

HOTTEST AUTOMOTIVE TRENDS

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#1 CHINESE GO GLOBAL

Chinese OEMs are aggressively expanding globally, leveraging their competitive advantage in producing affordable EVs. Chinese impact on the global automotive landscape is undeniable.



Image source: MG Cars



#2 RETRO VEHICLES

Reimagining classic car designs with modern technology. It capitalizes on nostalgia while offering fresh features. This trend caters to a niche market but reflects a broader interest in unique + stylish vehicles



#3 LOW-COST VEHICLES

Consumers are increasingly seeking more affordable options, leading to a surge in sales of vehicles priced below \$30,000. Automakers are responding by increasing production of lower-priced models and trims.



#4 SOFTWARE DEFINED VEHICLES

Cars are increasingly becoming defined by their software, enabling OTA updates, enhanced user experiences, and advanced driver-assistance systems AI-based



#5 NEXT LEVEL SUSTAIN- ABILITY

Expanding beyond electrification to include sustainable materials and green manufacturing. Innovating in materials and production processes to further environmental goals



#6 SUBSCRIPTION MODELS

Cars-as-a-Service

Flexible ownership models appeal to modern consumers or **Rise of Feature Subscriptions**



Cooldown

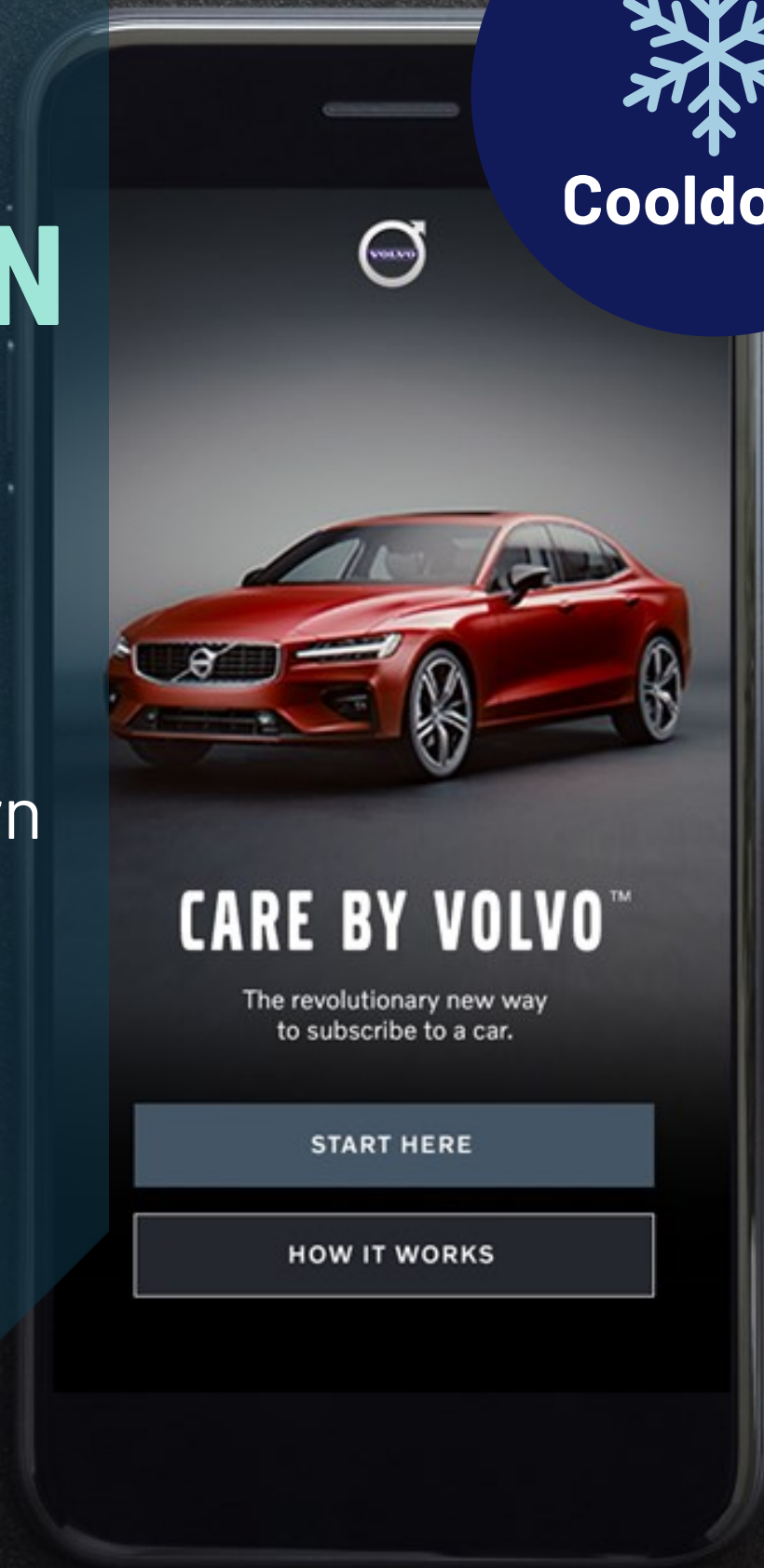


Image source: Volvo Car Corporation



#7 BEYOND JUST CONNECTED CARS

Connected cars are evolving. The car is becoming an **extension of the digital lifestyle**. OEMs are partnering with tech giants (like Google, Amazon, and Apple) to provide **seamless digital integration** into daily life.



Image source: Mazda



#8 ADAS AND INCREMENTAL AUTONOMY

Full autonomy is still a buzzword without substantial progress. But incremental autonomy is gaining ground. The focus is more on ADAS to help with safety, traffic management, and semi-autonomous driving.



#9 CYBERSECURITY AND DATA PRIVACY

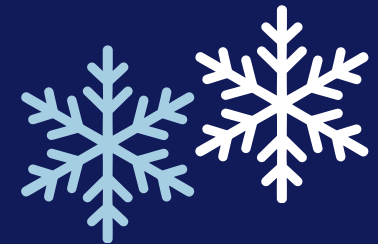
OEMs are facing greater pressure to ensure that the vast amount of personal and vehicle data is protected from hacking, misuse, or breaches.



Hot

#10 DIGITAL RETAIL AND DIRECT-TO- CONSUMER MODELS

Accelerated by COVID lockdowns, more automakers are adopting online sales platforms, and direct-2-consumer / agent sales models



Outdated



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