











# LAOS AUTOMOTIVE MARKET REPORT

JAN-OCT 2020











## TOP 5 AUTOMOTIVE MARKET

### GENERAL MARKET

#### Year to Date Until October 2019 Vs 2020

OVERALL Rank	2019 Brand	2020 Brand
1	 TOYOTA	 TOYOTA
2	 FORD	 FORD
3	 HYUNDAI	 KIA
4	 KIA	 MAZDA
5	 NISSAN	 NISSAN

#### October 2019 Vs 2020











OVERALL Rank	2019 Brand	2020 Brand
1	 TOYOTA	 TOYOTA
2	 FORD	 KIA
3	 HYUNDAI	 FORD
4	 NISSAN	 HONDA
5	 KIA	 NISSAN

The overall market continued its trend of 27% less than last year. The expectation was that sales would pick up in October is not happening as most dealers have less stocks and pressure on the Lao KIP is mounting.











No major upsets in or changes in the year-to-date top sales spots, but in the month-to-date sales spots in October Honda beat Nissan to be number 4 spot. Kia over took Ford for the month of October but the year-to-date sales spots remain unchanged.

### PREMIUM MARKET

#### Year to Date Until October 2019 Vs 2020

OVERALL Rank	2019 Brand	2020 Brand
1	 JLR	 JLR
2	 MERCEDES	 MERCEDES
3	 LEXUS	 LEXUS
4	 BMW	 BMW
5	 AUDI	 PORSCHE











#### October 2019 Vs 2020











OVERALL Rank	2019 Brand	2020 Brand
1	 MERCEDES	 JLR
2	 JLR	 MERCEDES
3	 LEXUS	 LEXUS
4	 BMW	 BMW
5	 PORSCHE	 PORSCHE











Premium market dropped by 27% overall driven by a sharp drop by Jaguar and Land Rover dropping 44%. Mercedes Benz and BMW is continuing to perform better than 2019.











## GENERAL MARKET

### Year to Date Until October 2019 Vs 2020











Pick-up	2019		2020	
Rank	Brand		Brand	
1	 TOYOTA	TOYOTA	 TOYOTA	TOYOTA
2	 FORD	FORD	 FORD	FORD
3	 DAEHAN	DAEHAN	 NISSAN	NISSAN
4	 NISSAN	NISSAN	 ISUZU	ISUZU
5	 ISUZU	ISUZU	 DAEHAN	DAEHAN











SUV	2019		2020	
Rank	Brand		Brand	
1	 TOYOTA	TOYOTA	 TOYOTA	TOYOTA
2	 MAZDA	MAZDA	 MAZDA	MAZDA
3	 NISSAN	NISSAN	 HONDA	HONDA
4	 HONDA	HONDA	 NISSAN	NISSAN
5	 HYUNDAI	HYUNDAI	 HYUNDAI	HYUNDAI











Sedan	2019		2020	
Rank	Brand		Brand	
1	 TOYOTA	TOYOTA	 TOYOTA	TOYOTA
2	 KIA	KIA	 KIA	KIA
3	 HYUNDAI	HYUNDAI	 HONDA	HONDA
4	 HONDA	HONDA	 MAZDA	MAZDA
5	 MAZDA	MAZDA	 HYUNDAI	HYUNDAI











VAN	2019		2020	
Rank	Brand		Brand	
1	 TOYOTA	TOYOTA	 TOYOTA	TOYOTA
2	 HYUNDAI	HYUNDAI	 HYUNDAI	HYUNDAI
3	 WULING	WULING	 FOTON	FOTON
4	 FOTON	FOTON	 FORD	FORD
5	 FORD	FORD	 WULING	WULING

### October 2019 Vs 2020

Pick-Up	2019		2020	
Rank	Brand		Brand	
1	 TOYOTA	TOYOTA	 TOYOTA	TOYOTA
2	 FORD	FORD	 FORD	FORD
3	 NISSAN	NISSAN	 DAEHAN	DAEHAN
4	 DAEHAN	DAEHAN	 ISUZU	ISUZU
5	 ISUZU	ISUZU	 NISSAN	NISSAN

SUV	2019		2020	
Rank	Brand		Brand	
1	 TOYOTA	TOYOTA	 TOYOTA	TOYOTA
2	 HONDA	HONDA	 MAZDA	MAZDA
3	 NISSAN	NISSAN	 HONDA	HONDA
4	 HYUNDAI	HYUNDAI	 KIA	KIA
5	 MAZDA	MAZDA	 MG	MG

Sedan	2019		2020	
Rank	Brand		Brand	
1	 TOYOTA	TOYOTA	 TOYOTA	TOYOTA
2	 KIA	KIA	 KIA	KIA
3	 HYUNDAI	HYUNDAI	 HONDA	HONDA
4	 MAZDA	MAZDA	 HYUNDAI	HYUNDAI
5	 HONDA	HONDA	 MAZDA	MAZDA

VAN	2019		2020	
Rank	Brand		Brand	
1	 TOYOTA	TOYOTA	 HYUNDAI	HYUNDAI
2	 HYUNDAI	HYUNDAI	 TOYOTA	TOYOTA
3	 WULING	WULING	 MITSUBISHI	MITSUBISHI
4	 MERCEDES	MERCEDES	 NISSAN	NISSAN
5	 FOTON	FOTON	 WULING	WULING











Pick Up segment Overall sales spots have not changed year-to-date, but in the month-to-date numbers we see Isuzu picking up sales due to the new product launch.

In the SUV segment Toyota continues its top spot and Mazda is the strong number two followed by Honda, this is a change from 2019 sales ranking.











Van segment in the month of October Hyundai sales overtook Toyota, a surprising sales increase. As there is no MPV category Mitsubishi MPV is being recognised as VAN.











## PREMIUM MARKET









### Year to Date Until October 2019 Vs 2020

SUV		2019	2020
Rank	Brand	Brand	Brand
1	 LAND ROVER	 LAND ROVER	
2	 LEXUS	 LEXUS	
3	 MERCEDES	 BMW	
4	 BMW	 MERCEDES	
5	 JAGUAR	 JAGUAR	

### October 2019 Vs 2020

SUV		2019	2020
Rank	Brand	Brand	Brand
1	 LEXUS	 LAND ROVER	
2	 LAND ROVER	 LEXUS	
3	 MERCEDES	 BMW	
4	 BMW	 MERCEDES	
5	 PORSCHE	 PORSCHE	

SEDAN		2019	2020
Rank	Brand	Brand	Brand
1	 MERCEDES	 MERCEDES	
2	 BMW	 BMW	
3	 JAGUAR	 JAGUAR	
4	 AUDI	 AUDI	
5	 LEXUS	 ROLLSROYCE	

SEDAN		2019	2020
Rank	Brand	Brand	Brand
1	 MERCEDES	 MERCEDES	
2	 BMW	 BMW	
3	 JAGUAR	 MASERATI	
4	 AUDI		
5	 ROLLSROYCE		

Major sales drops are in Lexus and Jaguar Land Rover in each segment.

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