Global Car Market Rebalancing: Restructuring of Passenger Car Production & Sales in 2025 and Hidden Opportunities

Global Recovery Takes Hold: Post-Pandemic "Modest Rebound" Becomes the New Normal

In 2025, global passenger car production and sales both achieved recovery, with total production reaching 71.33 million units (up 5% year-over-year) and sales exceeding 70.97 million units (up 5.2%). This indicates that the passenger car sector has gradually stabilized after pandemic aftershocks, entering a phase of "low-speed but steady" recovery. The global car market is no longer reliant on short-term demand surges but has returned to fundamentals driven by regional economic conditions and industrial transformation. Asian powerhouses like China and India dominated growth, while Europe saw marginal gains and the Americas declined, highlighting pronounced geopolitical divergence.

Production Trends: Asia's Dominance Solidifies, China and India as Dual Engines

Global passenger car production (Table 1) returned to growth in 2025, totaling 71.33 million units—up 5% from 2024 and surpassing 2019 levels. Asia-Oceania contributed the most, with output of 50.89 million units (up 8%), led by China at 30.26 million units (42.4% market share, up 10%), maintaining its 17-year reign as the world's top producer. India followed closely with 5.37 million units (up 8%, 7.5% share), reflecting middle-class expansion and EV demand.

Europe's output stood at 14.87 million units, up just 0.1% (20.9% share). Germany remained Europe's leader at 41.48 million units (up 2%), but Italy plunged 23%, underscoring supply chain bottlenecks and transformation pressures—Europe has yet to fully recover pre-pandemic levels. Notably, Eastern European nations like Czechia, Romania, and Slovakia performed relatively steadily, signaling a shift in auto manufacturing toward lower-cost regions. The Americas showed weakness, with structural decline emerging as one of 2025's softest regions: output fell 2% to 4.64 million units, U.S. production crashing 10% to 1.27 million amid supply chain restructuring and industrial shifts that hinder short-term recovery. In South America, Brazil's 1.99 million units (up 5%) drove regional rebound. Africa's output dipped 3% to 907,000 units, with Morocco and South Africa both down 6%.

Table 1. World Motor Vehicle Production by Country/Region(YTD 2020 data undisclosed)

Unit: Cars	YTD 2019	YTD 2021	YTD 2022	YTD 2023	YTD 2024	YTD 2025	Variation 2025/2019	Variation 2025/2021	Variation 2025/2022	Variation 2025/2023	Variation 2025/2024
Europe	**18,694,703**	**13,815,048**	**13,726,351**	**15,447,975**	**14,865,478**	**14,879,431**	**-20%**	**8%**	**8%**	**-4%**	**0.1%**
EU 27 Countries + UK	15,835,919	11,338,938	12,021,138	13,409,453	12,641,693	12,632,857	-20%	11%	5%	-6%	-0.1%
EU 15 Countries + UK	11,678,070	8,009,637	8,546,733	9,551,181	8,820,188	8,806,464	-25%	10%	3%	-8%	-0.2%
Austria	158,400	124,700	107,525	102,291	71,785	70,900	-55%	-43%	-34%	-31%	-1%
Belgium	247,020	224,180	243,293	285,159	201,561	211,536	-14%	-6%	-13%	-26%	5%
Finland	114,785	85,934	73,044	30,191	22,384	26,794	-77%	-69%	-63%	-11%	20%
France	1,662,963	918,825	1,010,466	1,026,693	910,243	1,061,720	-36%	16%	5%	3%	17%
Germany	4,663,749	3,096,165	3,480,357	4,109,371	4,069,222	4,148,836	-11%	34%	19%	1%	2%
Italy	542,472	443,819	473,194	541,953	309,758	237,849	-56%	-46%	-50%	-56%	-23%
Netherlands, Figures Once a Year Only	176,113	107,021	101,670	123,379	7,403	0	-100%	-100%	-100%	-100%	-100%
Portugal	282,142	229,221	256,018	243,205	260,930	269,468	-5%	18%	5%	11%	3%

