China Second-hand Vehicle Industry Report of Market Competitive Analysis and Competitive Strategy, 2016-2021

目 录

CONTENTS

Chapter 1: Analysis of competitive environment of second-hand vehicle market

1.1 analysis of second-hand vehicle market policy and legal environment

- 1.1.1 interpretation of policies for second-hand vehicle market
 - (1) "appraisal technical specifications for second-hand vehicle market" is forthcoming
 - (2) "Air Pollution Prevention Action Plan."
- (3) press conference of Department of Commerce, "Automobile dealers promote development of green consumption cycle " $\!\!\!$
- (4) "Ministry of Commerce's guidance to promote the automobile circulation during Twelfth-fiveyear period"
- (5) "Notice to adjust the allowance standards for trading old vehicle for new one," raise subsidy standard
- (6) " views to further standardize the market order and promote the healthy development of second-hand vehicle market "
 - (7) "implementation of measures for trading old vehicle for new one "
 - (8) 'views on the promotion of car consumption."
 - (9) "Move limit" influenced national second-hand vehicle market
 - (10) "purchase restriction" policy has resulted in lack of stamina in second-hand vehicle market
 - (11) "automobile industry restructuring and revitalization plan"
 - 1.1.2 interpretation of related laws and regulations of the second-hand vehicle market
- (1) "regulations on second-hand vehicle business management" to promote the development of market regulation
 - (2) "motor vehicle standards for mandatory retirement" is good for second-hand vehicle market
 - (3) "provisions. on domestic auto repair, replacement and return liability"
 - (4) $^{\prime\prime}$ Notice on VAT issues of the second-hand vehicle business $^{\prime\prime}$
 - (5) new "Vehicle purchase tax collection and management approach"
 - (6) "Norms for second-hand vehicle dealers"
 - (7) "Management approach on second-hand vehicle circulation"
 - (8) "Management approach on old motor vehicle"
 - 1.1.3 analysis of the impact of policy and legal environment on the second-hand vehicle market

1.2 Analysis of economic environment of the second-hand vehicle market

- 1.2.1 Analysis of the global economic environment
 - (1) analysis of economic developments in Europe and America
 - (2) analysis of Asia-Pacific economic development
- 1.2.2 Analysis of China's economic development
 - (1) analysis of the level of development of China's GDP
 - (2) analysis of China's industrial level development
 - (3) analysis of Chinese service industry development
 - (4) analysis of Chinese residents' income level of consumption
- 1.2.3 The impact of the economic environment on the second-hand vehicle market

1.3 Analysis of the impact of the industrial environment on second-hand vehicle market

- 1.3.1 Analysis of vehicle ownership in China
 - (1) annual growth in vehicle ownership, and maintain a high growth rate in 2005年以来
 - (2) the proportion of vehicle ownership is rising in global ownership in 2009年以来
 - (3) vehicle ownership in a big gap between east and west , east China ranks first
 - (4) passenger vehicles dominate, small passenger vehicles account for a large proportion
 - (5) scale forecast in vehicle ownership in 2016-2021
- 1.3.2 Analysis of China's automobile production and sales situation

 - (2) vehicle sales kept pace growth , but growth has slowed in 2005年以来



- (3) the proportion of total global vehicle sales rose for four consecutive years and ranked first in the world in 2009年以来
 - (4) vehicle sales rate remained at a high level
 - (5) scale in auto production and sales forecasts in 2016-2021
 - 1.3.3 Analysis of China's passenger vehicle market sales
- (1) passenger vehicles maintained a rapid growth before the first 10 months of 2013, faster than the average
 - (2) passenger vehicle sales grew year after year in 2005年以来
- (3) passenger vehicles accounted for a large proportion of sales , and kept an upward trend in 2005年以来

 - (5) analysis of proportions of sedan / MPV / SUV / minivan sales in 2005年以来
 - (6) analysis of brand passenger vehicle sales by country in 2008年以来
 - (7) analysis of annual vehicle sales by country in 2009年以来

