

# Europe Passenger Cars Sales (Oct 2021)

## Sales of New Cars fell 29.3% in October 2021

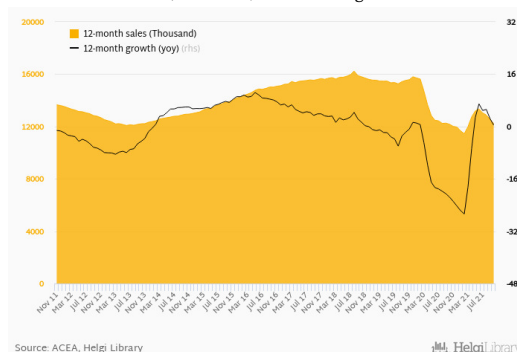
Sales of new cars decreased by 331 thousand in October compared to last year. In the first ten months of the year, the growth reached 2.72% yoy. The biggest improvement was seen in Ireland (up 16.7%) while sales in Lithuania dropped the most (down 54.8%). Volkswagen Group sold the most cars in October 2021 in Europe, some 165 thousand vehicles representing 20.7% of the European market.

- ✓ In October 2021, new passenger car registrations in the European Union contracted further marking the fourth consecutive month of decline this year. This was the weakest result in volume terms for a month of October since records began. Over the first 10 months of 2021, new car registrations in the EU were up 2.2% compared to one year earlier, totalling around 8.2 mil units.
- ✓ In October, most vehicles (179 thousand) were sold in Germany (down 34.9% yoy), followed by France (119 thousand, down 30.7%), the United Kingdom with 106 thousand cars (down 24.6%), 101 thousand new vehicles were registered in Italy (down 35.7%) and 59.0 thousand in Spain (down 20.5%). The five largest countries accounted for 63.2% of total new vehicles registered in October 2021.
- ✓ In relative terms, sales in Ireland (+16.7%) and Iceland (+6.49%) showed the best performance compared to a year ago, whereas registration in Lithuania and Austria performed the worst (-54.8% and -39.2% yoy), in October 2021, according to ACEA.
- ✓ Volkswagen Group sold the most cars in October 2021 in Europe, some 165 thousand vehicles representing 20.7% of the European market. Sales of PSA Group amounted to 119 thousand vehicles (or 14.9% of the market) while Hyundai Group and Renault Group held 10.8% and 10.2% of the European market in October. Overall, the five largest manufacturers sold 64.2% of all new cars in October:

Country	Oct 2021	Yoy Change
Germany	179	-34.9%
France	119	-30.7%
UK	106	-24.6%
Italy	101	-35.7%
Spain	59.0	-20.5%
Poland	31.3	-22.0%
Belgium	25.0	-35.3%
Netherlands	24.2	-24.2%
Sweden	20.0	-29.1%
Switzerland	15.1	-28.2%
Austria	14.8	-39.2%
Czechia	12.7	-24.7%
Denmark	12.7	-16.0%
Norway	11.6	-10.6%
Portugal	10.6	-22.7%
Romania	9.61	-23.3%
Hungary	9.13	-23.6%
Finland	6.61	-11.8%
Greece	6.41	-5.42%
Slovakia	5.77	-13.8%

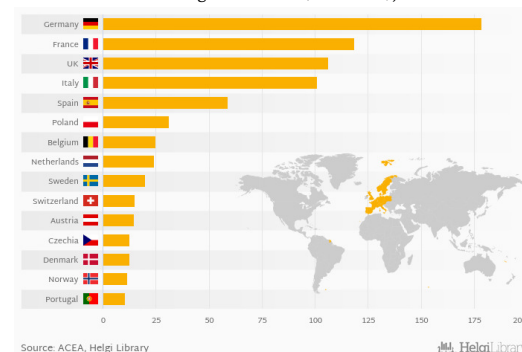
### Annual Sales of New Passenger Cars in Europe

Number of Vehicles (thousand) and Annual growth



### Where Most Cars Were Sold in Europe?

Number of New Passenger Cars Sold (thousand), October 2021



Data tells a story



## Sales of New Cars in Europe fell 29.3% in October 2021

Sales of new cars decreased by 331 thousand in October compared to last year

In the first ten months of the year, the growth reached 2.72% yoy

Ireland performed relatively the best (up 16.7% yoy) while sales in Lithuania showed the weakest change compared to the last year (down 54.8% yoy)

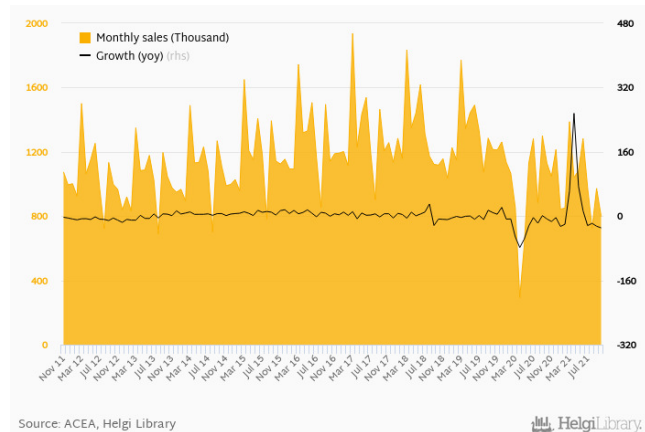
Sales of new passenger cars reached 799 thousand in October 2021 in the enlarged Europe (EU plus Iceland, Norway and Switzerland), according to ACEA. This is 29.3%, or 331 thousand less than in the previous year. In the first ten months of 2021, some 9,962 thousand cars were sold in Europe, up 2.72% yoy.

In October 2021, new passenger car registrations in the European Union contracted further marking the fourth consecutive month of decline this year. This was the weakest result in volume terms for a month of October since records began. Over the first 10 months of 2021, new car registrations in the EU were up 2.2% compared to one year earlier, totalling around 8.2 mil units.

Historically, between 1990 and 2021, sales of passenger cars in Europe reached a high of 1,937 thousand in March 2017 and a low of 292 thousand in April 2020.