Unit: Cars	YTD 2019	YTD 2021	YTD 2022	YTD 2023	YTD 2024	YTD 2025	Variation 2025/2019	Variation 2025/2021	Variation 2025/2022	Variation 2025/2023	Variation 2025/2024
Spain	2,248,291	1,662,174	1,787,197	1,907,072	1,918,831	1,810,331	-20%	9%	1%	-5%	-6%
Sweden, Figures Once a Year Only	279,000	258,023	238,955	276,750	268,487	251,659	-10%	-3%	5%	-9%	-6%
UK	1,303,135	859,575	775,014	905,117	779,584	717,371	-45%	-17%	-7%	-21%	-8%
EU New Members	4,157,849	3,329,300	3,474,405	3,858,272	3,821,505	3,826,393	-8%	15%	10%	-1%	0.1%
Czechia	1,427,563	1,105,223	1,217,787	1,397,816	1,452,881	1,445,776	1%	31%	19%	3%	-1%
Hungary	498,158	416,725	441,729	507,225	437,045	411,776	-17%	-1%	-7%	-19%	-6%
Poland	434,700	260,800	255,100	299,300	315,300	291,900	-33%	12%	14%	-3%	-7%
Romania	490,412	420,755	509,465	513,050	560,102	545,510	11%	30%	7%	6%	-3%
Slovakia	1,107,902	1,030,000	982,194	1,080,000	993,000	1,070,000	-3%	4%	9%	-1%	8%
Slovenia	199,114	95,797	68,130	60,881	63,177	61,431	-69%	-36%	-10%	1%	-3%
Other Europe	2,858,784	2,476,110	1,705,213	2,038,522	2,223,785	2,246,574	-21%	-9%	32%	10%	1%
Serbia	34,985	21,109	4,358	0	0	51,253	47%	143%	1076%	0%	-
CIS (Excluding Belarus & Ukraine)	1,841,157	1,672,166	889,966	1,085,855	1,319,272	1,322,783	-28%	-21%	49%	22%	0.3%
Russia	1,523,607	1,352,740	449,274	526,439	750,062	701,920	-54%	-48%	56%	33%	-6%
Azerbaijan	2,360	2,079	2,049	3,869	5,998	4,036	71%	94%	97%	4%	-33%
Belarus	20,427	29,891	N/A	N/A	N/A	N/A	-	-	-	-	-
Kazakhstan	44,077	80,679	103,345	134,054	133,978	158,944	261%	97%	54%	19%	19%
Ukraine	6,254	7,342	1,490	1,993	N/A	N/A	-	-	-	-	-
Uzbekistan	271,113	236,668	335,298	421,493	429,234	457,883	69%	94%	37%	9%	7%
Turkey	982,642	782,835	810,889	952,667	904,513	872,538	-11%	12%	8%	-8%	-4%
America	**7,004,767**	**4,491,915**	**4,784,773**	**5,142,976**	**4,754,474**	**4,648,099**	**-34%**	**4%**	**-3%**	**-10%**	**-2%**
NAFTA	4,369,893	2,559,194	2,650,980	3,021,424	2,590,061	2,420,933	-45%	-5%	-9%	-20%	-7%
Canada	461,370	288,235	289,371	376,588	217,297	240,355	-48%	-17%	-17%	-36%	11%
