PRODUCT & METHODOLOGY

Statista Mobility Market Outlook

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November 2022

The Statista Mobility Market Outlook provides data on 5 mobility markets for over 150 countries

About the Statista Mobility Market Outlook (1/2)

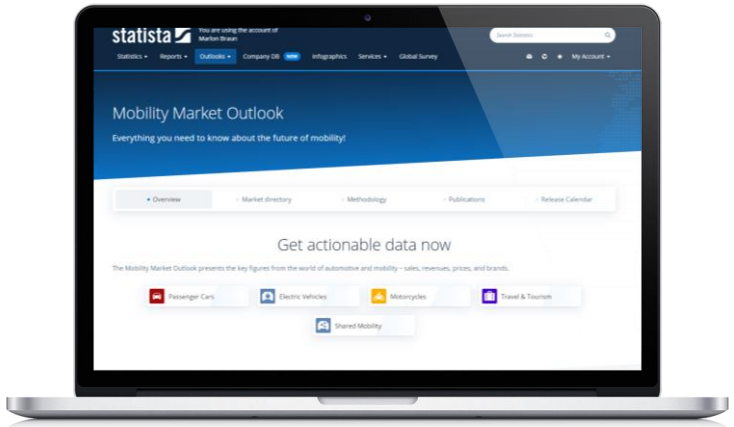
What is the Statista Mobility Market Outlook?

The Statista Mobility Market Outlook is a tool that provides key market indicators, independent forecasts, and detailed market insights for the most relevant mobility markets. Mobility market data is often available in inconsistent forms, scopes, and segmentations, which makes it impossible to get reliable comparisons between two or more data sets. Our goal is to simplify your research and planning by providing all the necessary data for 5 mobility markets for over 150 countries with a clearly defined market scope.

The Statista Mobility Market Outlook is built on resources from the Statista platform as well as on in-house market research and the experience of our analysts. We evaluate the status quo of the markets, monitor trends, and create an independent forecast regarding market developments of global mobility solutions.

The tool provides data on financial and operating figures (revenue, unit sales, pricing, or comparable KPIs) and user-related figures (number of users, user penetration, average revenue per user (ARPU)) – on the platform and in multiple download formats.

The data for each market is updated at least twice a year, and our analysts create Outlook Reports for all markets and segments, giving an extensive overview of the current state of the market and its latest trends.



Passenger Cars **Motorcycles**

Shared Mobility **Travel & Tourism** **Electric Vehicles**

Sources: Statista Mobility Market Outlook 2022

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Our key to high-quality data: independent market modeling combined with primary research

About the Statista Mobility Market Outlook (2/2)

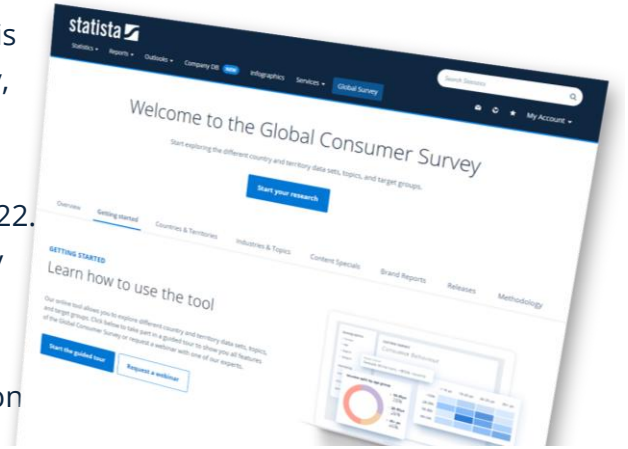
Research & market analysis

The data of the Statista Mobility Market Outlook is composed of countless pieces of information. Our analysts build on Statista's primary research, relevant market data taken from independent databases, various market and macroeconomic indicators, historical developments, current trends, reported performance indicators from key market players, and interviews with market experts conducted by Statista. Continuous market monitoring allows us to take into consideration relevant changes along the value chain of the mobility industry.

Depending on the data environment, our analysts choose either a bottom-up or top-down approach to accurately model a market. Modeling is based on data from a broad range of industry-specific and national sources.

Statista Global Consumer Survey

The Statista Global Consumer Survey is our very own worldwide online survey, exclusively carried out in over 55 countries and territories with up to 60,000 respondents per country in 2022. The mobility part of the survey exactly matches the market scopes of the Statista Mobility Market Outlook and thus provides first-hand information on consumer habits, brand recognition, technology adoption, and user penetration in each market.



Sources: Statista Mobility Market Outlook 2022

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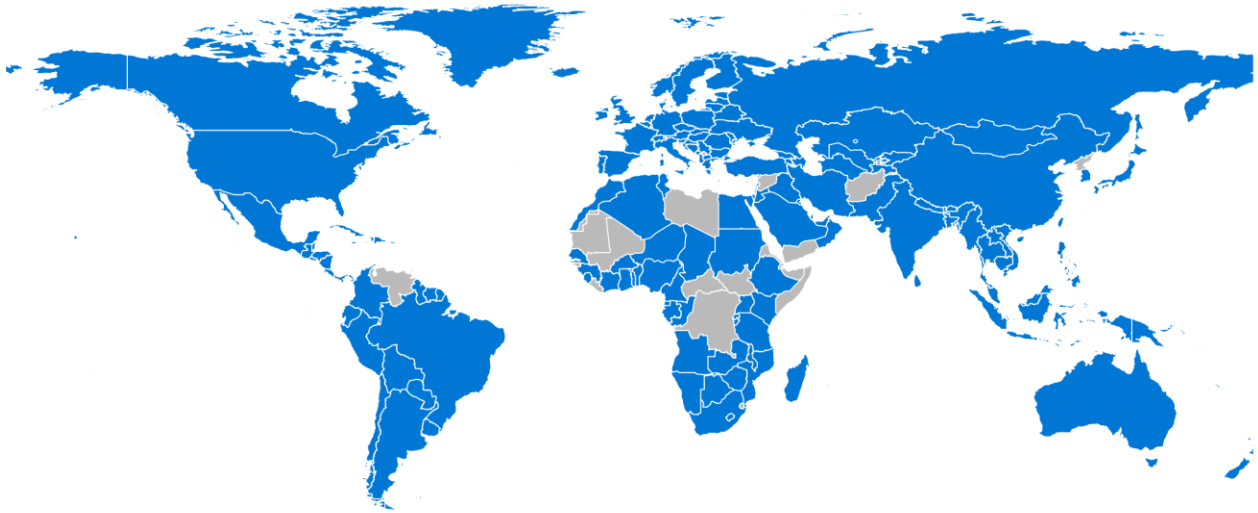
The Statista Mobility Market Outlook provides market data for up to 152 countries

Country and territory coverage (1/4)

Statista Mobility Market Outlook coverage

Covered Not covered



Sources: Statista Mobility Market Outlook 2022

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The Statista Mobility Market Outlook covers up to 152 countries & territories and 24 geographical regions

Country and territory coverage (2/4)

Europe

Southern Europe
Albania
Bosnia and Herzeg.
Croatia
Cyprus
Greece
Italy
North Macedonia
Malta
Montenegro
Portugal
Serbia
Slovenia
Spain
Turkey

Eastern Europe
Armenia
Azerbaijan
Belarus
Bulgaria
Georgia
Moldova
Romania
Russia
Ukraine

Central & Western Europe
Austria
Belgium
Czechia
France
Germany
Hungary
Ireland
Luxembourg
Netherlands
Poland
Slovakia
Switzerland
United Kingdom

Northern Europe
Denmark
Estonia
Finland
Iceland
Latvia
Lithuania
Norway
Sweden

Americas

South America
Argentina
Bolivia
Brazil
Chile
Colombia
Ecuador
Guyana
Paraguay
Peru
Suriname
Uruguay

Central America
Belize
Costa Rica
El Salvador
Guatemala
Honduras
Nicaragua
Panama

North America
Canada
Mexico
United States

Caribbean
Cuba
Dominican Republic
Haiti
Jamaica
Puerto Rico

Sources: Statista Mobility Market Outlook 2022

The Statista Mobility Market Outlook covers up to 152 countries & territories and 24 geographical regions

Country and territory coverage (3/4)

Asia

South Asia
Bangladesh
Bhutan
India
Nepal
Pakistan
Sri Lanka

West Asia
Bahrain
Iran
Iraq
Israel
Jordan
Kuwait
Lebanon
Oman
Qatar
Saudi Arabia
United Arab Emirates