 - 1.3.4 analysis of Chinese commercial vehicle market sales
- (1) commercial vehicle sales showed positive growth , the growth rate is below average before $t\ h\ e$ $f\ i\ r\ s\ t$ $1\ 0$ $m\ o\ n\ t\ h\ s$ $o\ f\ 2\ 0\ 1\ 3$
 - (2) commercial vehicle sales showed volatility decline significantly in 2005年以来
 - (3) production proportion of total commercial vehicle sales declined in 2005年以来
- (5) analysis of production and sales proportion in heavy / medium / micro / light truck in 2005年以来
 - (6) analysis of production and sales proportion in large / medium / minibuses in 2005年以来
 - (7) analysis of sales of passenger vehicles in 2008年以来
 - (8) analysis of passenger coach brand sales
 - 1.3.5 Analysis of China automobile import and export status
 - (1) vehicle imports and exports declined in first three quarters of 2013 over the last year
 - (2) annual total import vehicle showed an upward trend in volatility in 2005年以来
- (3) the number of imported vehicles to maintain steady growth , exports showed volatility in 2005年以来
 - (4) trading competitiveness of international vehicles declined
 - (5) Import and export of passenger vehicles kept dominant
 - (6) small vehicles keep the steady growth of imports , exports showed an increase of volatility
- (7) commercial vehicle's export scale is bigger than import scale, imports quantity is relatively small
- (8) truck export market kept rapid growth and is dominated by exports in the commercial vehicle market

1.4 Analysis of development of second-hand vehicle market

- 1.4.1 analysis of scale of second-hand vehicle market
- (1) second-hand vehicle market maintained rapid growth , the industry showed a good momentum of d e v e l o p m e n t $\,$ i n $\,$ t h e $\,$ f i r s t $\,$ h a l f $\,$ o f 2 0 1 3
 - (2) turnover in the second-hand vehicle market showed a steady growth trend in 2005年以来
- (3) transaction volume of the second-hand vehicle market increased year by year, the growth rate is lower than the growth rate of turnover in 2005年以来
- (4) the proportion of second-hand vehicles in new vehicle trading volume is relatively stable, but the ratio is low
- (5) comparative analysis of the proportion of domestic and foreign vehicle second-hand vehicle trading volume
 - (6) the proportion of second-hand vehicle transaction in ownership is fluctuating
- (7) comparative analysis of the proportion of domestic and foreign vehicle second-hand vehicle trading volume in ownership
 - (8) analysis of second-hand vehicle transaction's contribution rate for new vehicles
 - (9) forecast of second-hand vehicle market size
 - 1.4.2 analysis of second-hand passenger vehicle market size
 - (1) the number of transactions maintains rapid growth in second-hand passenger vehicles,
- (2) second-hand passenger vehicles accounted for a larger proportion of total transactions and rise
 - (3) second-hand passenger vehicles accounted for the proportion of new passenger vehicles below



the market average

- (4) analysis of second-hand vehicles / MPV / SUV / minivan market size
- 1.4.3 analysis of second-hand commercial vehicle market size
- (1) growth in the number of transactions of second-hand commercial vehicles is below the market average
- (2) second-hand commercial vehicles accounted for the proportion of total transactions less than passenger vehicles
 - (3) second-hand commercial vehicles accounted for about 40% of new commercial vehicles
 - (4) analysis of market size of second-hand buses / trucks
 - 1.4.4 Structure of the second-hand vehicle market
- (1) regional structure : the eastern region to lead the development of the industry , there is a gap in the central and northeastern regions
- (2) provincial structure: the top ten provinces remained stable, the market has developed rapidly in Tianjin
 - (3) product structure: passenger vehicles become mainstream of second-hand vehicle transactions
- (4) age structure of vehicle :3- 10-year age structure of the market is in a dominant position of second-hand vehicles
- (5) transaction method: direct transactions and local transactions account for an absolute position
- (6) transaction subject : with the second-hand vehicle market as the focus, diversified development
- (7) market concentration : market concentration has increased , the industry's leading role is significantly enhanced
 - 1.4.5 analysis of the second-hand vehicle market price level
- (1) the average price of second-hand vehicle market is rising, a breakthrough price of 50,000 Y u a n i n 2 0 1 2
 - (2) analysis of upward price trend of inventory levels
- (3) the vehicle stock price of different age: price and age of the vehicle have a negative correlation
 - (4) different provinces: the lowest stock price in Shandong Province, Zhejiang ranking first
 - (5) second-hand vehicles hedge ratio at all levels decline with age lorry
 - 1.4.6 analysis of the competitive structure of the second-hand vehicle market
 - (1) analysis of bargaining power of suppliers
 - (2) analysis of the bargaining power of buyers
 - (3) analysis of threat of new entrants
 - (4) analysis of alternatives threat
 - (5) analysis of market competition
 - 1.4.7 analysis of problems in the second-hand vehicle market
 - (1) short time of market development, industry standards are imperfect, single structure
 - (2) second-hand vehicle market information is asymmetry and opaque
 - (3) market is lack of third-party certification and assessment body
 - (4) low market integrity, service levels should be improved
 - (5) uneven regional market developments, cross-regional circulation needs to be improved
 - (6) lack of standardized charges, tax collection is difficult
 - (7) second-hand vehicle finance market is hardtop keep up with the pace of development
 - 1.4.8 analysis of second-hand vehicle market trends
 - (1) the arrival of peak of the automobile market
- (2) regulations continue to improve , the market is gradually standardized, market information is transparent
- (3) new vehicles continue price cuts, thinning profit , the era of more quantities in the market in order to win
 - (4) high trading volume, the second-hand vehicle market into transition
 - (5) online trading platform to become a new hope of the market development
- (6) second-hand vehicles were becoming the new trend of year shortening, new vehicle condition, increasing grade