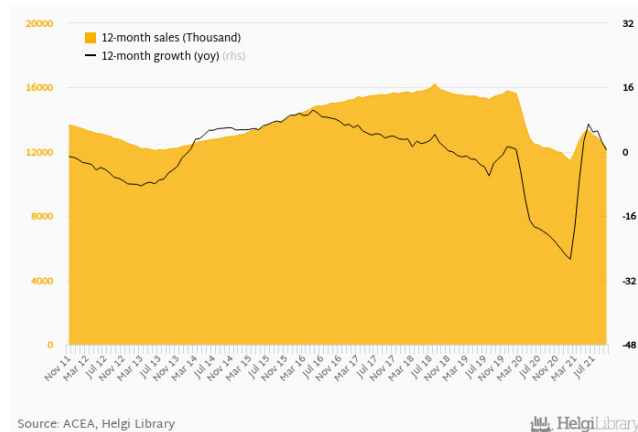
### Monthly Sales of New Passenger Cars in Europe

Number of Vehicles (thousand) and Annual growth



### Annual Sales of New Passenger Cars in Europe

Number of Vehicles (thousand) and Annual growth



## Sales by Country

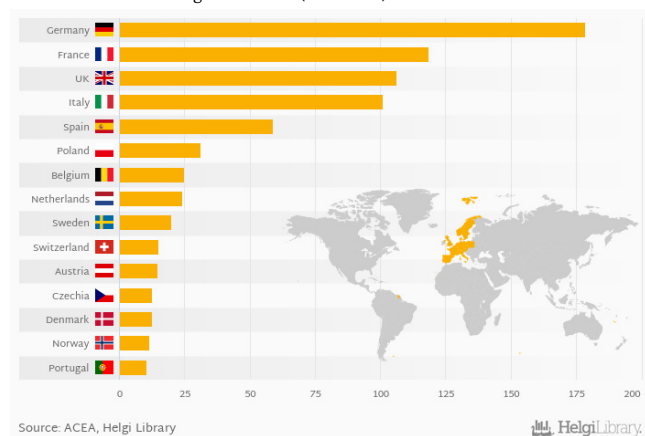
In October, most vehicles (179 thousand) were sold in Germany (down 34.9% yoy), followed by France (119 thousand, down 30.7%), the United Kingdom with 106 thousand cars (down 24.6%), 101 thousand new vehicles were registered in Italy (down 35.7%) and 59.0 thousand in Spain (down 20.5%). The five largest countries accounted for 63.2% of total new vehicles registered in October 2021.

In absolute terms, the best performance in sales of new cars has been seen in Ireland (up 0.383 thousand cars) and Iceland (up 0.048 thousand cars). At the other end of the scale, Germany and Italy showed the weakest change in registration of new cars in October when compared to last year (down 95.6 thousand and down 56.0 thousand cars, respectively).

In relative terms, sales in Ireland (+16.7%) and Iceland (+6.49%) performed the best compared to a year ago, whereas registration in Lithuania and Austria the worst (-54.8% and -39.2% yoy), in October 2021, according to ACEA:

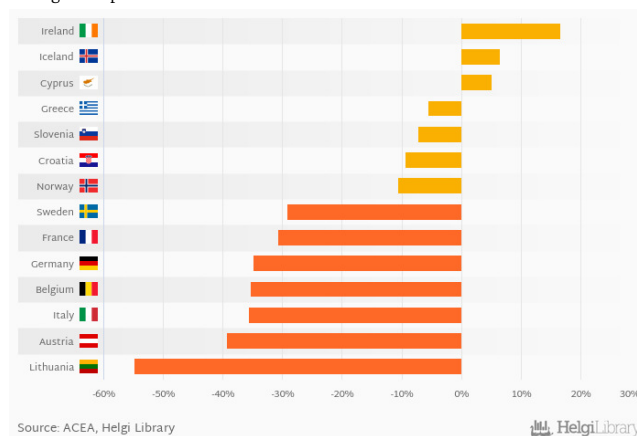
### Where Most Cars Were Sold in Europe in October 2021?

Number of New Passenger Cars Sold (thousand)



### Change in Demand for New Cars in Europe in October 2021

Change Compared to the Previous Year





In the first ten months of the year, some 9,962 thousand cars were sold in Europe, up 2.72% yoy. The table below shows details of the sales for each of the European country:

### Sales of new passenger cars in Europe (thousands of vehicles)

COUNTRY	October 2021	October 2020	YOY Change %	1-10/2021	1-10/2020	YOY Change %
Austria	14.8	24.3	-39.2	205	205	-0.135
Belgium	25.0	38.7	-35.3	339	372	-9.05
Bulgaria	1.80	2.09	-13.7	20.8	19.1	8.93
Croatia	2.81	3.10	-9.35	39.9	31.4	27.4
Cyprus	0.814	0.774	5.17	9.36	8.38	11.6
Czech Republic	12.7	16.8	-24.7	174	165	5.66
Denmark	12.7	15.1	-16.0	153	157	-2.93
Estonia	1.34	1.54	-12.8	19.9	15.8	25.9
Finland	6.61	7.50	-11.8	85.3	80.9	5.39
France	119	171	-30.7	1,379	1,338	3.08
Germany	179	274	-34.9	2,196	2,316	-5.18
Greece	6.41	6.78	-5.42	88.2	66.8	31.9
Hungary	9.13	11.9	-23.6	104	102	1.57
Iceland	0.788	0.740	6.49	10.6	8.01	32.8
Ireland	2.68	2.30	16.7	104	88.4	17.2
Italy	101	157	-35.7	1,265	1,122	12.8
Latvia	0.873	1.11	-21.4	12.5	11.5	8.42
Lithuania	1.55	3.42	-54.8	27.8	31.7	-12.1
Luxembourg	2.95	3.98	-25.8	38.0	38.0	-0.166
Netherlands	24.2	32.0	-24.2	262	282	-7.10
Norway	11.6	12.9	-10.6	140	108	29.7
Poland	31.3	40.1	-22.0	380	335	13.2
Portugal	10.6	13.7	-22.7	123	119	3.15
Romania	9.61	12.5	-23.3	97.9	97.1	0.768
Slovakia	5.77	6.69	-13.8	64.5	62.3	3.51
Slovenia	4.22	4.55	-7.21	47.3	47.6	-0.584
Spain	59.0	74.2	-20.5	707	670	5.58
Sweden	20.0	28.1	-29.1	252	231	9.34
Switzerland	15.1	21.0	-28.2	195	185	5.75
United Kingdom	106	141	-24.6	1,423	1,385	2.76
EU + EFTA	799	1,129	-29.3	9,962	9,698	2.72

Source: ACEA, Helgi Library

## Sales by Manufacturers

Volkswagen Group sold the most cars in October 2021 in Europe, some 165 thousand vehicles representing 20.7% of the European market. Sales of PSA Group amounted to 119 thousand vehicles (or 14.9% of the market) while Hyundai Group and Renault Group held 10.8% and 10.2% of the European market in October. Overall, the five largest manufacturers sold 64.2% of all new cars in October:

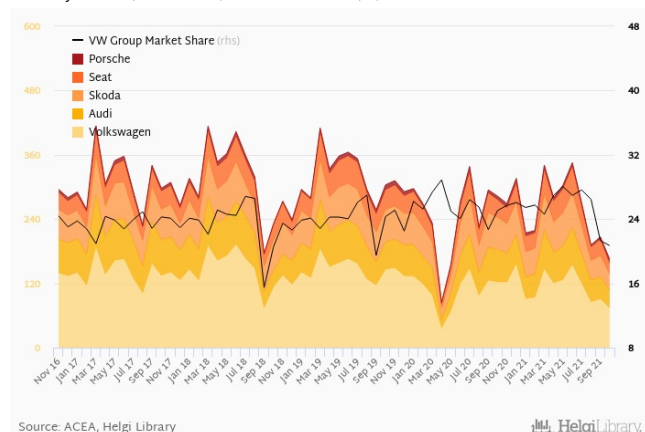
### Volkswagen

Volkswagen Group sold 165 thousand new passenger cars representing a 20.7% share of all new passenger cars sold in Europe in October 2021. This is 41.6% fewer vehicles and a 4.37 pp decrease in market share when compared to last year. Looking back three years, VW's market share was 20.5%.