Southeast Asia
Brunei Darussalam
Cambodia
Indonesia
Laos
Malaysia
Myanmar
Philippines
Singapore
Thailand
Timor-Leste
Vietnam

East Asia
China
Hong Kong
Japan
Mongolia
South Korea
Taiwan

Central Asia
Kazakhstan
Kyrgyzstan
Tajikistan
Turkmenistan
Uzbekistan

Australia & Oceania
Australia
Fiji
New Zealand
Papua New Guinea

Africa

North Africa
Algeria
Egypt
Morocco
Sudan
Tunisia

Central Africa
Angola
Cameroon
Chad
Equatorial Guinea
Gabon
Republic of the Congo

West Africa
Benin
Burkina Faso
Gambia
Ghana
Guinea
Ivory Coast
Niger
Nigeria
Senegal
Sierra Leone
Togo

Southern Africa
Botswana
Lesotho
Mauritius
Namibia
South Africa

East Africa
Burundi
Ethiopia
Kenya
Madagascar
Malawi
Mozambique
Rwanda
Seychelles
Tanzania
Uganda
Zambia
Zimbabwe

Sources: Statista Mobility Market Outlook 2022

The Statista Mobility Market Outlook countries can also be combined to form up to 13 political regions

Country and territory coverage (4/4)

ASEAN
Brunei Darussalam
Cambodia
Indonesia
Japan
Laos
Myanmar
Philippines
Singapore
Thailand
Vietnam

Baltics
Estonia
Latvia
Lithuania

Benelux
Belgium
Luxembourg
Netherlands

BRICS
Brazil
China
India
Russia
South Africa

CIS
Armenia
Azerbaijan
Belarus
Kazakhstan
Kyrgyzstan
Moldova
Russia
Tajikistan
Uzbekistan

D-A-CH
Austria
Germany
Switzerland

EAEU
Armenia
Belarus
Kazakhstan
Kyrgyzstan
Russia

EU-27
Austria
Belgium
Bulgaria
Croatia
Cyprus
Czechia
Denmark
Estonia
Finland
France
Germany
Greece
Hungary
Ireland
Italy
Latvia
Lithuania
Luxembourg
Malta
Netherlands
Poland
Portugal
Romania
Slovakia
Slovenia
Spain
Sweden

G7
Canada
France
Germany
Italy
Japan
United Kingdom
United States

G20
Argentina
Australia
Austria
Belgium
Brazil
Bulgaria
Canada
China
Croatia
Cyprus
Czechia
Denmark
Estonia
Finland
France
Germany
Greece
Hungary
India
Indonesia
Ireland
Italy
Japan
Latvia
Lithuania
Luxembourg
Malta
Mexico
Netherlands
Poland
Portugal
Romania
Russia
Saudi Arabia
Slovakia
Slovenia
South Africa
South Korea
Spain
Sweden
Turkey
United Kingdom
United States

GCC
Bahrain
Kuwait
Oman
Qatar
United Arab Emirates

NAFTA
Canada
Mexico
United States

Nordics
Denmark
Finland
Iceland
Norway
Sweden

Sources: Statista Mobility Market Outlook 2022

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PRODUCT & METHODOLOGY

Market sizing

Shared Mobility

Travel & Tourism

We use a bottom-up approach for our market sizing

Market sizing: Travel & Tourism and Shared Mobility (1/3)

Detailed analysis of the status quo in each market

To evaluate the markets, we use the latest data from various country-specific sources and industry associations, survey results from our primary research (e.g., the Statista Global Consumer Survey), third-party studies and reports, as well as our industry knowledge.

Market sizes are determined using a bottom-up approach based on an individual logic for each market segment. Demand-side factors, such as the number of users, are linked to performance factors, such as user penetration or average customer turnover. This data is calculated from market-specific input, such as product prices, purchase/usage frequency, and customer churn rates.

Demographic user data originates from the Statista Global Consumer Survey, whose market definitions and scopes completely match those of the Statista Mobility Market Outlook. We use the data to calculate the user penetration for each of the markets and to provide the split between male/female users with low/medium/high income levels for the different age groups. This gives us insights into the user behavior of 30 different demographic sets.

Underlying data

Market research

- Consumer profiling – the Statista Global Consumer Survey

Key player analysis & monitoring

- Company profiles and key performance indicators
- Product and price monitoring
- News and trends

Macroeconomic indicators

- National statistical offices and census data as well as international organizations and associations

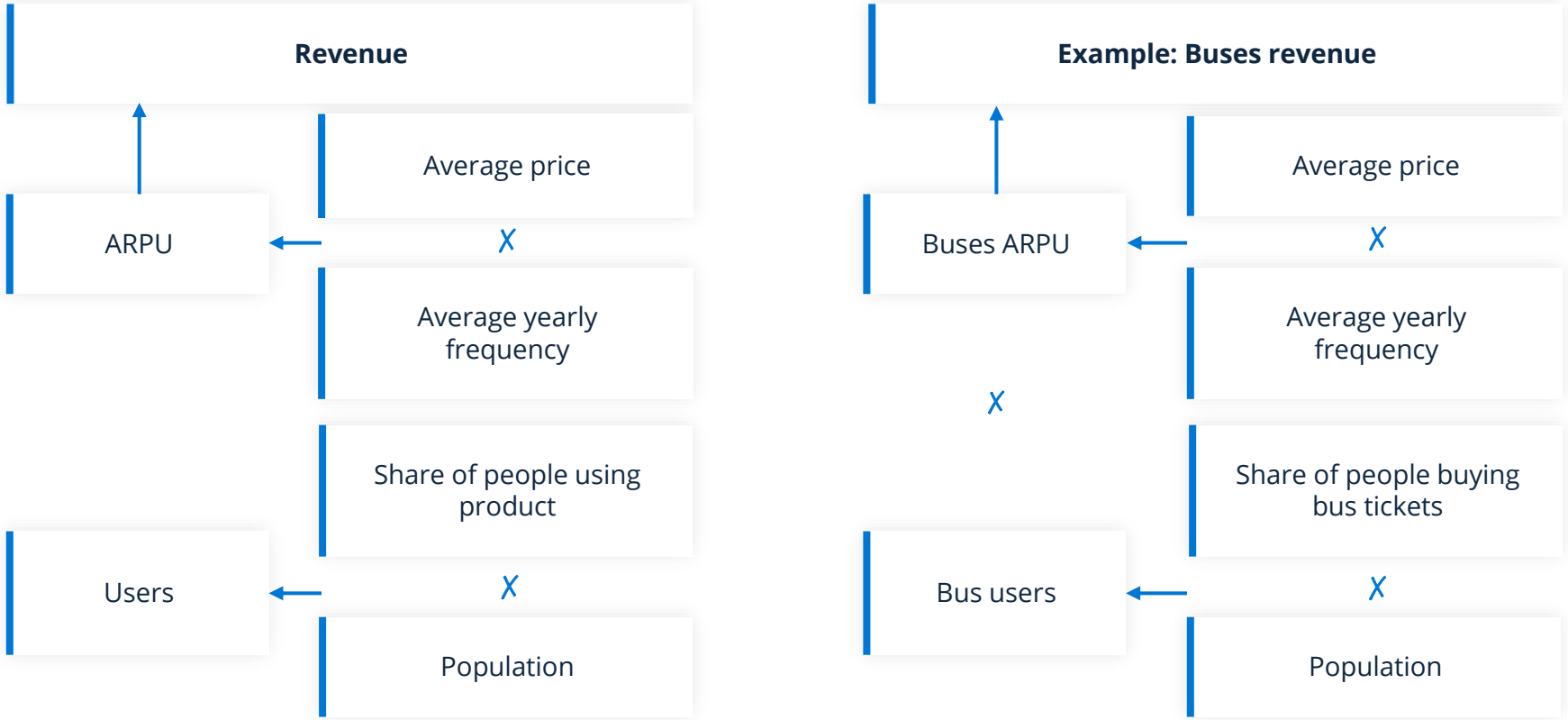
Studies & third-party data

- Market analyses and analyst opinions
- Annual reports and industry analyses
- Academic studies

Sources: Statista Mobility Market Outlook 2022

The Shared Mobility market as an example of a bottom-up approach

Market sizing: Travel & Tourism and Shared Mobility (2/3)



Sources and benchmark:

Validation through third-party studies and benchmarking

National statistics, primary research, third-party studies, expert interviews

Statista Global Consumer Survey

National statistics

Notes: For countries in which no surveys were conducted or which have missing values, we have calculated user and ARPU figures using a driver-based projection method.

