

Statistical Analysis of 2015 Annual Global Automobile Production and Sales

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Source : OICA

Europe Taking the Lead in Auto Production Recovery

As last year's numbers for the world's total automobile production and sales were released, the latest 2015 statistics, reported by the International Organization of Motor Vehicle Manufacturers (OICA), show that the Top 10 automobile production countries last year were China, USA, Japan, Germany, South Korea, India, Mexico, Spain, Brazil, and Canada. Among these countries, Japan, Brazil and Canada showed negative production growth this year. Brazil, busy in hosting the Olympics, suffered a continued economic downturn that kept its auto market in a slump, resulting in a 22% year-over-year production decrease from 2014. Russia, faced with economic sanctions and its territory dispute with Ukraine, produced automobiles with their chassis, comfort, power, and appearance being far below the market standards, forcing it into a difficult state of fallen production.

On the other hand, European countries like Spain, Italy, Poland, Sweden, Finland, and Netherlands all showed healthy increases to their production. In particular, European countries like Italy, Finland and Netherlands achieved tremendous growth of 45.3%, 53.3%, and 40.4% respectively. Europe has always been one of the most important manufacturing heartlands in the automotive world, leading the world in both R&D strength and production technology. And after a six-year slump, its automotive production capability is making a quiet recovery and going up year after year.

TABLE 1. 2015 PRODUCTION FIGURES FOR LEADING AUTOMOBILE MANUFACTURING COUNTRIES (UNIT: VEHICLE)

Rank	Country	Passenger Car	Commercial Car	Total	YOY Change
	Total	68,539,516	22,241,067	90,780,583	1.1%
1	China	21,079,427	3,423,899	24,503,326	3.3%
2	United States	4,163,679	7,936,416	12,100,095	3.8%
3	Japan	7,830,722	1,447,516	9,278,238	-5.1%
4	Germany	5,707,938	325,226	6,033,164	2.1%
5	South Korea	4,135,108	420,849	4,555,957	0.7%
6	India	3,378,063	747,681	4,125,744	7.3%
7	Mexico	1,968,054	1,597,415	3,565,469	5.9%
8	Spain	2,218,980	514,221	2,733,201	13.7%
9	Brazil	2,018,954	410,509	2,429,463	-22.8%
10	Canada	888,565	1,394,909	2,283,474	-4.6%
11	France	1,553,800	416,200	1,970,000	8.2%
12	Thailand	772,250	1,143,170	1,915,420	1.9%
13	United Kingdom	1,587,677	94,479	1,682,156	5.2%
14	Russia	1,214,849	169,550	1,384,399	-26.6%
15	Turkey	791,027	567,769	1,358,796	16.1%
16	Czech	1,298,236	5,367	1,303,603	4.2%
17	Indonesia	824,445	274,335	1,098,780	-15.4%
18	Italy	663,139	351,084	1,014,223	45.3%
19	Slovakia	1,000,001	0	1,000,001	3.0%
20	Iran	884,866	97,471	982,337	-9.9%
21	Other countries	693,817	138,866	832,683	19.1%
22	Poland	534,700	125,903	660,603	11.3%
23	South Africa	341,025	274,633	615,658	8.8%
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Rank	Country	Passenger Car	Commercial Car	Total	YOY Change
24	Malaysia	558,324	56,347	614,671	3.3%
25	Argentina	308,756	224,927	533,683	-13.5%
26	Hungary	491,720	3,650	495,370	13.2%
27	Belgium	369,172	40,168	409,340	-20.8%
28	Romania	387,171	6	387,177	-1.1%
29	Taiwan	298,418	52,667	351,085	-7.4%
30	Sweden	188,987	N.A.	188,987	22.6%
31	Uzbekistan	185,400	0	185,400	-24.5%
32	Australia	159,872	13,137	173,009	-4.0%
33	Portugal	115,468	41,158	156,626	-3.0%
34	Slovenia	133,092	0	133,092	12.2%
35	Austria	109,000	16,500	125,500	-17.4%
36	Serbia	82,400	1,230	83,630	-18.9%
37	Finland	69,000	53	69,053	53.3%
38	Netherlands	41,870	2,252	44,122	40.4%
39	Egypt	12,000	24,000	36,000	-15.3%
40	Ukraine	5,654	2,590	8,244	-71.3%

Sales Varied Depending on Area, with Slight Overall Growth

Regarding 2015's auto market, Table 2 shows the global automobile sales figures. Overall, the world's automobile market saw only a 0.9% growth, with 89.67 million vehicles sold in 2015—not a significant increase. If we rank by continent, sales were: Asia/Oceania/Middle East (around 43.85 million vehicles), Americas (25.23 million vehicles), Europe (around 19.04 million vehicles) and Africa (around 1.55 million vehicles). If we rank by country, the top ten markets were China (around 24.59 million vehicles), USA (around 17.47 million vehicles), Japan (around 5.04 million vehicles), Germany (around 3.53 million vehicles), India (around 3.42 million vehicles), UK (around 3.06 million vehicles), Brazil (around 2.56 million vehicles), France (around 2.34 million vehicles), Canada (around 1.93 million vehicles), South Korea (around 1.83 million vehicles), and Italy (around 1.72 million vehicles).