The Group sold 74.0 thousand of Volkswagen brand cars in October, followed by 33.0 thousand of Audis and 30.4 thousand of Skodas. Seat sold 20.0 thousand vehicles and Porsche some 7.47 thousand cars in October 2021:

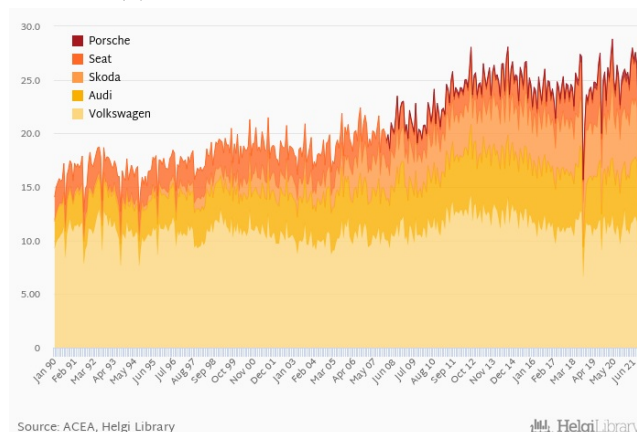
#### Sales of Volkswagen Cars in Europe

Sales by Brand (thousands) & Market Share (%)



#### Market Share of Volkswagen Brands in Europe

Market Share (%)



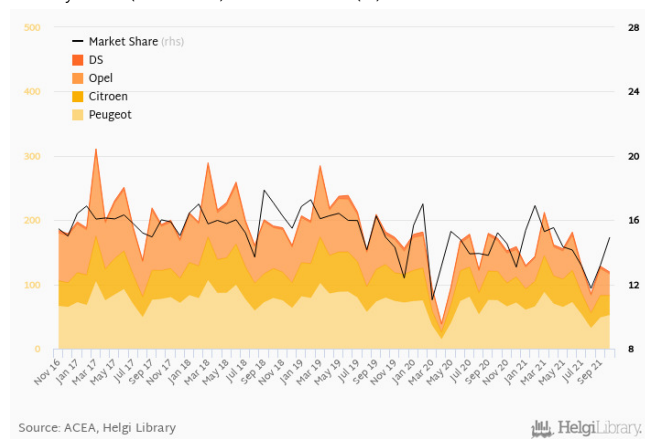
### PSA Group

PSA Group sold 119 thousand new passenger cars representing a 14.9% share of all new passenger cars sold in Europe in October 2021. This is 30.6% fewer vehicles and a 0.289 pp decrease in market share when compared to last year. By comparison, the market share three years ago stood at 17.1% and is down by 2.14 pp now.

The Group sold 52.7 thousand of Peugeots cars, followed by 33.3 thousand of Opels and 30.0 thousand of Citroens in October 2021:

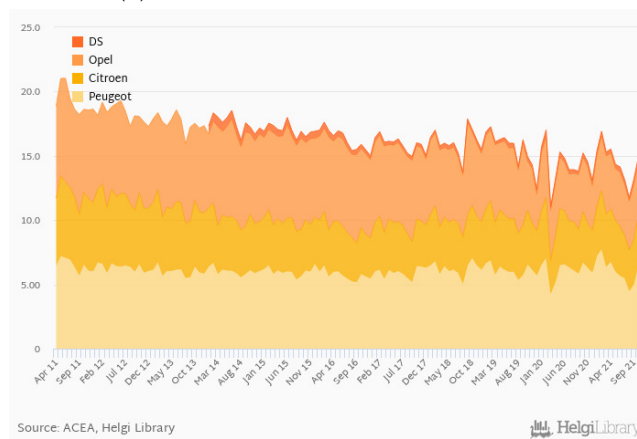
### Sales of PSA Cars in Europe

Sales by Brand (thousands) & Market Share (%)



### Market Share of PSA Brands in Europe

Market Share (%)



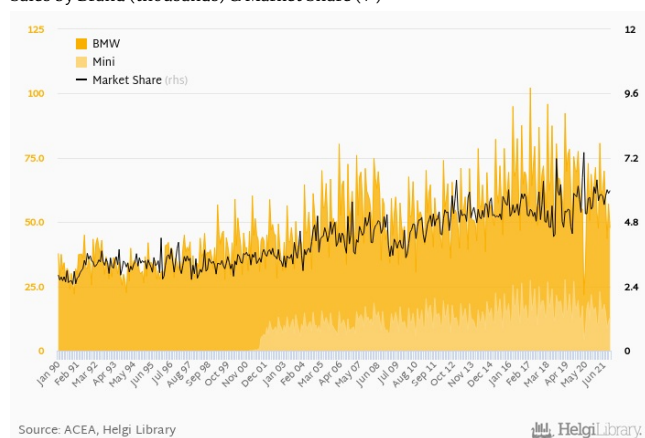
## BMW Group

BMW Group sold 60.6 thousand new passenger cars representing a 7.59% share of all new passenger cars sold in Europe in October 2021. This is 22.0% fewer vehicles and a 0.711 pp increase in market share when compared to last year. Compared to three years ago, BMW Group's market share is now 0.055 pp lower.

The group sold 47.7 thousand of BMW brand cars, followed by 12.9 thousand of Minis in October 2021:

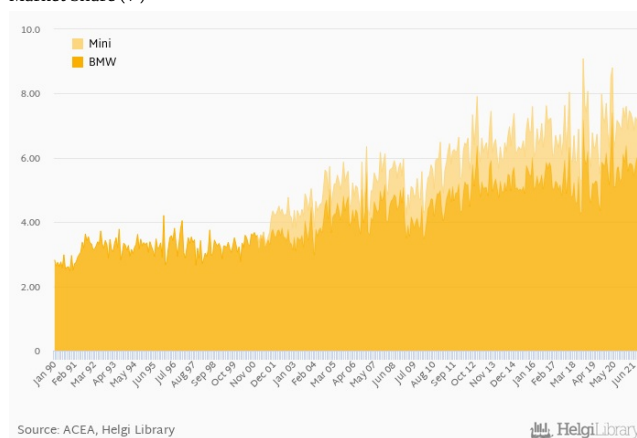
### Sales of BMW Cars in Europe

Sales by Brand (thousands) & Market Share (%)



### Market Share of BMW Brands in Europe

Market Share (%)