Sources: Statista Mobility Market Outlook 2022

The Travel & Tourism market is another example of a bottom-up approach

Market sizing: Travel & Tourism and Shared Mobility (3/3)

ARPU

↑

Average price

X

Average length of stay

X

Average frequency

÷

Average size of travel party

Users

↑

Population

X

Share of people using product

ARPU

X

Users

→ **Revenue**

Sources and benchmark:

Validation through third-party studies and benchmarking

National statistics, primary research, third-party studies, expert interviews

Statista Global Consumer Survey

Notes: For countries in which no surveys were conducted or which have missing values, we have calculated user and ARPU figures using a driver-based projection method.

Sources: Statista Mobility Market Outlook 2022

PRODUCT & METHODOLOGY

Market sizing

Passenger Cars

Motorcycles

The methodology of the Passenger Cars and Motorcycles market model explained step-by-step

Market sizing: Passenger Cars and Motorcycles (1/5)

Research and data collection

Find and combine reliable sources on motorcycle and car makes, their sales figures and prices

Our team of international experts identifies and evaluates available data sources. These include national statistical offices and environment agencies, international associations, annual reports by makes, as well as their media centers and websites.

Data pre-processing

Standardize input format, inspect missing data points and outliers, ensure consistency

We ensure that the information used in our models is comparable and expressed in standard units. Using an algorithmic approach, outliers are eliminated, and missing data points are either estimated (if enough information is already available) or further researched.

Modeling and forecasting

Classification of different car models and forecasting of the Passenger Cars and Motorcycles markets

By using international classification tables and model specifications, each car is assigned to its appropriate segment. The forecasting is done on a model level for passenger cars and on a make level for motorcycles, using a mix of standard approaches, e.g., exponential smoothing, and parameters which best fit the historical data.

Quality assurance and output

Validation, adjustments, and publication of comparable key market indicators

Extensive plausibility and consistency checks of derived time series are done in order to assure the high level of quality of our market analysis. This quality assurance also includes validations which are done using external sources.
Model/make data is finally aggregated into indicators for the Statista platform.

Sources: Statista Mobility Market Outlook 2022

For countries with a good data environment, we use a bottom-up approach to calculate the revenue in the Passenger Cars market

Market sizing: Passenger Cars and Motorcycles (2/5)

Passenger Cars revenue

Mini Cars revenue | Small Cars revenue | Medium Cars revenue | ... | Luxury Cars revenue

Price of model (basic configuration)

X

New passenger car sales by model

Sources and benchmark:

Validation through third-party studies and benchmarking

Manufacturer websites, Passenger cars sales websites

Manufacturer websites, national statistics offices, car associations

Sources: Statista Mobility Market Outlook 2022

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For countries which lack a strong data environment, we use a top-down approach to calculate the revenue in the Passenger Cars market

Market sizing: Passenger Cars and Motorcycles (3/5)

New passenger cars sales / market share (by make/segment/topline)

X

Estimate class distribution & price of models (basic configuration)

Mini Cars revenue

Small Cars revenue

Medium Cars revenue

...

Luxury Cars revenue

Passenger Cars revenue

Sources and benchmark:

Manufacturer websites, national statistics offices, car associations

Our own data, national statistics offices, manufacturer data, passenger cars sales websites

Validation through third-party studies, benchmarking, and regional statistics

Sources: Statista Mobility Market Outlook 2022

For countries with a good data environment, we use a bottom-up approach to calculate the revenue in the Motorcycles market

Market sizing: Passenger Cars and Motorcycles (4/5)

Motorcycles revenue

Scooters revenue

On-road Motorcycles revenue

Off-road Motorcycles revenue

Average price of models by make (basic configuration)

X

New motorcycles sales by make

Sources and benchmark:

Validation through third-party studies and benchmarking

Manufacturer websites, motorcycles sales websites

Manufacturer websites, national statistics offices, motorcycle associations

Sources: Statista Mobility Market Outlook 2022

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For countries which lack a strong data environment, we use a top-down approach to calculate the revenue in the Motorcycles market

Market sizing: Passenger Cars and Motorcycles (5/5)

New motorcycles sales / market share (by make/segment/topline)

X

Estimate class distribution & price of models by make (basic configuration)

Scooters revenue

On-road Motorcycles revenue

Off-road Motorcycles revenue

Motorcycles revenue

Sources and benchmark:

National statistics offices, motorcycle associations

Our own data, national statistics offices, manufacturer data, motorcycles sales websites

Validation through third-party studies, benchmarking, and regional statistics

Sources: Statista Mobility Market Outlook 2022

PRODUCT & METHODOLOGY

Market sizing

Electric Vehicles

The methodology of the Electric Vehicles market model explained step-by-step

Market sizing: Electric Vehicles (1/3)

Research and data collection

Find and combine reliable sources on electric vehicle makes, their sales figures and prices

Our team of international experts identifies and evaluates available data sources. These include national statistical offices and environment agencies, international associations, annual reports by makes, as well as their media centers and websites.

Data pre-processing

Standardize input format, inspect missing data points and outliers, ensure consistency

We ensure that the information used in our models is comparable and expressed in standard units. Using an algorithmic approach, outliers are eliminated, and missing data points are either estimated (if enough information is already available) or further researched.

Modeling and forecasting

Forecasting of the Electric Vehicles market

The Electric Vehicles market model takes into consideration the consumer behavior in countries in which electric vehicles are fast-moving products. The forecasting is done on a make level for electric vehicles, using a mix of standard approaches, e.g., exponential smoothing, and parameters which best fit the historical data.

Quality assurance and output

Validation, adjustments, and publication of comparable key market indicators

Extensive plausibility and consistency checks of derived time series are done in order to assure the high level of quality of our market analysis. This quality assurance also includes validations which are done using external sources.
Model/make data is finally aggregated into indicators for the Statista platform.

Sources: Statista Mobility Market Outlook 2022

For the Electric Vehicles market, we use a bottom-up approach for our market sizing

Market sizing: Electric Vehicles (2/3)

Electric Vehicles revenue

Battery Electric Vehicles revenue

Plug-in Hybrid Electric Vehicles revenue

Price of model (basic configuration)

X

New electric vehicle sales by make

Sources and benchmark:

Validation through third-party studies and benchmarking

Manufacturer websites, electric vehicles sales websites

Manufacturer websites, national statistics offices, car associations

Sources: Statista Mobility Market Outlook 2022

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To accurately depict the Electric Vehicles Infrastructure market size, we also use a bottom-up approach

Market sizing: Electric Vehicles (3/3)

Electric vehicles charging revenue

Accumulated number of EVs on the road

X

Cost of charging for EVs

Accumulated number of PHEVs on the road

X

Cost of charging for PHEVs

Sources and benchmark:

Validation through third-party studies and benchmarking

Manufacturer websites, statistics offices, official associations

Different sources for drivers, e.g., statistics offices, reports, and studies

Sources: Statista Mobility Market Outlook 2022

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PRODUCT & METHODOLOGY

Forecasts

Our market growth forecasting is done differently for new and mature markets

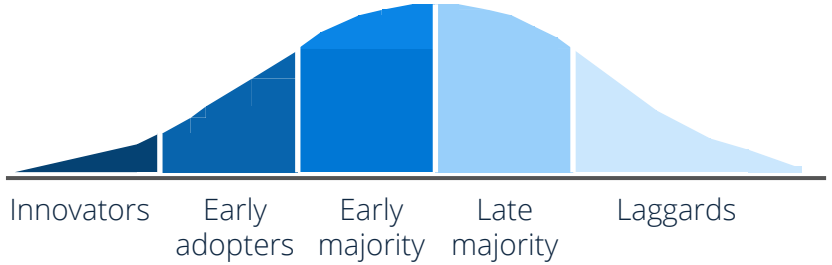
Forecasting (1/5)

Traditional mobility markets

When it comes to markets existing for long periods of time, such as the Passenger Cars market, we have a lot of data on which we can base our forecast. In these cases, we use standard methods, such as exponential smoothing, ARIMA, or the Holt-Winters seasonal smoothing method, on detailed data sets to arrive at our market estimate.

New mobility markets

Digital products and services, such as the online Ride Hailing market, are not embraced by all individuals at the same time. The market maturity can be evaluated using the Bass diffusion model, which describes how new products penetrate the market and how long it takes until users adopt the new product. This lifecycle of technology penetration can be represented as a graph:



The Bass model is suitable for making predictions for all products despite possible differences in product characteristics and complexity – the curve can shift in time and its steepness might differ, but its shape is always similar.

