

Market and Competitors

Mercedes-Benz

Presented by Anna Pavlova, Albina
Kulish, Grigor Khorshikyan, Nikita
Olefir, Tilek Maksatbekov



Market- Mercedes-Benz



The
Automotive
Industry



Market for
Automotive
Industry



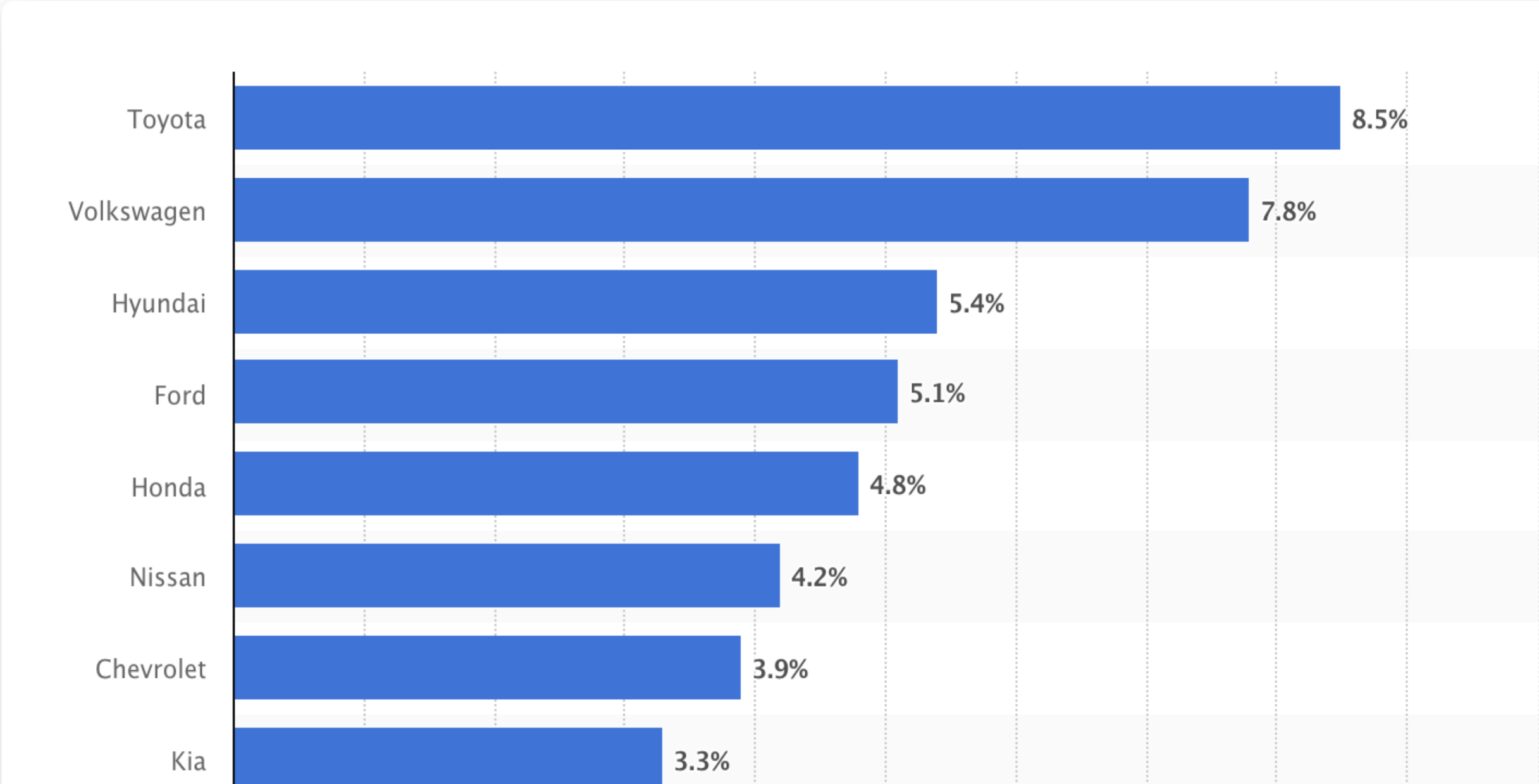
One of the
world's
biggest
industries by
Revenue



Industry with
the highest
spending on
research and
Development



Global automotive market share in 2020, by brand





Opportunities

- Rapid innovation with assistance of technologies to increase the uniqueness of product.
- Market expansion to untapped geographical locations.
- Offering new products to existing customers.
- Improving and differentiating customer services.
- Increases in innovative and diversified investment.

Threats

- Rapid change in the taste and preferences of the global consumers.
- Fluctuation in revenue generation may affect the investment plans.
- Internationalization and globalization has increased the pressure of competition in global market.