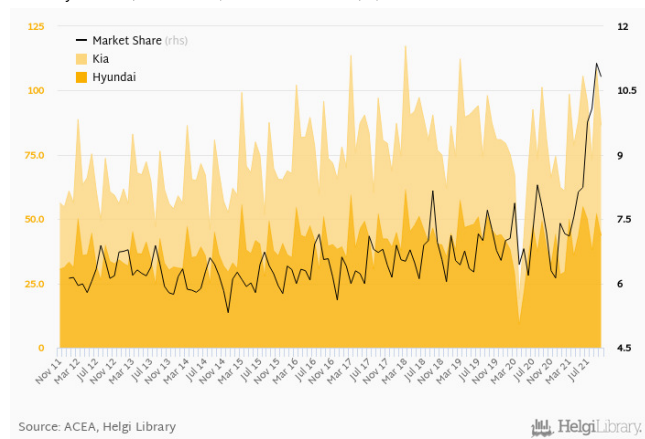
## Hyundai Group

Hyundai Group sold 86.4 thousand new passenger cars representing a 10.8% share of all new passenger cars sold in Europe in October 2021. This is 6.55% more vehicles and a 3.64 pp increase in market share when compared to last year. Compared to three years ago, Hyundai Group's market share is now 3.86 pp higher.

The group sold 42.8 thousand of Kia brand cars, followed by of s in October 2021:

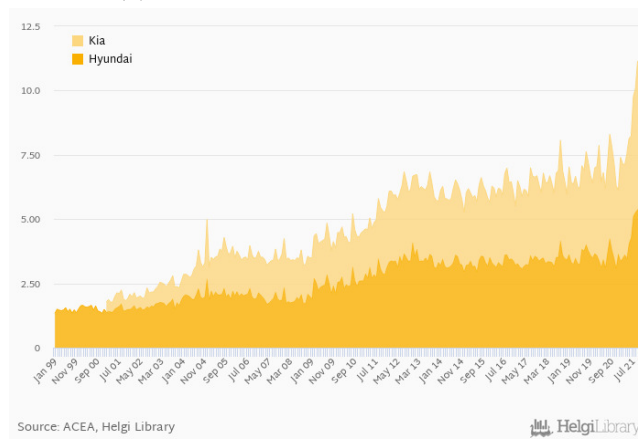
### Sales of Hyundai Cars in Europe

Sales by Brand (thousands) & Market Share (%)



### Market Share of Hyundai Brands in Europe

Market Share (%)



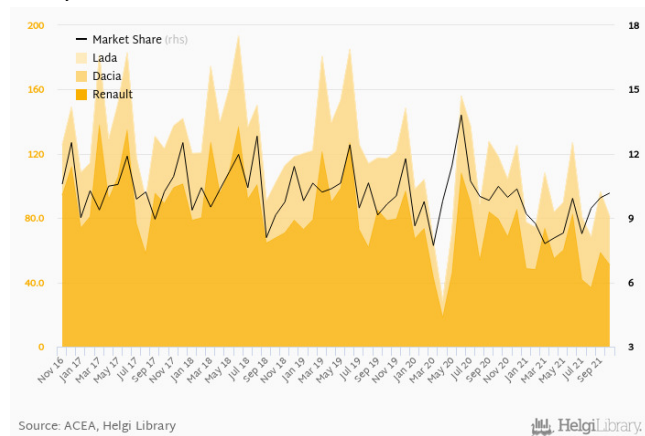
## Renault Group

Renault Group sold 81.2 thousand new passenger cars representing a 10.2% share of all new passenger cars sold in Europe in October 2021. This is 31.4% fewer vehicles and a 0.314 pp decrease in market share when compared to last year. By comparison, three years ago, Renault Group's market share was 9.15%.

The group sold 51.0 thousand of Renault brand cars in October, followed by 29.9 thousand of Dacias and 0.111 thousand of Ladas:

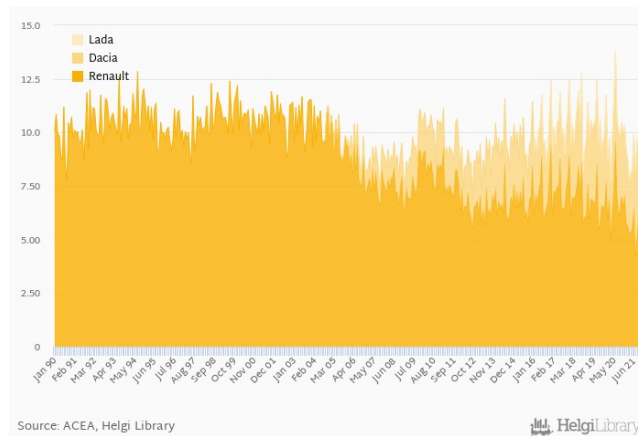
### Sales of Renault Group Cars in Europe

Sales by Brand (thousands) & Market Share (%)



### Market Share of Renault Brands in Europe

Market Share (%)



## FCA Group

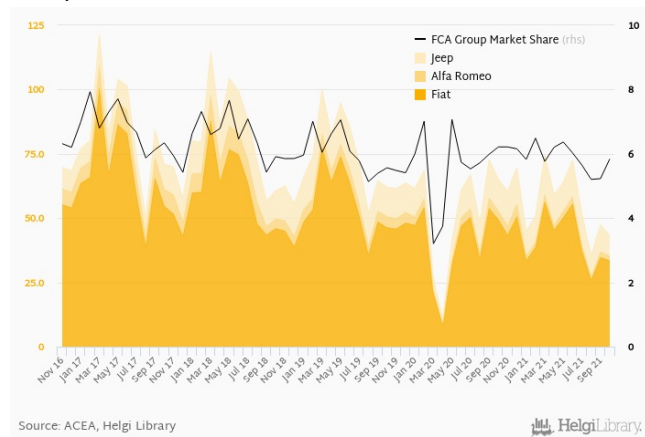
FCA Group sold 46.6 thousand new passenger cars representing a 5.84% share of all new passenger cars sold in Europe in October 2021. This is 33.5% fewer vehicles and a 0.376 pp decrease in market share when compared to last year. By comparison, three years ago FCA Group's market share stood at 5.91%.