Once the status quo has been established, we assess the recent market growth and the macroeconomic environment of the country in question and its region. Then we move on to trend scouting, looking out for business-critical developments in the industries that provide the basis for the future growth of the markets.

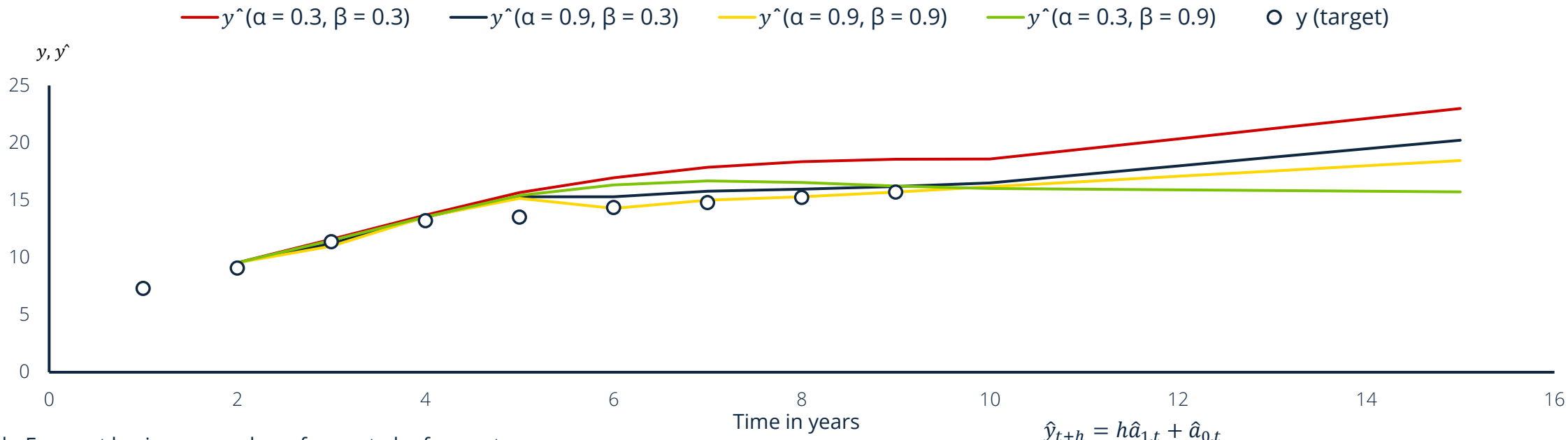
The result is an algorithm-backed forecast based on relevant market drivers (internet penetration, consumption spending, infrastructure development, share of urban population, etc.) and the lifecycle of technology adoption in the given market. We validate our data through collaboration with other Statista teams, third-party forecasts, regional comparisons, and the analysis of development cycles in different markets.

Sources: Statista Mobility Market Outlook 2022

Exponential trend smoothing

Forecasting (2/5)

Parameters that determine the projected market development



h: Forecast horizon – number of years to be forecast

α: Level reactivity – reactivity of the model towards changes in the level

β: Trend reactivity – reactivity of the model towards changes in the trend

$$\hat{y}_{t+h} = h\hat{a}_{1,t} + \hat{a}_{0,t}$$

$$\hat{a}_{0,t} = \alpha y_t + (1-\alpha)\hat{y}_t = \alpha y_t + (1-\alpha)(\hat{a}_{0,t} + \hat{a}_{1,1})$$

$$\hat{a}_{1,t} = \beta(\hat{a}_{0,t} - \hat{a}_{0,t-1}) + (1-\beta)\hat{a}_{1,t-1}$$

Sources: Statista Mobility Market Outlook 2022

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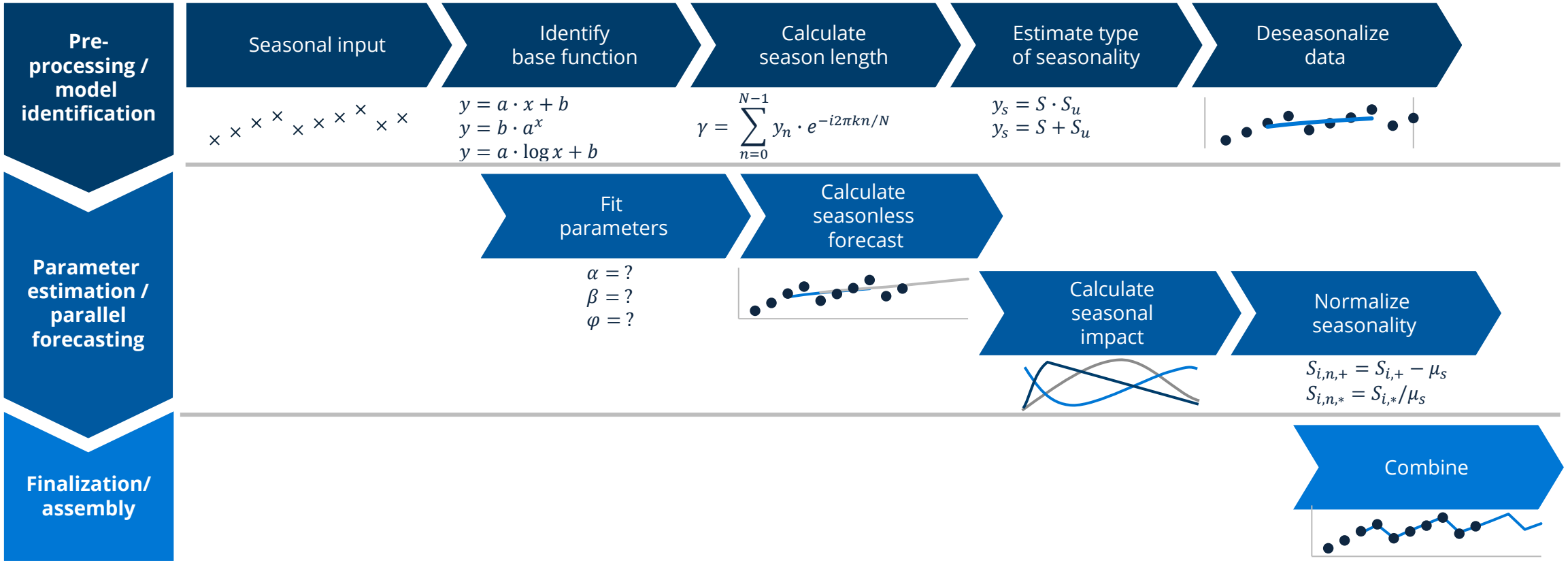
Where applicable, we use seasonal forecast algorithms

Forecasting (3/5)



Sources: Statista Mobility Market Outlook 2022

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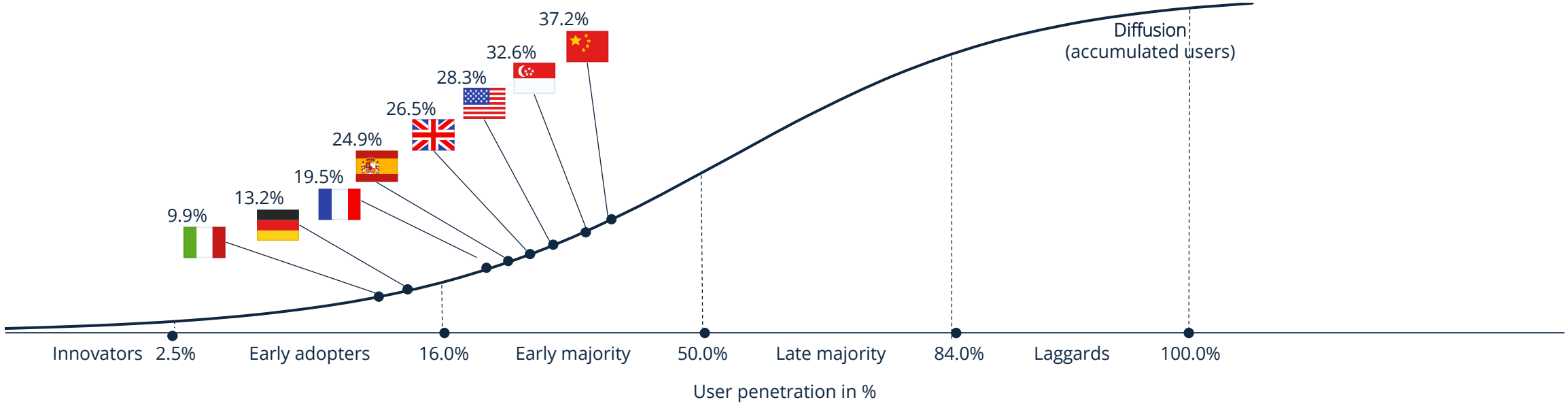
The application of the Bass innovation diffusion model exemplified by Ride Hailing market growth