Mexico	1,396,812	708,242	658,001	903,753	947,726	901,331	-36%	27%	37%	0%	-5%
USA	2,511,711	1,562,717	1,703,608	1,741,083	1,425,038	1,279,247	-49%	-18%	-25%	-27%	-10%
South America	2,634,874	1,932,721	2,133,793	2,121,552	2,164,413	2,227,166	-16%	15%	4%	5%	3%
Argentina	108,364	184,106	257,505	304,773	241,620	202,589	87%	10%	-21%	-34%	-16%
Brazil	2,448,490	1,707,851	1,824,833	1,782,079	1,899,015	1,990,031	-19%	17%	9%	12%	5%
Colombia	78,020	40,764	51,455	34,700	23,778	34,546	-56%	-15%	-33%	0%	45%
Asia-Oceania	**40,650,626**	**38,188,956**	**42,348,552**	**46,624,829**	**47,351,125**	**50,897,246**	**25%**	**33%**	**20%**	**9%**	**8%**
Australia	0	0	0	0	0	0	-	-	-	-	-
China	21,389,833	21,444,743	23,836,083	26,123,757	27,476,886	30,269,903	42%	41%	27%	16%	10%
India	3,629,008	3,631,095	4,439,144	4,783,628	4,991,413	5,379,099	48%	48%	21%	12%	8%
Indonesia	1,045,666	889,756	1,214,250	1,180,355	1,026,976	983,474	-6%	11%	-19%	-17%	-4%
Japan	8,329,130	6,619,245	6,566,356	7,767,058	7,139,188	7,207,025	-14%	9%	10%	-7%	1%
Malaysia	534,115	446,431	650,190	724,891	739,628	704,603	32%	58%	8%	-3%	-5%
Pakistan	156,623	193,991	190,555	61,392	96,795	140,530	-10%	-28%	-26%	129%	45%
South Korea	3,612,587	3,162,727	3,438,355	3,908,747	3,849,326	3,844,338	6%	22%	12%	-2%	-0.1%
Thailand	795,254	594,690	594,057	637,164	549,752	539,807	-32%	-9%	-9%	-15%	-2%
Other Countries or Region	1,158,410	1,206,278	1,419,562	1,437,837	1,481,161	1,828,467	58%	52%	29%	27%	23%
Africa	**797,520**	**601,564**	**738,065**	**839,122**	**936,041**	**907,184**	**14%**	**51%**	**23%**	**8%**	**-3%**
Algeria	60,012	5,208	2,030	2,260	18,000	19,420	-68%	273%	857%	759%	8%
EGYPT, Yearly Only	20,300	18,750	21,870	28,900	43,190	65,160	221%	248%	198%	126%	51%
Morocco	368,543	338,339	404,742	471,950	524,467	493,004	34%	46%	22%	5%	-6%
South Africa	348,665	239,267	309,423	336,012	350,384	329,600	-6%	38%	7%	-2%	-6%
Total	**67,147,616**	**57,097,483**	**61,597,741**	**68,054,902**	**67,907,118**	**71,331,960**	**6%**	**25%**	**16%**	**5%**	**5%**