The group sold 33.5 thousand of Fiat brand cars in October, followed by 7.87 thousand of Jeeps and 1.86 thousand of Alfa-Romeos:

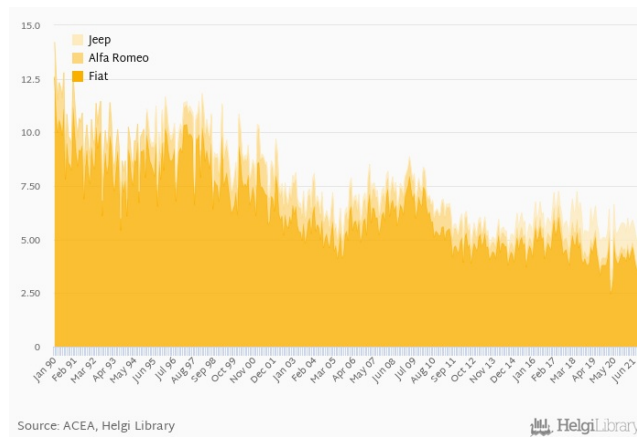
### Sales FCA Group Cars in Europe

Sales by Brand (thousands) & Market Share (%)



### Market Share of FCA Group Brands in Europe

Market Share (%)



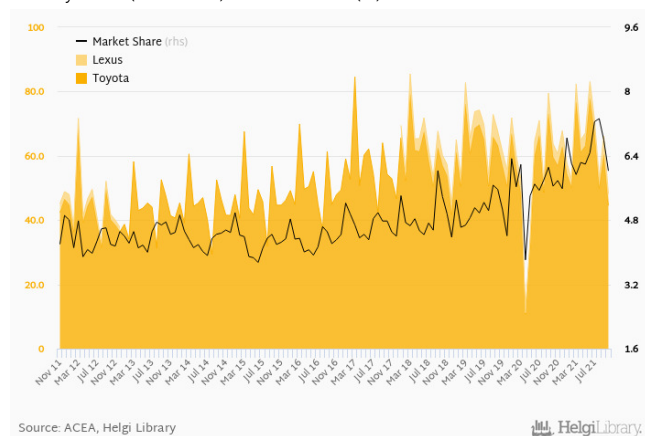
## Toyota Group

Toyota Group sold 48.1 thousand new passenger cars representing a 6.03% share of all new passenger cars sold in Europe in October 2021. This is 24.5% fewer vehicles and a 0.382 pp increase in market share when compared to last year. Toyota Group's market share three years ago, by comparison, stood at 5.39%.

The group sold 44.5 thousand of Toyota brand cars in October, with Lexus following at 3.59 thousand cars:

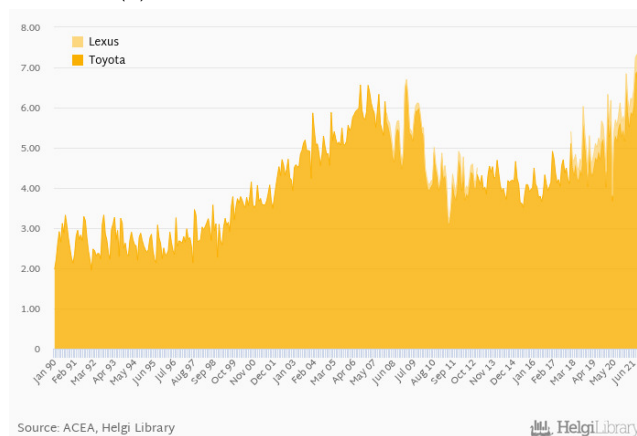
### Sales of Toyota Group Cars in Europe

Sales by Brand (thousands) & Market Share (%)



### Market Share of Toyota Group Brands in Europe

Market Share (%)



## Jaguar Land Rover Group

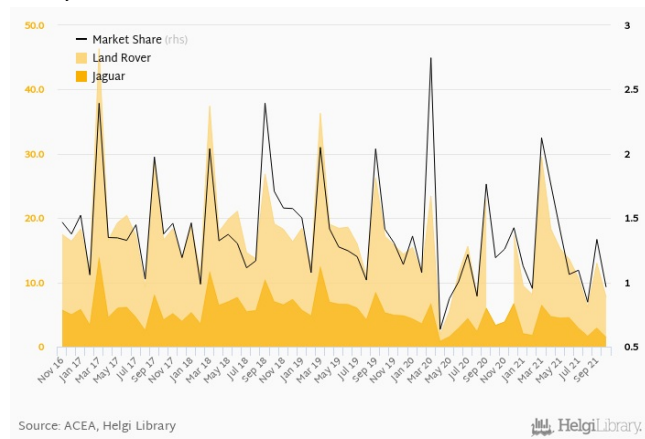
Jaguar Land Rover Group sold 7.70 thousand new passenger cars representing a 0.964% share of all new passenger cars sold in Europe in October 2021. This is 42.8% fewer vehicles and a 0.228 pp decrease in market share when compared to last year. Three years ago however, the market share of Jaguar Land Rover Group was 1.71%.



The group sold 6.21 thousand of Land Rovers in October, followed by 1.48 thousand of Jaguars:

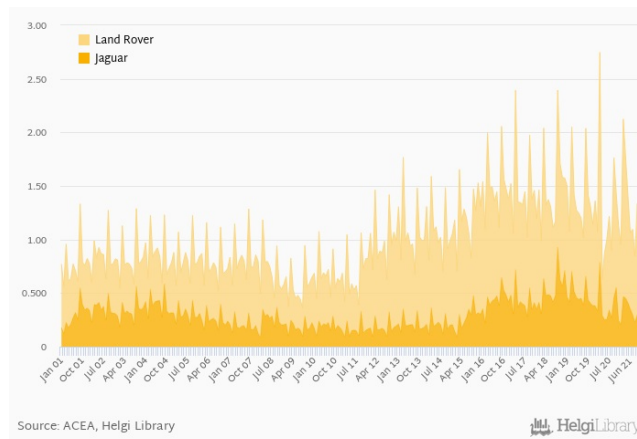
### Sales of Jaguar Land Rover Group Cars in Europe

Sales by Brand (thousands) & Market Share (%)



### Market Share of Jaguar Land Rover Group Brands in Europe

Market Share (%)



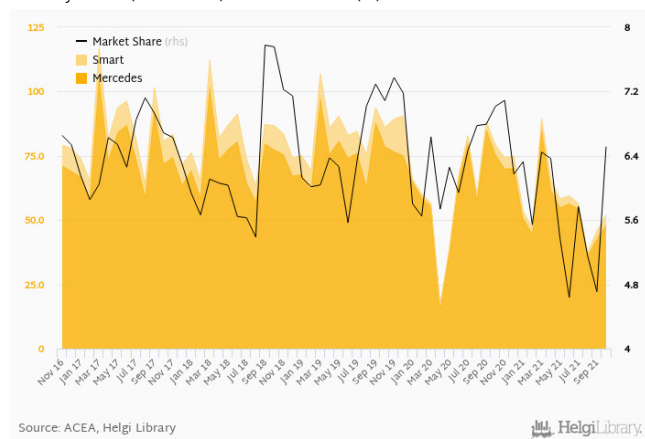
## Daimler Group

Daimler Group sold 52.0 thousand new passenger cars representing a 6.51% share of all new passenger cars sold in Europe in October 2021. This is 34.3% fewer vehicles and a 0.503 pp decrease in market share when compared to last year. By comparison, three years ago, Daimler Group's market share was 7.76%.