Forecasting (4/5)

Innovation diffusion curve 2021



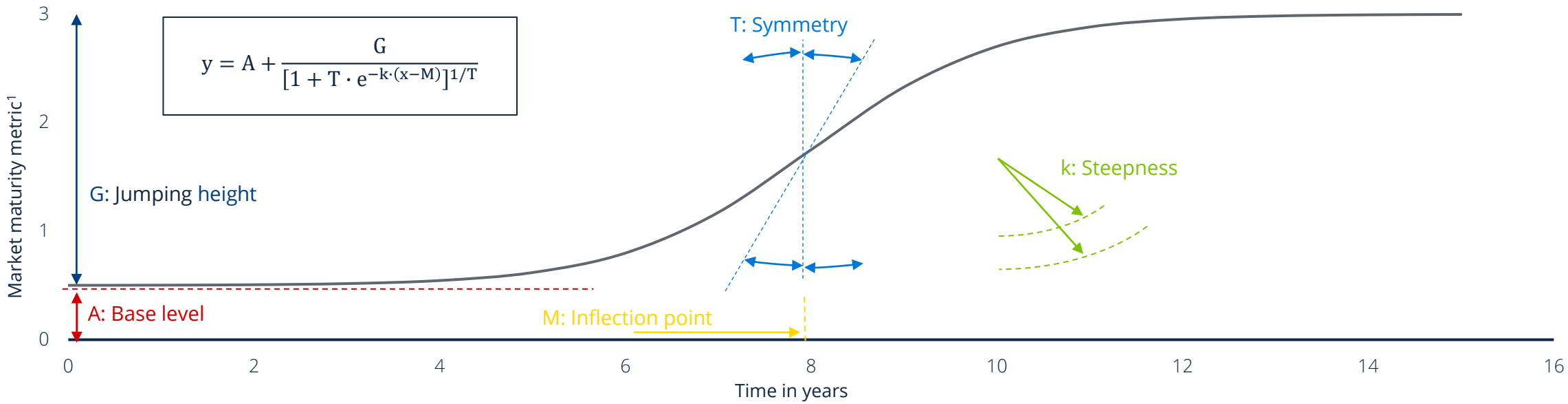
The diffusion of innovations graph shows successive groups of consumers adopting ride hailing (the graph above shows the penetration rate of selected countries). In general, innovations are not adopted by all individuals at the same time. Instead, they tend to adopt them successively, and it is possible to classify customers into different adopter categories based on how long it takes them to adopt the innovation. Diffusion is the rate and volume at which innovations spread among their users. An adoption rate of 100% is theoretically possible but not realistic. Thus, the high online share in Singapore and China can be considered close to saturation.

Sources: Statista Mobility Market Outlook 2022

The S-curve function and its parameters

Forecasting (5/5)

Parameters that determine the projected market development



A: Base level – starting point of market development / known threshold

G: Jumping height – remaining potential until maximum market penetration

T: Symmetry – progression of market diffusion

k: Steepness – development speed / intensity of growth

M: Inflection point – point of transition to incipient market saturation

Notes: (1) Depending on the market for which the forecast is made, a market maturity metric might be user penetration, revenue, saturation, etc.

Sources: Statista Mobility Market Outlook 2022

All forecasts take projected currency effects into account

Exchange rates in the Outlooks (1/2)

Statista Outlook **data is presented in current, or nominal, prices**, which means it is **not adjusted for inflation** (unless explicitly stated otherwise).

Correspondingly, the underlying exchange rates used to convert market data from local currencies into the reported currencies **refer to the current value in the relevant year**.

The usage of current exchange rates marks a **change compared to previous releases** of the Market Outlooks (prior to Q4 2021), where the average exchange rates of the year 2017 were applied to all years. This artificial stabilization provided a clear view of the relevant market's underlying growth rates in local currencies but hid currency risks associated with certain regions. Since the Outlooks are mostly used to compare regions, we decided to no longer use constant exchange rates in order to enable a more realistic assessment of market potential from the perspective of international investors, who must factor in currency risks. In short, **current exchange rates make forecasts more comparable across regions**.

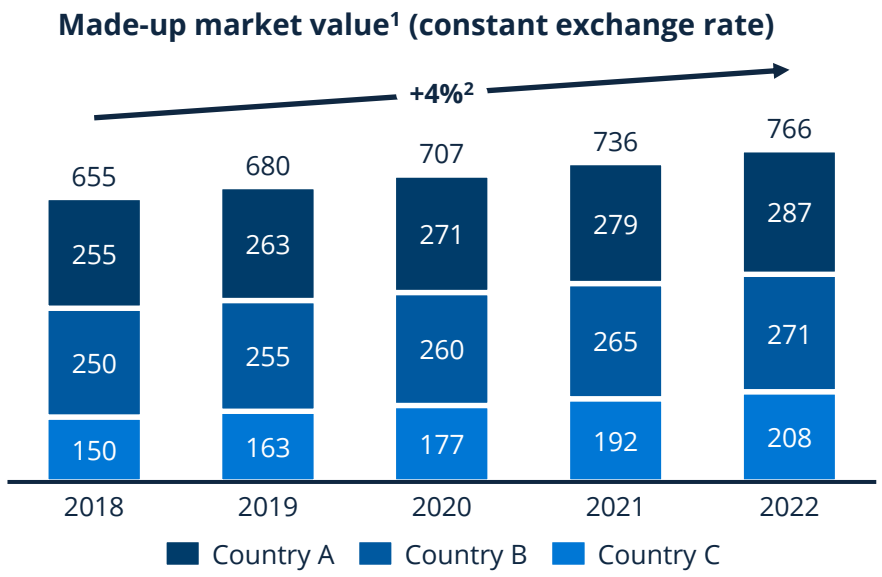
When looking at markets in a currency other than the local one, **the growth rates** of new market data will be different and can appear **more volatile than before** because currency effects are now visible. The underlying growth rate of the market can still be seen when looking at the data in the respective local currency.

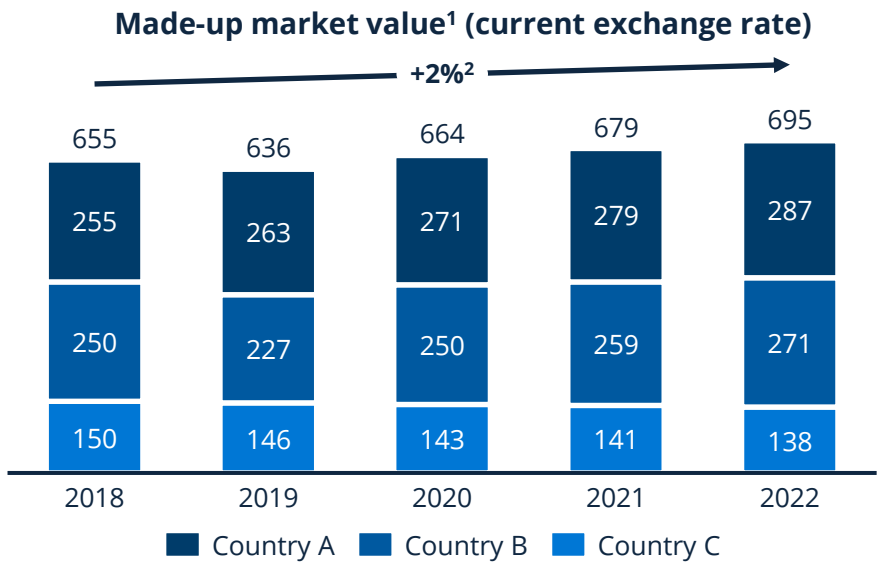
Statista's exchange rate data is **sourced from international institutions**, such as the International Monetary Fund, the World Bank, or the United Nations, and reflects **official rates** set or reported by a country's, territory's, or region's foreign exchange administration (usually the central bank).

To take account of potential regional currency risks, we also make **forecasts** of exchange rates. These forecasts are based on the outlook of the relevant region's overall economy as well as on its projected inflation differential relative to other regions. They are **updated twice a year** and **do not take into account sudden and drastic changes** that might result from crises such as wars, natural disasters, or similar events.