Sales Dynamics: Demand Shifts Eastward and Southward

Sales (Table 2) appear even more optimistic, with total volume reaching 70.97 million units (up 5.2% year-over-year). Asia-Oceania-Middle East led with 47.13 million units (up 7.1%, 66.4% market share), driven by China's 30.10 million units (up 9.2%) and India's 4.48 million units (up 5%), though Indonesia bucked the trend with an 8.9% decline. Europe recorded 15.83 million units (up 1.2%), with the UK at 2.02 million (up 3.5%) and Spain at 1.14 million (up 12.9%), but France dropped 5% to 1.63 million and Germany grew just 1.4% to 2.85 million—hampered by EV transition challenges and economic slowdown.

The Americas remained nearly flat at 7.04 million units (down 0.1%), with the U.S. falling 8.3% to 2.72 million, while Argentina surged 57.1% to 410,000 units. Africa soared 23.2% to 955,000 units, led by South Africa's 422,000 units (up 20.2%) and Egypt's 133,000 units (up 64.4%), signaling **surging demand in emerging markets. Overall sales have recovered to pre-pandemic levels, though regional disparities have intensified.**

Table 2. Registrations or Sales of New Vehicles - Passenger Cars

Unit: Cars	2019	2020	2021	2022	2023	2024	2025	2025/2024 Variation	2025/2019 Variation
Europe	**17,948,525**	**14,176,858**	**14,016,068**	**12,637,480**	**14,998,986**	**15,640,480**	**15,832,352**	**1.2%**	**-11.8%**
EU 27 Countries + EFTA + UK	15,787,104	11,954,880	11,778,333	11,293,782	12,847,934	12,960,522	13,269,708	2.4%	-15.9%
Austria	320,381	257,721	239,803	215,050	239,150	253,789	284,978	12.3%	-11.1%
Belgium	550,008	431,491	383,123	366,333	476,674	448,277	414,770	-7.5%	-24.6%
Bulgaria	35,371	22,368	24,537	28,684	37,724	42,941	49,419	15.1%	39.7%
Croatia	62,977	36,013	44,929	42,955	57,694	65,020	69,841	7.4%	10.9%
Czechia	249,915	202,971	206,876	192,087	221,419	231,600	248,719	7.4%	-0.5%
Denmark	225,410	198,162	185,324	148,293	172,745	172,990	184,601	6.7%	-18.1%
Finland	114,188	96,430	98,481	81,674	87,509	74,070	71,881	-3.0%	-37.1%
France	2,214,280	1,650,118	1,659,005	1,529,035	1,774,723	1,718,416	1,632,152	-5.0%	-26.3%
Germany	3,607,258	2,917,678	2,622,132	2,651,357	2,844,609	2,817,331	2,857,591	1.4%	-20.8%
Greece	114,226	80,977	100,916	105,283	134,484	137,075	144,199	5.2%	26.2%
Hungary	157,906	128,031	121,920	111,524	107,720	121,611	129,440	6.4%	-18.0%
Ireland	117,109	88,324	104,669	105,398	122,400	121,316	124,954	3.0%	6.7%
Italy	1,916,949	1,381,753	1,458,030	1,316,919	1,567,151	1,558,086	1,524,668	-2.1%	-20.5%
Netherlands	446,056	355,598	322,323	312,497	369,631	381,463	387,625	1.6%	-13.1%
Norway	142,381	141,412	176,276	174,329	126,953	128,837	179,632	39.4%	26.2%
Poland	555,598	428,347	446,647	419,749	475,032	551,567	597,435	8.3%	7.5%
Portugal	221,799	142,414	146,637	157,076	199,623	209,715	225,039	7.3%	1.5%
Romania	159,696	125,004	119,817	129,328	143,080	148,900	155,855	4.7%	-2.4%
Slovakia	101,568	76,305	75,700	78,841	88,003	93,409	93,103	-0.3%	-8.3%
Spain	1,258,251	851,222	859,480	813,376	949,362	1,016,963	1,148,650	12.9%	-8.7%
Sweden	356,036	292,024	301,006	288,087	289,820	269,582	272,998	1.3%	-23.3%
Switzerland	310,050	236,828	238,481	225,934	252,214	239,535	233,737	-2.4%	-24.6%
UK	2,311,140	1,631,064	1,647,181	1,614,063	1,903,054	1,952,778	2,020,523	3.5%	-12.6%
Other Countries	238,551	182,625	195,040	185,910	207,160	205,251	217,898	6.2%	-8.7%
Russia, Turkey & Other Europe	2,161,421	2,221,978	2,237,735	1,343,698	2,151,052	2,679,958	2,562,644	-4.4%	18.6%
Russia	1,567,743	1,433,956	1,483,444	629,923	1,049,968	1,550,249	1,306,299	-15.7%	-16.7%
Turkey	387,256	610,109	561,853	592,660	967,341	980,341	1,084,496	10.6%	180.0%
Ukraine	88,437	85,450	103,262	37,891	60,862	69,599	81,298	16.8%	-8.1%
Other Countries/Regions	117,985	92,463	82,252	75,825	65,779	71,488	83,413	16.7%	-29.3%

