In-Depth Survey on China Taxi Market, 2013-2014

Description:

In recent years, from the perspective of taxi registrations, sales volume of taxi witnessed an increased tendency in China, however, from 2012, the increase started to slow down. In 2012 and the first half of 2013, taxi registrations were 200.7 thousand and 94.9 thousand respectively, dropped by 4.5% and 2.1% on year-on-year basis respectively. In order to accurately seize status quo of China's taxi industry and future development trend as well as analyze characteristics of different regions, join hands with nationwide administrative department of taxi industry and national key taxi enterprises so as to conduct In-Depth Survey on China Taxi Industry, 2013-2014.

There are 100 cities sampled in this survey, involving 2670 taxi companies and 571,931 taxis. The taxi quantity accounts for 46% of 1.23 million taxi ownerships in China.

As for specific regulations for total taxi numbers in respondent cities, 38.4% of cities do not increase total taxi quantity but have taxi renewal equally; 61.6% of cities increase their total number of taxis although they are controlling total number. And 72% of cities have specific regulations for choosing taxi brands.

As for specific standards for taxi service life in respondent cities, 56.9% stipulate that taxi service life should be 8 years; 25.7% ask for 5 years of service life; 10.1% stipulate that 6 years of service life are needed; 3.7% ask for 4 years.

In the structure of taxi ownership, Jetta, Poussan (Vista), Elantra rank on the top three of ownership.

Among the respondent cities, business models of taxi companies mainly have four types, namely, company operation, cooperative business operation, subordinated operation and individual operation. Company operation serves as a priority, accounting for 72.7%. Subordinated operation serves as the second one, representing 23.7%.

Among factors of influencing the purchase of taxi, cost performance, high-quality and convenient maintenance with low cost, as well as low oil consumption are the top three factors, accounting for 14.4%, 12.7% and 12.3% respectively.

As for the survey of choosing taxi price, there is 69.1% choosing price range from CNY 80,000 to CNY 100,000; 15.5% for CNY 50,000-CNY 80,000; 10.3% for CNY 100,000 -CNY 120,000; 3.1% for CNY 120,000-CNY 150,000; 2.1% for less than CNY 50,000.

As for taxi displacement that also influencing the purchase of taxi, there is 66.1% of taxi purchases choosing taxi with 1.6L displacement; 22% for 1.8L; 5.5% for 1-1.3; 2.8% for 1.5L; 1.8% for 1.9L; 0.9% for 2.0L; 0.9% for 2.2L.

In the purchase of safe configurations of taxi, ABS is the primary consideration, accounting for 26.2%. Drivers airbag, passengers airbag and child safety lock account for 18.8%, 13.5% and 10.8% respectively.

As for consumer's main concerns in taxi market, price of taking taxi accounts for 48.8%; taxi's comfort and inner space account for 26.8% and 13.1% respectively; as for taxi's exterior, consumers pay less attention to that.

“The State Council's Instruction on Preferential Development of Public Transport” indicates that it will vigorously develop taxi/car rental industry so as to meet the demand for different people. The Instruction clearly points out that energy conservation and emission reduction serves as a priority, to accelerate promotion and application of new technology, new energy and new equipment for advocating green commuting. The implement of this policy will further promote the development of domestic taxi/car rental industry, it is not only beneficial to release the demand for taxi/car rental but also improve domestic market structure of taxi market.

Please note: The report is in Chinese version now. The English version will be delivered in 3-5 business days.
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