Current exchange rates enable a more realistic assessment of actual market potential and dynamics

Exchange rates in the Outlooks (2/2)





Currency value	2018	2019	2020	2021	2022
Country A	1	1	1	1	1
Country B	0.81	0.72	0.78	0.79	0.81
Country C	0.8	0.72	0.65	0.59	0.53

Compared to constant exchange rates (on the left), current exchange rates put the seemingly high nominal growth rates in country C into perspective: Due to the country's unstable currency, international investors must expect diminishing returns from that country. In contrast, country B shows some fluctuations in the value of its currency, but, overall, remains stable.

Notes: (1) All values represent made-up numbers for exemplary purposes and are not based on any existing country, market, or currency. (2) CAGR: Compound Annual Growth Rate / average growth rate per year

PRODUCT & METHODOLOGY

Russia-Ukraine war

This section provides information on how we assess the impact of the Russia-Ukraine war

The Russia-Ukraine war is expected to cause severe pressure on both supply chains and consumer budgets, and effects are likely to last long-term

Summary (1/2)

Situational assessment

- We assume that the conflict will be limited to Ukrainian territory without spilling over into neighboring countries.
- For the unfolding situation, we consider three different scenarios, from bad to worst, to include various factors that may impact the economy. The scenarios are mostly based on assumptions on how long the fighting will last. The “bad” scenario is our default assumption.

Expected immediate impact

- The war will have long-term, severe consequences for both Russia and Ukraine. There is also a high probability of a recession in Europe, and global growth could decrease by 1 to 2 percentage points as compared to prewar forecasts.
- Although Russia and Ukraine make up only around 2% of global trade, they are key suppliers of some mineral and agricultural commodities, so the war will trigger additional supply chain pressures.
- Energy-intensive industries as well as industries reliant on affected commodities are most exposed to the crisis.
- Consumers will see their budgets squeezed by higher food and fuel prices, which will crowd out other spending. Discretionary consumer goods spending will be most affected.

Possible long-term consequences

- Due to disrupted crop cycles and increased risk perception, a COVID-like V-shape recovery of food supply is not in the cards, and there is likely to be long-term scarring.
- Russia’s economic isolation is likely to outlast the conflict, at least partially, thus sapping economic growth.
- Globally, preexisting deglobalization pressures will likely be exacerbated, with countries seeking a higher degree of self-reliance and companies rebalancing supply chains.

We consider three basic scenarios for the unfolding situation, from “bad” to “worst,” with the “bad” scenario being our default assumption

Summary (2/2)

Bad case: quick resolution of hostilities and limited Russian territorial gains

Ukraine

- Loss of Donbas, Luhansk, and Crimean land corridor
- Civilian infrastructure will remain mostly intact
- Up to one crop cycle will be lost, or yields will be lower

Russia

- Most severe sanctions against Russia will be eased after a few months, “self-sanctions” will stay in place longer

World

- Crude oil price at US$100 per barrel
- Food commodity prices 8% over baseline

Worse case: uneasy truce between a truncated Ukraine and Russia

Ukraine

- Partition of Ukraine (East and West)
- Moderate damage to civilian infrastructure
- One or two crop cycles will be lost, or yields will be lower

Russia

- Most severe sanctions against Russia will be eased after 1–2 years, “self-sanctions” will stay in place longer

World

- Crude oil price at US$122 per barrel
- Food commodity prices 15% over baseline

Worst case: drawn-out conflict and sustained economic warfare between the West and Russia

Ukraine

- Continued struggle for control over the entire territory
- High damage to civilian infrastructure
- Multiple crop cycles lost

Russia

- The sanctions imposed on Russia will stay in place for the foreseeable future

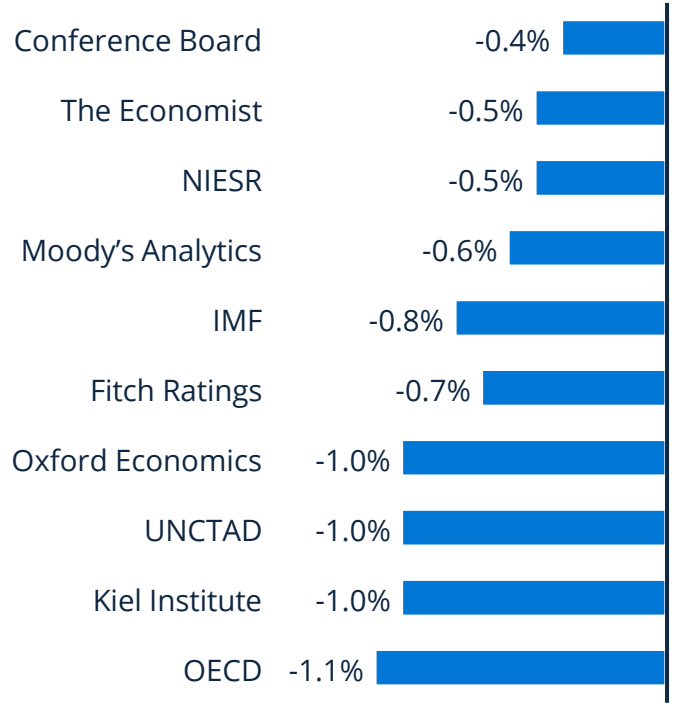
World

- Crude oil price at US$180 per barrel
- Food commodity prices 22% over baseline

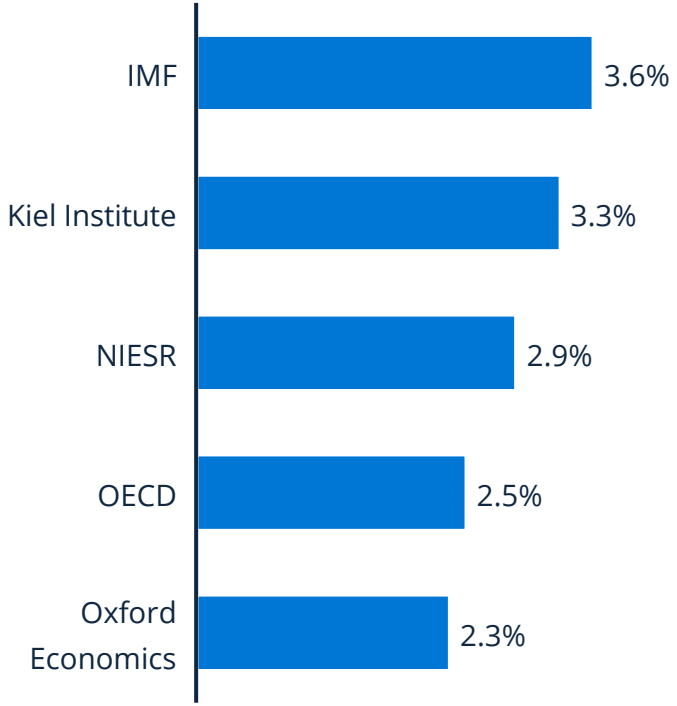
Global growth is set to decelerate, while inflationary pressures will increase rather than decrease

Macroeconomic impact: dented growth

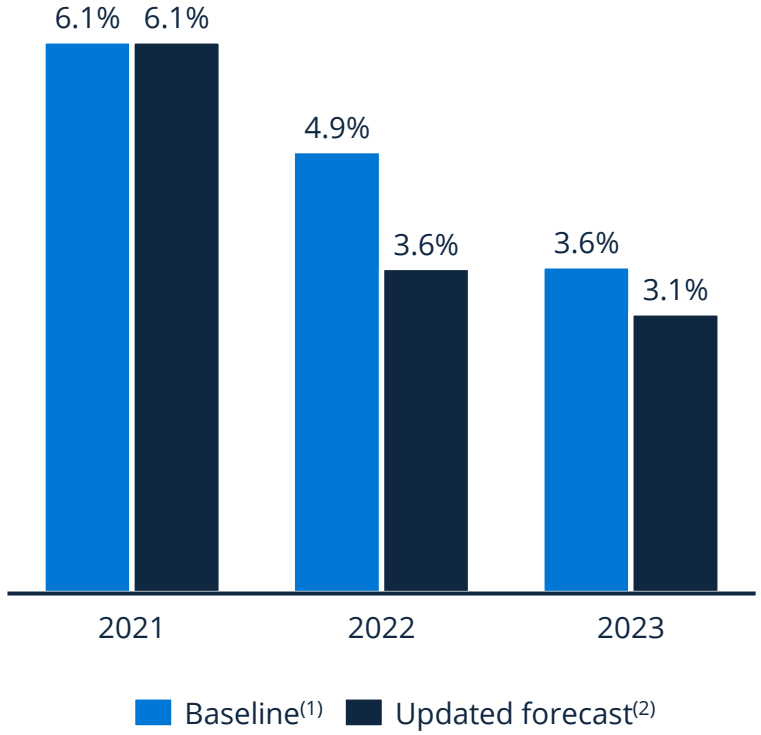
Global GDP projection revision by selected institutions in percentage points



