



GCC Auto Market Analysis (Year 2025): Unveiling New Car Price Dynamics



The mass vehicle segment in the GCC automotive market is highly competitive with global, regional and emerging brands vying for market share. Vehicle pricing plays a critical role in brand positioning and customer acquisition across segments such as sedans, SUVs and pick-ups.

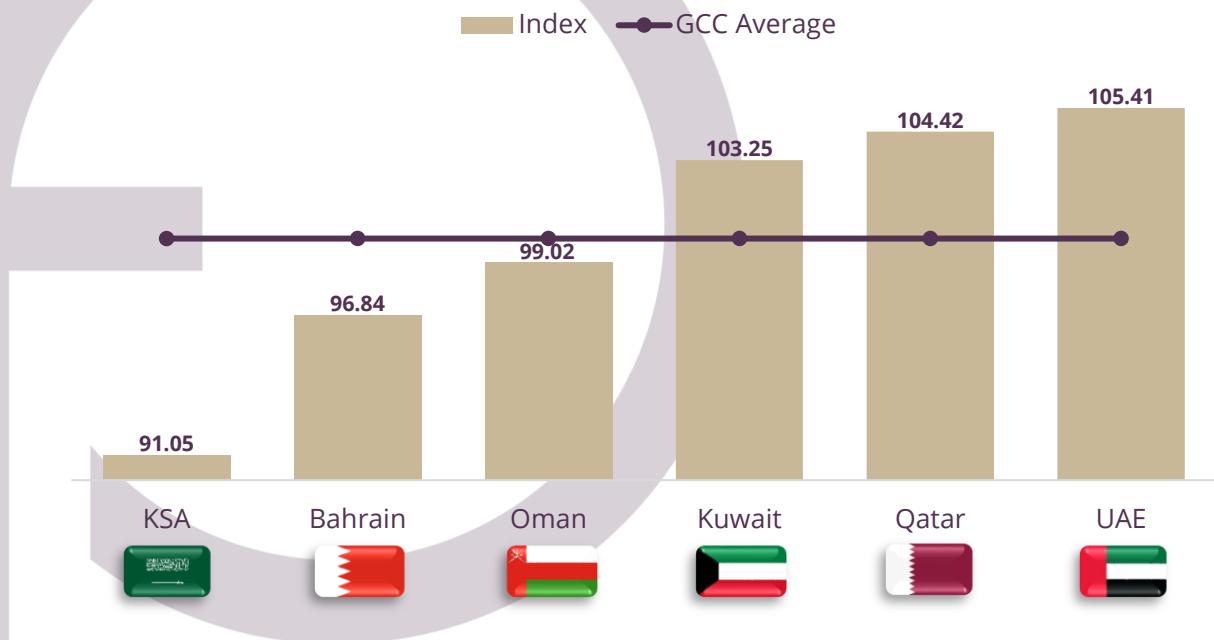
Which GCC country offers the LOWEST PRICE of new vehicles?

To identify the competitive landscape and the importance of pricing in the GCC automotive market, Focal Point conducted a market research study with its latest report - "GCC Auto Market Analysis (Year 2025): Unveiling New Car Price Dynamics". By establishing an index of average prices (pre-tax) across six GCC countries and analyzing **68 car models**, representing **more than 70% of the GCC market** share, from prominent brands including Changan, