SUV Market Trend Analysis by Production, Sale & Type, Demographics & Economy, & by Competitive Benchmarking - Forecast to 2020

Description: Sports utility vehicle (SUV), sub-compact SUV, crossover, and multi-purpose/utility vehicle (MPV/MUV) are all sub-segments of the passenger car segment. The SUV is capable of being driven on on-road as well as off-road terrains, as it is generally equipped with a four-wheel or all-wheel drive (AWD) and is built on a light truck chassis.

The SUVs have passenger-carrying space and are known for their high ground clearance, high center of gravity, high H-point, and boxy body design. A sub-compact SUV is a smaller version of the SUV, based on the supermini (European B segment) platform, and with length under 4,200 mm.

Sub-compact SUVs generally feature four-wheel or all-wheel drive (AWD) systems. A crossover or crossover utility vehicle (CUV) combines SUV features (such as high H-point, high ground clearance, and available option of an all-wheel-drive system) with passenger car features (such as unibody construction, fifth door entry, and foldable rear seats).

An MPV is a vehicle equipped with three rows of adult-sized seats, which has passenger car-like handling and fuel economy; it is usually available in unibody construction and tends to feature front- or rear-wheel drive.

The SUV and sub-compact SUV market, in terms of sales, is projected to reach 30.16 Million Units by 2020, growing at a CAGR of 5.36% during the forecast period. The market has witnessed considerable growth in countries such as the U.S., China, India, and Mexico, owing to advantages such as low cost, compactness, stylistic design, and high maneuverability.

This report provides an SUV market trend analysis in key countries from regions that include North America, Europe, Asia-Oceania and Rest of the world (RoW), which is further segmented by SUV segment type. The report also outlines a roadmap, based on vehicle type and region, including various features.

The research methodology used in the report involves various secondary sources, including paid databases and directories. Experts from related industries and suppliers have been interviewed to understand the future trends of the SUV and sub-compact SUV market.

The research design comprises current leading SUV and sub-compact SUV models in different regions and countries, along with a sales and production analysis of each model and their potential impact on the overall automotive industry and its stakeholders. Features such as safety and luxury provisions, engine codes, and platforms have been highlighted through incorporated model mapping techniques. Data analysis of market trends and key demographic and economic factors have been validated by examining statistical correlations between important variables.

The regions covered are Asia-Oceania, Europe, North America, and the Rest of the World. Information regarding current and planned regulations has been gathered from various secondary and primary sources, and their impact on the automotive value chain has been identified through extensive primary and secondary research. Primary research interviews have been conducted with key opinion leaders in the automotive industry, regulatory bodies, agencies, and executives such as CEOs, directors, and industry experts to validate findings in the study.

The SUV and sub-compact SUV ecosystem comprises manufacturers such as Ford Motor Company (U.S.), Toyota (Japan), Honda (Japan), Hyundai (South Korea), and General Motors (U.S.), research institutes such as the Automotive Research Association of India (ARAI), European Automotive Research Partners Association (EARPA), and the United States Council for Automotive Research (USCAR), and regional automobile associations such as China Association of Automobile Manufacturers (CAAM), Japan Automobile Manufacturers Association (JAMA), and the European Automobile Manufacturers Association (ACEA).

Target Audience
- Manufacturers of SUVs, sub-compact-SUVs, Crossovers, and MPVs
- Component suppliers for the aforementioned vehicle types
- Dealers and distributors
- Automotive industry associations
- Investment firms
- Equity research firms
- Private equity firms
- Governments and regulatory authorities

Scope of the Report

- By vehicle type (SUV, sub-compact SUV, crossover, and MUV/MPV)
- Roadmap (by region and vehicle type)
- Competitive benchmarking
- Demographics
- By region (North America, Asia-Oceania, Europe, and RoW)

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