The group sold 48.1 thousand of Mercedes in October, followed by 3.92 thousand of Smart cars:

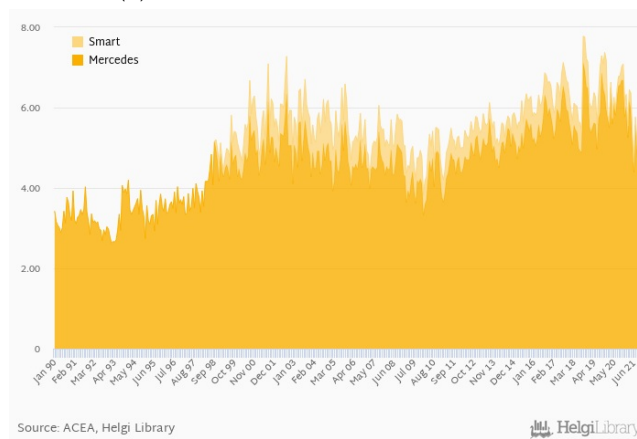
### Sales of Daimler Group Cars in Europe

Sales by Brand (thousands) & Market Share (%)



### Market Share of Daimler Group Brands in Europe

Market Share (%)





## Overview of the Automotive Market

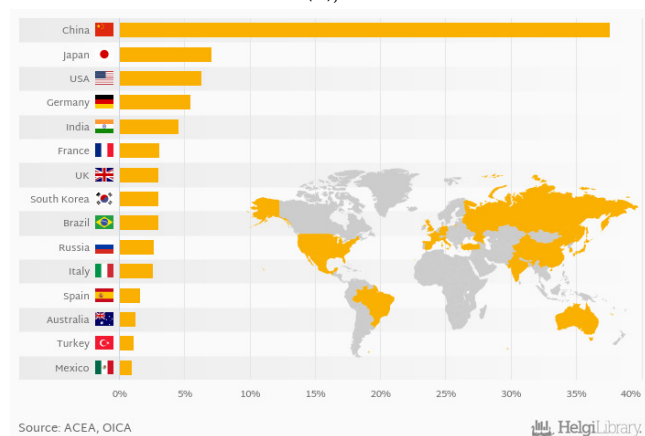
Based on a comparison of 64 countries, China ranked the highest with 20,178 thousand passenger cars sold in 2020 followed by Japan and the USA. Total sales of passenger cars reached 53,599 thousand in 2020 in the world, according to ACEA. This is 15.9% less than in the previous year and 3.98% less than 10 years ago. Historically, total sales of passenger cars reached an all time high of 70,695 thousand in 2017 and an all time low of 11,000 thousand in 1961. The average annual growth stands at 2.39% since 1960.

The top ranked country, China, accounted for 37.6% of all passenger cars sold in the world. The top 3 countries held a 51.1% share while the ten largest countries some 75.9% in 2020.

China was the largest car producer in 2020 with 19,994 thousand followed by Japan and Germany. Total production of passenger cars reached 55,834 thousand in 2020 in the world, according to ACEA. China accounted for 35.8% of the world's production, while the top 3 countries held a 54.6% share and the ten largest countries some 79.3% in 2020:

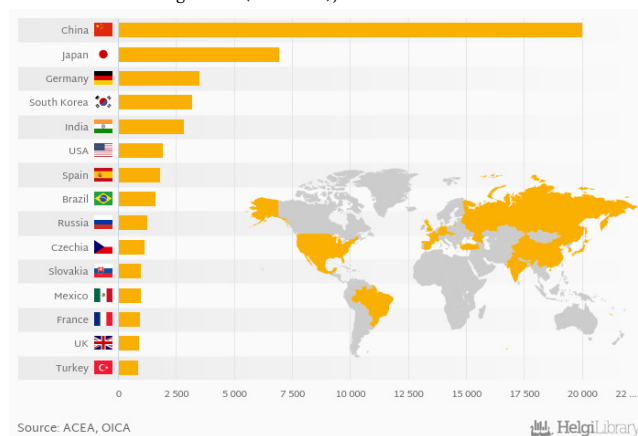
### Where are Most of the World's Passenger Cars Sold?

Sales of Cars as % of Worldwide Sales (%), 2020 or latest



### Who Produces the Most Cars?

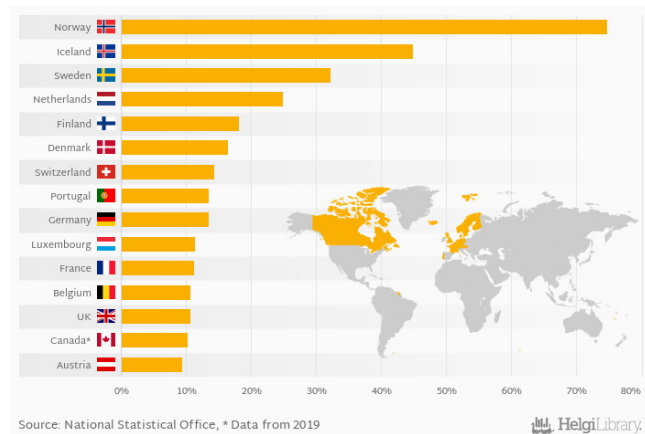
Production of Passenger Cars (thousand), 2020



Based on a comparison of 29 countries, Germany ranked the highest in sales of electric cars with 395 thousand followed by France and United Kingdom in 2020. When looking at the ratio of electric to total new cars sold, Norway ranked the highest with 74.8% followed by Iceland and Sweden:

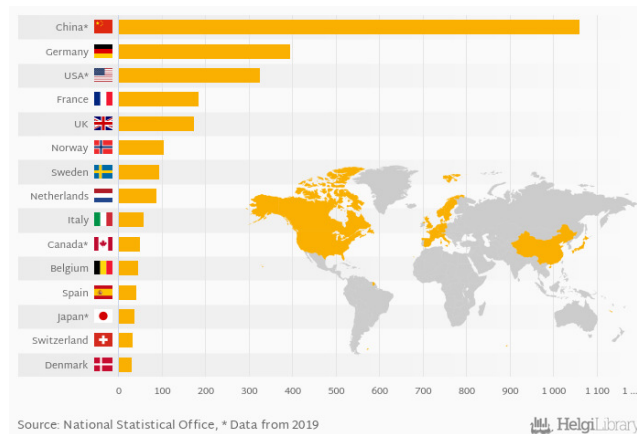
### Which Country Loves Electric Cars the Most?