TABLE 2. 2015 GLOBAL AUTOMOBILE SALES FIGURES

Region/Country	2014	2015	YOY Change (%)
All Countries	87,920,148	89,677,983	0.9%

Europe

Let us first look at the euro zone as we review the sales of each region. Europe performed admirably in 2015, with a 2% growth and a sales figure of 19.30 million vehicles, which represents nearly 20% of the world's automotive sales. An analysis of Table 3 shows that the euro zone's top one country, by vehicle sales, is still Germany, followed by UK, France, Italy and Spain. Although German Volkswagen suffered a scandal last year where it cheated on emission tests to boost sales, Germany remains the leader in auto sales. The automobile industry is unquestionably the strongest pillar of German economy. UK, which earlier this year voted to leave the EU, and which was benefitted by a series of government-led economic stimulus packages over the past few years, shows greater confidence from its people in their nation's economy compared to those in other European nations and increasing auto sales. Sales grew near 7%, to a total of 3.06 million vehicles. Something worth mentioning is that Italy's auto sales saw growth again last year, reaching 17.25 million vehicles in total. Filippo Pavan Bernacchi, President of Italy's Federauto, announced publicly, "I believe that 2015's growth in the automotive industry means that our country has come out of the longest automobile market crisis in history."

Russia, however, with its overly expensive gas prices and a weak economy, became 2015's tripping stone for euro zone's automotive sales, as its own sales took a dive from 25.92 million to 14.37 million vehicles, falling by as much as 80%. Ukraine, in a long-term conflict with Russia, saw its sales fall by as much as 100%. Time and again, international affairs have been proved to generate effects on the sales of automobiles.

TABLE 3. 2015 EUROPE (INCLUDING RUSSIA AND TURKEY) AUTOMOTIVE SALES FIGURES

Region/Country	2014	2015	YOY Change
Europe	18,590,806	19,044,918	2%
EU 28 + EFTA	14,998,517	16,466,203	9%
EU 15 + EFTA	13,913,204	15,223,297	9%
Germany	3,356,718	3,539,825	5%
United Kingdom	2,843,025	3,061,406	7%
France	2,210,927	2,345,092	6%
Italy	1,493,008	1,725,387	13%
Spain	1,029,782	1,277,059	19%
Belgium	545,255	571,524	5%
Netherlands	450,346	521,168	14%
Poland	392,476	432,439	9%
Sweden	352,467	396,693	11%
Switzerland	338,404	362,650	7%
Austria	342,215	349,597	2%
Czech	215,594	260,070	17%
Denmark	221,713	245,484	10%
Portugal	172,357	213,654	19%
Norway	180,273	190,106	5%
Ireland	114,985	150,821	24%
Finland	120,113	123,476	3%
Romania	100,336	120,591	17%
Hungary	88,719	100,933	12%
Slovakia	81,960	90,091	9%
Greece	76,665	82,044	7%
Slovenia	61,934	68,972	10%
Luxembourg	54,322	51,607	-5%
Croatia	40,196	43,668	8%
Bavaria	27,472	40,268	32%
Estonia	24,845	24,921	0%
Lithuania	19,039	23,359	18%
Latvia	16,261	17,831	9%
Iceland	10,629	15,704	32%
Cyprus	9,447	11,834	20%
Malta	7,034	7,929	11%
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Region/Country	2014	2015	YOY Change
Russia, Turkey and other parts of Europe	3,592,289	2,578,715	-39%
Russia	2,592,396	1,437,930	-80%
Turkey	807,486	1,011,194	20%
Ukraine	105,957	52,341	-102%
Belarus	25,800	25,800	0%
Serbia	27,800	25,000	-11%
Bosnia	9,500	9,300	-2%
Georgia	5,500	4,200	-31%
Macedonia	3,500	3,900	10%
Albania	2,750	2,750	0%
Armenia	5,600	2,500	-124%
Moldova	4,100	4100	0%

North America Shows Slight Growth, While Central/South America Shows Significant Sales Drop

As the economic recovery, decreased unemployment rate in the USA and factors such as low interest loans and consumer market growth led to increased purchasing power of Americans, automobile sales totaled 17.40 million vehicles, representing a growth of 5% over the previous year. This growth is a miracle for America after 2008's subprime mortgage crisis and the near bankruptcy of Detroit's two greatest automobile companies, GM and Chrysler.