Global inflation revision by selected institutions in percentage points



Projected real GDP growth rate in %



Notes: (1) "Baseline" reflects the IMF's World Economic Outlook, as of October 2021; baselines of respective forecasters differ. (2) IMF World Economic Outlook. April 2022

Sources: IMF; Conference Board; The Economist; NIESR; Moody's Analytics; Fitch Ratings; Oxford Economics; UNCTAD; Kiel Institute; OECD; Statista, as of March 2022

Industries reliant on energy and other key commodities are most affected by the Russia-Ukraine war, with collateral damage to domestic consumption

B2B Market Outlook impact: rattled supply chains

Expected impact by industry (ISIC[1])

Agriculture[2]	Banking, Finance & Insurance	Accommodation, Restaurants & Nightlife
Mining & Quarrying[3]	Manufacturing	Real Estate
Energy Supply	Transportation & Storage	Professional, Scientific & Technical Activities
Wholesale, Retail Trade & Car Dealers	Construction	Administrative & Support Services
Water Supply, Sewerage & Waste Management	Information & Communication	Other

Strong negative impact	Medium negative impact	Slightly negative impact	No or positive impact

Notes: (1) ISIC = International Standard Industrial Classification of All Economic Activities (2) Negative impact on supply from Ukraine and increased cost of fertilizers, feed, and fuel; crop producers outside the conflict zone might benefit from higher prices for their produce. (3) Negative impact on companies operating in Russia or Ukraine; companies active in other regions might benefit from higher commodity prices.

Sources: Statista, as of March 2022

Durable consumer goods will likely take a blow because higher food and fuel bills need to be paid

B2C Market Outlook impact: higher food and fuel budgets

Modeled impact on forecast by category (COICOP[1])

Food	Housing maintenance and repairs	Goods for routine household maintenance	Transportation services	Newspapers, books, and stationery	Social protection
Non-alcoholic beverages	Water, garbage disposal, etc.	Services for routine household maintenance	Postal services	Package holidays	Insurance
Alcoholic beverages	Electricity, gas, etc.	Medical products	Telephone and telefax equipment	Education	Financial services n.e.c.[2]
Tobacco	Furniture	Medical services	Telephone and telefax services	Catering services	Other services n.e.c.[2]
Clothing	Household textiles	Purchase of vehicles	Audiovisual, photographic, and information-processing equipment	Accommodation services	
Footwear	Household appliances	Vehicle fuel and oil	Major recreational durables	Personal care products	
Actual rent	Glassware, tableware, etc.	Vehicle parts	Other recreational items	Personal care services	
Imputed rent	Tools and equipment for house and garden	Vehicle services	Recreational and cultural services	Personal effects n.e.c.[2]	

Strong negative impact (-5% or less)	Medium negative impact (-3% to -4%)	Slightly negative impact (-1% to -2%)	Positive impact (0% to 24%)

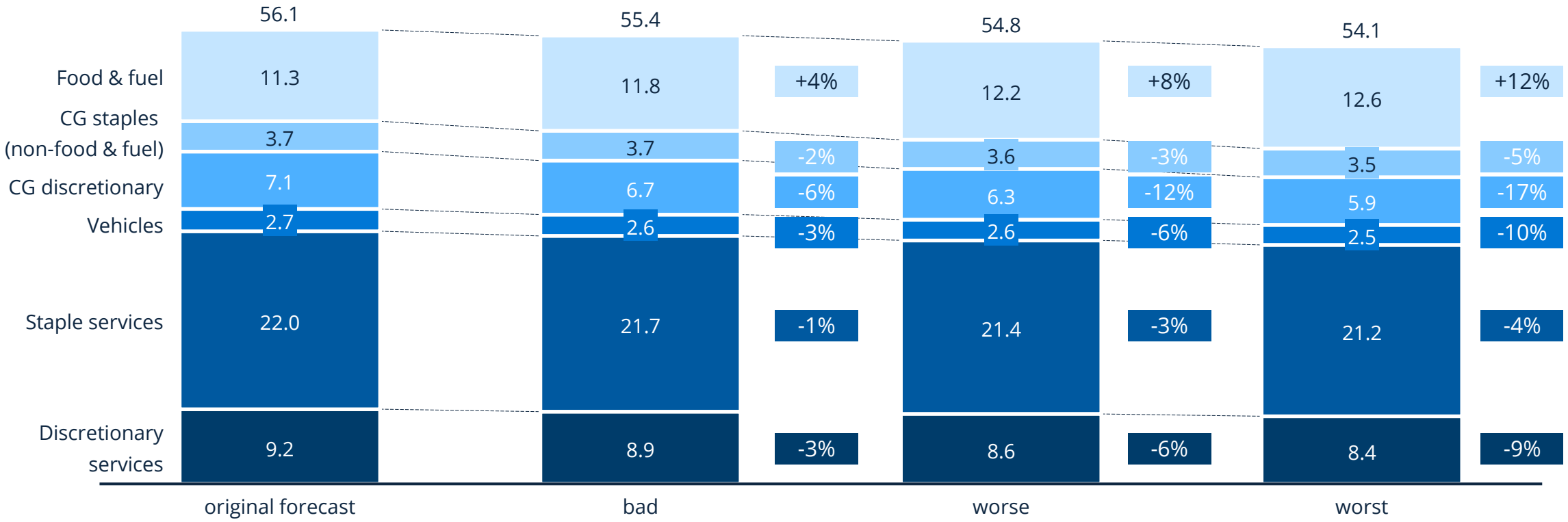
Notes: (1) Based on the Classification of Individual Consumption by Purpose (COICOP) (2) n.e.c. = not elsewhere classified

Sources: Statista, as of March 2022

Total consumer spending is holding up rather well, but significant amounts are being reallocated from discretionary items to food and fuel

B2C Market Outlook impact: higher food and fuel budgets

Projected consumer spending worldwide in 2022, by impact scenario, in trillion US$



Notes: Private households and NPISHs (= non-profit institutions serving households); current US$; in comparison to our March model, mitigation effects across the supply chain were taken into account so that commodity prices do not drive inflation as severely as originally modeled.

Sources: Statista, as of March 2022

PRODUCT & METHODOLOGY

Appendix

FAQ: Statista Mobility Market Outlook – General

Frequently asked questions (1/6)

What macroeconomic data was used to model the forecast?

You can find the key market indicators used for the forecasting at the bottom of the market and/or segment page.

What currency rates were used to convert the values in local currency into US$?

The Statista Mobility Market Outlook uses the current currency rate in the respective year.

Has the monetary data been adjusted for inflation?

The forecasts in the Statista Mobility Market Outlook data is presented in current, or nominal, prices, which means it is not adjusted for inflation (unless explicitly stated otherwise).

Are the markets broken down by brands/companies?

The Passenger Cars market is broken down by car makes, and we have market shares for some markets. For an idea on user shares, you can refer to the Statista Global Consumer Survey for all markets of the Statista Mobility Market Outlook.

How often do you update the information?

We update the data in our Market Outlooks at least twice a year. The updates are scattered throughout the year. Thus, one market might be updated in January and July, while others are updated later. If something major happens that influences our estimations or if we find inconsistencies, we will update the information immediately.

Is data on different years comparable?

Yes, that is the main feature of our Market Outlooks: comparability across markets, countries, and years. If we change market definitions to adapt to the ever-changing business models in the mobility world, we adapt the whole market estimate and forecasts so that all revenue data corresponds again to the new definition and is comparable across years.

Sources: Statista Mobility Market Outlook 2022

FAQ: Statista Mobility Market Outlook – General

Frequently asked questions (2/6)

The figures now differ significantly from those of the previous year. Why has the data changed?

Approaches, assumptions, input data, and scope are improved from update to update. Therefore, data from previous updates might not necessarily be comparable with current data. In addition to that, our own primary research is expanding, and we are replacing third-party data sources with data from the Statista Global Consumer Survey, which can lead to a one-time significant change in data.

The data in the downloadable files and/or in the report differs from the data shown on the platform. Which is correct?

The data on the platform is always updated first. In the reports and in downloadable files, the new data might be available a little later due to limited IT capacity and time lags.

Can we download the information as an Excel/PPT file?

The data in our Market Outlooks can be downloaded as an Excel or PDF file. Our reports are available for download as a PDF file only.

Can I get the raw data or the original file where you modeled the market?

We do not offer our working files for download.