Unit: Cars	2019	2020	2021	2022	2023	2024	2025	2025/2024 Variation	2025/2019 Variation
America	**9,615,025**	**6,863,586**	**7,022,914**	**6,551,141**	**6,938,637**	**7,057,479**	**7,049,101**	**-0.1%**	**-26.7%**
USMCA (Former NAFTA)	5,980,349	4,253,021	4,190,767	3,604,020	3,970,504	3,865,896	3,588,090	-7.2%	-40.0%
Canada	496,846	318,750	320,605	258,483	255,642	254,195	236,941	-6.8%	-52.3%
Mexico	763,793	532,433	520,112	486,962	598,215	634,320	622,048	-1.9%	-18.6%
USA	4,719,710	3,401,838	3,350,050	2,858,575	3,116,647	2,977,381	2,729,101	-8.3%	-42.2%
Central & South America	3,634,676	2,610,565	2,832,147	2,947,121	2,968,133	3,191,583	3,461,011	8.4%	-4.8%
Argentina	333,183	232,112	240,671	260,822	266,541	261,100	410,132	57.1%	23.1%
Brazil	2,262,073	1,615,942	1,558,467	1,576,662	1,721,400	1,948,681	1,997,264	2.5%	-11.7%
Chile	260,683	194,128	304,045	313,589	218,642	208,979	212,977	1.9%	-18.3%
Colombia	220,564	151,730	200,914	208,160	144,633	164,897	208,267	26.3%	-5.6%
Ecuador	97,572	61,746	86,740	100,069	98,018	75,986	77,276	1.7%	-20.8%
Peru	115,241	81,496	111,436	118,915	116,724	106,411	130,568	22.7%	13.3%
Puerto Rico	82,605	84,033	85,486	90,911	96,319	100,817	97,792	-3.0%	18.4%
Other Countries/Regions	262,755	189,378	244,388	277,993	305,856	324,712	326,735	0.6%	24.3%
Asia/Oceania/Middle East	**36,356,750**	**33,036,574**	**35,403,825**	**38,763,028**	**42,727,415**	**44,013,320**	**47,137,546**	**7.1%**	**29.7%**
ASEAN	2,395,999	1,650,462	1,875,335	2,328,990	2,524,579	2,464,044	2,505,428	1.7%	4.6%
Australia	799,263	676,804	753,256	777,688	890,823	898,950	891,315	-0.8%	11.5%
China	21,472,091	20,177,731	21,518,324	23,563,287	26,062,824	27,562,989	30,103,140	9.2%	40.2%
India	2,962,115	2,433,473	3,082,279	3,792,444	4,101,600	4,274,793	4,489,717	5.0%	51.6%
Indonesia	785,539	388,925	659,809	783,563	779,326	672,986	613,000	-8.9%	-22.0%
Israel	239,671	202,455	280,042	257,743	284,476	262,240	282,920	7.9%	18.0%
Japan	4,301,091	3,809,981	3,675,698	3,448,297	3,992,727	3,725,200	3,836,380	3.0%	-10.8%
Kazakhstan	65,882	82,993	106,304	97,169	189,174	188,149	193,000	2.6%	192.9%
Kuwait	98,454	72,648	83,460	93,465	112,969	110,813	128,390	15.9%	30.4%
Malaysia	550,182	480,965	452,663	641,773	719,145	748,929	759,098	1.4%	38.0%
New Zealand	103,610	80,433	112,008	116,122	110,230	87,514	97,985	12.0%	-5.4%
Pakistan	162,689	104,387	198,921	188,318	58,562	97,419	128,611	32.0%	-20.9%
Philippines	258,555	153,833	180,642	226,403	282,507	351,565	365,907	4.1%	41.5%
Saudi Arabia	460,373	387,709	475,837	519,485	645,723	705,527	726,988	3.0%	57.9%
South Korea	1,497,035	1,618,333	1,468,873	1,420,486	1,489,363	1,430,765	1,490,208	4.2%	-0.5%
Thailand	468,638	343,494	312,200	343,349	406,992	340,056	414,024	21.8%	-11.7%
United Arab Emirates	198,520	129,901	156,780	171,414	225,386	268,876	262,616	-2.3%	32.3%
Uzbekistan	147,827	146,250	138,377	153,750	146,456	166,058	220,000	32.5%	48.8%
Vietnam	233,782	217,193	207,693	283,352	290,071	291,797	279,265	-4.3%	19.5%
Other Countries/Regions	1,551,433	1,529,066	1,540,659	1,884,920	1,939,061	1,828,694	1,854,982	1.4%	19.6%
Africa	**883,120**	**665,099**	**833,233**	**789,887**	**747,725**	**775,592**	**955,659**	**23.2%**	**8.2%**
Egypt	127,443	167,792	215,072	133,857	69,175	81,475	133,973	64.4%	5.1%
Morocco	148,354	117,046	154,284	143,265	145,218	157,087	208,797	32.9%	40.7%
South Africa	355,378	246,541	304,340	363,390	347,377	351,551	422,463	20.2%	18.9%
Other Countries/Regions	251,945	133,720	159,537	149,375	185,955	185,479	190,426	2.7%	-24.4%
All Countries/Regions	**64,803,420**	**54,742,117**	**57,276,040**	**58,741,536**	**65,412,763**	**67,486,871**	**70,974,658**	**5.2%**	**9.5%**
Total OICA Members	**54,879,734**	**46,605,656**	**48,623,103**	**50,485,994**	**56,263,110**	**57,583,720**	**60,768,898**	**5.5%**	**10.7%**

Regional Characteristics and Country Highlights

China not only dominated both production and sales but also drove NEV penetration to nearly 48% (up 28% year-over-year), with global EV sales estimated at 20 million units (18-25% share). India maintained steady growth with a 6.3% sales market share, benefiting from affordable models and exports. Europe shifted toward high-end EVs, with Norway up 39.4%, though traditional powerhouses like Germany, France, and Italy grapple with costs and regulations.

