



AUTOMOTIVE MARKET TRENDS

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PEUGEOT

GLOBAL MEGATRENDS

30 PEUGEOT
30 YEARS
IN BALTICS



ENVIRONMENT CHANGES



URBANIZATION



TECHNOLOGICAL CHANGES



AUTOMOTIVE MARKET TRENDS

30 PEUGEOT
30 YEARS
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ENERGY TRANSITION





ENVIRONMENTAL AWARENESS

- Recycling, upcycling, renewable energy resources...
- Young generations are driving the mindset change, policy is pushing execution
- Increasing push for implementing CSR strategies in all levels



ELECTRIFICATION

- EU & governments regulations are forcing the change
- Prediction: 25% of vehicles sold in 2030 will be BEV or PHEV
- Biggest challenge – infrastructure & vehicle pricing

ENERGY TRANSITION



URBANIZATION



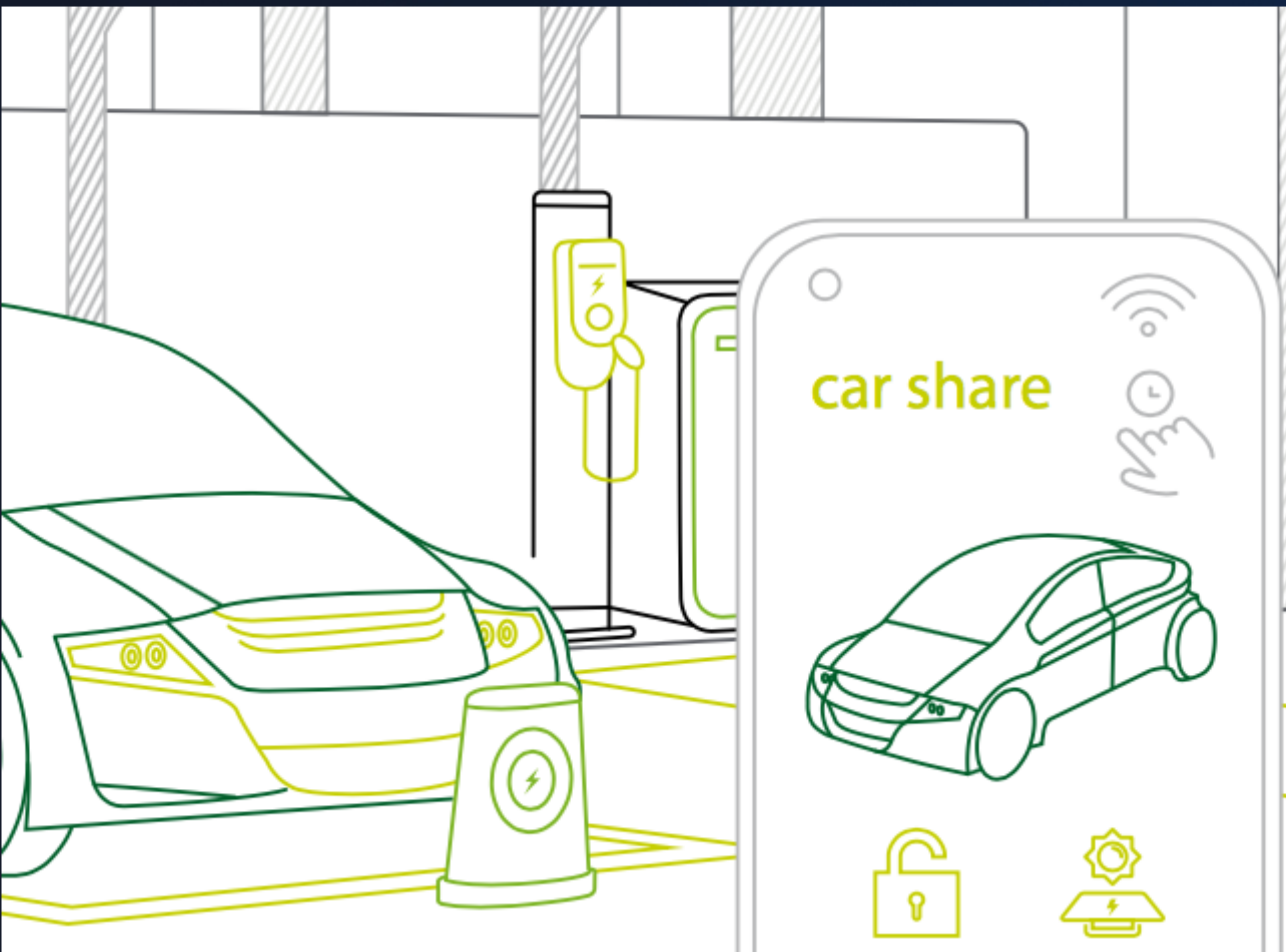


CHANGING MOBILITY NEEDS

- Increasing traffic load in urban areas
- Limited access, lack of parking space
- Alternative mobility services still developing
- TCO -> TCM

NEW GENERATION OF SERVICES

- E-commerce demands quicker and more flexible solutions
- Increasing demand of transportation / mobility services - people & goods
- “Smart cities” – how can people, businesses and city environments interact and benefit each other



CAR SHARING

- Corporate car sharing
- New car sharing platforms, start-ups
- Cross-sharing mobility solutions

ENERGY TRANSITION



URBANIZATION



DIGITALIZATION & CONNECTIVITY





DIGITALIZATION

- 80% do research online when buying a car
- Customer behavior is changing – quick, easy, smart
- No boundaries for expectations - new services, experiences, decision criterias



CONNECTIVITY

- Sharing cars and using them as a space to consume media, make calls, do work
- Drive assist systems are yesterday – what's next?
- Tracking and managing car park and people in new level



AUTONOMOUS CARS

- Back to the Future = reality
- What are the challenges?
- How it will influence our daily lives and businesses?



FUTURE
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START