Mexico, adjacent to the USA, has advantages like relatively low manufacturing costs and high labor productivity, prompting the rise and growth of its automobile industry. It even became a major hotspot of investment for automobile manufacturers, including VW, Nissan, Ford and Daimler, all of which poured in a great amount of resources to build new factories and expand production capabilities. Sales grew 16%, which is quite impressive.

Central/South America, unfortunately, doesn't look so good, with its overall sales falling by 25% compared to the previous year. Presently, Argentina and Venezuela in Central/South America face political instability, while countries like Brazil, Chile, and Peru have weak economies, all of which make it impossible to stop Central/South America's auto sales from sliding down. Brazil's auto market, influenced by slow economic growth and a large sum of spending on hosting the World Cup, showed a continuous decline throughout the year. Brazil sold a total of 2.56 million vehicles in 2015, representing a 36% decrease, and has dropped to be the 7th largest automobile market in the world.

Table 4. 2015 American Automotive Sales Figures

Region/ Country	2014	2015	YOY Change
Americas	25,120,753	25,231,935	0%
NAFTA	19,548,459	20,762,256	6%
United States	16,522,663	17,470,659	5%
Canada	1,890,387	1,939,949	3%
Mexico	1,135,409	1,351,648	16%
Central and South America	5,572,294	4,469,679	-25%
Brazil	3,498,012	2,568,976	-36%
Argentina	613,848	605,933	-1%
Chile	353,525	297,785	-19%
Colombia	314,100	272,400	-15%
Peru	187,081	172,503	-8%
Puerto Rico	100,200	92,500	-8%
Ecuador	120,015	82,600	-45%
Panama	52,200	56,300	7%
Costa Rica	42,100	52,800	20%
Uruguay	56,548	50,824	-11%
Guatemala	29,800	31,200	4%
Paraguay	31,000	28,200	-10%
Bolivia	30,900	21,400	-44%
Trinidad	16,000	19,600	18%
Dominican	24,400	15,800	-54%
Guadeloupe	14,773	15,720	6%
Martinique	13,351	15,215	12%
Venezuela	23,707	14,700	-61%
El Salvador	11,800	12,400	5%
Honduras	11,600	11,300	-3%
Nicaragua	9,400	11,200	16%
Jamaica	5,000	5,900	15%
Guyana	5,534	5,623	2%
Cuba	4,500	4,500	0%
Bahamas	2,500	3,500	29%
Belize	400	800	50%

Asia-Pacific / Oceania / Middle East

Turning our focus to the Asia-Pacific region, we see that it performed well in 2015, growing 3% in total sales compared to the year before, with a total of 43.85 million vehicles sold. China, being the leader in Asia-Pacific economic growth, saw a 4% auto sales increase in 2015, with 24.59 million vehicles sold, higher than the 17.50 million sold in the USA, meaning that China continues to be the world's largest market for automobiles. Chairman Dong of the China Association of Automobile Manufacturers analyzed that China's automotive sales able to end with positive growth last year was mainly due to the government's announcement in September that cars with less than 1.6L engines would have their purchase taxes cut by half, and that it would remove purchase and travel limitations for new alternative energy vehicles, boosting auto sales in China.

Japan, being the second largest in Asia in terms of sales, sold 5.04 million vehicles but dropped about 10% in overall sales compared to the previous year. That Prime Minister Shinzo Abe's strategies haven't yielded results yet and that the Japanese Yen showed sharp declines in value seem to have slowed the entire Japanese economy.

The largest country in Southern Asia, India, also posted impressive results, growing 7% over the entire year. As reported by the Australian Broadcasting Corporation (ABC), many of India's young middle class thirst to become the center of attention, and buying a car seems to be a popular choice. As a result, the automobile market outlook became quite optimistic.

S. Korea started its auto industry many years after advanced countries like America, Japan, and many other countries in Europe started their own. However, with trade protection policies from its government and hard work from its car manufacturers, it is now the world's 5th largest manufacturer and 6th largest exporter of automotive vehicles. In particular, the production capacity of S. Korea's Hyundai makes it the 2nd largest automotive company in Asia, after Japan's Toyota, and the world's 4th largest automotive brand. S. Korea posted a 9% growth in automotive sales this year, and the future looks good.

In addition, both Australia and New Zealand showed increases in their auto sales. But Iran, Iraq, Lebanon, Syria, and other Middle East countries suffered from war, conflict, and political instability, all but demolishing their automotive sales.

