

# France Used Car Market Future Outlook and Projections

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The report titled “France Used Car Market Outlook to 2023 – Surge in Demand for Rental Cars Backed by Increased Online Used Car Sales” provides a comprehensive analysis of used car market in France. The report focuses on overall market size in terms of sales volume of used cars; France used car market segmentation by Market Structure (Organized and Unorganized Market); Channel based on Organized Market (Multi-brand Dealers and OEM-Certified Dealers); Channel based on Unorganized Market (C2C and Local Dealers); Lead Generation (Dealer Walk-ins and Online Portals); By Car Make (Renault, Peugeot, Citroen, Volkswagen, Audi, Ford, BMW, Mercedes, Opel, Nissan, and others); Ownership Period (Less than 6 Years, 6 – 10 Years, 11 – 15 Years and More than 16 Years); Kilometers Driven(Less than 5,000 km; 5,000-20,000 km; 20,000-50,000 km; 50,000-80,000 km; 80,000-120,000 km and Above 120,000 km); Type of Used Cars (MPVs / Sedan, Economy / Hatchbacks and SUVs); and Fuel Type (Diesel, Gasoline, Hybrid, and Others). The report also covers the overall comparative landscape, trends and growth drivers, issues and the challenge, market share in terms of sales volume and government regulations. The report concludes with future projections and analyst recommendations highlighting the major opportunities and cautions.

## Market Overview and Size

France used car market is at a late growth stage along with single-digit CAGR in terms of sales volume during the year 2018. Factors such as increased online penetration by the dealership companies, availability of the financing and insurance options make it convenient and easy for the customers and provide a pleasant experience to the buyers of the used car. Shift from a traditional sales channel to E-commerce the channel, the surge in the demand for younger used cars and others have helped the used the car industry to grow in France in terms of sales volume.

## Market Segmentation

**By Market Structure (Organized and Unorganized Market):** The the unorganized used car market is leading in France owing to the ease of buying and selling process involved in the used car market. It has been observed that the major transactions happen between private sellers or individuals in the country.

**By Organized Market (Multi-brand Dealerships and OEM Certified Dealerships):** The multi-brand dealerships recorded a larger market share in the organized used car market owing to the fact that the multi-brand used car dealers have various brands and models available with them and the consumers have the choice of comparing and then purchasing the used cars. Additionally, the organized used car dealers have a larger geographical presence in the country which allows them to tap a larger market share of the country.

**By Unorganized Used Car Market (C2C, Online Sales and Local Dealers):** The Customer to customer segment dominated the unorganized used car market with a significant market share in the country followed by online sales and local Dealerships. The customer to customer is preferred by the French people as they find the used car buying process quite complicated and expensive from a dealership.

**By Type of Used Car (MPVs / Sedan, Economy / Hatchbacks and SUVs):** Sedans have the highest market share followed by SUV's and Hatchback in the year 2018. This is due to Sedans offer better space, practicality and in some cars, a better resale value.

**By Kilometers Driven (Less than 5,000 km; 5,000-20,000 km; 20,000-50,000 km; 50,000-80,000 km; 80,000-120,000 km and Above 120,000 km):** Pre-owned cars falling in the range of 20,000-80,000 km driven dominated France used cars the market in terms of sales volume in the year 2018. Further, used cars falling in the range of 80,000-120,000 km and above have grabbed the second-highest market share and others.

**By Ownership Period (Less Than 6 Years, 6 - 10 Years, 11 - 15 Years And More Than 16 Years):** The used cars which are less than 6 years old have captured the major market share in the French used car market. The least market share is of those used car aged more than 16 years in the country.

**By Car Make (Renault, Peugeot, Citroen, Volkswagen, Audi, Ford, BMW, Mercedes, Opel, Nissan, And Others):** The most preferred used car brands in France were observed to be Renault, Peugeot, Citroen, and other brands, owing to the fact that the market share of the new car sales of these brands are high due to which customers have established a trust factor with these brands. Moreover, these brands have huge networking across the country to make sure that they are at a reachable distance from the customers.

## Comparative Landscape of France Used Car Market

The France used car market was observed to be highly fragmented along with the presence of multiple outlets of the dealerships in the used car space. Gueudet, BYmyCAR, Bernard Automobiles, Car Avenue and many others are the few major companies in the online and offline used car market. These market players compete on the basis of the number of networks, marketing initiatives, certification, margins, price, after-sales, lead generation, warranty types, brand partnerships and a number of dealers associated with the dealer group.

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In the future, it is anticipated that France used car market in terms of GTV and sales volume will increase at a positive CAGR during the forecast period 2019-2023 due to increased number of dealerships and number of lead generations through the online portals. The new entrants in the used car market in France are contributing to the growth of this industry. In addition, the availability of the financing and insurance options makes it convenient and easy for the customers and also provides a pleasant experience to the

buyers of the used car. The implementation of government policies for low emission zones and other regulations may have a slight negative impact on the used car market. However, the simplification of procedure for purchasing a used car would also contribute to the growth of the used car market in the next few years.

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