Electric vehicles (%), 2020 or latest



### Which Country Sells the Most Electric Cars?

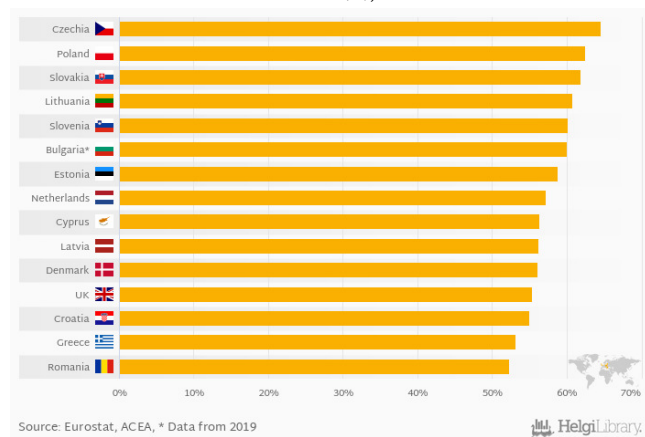
Sales Of Electric Cars (thousand), 2020 or latest



By contrast, the Czech Republic ranked the highest in the number of petrol-fuelled as a proportion of new cars sold with 64.6%, followed by Poland and Slovakia. In terms of diesel-fuelled vehicles, Estonia ranked the highest with 44.8% followed by Ireland and Luxembourg:

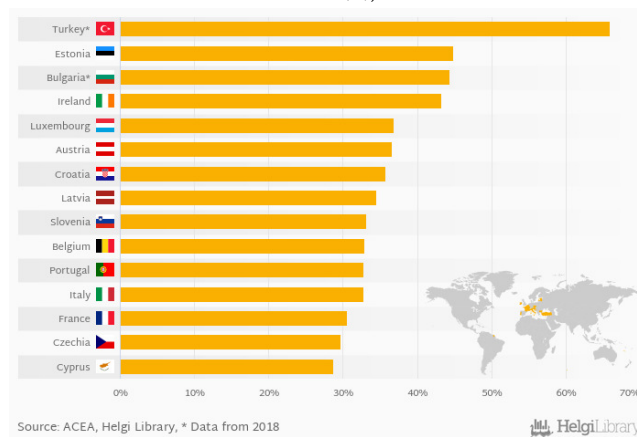
### Who likes the Petrol-Fuelled Cars the Most?

Petrol-Fuelled Cars as % of New Cars Sold (%), 2020 or latest



### Who Likes Diesel-fuelled Cars the Most?

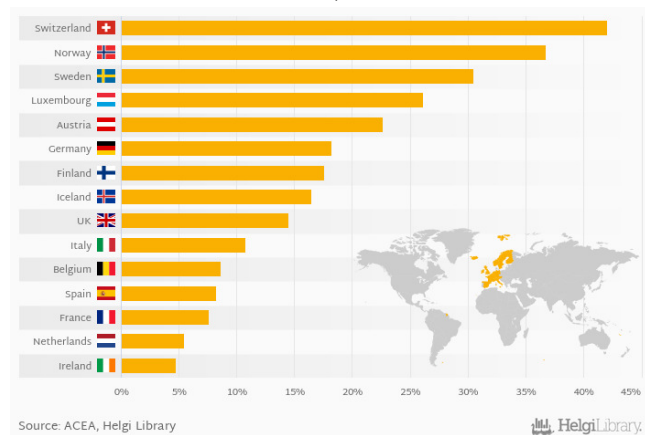
Diesel-Fuelled Cars as % of New Cars Sold (%), 2020 or latest



In 2016, Switzerland ranked the highest in 4x4 drive cars as a share of new cars sold with 42.1% followed by Norway and Sweden. Switzerland ranked the highest in the average power of new cars sold with 122 kW followed by Luxembourg and Sweden:

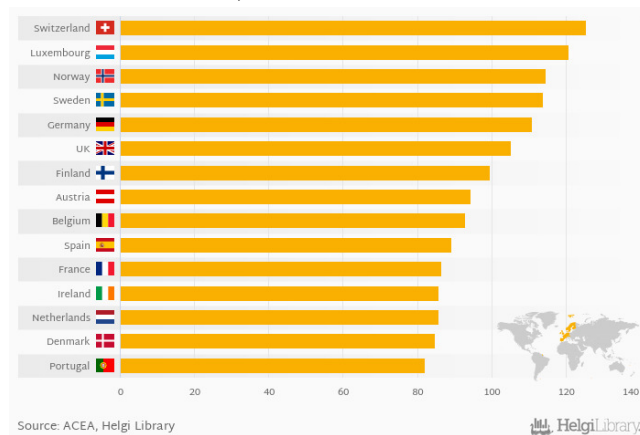
### Who Likes 4x4 Drive Cars the Most?

4x4 Drive Cars As % Of New Cars Sold (%), 2016



### Who Likes Powerful Cars the Most?

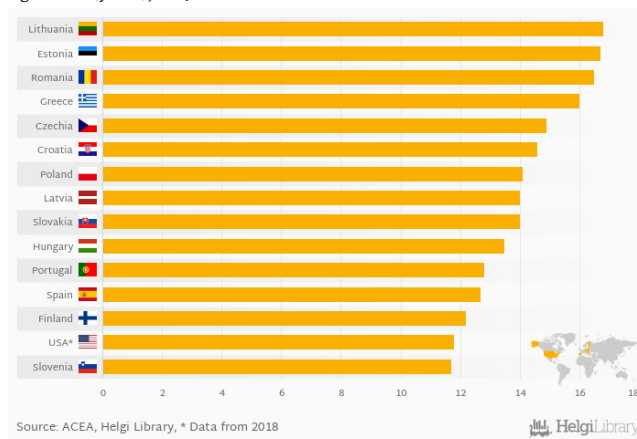
Power of New Cars Sold (kW), 2017



Based on the latest available data, Lithuania, Estonia and Romania were the countries with the oldest average age of passenger cars. The average age was an ancient 16.8 years in Lithuania, 16.7 years years for Estonia and 16.5 years years in Romania. On the other end of the scale was Austria with 8.30 years years, the United Kingdom with 8.00 years years and Luxembourg with 6.50 years years.

### Who Drives the Oldest Cars?

Age of Car (years), 2019 or latest

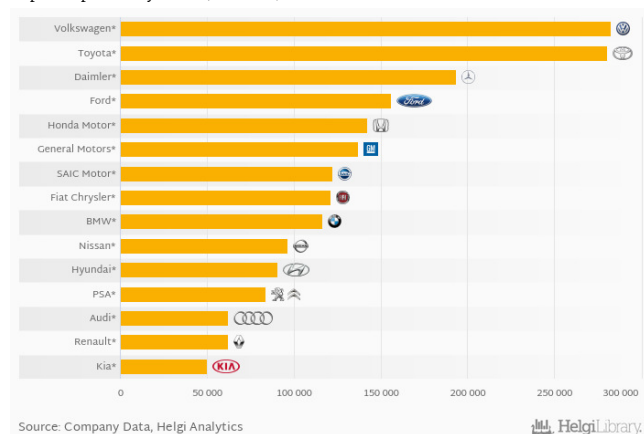


## Overview of Car Manufacturers

Based on a comparison of 27 firms among Global Car Producers, Volkswagen Group generated the highest sales in 2019 followed by Toyota Motor Corporation and Daimler Group. At the same time, Toyota Motor Corporation had the highest market value followed by Volkswagen Group and Tesla Inc.:

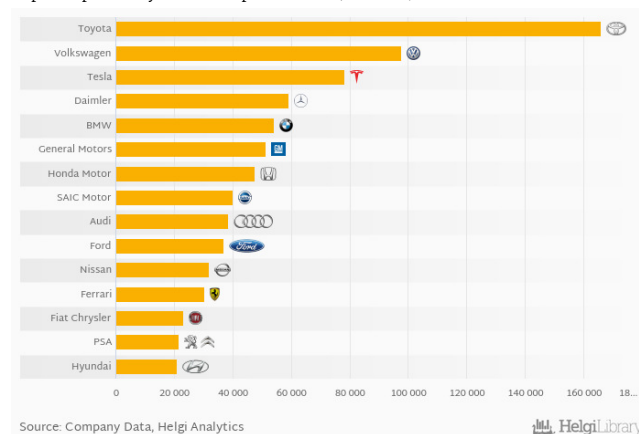
### Who had the Highest Sales Among in 2020?

