



Analyzing the Automotive Industry in USA

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Statistics of U.S. Automotive Industry

The car industry is the 5th biggest industry in the U.S. In 2020, the automotive industry in the United States employed 4.1 million people and contributed US\$562.2 billion to the country's gross domestic product. That's 2.5% of the GDP. In 2020, U.S. car manufacturers produced 8.8 million cars, 19% lower than the number of cars manufactured in 2019. However, it increased to 9.6 million units in 2021. **The revenue of U.S. vehicles and parts dealers was US\$1.25 trillion in 2020. It was around US\$1.4 trillion in 2021. U.S. car dealers sold 14.5 million cars and trucks in 2020. It was 16.3 million units in 2021.**

Detailed Statistics of 2022

U.S. new vehicle sales of 1,256,224 units for the month of April represented an 18.0% decrease from April 2021. There were 27 sales days in April 2022, one day more than the 26 sales days in April 2021.

April's passenger car sales fell 23.3% to 278,827 units, resulting in a 22.2% market share, while SUV and truck sales decreased 16.3% to 977,397 units, resulting in a 77.8% market share.

Total cars sold between January to April 2022 reached 4,593,287 units, 15.9% lower than the same period in 2021.



Brands in U.S. Market

General Motors has the biggest market in the U.S. It sold 710,103 cars in Jan.-Apr. 2022, representing 15.5% of U.S market share. It sold 878,225 cars in Jan.-Apr. 2021. In 2022 it sold 19.1% lower than in 2021, and its market share dropped 0.6%. General Motors' monthly sales dropped 15.8% in April.

Toyota is the second biggest car seller in the U.S. It sold 701,102 cars in Jan.-Apr. 2022, representing 15.3% of U.S market share. It sold 841,155 cars in Jan.-Apr. 2021. In 2022 it sold 16.7% lower than in 2021, and its market share dropped 0.1%. Toyota's monthly sales dropped 21.7% in April.

Ford is the 3rd biggest player in the U.S. market. It sold 605,116 cars in Jan.-Apr. 2022, representing 13.2% of U.S market share. Its sales were 714,774 cars in Jan.-Apr. 2021. In 2022 it sold 15.3% lower than in 2021, but its market share increased 0.1%. Ford's monthly sales dropped 10.7% in April.

Stellantis Group is the 4th biggest player in U.S. market. It sold 550,734 cars in Jan.-Apr. 2022, representing 12.0% of U.S market share. Its sales were 637,924 cars in Jan.-Apr. 2021. In 2022 it sold 13.7% lower than in 2021, but its market share increased 0.3%. Stellantis Group's monthly sales dropped 13.8% in April.

Honda is the 5th biggest player in U.S. market. It sold 359,668 cars in Jan.-Apr. 2022, representing 7.8% of U.S market share. Its sales were 503,573 cars in Jan.-Apr. 2021. In 2022 it sold 28.6% lower than in 2021, and its market share dropped 1.4%. Honda's monthly sales dropped 40.4% in April.

Nissan is the 6th biggest player in U.S. market. It sold 275,749 cars in Jan.-Apr. 2022, representing 6.0% of U.S market share. Its sales were 384,685 cars in Jan.-Apr. 2021. In 2022 it sold 28.3% lower than in 2021, and its market share dropped 1.0%. Nissan's monthly sales dropped 24.7% in April.

Hyundai is the 7th biggest player in U.S. market. It sold 238,106 cars in Jan.-Apr. 2022, representing 5.2% of U.S market share. Its sales were 256,169 cars in Jan.-Apr. 2021. In 2022 it sold 7.1% lower than in 2021, but its market share increased 0.5%. Hyundai's monthly sales dropped 17.5% in April.

Kia is the 8th biggest player in U.S. market. It sold 210,257 cars in Jan.-Apr. 2022, representing 4.6% of U.S market share. Its sales were 229,727 cars in Jan.-Apr. 2021. In 2022 it sold 8.5% lower than in 2021, but its market share increased 0.4%. Kia's monthly sales dropped 15.8% in April.

Tesla is the 9th biggest player in U.S. market. It sold 178,175 cars in Jan.-Apr. 2022, representing 3.9% of U.S market share. Its sales were 95,218 cars in Jan.-Apr. 2021. In 2022 it sold 87.1% higher than in 2021, and its market share increased 2.1%. Tesla's monthly sales increased 86.9% in April.

U.S. Automotive Industry Trend

The automotive industry is undergoing a radical transformation. New social, technological, environmental and geopolitical challenges are redefining the characteristics of a saturated market, opening new scenarios while offering opportunities for the entry of new players. These challenges are bound to trigger reorganization of the global value chain between old and new suppliers and car makers and their suppliers, affecting the distribution of employment, the regionalization of production and the dynamic evolution of the comparative advantage of nations. Overall, car sales in the United States will continue to grow, but the annual growth rate is expected to decline by 2030. Such as car sharing and e-hailing; on the other hand, EV production will be increased.

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Automakers continue to integrate more digital technology into their vehicles. Plus, tech companies like Google and Tesla are working on electric and self-driving vehicles. As a result, it's clear that vehicles produced in 2022 and beyond will be full of technology to address digital touchpoints. There's fierce competition to develop software and digital and electronic operating systems to power and control the new, innovative zero-emission electric vehicles. These new vehicles will be filled with digital technology.

Therefore, demand looks positive across the industry, EVs are by far the best performing drivetrain type in terms of relative growth. In 2021, about 1.2 million plug-in electric vehicles were sold – an increase of over 100%. This represents a rise from 4.5% of all vehicles sold in 2020 to 9% in 2021. It is expected to be 18.7 million units by 2030. ■

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