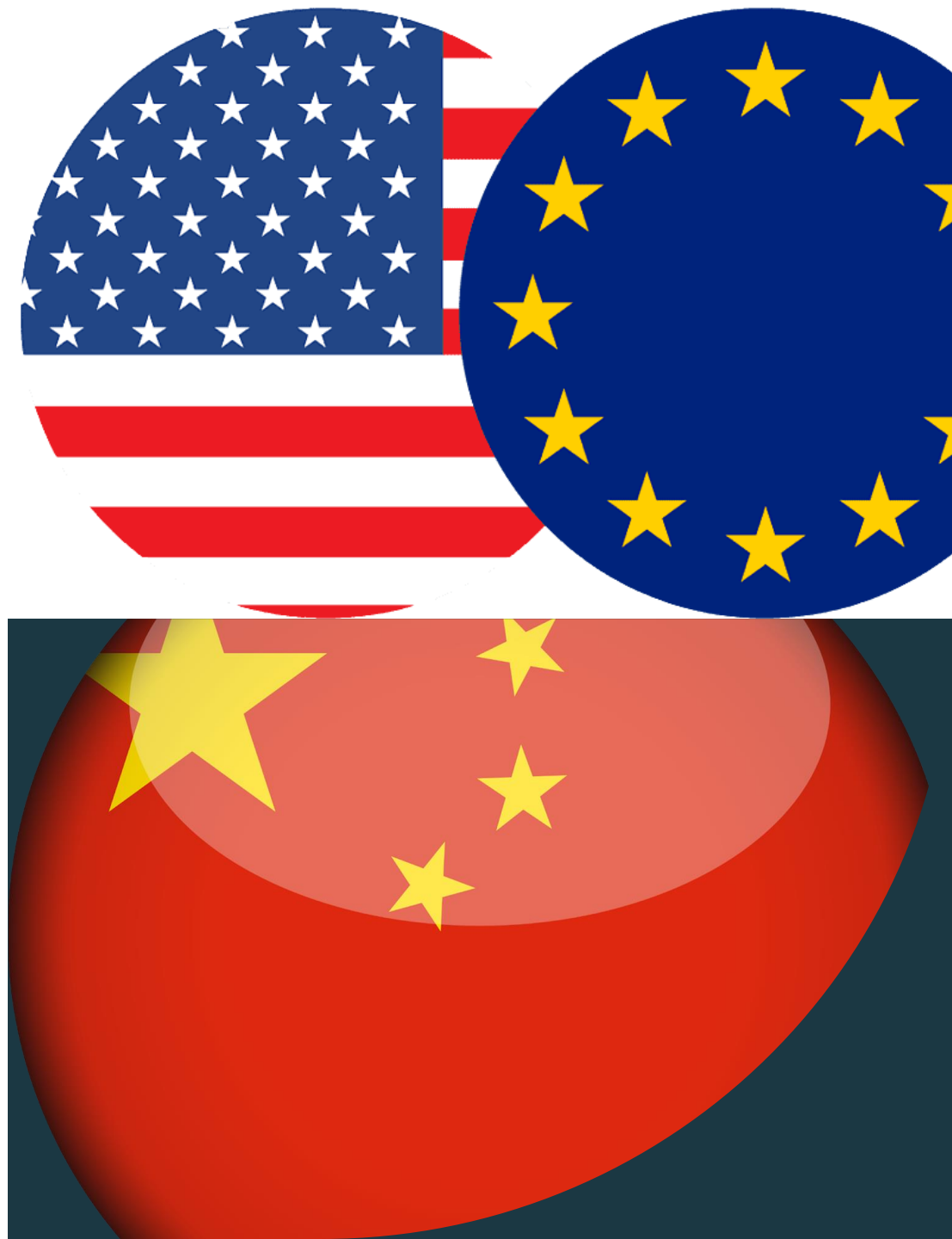
Main market competitors

- Among the biggest competitors of Mercedes-Benz (Daimler) are BMW (BMW Group) and Audi (Volkswagen Group). On non-European markets there is a competition also with Lexus (Toyota). Also, in a luxury-cars segment, Mercedes-Benz has a rivalry with Rolls-Royce (BMW Group), Bentley (Volkswagen Group) and Range Rover (Tata Group).



Market share in count.

- According to 2018 data, Mercedes-Benz sells 1134739 vehicles annually,
- BMW sells 1075959 vehicles, and Audi sells 906200
- In China, Mercedes-Benz, BMW and Audi sell approximately 300 and 350 years annually.
- Mercedes-Benz here has the leadership among these companies.



Bibliography

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2. About Craig SmithDMR Publisher. Director of Marketing by day and I run this little site at night. Other interests include Disney, & View all posts by Craig Smith →. (2022, February 27). *Interesting Mercedes Benz statistics and Facts*. DMR. Retrieved March 31, 2022, from <https://expandedramblings.com/index.php/mercedes-benz-statistics-facts/>

Thank you!
Q&A Session