Top Companies by Sales (USD mil)



### Whose Market Value was the Highest Among in 2019?

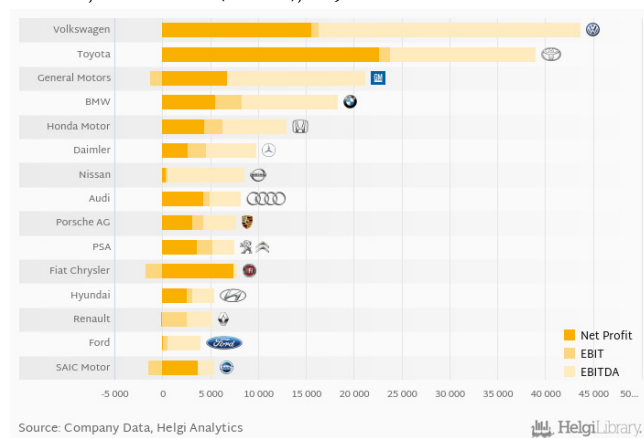
Top Companies by Market Capitalisation (USD mil)



Volkswagen Group generated the highest earnings before interest costs, taxes and depreciation (so called EBITDA) in 2019 followed by Toyota Motor Corporation and General Motors. At the same time, Ferrari generated the highest EBITDA Margin followed by Porsche AG and BMW Group.

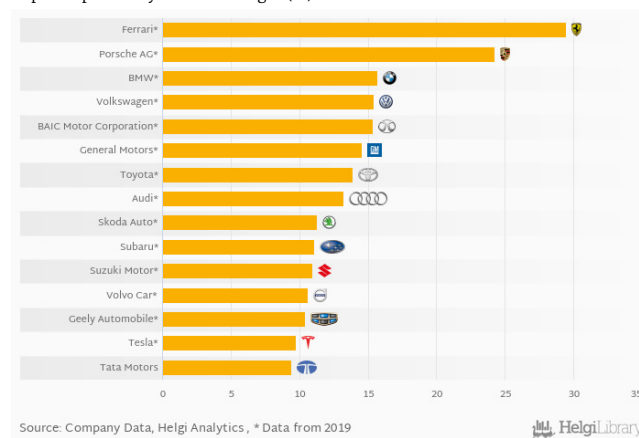
### Who Created the Largest EBITDA among in 2019?

Net Profit, EBIT & EBITDA (USD mil), 2019



### Who Operated with the Highest Margins in 2020?

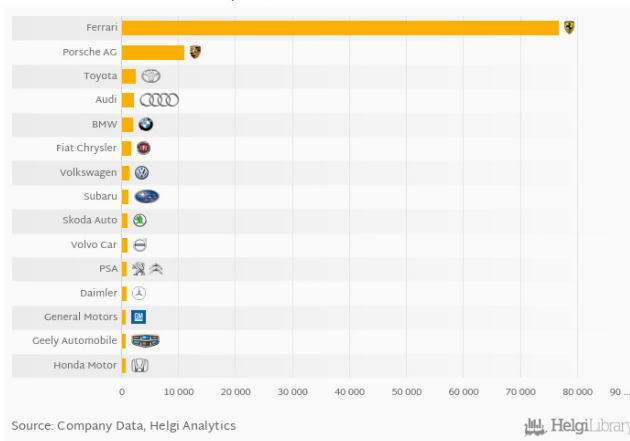
Top Companies by EBITDA Margin (%)



Ferrari produced the highest net profit per car sold in 2019 followed by Porsche AG and Toyota Motor Corporation. Ferrari made a net profit of USD 77,831 for each car sold, down 21.7% compared to the previous year.

#### Who Made the Most on a Car Produced in 2019?

Net Profit Per Car Sold (USD), 2019 or latest





## ABOUT HELGI ANALYTICS

Helgi Analytics is a consulting company based in the Czech Republic. The company mainly provides consultancy in the area of financial services and real estate and focuses primarily on the region of Central and Eastern Europe.

Helgi Analytics also runs a web application called Helgi Library, which is a database/library offering data and analyses on more than 99% of the world's economy and population. The Library aims to bring interesting statistical data and analyses to a wide audience under affordable conditions. If you wish to get more details, please visit [www.helgilibrary.com](http://www.helgilibrary.com) or contact us at [info@helgilibrary.com](mailto:info@helgilibrary.com).

Helgi Analytics  
Eliášova 38, Prague 6  
160 00, Czech Republic  
[www.helgianalytics.com](http://www.helgianalytics.com)

© 2021, HELGI ANALYTICS LTD. ALL RIGHTS RESERVED. All information contained herein is protected by Copyright Law and no such information may be copied or otherwise reproduced, in whole or in part, in any form or manner, by any Person or Company without Helgi Analytics' prior written consent.

## DISCLAIMER

The purpose of this document is to assist the recipient in deciding whether it wishes to proceed with a further investigation of the matters referred to herein. The information in this document, which does not purport to be comprehensive, is believed in good faith to originate from reliable sources, and the views and opinions expressed herein are based on reasonable analysis of source material in the possession of the provider(s) of the document at the time of provision of the document. While the document has been prepared in good faith, no representation, warranty, assurance or undertaking (express or implied) is or will be made, and no responsibility or liability is or will be accepted in relation to the adequacy, accuracy, completeness or reasonableness of the document, or any information contained within it. All and any such responsibility and liability is expressly disclaimed. In particular, but without prejudice to the generality of the foregoing, no representation, warranty, assurance or undertaking is given as to the achievement or reasonableness of any future projections, estimates, prospects or returns contained or referred to in this document. The provider(s) of this document may change any opinion expressed herein without being under any obligation to inform the recipient or to provide to them a revised version. By accepting this document, the recipient agrees to be bound by the foregoing limitations, and acknowledges that it must at all times exercise its own skill and judgment in relation to any decision by it relating to the matters contained within this document. The information, opinions and views contained herein may have been provided to other clients prior to being disseminated herein. This document shall not exclude any liability for, or remedy in respect of, fraudulent misrepresentation.