1.5 analysis of development of second-hand vehicle market segments

- 1.5.1 analysis of high-end second-hand vehicle market
 - (1) high-end second-hand vehicle market is in strong demand
 - (2) high-end second-hand vehicle market shows regional differences

- (3) brand vehicle companies launched the "replacement" business, to promote the development of high-end market
 - (4) consumer groups of high-end second-hand vehicle diversify
 - 1.5.2 analysis of the low-end second-hand vehicle market
 - (1) intense competition in a low-end second-hand-vehicle market , the profit declines
 - (2) low hedge rate of a low-end second-hand vehicle is a mishap
 - (3) new regulations of low-end vehicle scrappage are good for second-hand vehicle market
 - 1.5.3 analysis of prospective new vehicle market
- (1) new vehicles continue to be on the market and the lower price of a new vehicle to promote the "quasi-vehicle" development
 - (2) high cost to enhance the "quasi-vehicle" market competitiveness
 - (3) a higher proportion of second-hand vehicles "quasi- new vehicle" in first-tier cities
 - 1.5.4 analysis of certified second-hand vehicle market
- (1) policy of purchasing restrictions brings opportunities to certified second-hand vehicle market
 - (2) certified second-hand vehicles to boost consumer confidence
 - (3) vehicle enterprises gradually penetrate to the certified second-hand vehicle market
 - (4) certified second-hand vehicle maybe reshuffle the industry
 - (5) certified second-hand vehicle market is rapidly expanding , to maintain a high growth rate
 - (6) advantages and disadvantages of certified second-hand vehicles
 - 1.5.5 analysis of development of rural second-hand vehicle market
 - (1) rural auto market is supported by the national policy
 - (2) rural vehicle ownership is low, rigid demand
 - (3) rural second-hand vehicle market will become huge "Blue Ocean"
 - (4) analysis of rural second-hand vehicle market demand structure
 - (5) analysis of rural second-hand vehicle marketing strategy

1.6 Analysis of environment of the second-hand vehicle market demand

- 1.6.1 analysis of consumer demand trend
 - (1) wide range of consumer motivation
 - (2) consumers tend to be younger
 - (3) upgrade to accelerate consumer demand
- 1.6.2 analysis of consumer acceptance of second-hand vehicles
- (1) desire to buy domestic small vehicles and imported vehicles of second-hand vehicles is higher in acceptance
 - (2) in Northeast, high consumer acceptance of second-hand vehicles
 - (3) the proportion of acceptance of vehicle ages of 3 years or 5 years is maximum
 - (4) high consumer acceptance of incomes below \$ 10,000
 - (5) price condition are the main factors
 - 1.6.3 disposal methods of consumer vehicles
 - (1) research and analysis of vehicle disposal
 - (2) research and analysis of channels to sell the vehicle
 - (3) research and analysis of methods of users 'intention to sell
 - 1.6.4 replacement cycle and replacement rate for consumers to change cars
 - (1) analysis of the cycle of users expecting a replacement
 - (2) analysis of the rate of users expecting a replacement
 - 1.6.5 analysis of the rate of users expecting hedge
 - (1) analysis of users' desired vehicle hedge ratio
 - (2) analysis of continuation of different vehicle brands
 - 1.6.6 analysis of consumer demand of vehicle assessment
 - (1) analysis of second-hand vehicle evaluation time
 - (2) analysis of users expecting evaluation time analysis