Table 5. 2015 Asia-Pacific / Oceania / Middle East Automotive Sales Figures

Region/Country	2014	2015	YOY Change
Aisa/Oceania/Middle East	42,508,968	43,850,874	3%
China	23,499,001	24,597,583	4%
Japan	5,562,888	5,046,511	-10%
India	3,177,005	3,425,336	7%
South Korea	1,661,868	1,833,786	9%
Iran	1,287,600	1,222,000	-5%
Australia	1,113,224	1,155,408	4%
Indonesia	1,195,409	1,031,422	-16%
Saudi-Arabia	828,200	830,100	0%
Thailand	881,810	797,579	-11%
Malaysia	666,487	666,674	0%
Philippines	234,747	288,609	19%
Taiwan	282,130	262,593	-7%
Israel	242,400	260,200	7%
United Arab Emirates	263,100	256,700	-2%
Pakistan	146,882	229,688	36%
Vietnam	134,562	209,804	36%
Oman	208,400	167,600	-24%
Kuwait	152,300	143,800	-6%
New Zealand	126,508	133,098	5%
Kazakhstan	163,561	97,400	-68%
Qatar	92,900	86,400	-8%
Singapore	47,434	78,609	40%
Hong Kong	62,200	58,800	-6%
Bahrain	61,100	58,300	-5%
Uzbekistan	58,100	58,100	0%
Bengal	51,900	54,800	5%
Iraq	87,700	49,200	-78%
Lebanon	40,300	40,700	1%
Syria	39,700	39,700	0%
Palestine	35,800	35,800	0%
Jordan	23,800	22,800	-4%
Brunei	24,000	17,000	-41%
Sri Lanka	15,500	17,000	9%
Laos	14,700	14,600	-1%
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Region/Country	2014	2015	YOY Change
Azerbaijan	25,200	10,500	-140%
New Caledonia	10,910	9,974	-9%
Tajik	6,400	6,400	0%
Cambodia	4,100	6,100	33%
Nepal	8,300	5,900	-41%
Yemen	4,600	5,600	18%
Kyrgyzstan	4,800	4,800	0%
Turkmen	4,800	4,800	0%
Tahiti	3,900	3,400	-15%
Myanmar	1,800	1,800	0%
Mongolia	1,600	1,000	-60%

Africa

Africa's auto market size seems to pale before those of other continents. For the African area, auto sales still concentrate in South Africa, Egypt, and Algeria, as sales in these three countries account for about 70% of African sales. For 2015, aside from South Africa, Egypt, Algeria, and Morocco, each posting more than 100,000 vehicles in sales, all other African countries sold less than 100,000 vehicles. As most countries in Africa enjoy neither political stability nor reasonable average income, the future of automobile sales in Africa continues to be bleak.

Conclusion:

Looking across the continents in terms of auto sales for 2015, one can easily see how closely automotive production and sales are linked to government policies and economic states. Although external factors resulted in the sluggish auto market in Central/South America, the sufficient material supply for production, low labor cost, and vast land for setting up factories are all advantages that may still attract investments from foreign auto manufacturers in the future. Also, although the primary European markets all showed growth in 2015, UK's decision earlier this year to leave the European Union may cause a chain of effects. UK's Society of Manufacturers and Traders (SMMT) recently pointed out, the automobile market in UK was never strong, and the customs barrier that comes as it leaves the EU will cause an estimated \$8 billion profit loss. Issues regarding Brexit and the automotive market will continue to be what readers are concerned about.

Table 6. 2015 Africa Automotive Sales Figures

Region/Country	2014	2015	YOY Change
Africa	1,699,621	1,550,256	-10%
South Africa	644,504	617,749	-4%
Egypt	349,100	332,100	-5%
Algeria	246,400	181,400	-36%
Morocco	122,060	131,910	7%
Libya	45,000	54,100	17%
Tunisia	50,900	48,500	-5%
Botswana	34,800	38,600	10%
Reunion	25,757	27,697	7%
Nigeria	53,900	26,400	-104%
Angola	35,700	18,000	-98%
Kenya	13,500	14,100	4%
Mauritius	10,600	10,700	1%
Ivory Coast	6,400	7,100	10%
Senegal	6,800	5,800	-17%
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Region/Country	2014	2015	YOY Change
Ghana	13,000	4,800	-171%
Cameroon	4,400	4,200	-5%
Sudan	3,000	3,600	17%
Zambia	4,000	3,400	-18%
Gabon	4,900	3,300	-48%
Uganda	4,900	3,100	-58%
Congo	2,400	2,600	8%
Zimbabwe	5,800	2,500	-132%
Madagascar	2,600	2,300	-13%
Tanzania	5,800	2,200	-164%
Malawi	1,700	1,900	11%
Burkina Faso	900	1,400	36%
Burundi	400	400	0%
Liberia	400	400	0%

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