How can I ascertain how reliable the data is? Do you have an indicator on how precise these forecasts are?

There is little data we can compare our forecasts to as no statistical office monitors new mobility markets such as ride hailing, and most sources differ in methodology. But we certainly compare our estimates with those from other companies, and, in some cases, company reports and press releases serve as a good indicator.

Who do I contact in case of feedback or questions regarding the content of the Mobility Market Outlook?

For all content support requests, please contact our customer support. The request will be immediately forwarded to the responsible market analyst, who can give you relevant feedback.

FAQ: Statista Mobility Market Outlook – Travel & Tourism

Frequently asked questions (3/6)

What is the methodology of the Travel & Tourism market?

In the last two decades, travel booking has been increasingly made online. For this reason, we use the Statista Global Consumer Survey, which is conducted online, as a main source of our research. Furthermore, we rely on market data from independent databases and third-party sources, analyses of various key market and macroeconomic indicators, historical developments, current trends, and reported performance indicators from key market players.

Our analysts have developed a bottom-up modeling approach for the Travel & Tourism market based on the number of individual travelers, the average frequency of traveling per year, average prices, the average size of travel parties, and the average length of trips.

What is the definition of the Travel & Tourism market?

The Travel & Tourism market contains package tours, hotel stays, private vacation rentals, and cruises. Well-known package tour providers are online travel agencies (OTAs) such as Expedia and Opodo and tour operators such as TUI. Specialized providers of hotels and private accommodation booked online are, for example, Hotels.com, Booking.com, and Airbnb.

The booking volume includes all travel bookings made by users from the selected region, regardless of the place of departure and destination.

What does revenue in the Travel & Tourism market refer to?

All monetary figures refer to the gross spending on cruises, vacation rentals, hotels, and package tour bookings via online and offline channels.

What do users in the Travel & Tourism market refer to?

Users represent all travelers. Paying and non-paying travelers are both included in the calculations.

How is the online/offline share of the market calculated?

We use the Statista Global Consumer Survey as a base for calculating the share of online and offline bookings since the survey contains separate questions about booking travel products online and purchasing travel products in general, without mentioning the specific sales channel.

Sources: Statista Mobility Market Outlook 2022

FAQ: Statista Mobility Market Outlook – Passenger Cars

Frequently asked questions (4/6)

What information is available?

The Passenger Cars market offers data on vehicle sales, prices, revenues, and technical specifications for each country / car-class / car make combination.

Are all car makes included?

We do our best to provide full market coverage. However, some manufacturers might not operate in every country and, therefore, might not be available for selection. Moreover, for some countries, depending on the data environment, we might not be able to provide data on all makes operating in the country.

How does the classification work?

Information on each car model sold is collected and processed. Our classification is based on model properties (mass, dimensions, etc.) and international classifications – the combination of these two factors leads to a comprehensive hierarchical ordering of sales information. Please see the following pages for more information.

How are prices computed?

The Price and Revenue boxes are based on the volume-weighted average prices (VWAP) of the base car models. This approach considers the manufacturer's suggested retail price (MSRP) including taxes for each vehicle in the basic configuration. The average price in the segment and/or for a make is then scaled by volume sales in the following way:

$$\text{VWAP} = \frac{\sum(\text{base model price} * \text{volume sales})}{\sum \text{volume sales}}$$

Revenue in each segment and of each make is then calculated by multiplying volume-weighted average price by vehicle sales. We use the VWAP model as it provides a comparable value for the economic performance of each manufacturer across all markets from a consumer-centric point of view.

Why does the price timeline sometimes stop?

If a car make stops operating in a market or segment, price data will not be displayed. For example, Mitsubishi i-MiEV was discontinued in the U.S. in 2017. As this was the make's only mini car, the price timeline stops in 2017.

Sources: Statista Mobility Market Outlook 2022

FAQ: Statista Mobility Market Outlook – Passenger Cars

Frequently asked questions (5/6)

What does the "Connected Cars Share" box show?

The "Connected Cars Share" box depicts the share of connected passenger cars sold in a country by class and make. We provide a full market coverage for 152 countries: Some manufacturers might not operate in every country and, therefore, might not be available for selection.

How are Connected Cars defined?

We consider a car to be connected if it is equipped with hardware which either enables internet connection or enables the addition of devices which connect the car to the internet.

How are the connected shares calculated?

We collect and analyze car feature data for each base model variant. Specific car features which indicate connectivity (remote starting, Bluetooth access, etc.) were researched and combined with our data sets. Based on the data on connectivity and the car sales, a connectivity share is calculated.

The forecasting of the connected share was done on a model and make level using a mix of standard approaches.

What does the "Fuel/Drive Type Share" box show?

The "Fuel/Drive Type Share" box shows the distribution of the energy types used to power newly sold vehicles (in their base configuration). These include:

- Diesel
- Petrol
- Hybrid (Diesel-Electric, Petrol-Electric)
- Electric
- Alternative (E85, LPG, Natural Gas, Biomethane, etc.)

This data is presented for 152 countries. Again, some manufacturers might not operate in every country and, therefore, might not be available for selection.

Sources: Statista Mobility Market Outlook 2022

FAQ: Statista Mobility Market Outlook – Motorcycles

Frequently asked questions (6/6)

What information is available?

The Motorcycles market offers data on motorcycle sales, prices, and revenues for each country. As we provide information on a brand level, country coverage is limited to the major markets.

Are all motorcycle makes included?

We do our best to provide full market coverage. However, some manufacturers might not operate in every country and, therefore, might not be available for selection. Moreover, for some countries, depending on the data environment, we might not be able to provide data on all brands operating in the country. We currently display the revenue and sales market shares of top motorcycle brands on a country level.

How are prices computed?

The Price and Revenue boxes are based on the volume-weighted average prices (VWAP) of the base motorcycle models. This approach considers the manufacturer's suggested retail price (MSRP) including taxes for each motorcycle in the basic configuration. The average price for a make is then scaled by volume sales in the following way:

$$\text{VWAP} = \frac{\sum(\text{base model price} * \text{volume sales})}{\sum \text{volume sales}}$$

Revenue of each make is then calculated by multiplying volume-weighted average price by motorcycle sales.

We use the VWAP model as it provides a comparable value for the economic performance of each manufacturer across all markets from a consumer-centric point of view.

Comparable international classification is used for the segmentation of the Passenger Cars market

Passenger Cars classification

Statista segment	U.S. car segment	European car segment	Chinese car segment	Alternative name	Example models
Mini Cars	Minicompact Cars	A – Mini Cars	Category A	City Cars, Microcars	Fiat 500, Hyundai i10, Peugeot 107
Small Cars	Subcompact Cars	B – Small Cars	Category A	Light Cars, Superminis	Citroën C3, Ford Fiesta, Volkswagen Polo
Medium Cars	Compact Cars	C – Medium Cars	Category B	Small Family Cars	BMW 1 Series, SEAT León, Volkswagen Golf
Large Cars	Mid-Size Cars	D – Large Cars	Category B	Large Family Cars, Compact Executive Cars, Entry-Level Luxury Cars, Intermediate Cars	Honda Accord, Peugeot 407, ŠKODA Superb
Executive Cars	Large Cars	E – Executive Cars	Category B	Full-Size Cars, Mid-Size Luxury Cars	Audi A6, Jaguar XF, Mercedes-Benz E-Class
Luxury Cars	Luxury Cars	F – Luxury Cars	Category B	Full-Size Luxury Cars, High-End Luxury Cars	Audi A8, Jaguar XJ, Mercedes-Benz S-Class
Sports Cars	Sports Cars	S – Sports Coupes	Category B	Two-Seaters	Aston Martin DB9, Jaguar XK, Mercedes-Benz CLK
Minivans	MPV, Minivan	M – Multi-Purpose Cars	Multi-Purpose Vehicles	MPV, Multi-Purpose Cars, People Carriers	Citroën C3 Picasso, Mazda 5, Toyota Verso
SUVs	SUVs	J – Sport Utility Cars	Sport Utility Vehicles	4x4	BMW X5, Kia Sorento, Land Rover Discovery
Pickup Trucks	Pickup Trucks	-	-	Pick-Ups	Chevrolet Silverado, Ford F-Series, Honda Ridgeline, Nissan Frontier
Full-Size Vans	Cargo/Passenger Vans	M – Multi-Purpose Cars	Multi-Purpose Vehicles	Minibuses, People Movers	Chevrolet Express, Ford Transit, Ford E-series, Mercedes-Benz Sprinter

Sources: Statista Mobility Market Outlook 2022

Get in touch with us – We are happy to help

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