Chapter 2: Analysis of business model innovation and business strategy of second-hand vehicle enterprises

2.1 analysis and reference of foreign second-hand vehicle business models

- 2.1.1 second-hand vehicle business model and features in the United States
- 2.1.2 second-hand vehicle business model and features in Germany
- 2.1.3 second-hand vehicle business model and features in Japan
- 2.1.4 second-hand vehicle business model and features in South Korea
- 2.2 analysis of Chinese traditional operation mode of second-hand vehicle market

- 2.2.1 classification according to operation
 - (1) analysis of traditional single operation model
 - (2) analysis of conventional hybrid operation model
- 2.2.2 The profit model of traditional operation

2.3 analysis of operation model of China second-hand vehicle market trends

- 2.3.1 The operation model of second-hand vehicle chain
 - (1) direct -type chain / network chain / franchise chain
 - (2) advantages of second-hand vehicle chain
 - (3) profit chain of second-hand vehicle chain model
 - (4) service delivery of second-hand vehicle chain model
 - (5) competition strategy analysis of second-hand vehicle chain model
- 2.3.2 Operation model of the brand second-hand vehicle
 - (1) trend towards brand second-hand vehicle operation
 - (2) advantages and disadvantages of brand second-hand vehicle operation
 - (3) analysis of consumer demand of brand second-hand vehicle
 - (4) analysis of brand second-hand vehicle operation
 - (5) competition analysis of enterprises of brand management
 - (6) analysis of operation strategy of brand second-hand vehicle

2.4 analysis of innovative operation model of China second-hand vehicle market

- 2.4.1 the second-hand vehicle supermarket operation model
- 2.4.2 "4S shop + second-hand vehicle chain" mode
- 2.4.3 "Entity + e-commerce" operation model
- 2.4.4 "vehicle secretary" operation model
- 2.4.5 integration of "brand second-hand vehicle + second-hand vehicle broker" model
- 2.4.6 brand second-hand vehicle supermarkets mode
- 2.4.7 "Dalian Mode" of second-hand vehicle

2.5 analysis of operation strategy of second-hand vehicle enterprises

- 2.5.1 promote the social integration of resources and realize the scale of operations
- 2.5.2 different operation combinations, the formation of strategic cooperation between multiple subjects
 - 2.5.3 inter-regional flows and cooperation
 - 2.5.4 explore the application of the online trading platform

Chapter 3: Analysis of second-hand vehicle trading operation model innovation and competitiveness strategy

3.1 analysis of foreign second-hand vehicle trading patterns and reference

- 3.1.1 analysis of second-hand vehicle trading patterns in USA
- 3.1.2 analysis of second-hand vehicle trading patterns in Australia
- 3.1.3 analysis of second-hand vehicle trading patterns in Japan
- 3.1.4 analysis of second-hand vehicle trading patterns in South Korea

3.2 analysis of popular second-hand vehicle trading patterns in China

- 3.2.1 analysis of direct sales model of second-hand vehicle
- 3.2.2 analysis of brokerage model of second-hand vehicle
- 3.2.3 analysis of traditional auction model of second-hand vehicle
 - (1) second-hand vehicle auction market size of China
 - (2) Chinese regional structure of second-hand vehicle auction
- 3.2.4 analysis of vehicle replacement patterns
- 3.2.5 analysis of second-hand vehicle leasing models

如需了解报告详细内容,请直接致电前瞻客服中心。

全国免费服务热线: 400-068-7188 0755-82925195 82925295 83586158

或发电子邮件: service@qianzhan.com

或登录网站: https://bg.qianzhan.com/

我们会竭诚为您服务!