	1.3%	1.4%
23	24	Subaru	1,065,798	498,261	-0.7%	1.2%	1.1%
24	26	Opel	1,012,795	494,988	-4.0%	1.2%	1.1%
25	28	Citroen	1,049,305	450,930	-4.6%	1.1%	1.1%

A Dim First Half of 2019 in Brand Sales

On first sight of the table above, we are already seeing 22 out of 25 car brands record plummeting sales in the first half of 2019, with one-third of the brands having double-digit decline. That is 88% negative sales growth recorded in 25 car brands and obviously a bad omen for the full-year performance. Looking at the market shares, we find the variation between 2018 and H1 2019 for each of the car brands falls within the 1% margin of error. This tells the current market shares of these brands remain roughly consistent with the past year and that not much has changed in the world map of major car brands. But one thing is for sure: Despite very little change in the market shares of major brands, almost every brand had plummeted in sales and the largest drop was recorded for Peugeot, Geely, and Changan, with only Toyota and Honda having a growth of less than 2%.

Brand Sales for the Current Year Could Fail to Reach the 2018 Level?

On car sales, the chart topper of the first half of 2019 remains to be Toyota which ruled the chart of 2018. Last year Toyota's annual sales broke the 8.8 million mark, which was 1.95 million vehicles (and a large gap) away from Volkswagen at the 2nd place and greatly preceded Ford (3rd), Honda (4th) and Nissan (5th) at the 5 million mark. This trend remains pretty much alike in the first half of 2019, with Toyota's sales surpassing Volkswagen's by a gap of around 1.17 million and preceding the sales of the 3rd to 5th places by a large gap of over 1.87 million.

However, comparing the sales figures between the first half of 2019 and the whole 2018, we would find the 6-month (2019) rolling sales of the top 25 brands barely reached half of the 2018 sales records, except for BMW. This denotes that if the global trade sentiment in the second half of this year remains unchanged, we cannot rule out the possibility of car brand sales for the whole 2019 failing to reach half of the 2018 level. Brand sales for the whole current year are somewhat worrisome.

Observation is Required to See How the Predicament Can be Unravalled

International trade conflicts are one of the current biggest issues the automotive industry is facing. With the threatening tariff cast upon imported cars as well as the large consumption of their materials, automakers have no options but to take on and adapt to the tariff imposed on imported aluminum and steel. According to overseas media, Ford and General Motors said they had an additional tariff-driven cost of USD 1 billion last year. The tariff coming from trade conflicts could not only impact carmakers' capacity but also affect the sales of new cars. Perhaps for carmakers, their anticipated solution to the zero-sum international trade conflicts is for everyone to quickly come up with a stable and sustainable consensus among each party. Before that happens, carmakers would have to try to sustain themselves or fight a way out under the pressure of costs and market demand. □