

## **Saudi Arabia strengthens position as region's most affordable automotive market for new cars**

- *Recent study shows GCC new car prices maintain overall stability compared to last year.*
- *UAE remains least affordable market while Saudi Arabia offers the most affordable overall new car prices across rest of the GCC*

**Dubai, United Arab Emirates; 24 December 2025:** The latest edition of the '[New Car Prices in GCC \(Mass Market\)](#)' study by Focal Point, a full-service, regional market intelligence and communications consultancy operating in the Gulf since 2011, has revealed the stable prices in the automotive sector in the region, with new car prices in Saudi Arabia remaining the lowest compared to prices in other countries in the region.

The study draws on a comparative analysis of 68 models across 17 automotive brands. It provides a comprehensive snapshot of regional price levels based on November 2025 data from official brand websites as well as trusted and official online platforms.

According to the study's comparative price index (where the GCC average amounts to 100), the United Arab Emirates recorded 105.41, positioning it as the least affordable market for new mass-market vehicles. It was followed by Qatar at 104.42 and Kuwait at 103.25, followed by Bahrain at 96.84 and Oman at 99.02. In contrast, Saudi Arabia scored 91.05 as most affordable and the lowest in the GCC.

The most notable findings of the study, highlighted in the report, include:

- **Highest prices:** The study revealed that the UAE continues to be the least affordable market for new cars in the region, despite the growing number of mid-tier brands that adhere to stable pricing strategies. For example, the data showed a narrowing price gap between the UAE and the regional average for Mitsubishi and Nissan cars, which are known for offering lower-priced options, indicating a convergence in pricing structures.
- **Regional price leadership:** Saudi Arabia stands out as the most affordable market for new cars across all vehicle categories. Compared to neighboring markets, prices for the Toyota RAV4, MG 5 and Changan UNI-V are significantly lower in the Kingdom, reflecting the competitiveness of the retail sector.
- **Sedans:** With minimal fluctuations, the UAE and Saudi Arabia have retained their positions as the least and most affordable markets respectively for sedans.
- **SUVs:** As Qatar overtook the UAE to post the region's least affordable average SUV prices in 2025, the movement was driven partly by higher listings for popular models such as the Toyota Fortuner and KIA Sportage in Qatar.

- **Pick-up trucks:** New pick-up models in Saudi Arabia are the most affordable across the GCC. Price levels in Bahrain and the UAE align closely with the regional average, while Kuwait is the least affordable.
- **Wider competition in Saudi Arabia:** A broader mix of brands, including both Japanese and Chinese automakers, emphasizing intensified competition in the Kingdom due to its status as the region's biggest market. The trend is especially evident among emerging Chinese players such as Haval, Great Wall, and Jetour, which continue to undercut established brands while expanding showroom presence across key cities in Saudi Arabia.

The data for this study was collected in November 2025 (from 1 to 3 November) for new cars from dealerships and other official websites of car companies. Prices were converted to Saudi Riyals according to the rates on xe.com as of 3 November 2025, without calculating Value Added Tax (VAT) to ensure standardization across markets.

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### **About the Study**

The annual 'New Car Prices in GCC (Mass Market)' report offers comparative insights into price trends across the six GCC countries – Saudi Arabia, the UAE, Oman, Bahrain, Kuwait, and Qatar. It serves as a benchmark for understanding competitive positioning and market affordability among leading automakers in the region.

### **About Focal Point**

Focal Point is a regional market intelligence and communications consultancy specializing in data-driven insights across mobility, energy, and digital sectors. Focal Point delivers in-depth research and analysis to support informed decision-making for corporate and government clients across the Middle East.

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