Japan's production edged up 1% and sales rose 3%; South Korea held production steady while sales grew 4.2%. In South America, Brazil's sales reached 1.99 million units (up 2.5%), with Argentina sales showing unexpected strength. Turkey's sales climbed 10.6% to 1.08 million units, positioning it as a Eurasian hub. Emerging nations like the Philippines and Saudi Arabia grew over 3%, while Africa's Egypt and Morocco saw substantial sales expansion—highlighting southern hemisphere potential.

Region	2025 Production Growth (%)	2025 Sales Growth (%)	Note
Asia-Oceania	8	7.1	Dominates 42%+7.5% of global production
Europe	0.1	1.2	Marginal growth but below 2019 levels
Americas	-2	-0.1	Dragged down by the U.S.
Africa	-3	23.2	Led by South Africa and Egypt

This table illustrates Asia lifting global performance while Europe and the Americas remain weak.

The most prominent trend in 2025 is Asia's overwhelming position in the global automotive industry. In contrast, Japan and South Korea maintained stability but with limited growth, indicating mature markets have entered a saturation phase. Overall, Asia's role has evolved from "manufacturing hub" to "core market driving both demand and technology."

Rebalancing Production and Sales: Supply-Demand Alignment Improves

In 2025, global production (71.33 million units) and sales (70.97 million units) were nearly balanced, signaling a return to relatively healthy supply-demand dynamics. Compared to pandemic-era supply chain imbalances, current market inventory pressures have eased, with companies adopting more conservative and precise production strategies. **This shift signifies the auto industry's transition from "scale-driven" to "efficiency-driven," emphasizing production-sales coordination and inventory management.**

Rise of Emerging Markets: Growth Momentum Shifts

Electrification accelerates, with Chinese NEVs dominating globally, while Europe's industrial transformation pressures lead to underutilized capacity—for instance, Italy's 2025 production plummeted 56% from 2019 and 23% from 2024. Geopolitical conflicts impacted Russia (production down 6%, sales down 15.7%). Amid supply chain restructuring, emerging markets see surging demand: Uzbekistan's sales grew 32.5%, and Southeast Asian countries like Vietnam performed strongly, emerging as new growth hotspots in the global car market. **Though starting from lower bases, their high growth rates indicate global auto demand shifting from mature markets to regions with faster population and economic growth.**

Industry Structure Evolution: Concentration and Regionalization in Parallel

The global auto industry exhibits dual trends. On one hand, **production capacity is highly concentrated in Asia, particularly China; on the other, regional supply chains are rebuilding, with markets favoring local production and sales.** This "concentration + dispersion" dual structure will profoundly impact future automotive supply chain layouts and cost structures.

Hidden Opportunities for the Fastener Industry

Stable global production growth signals sustained demand expansion, and fasteners—as fundamental auto manufacturing components—will grow in tandem with output. Second, the industry's center of gravity shifting to Asia, especially China and India, requires fastener supply chains to align more closely with these manufacturing hubs. Third, rapid growth in emerging markets means future fastener demand will become more dispersed and diversified, demanding greater product specification flexibility and supply responsiveness.

As the auto industry moves toward electrification and lightweighting, high-strength, lightweight, and corrosion-resistant fasteners will become key competitive factors. For fastener manufacturers, this represents not only demand growth opportunities but also a pivotal moment for technological upgrade and market repositioning. The 2025 global auto industry has entered a "structural reshaping" phase, where fasteners evolve from supporting roles to critical pillars of the manufacturing ecosystem. In summary, **the 2025 passenger car industry presents an "Asia-led, EV-transformed, multipolar divergence" landscape**, with both production and sales growing 5% and China contributing over half. However, weakness in Europe and the Americas, coupled with inventory concerns, tests supply chain resilience. The fastener sector can capitalize on Asia's rise by transitioning to high-value-added products, ushering in a golden decade. ■

Data Source: OICA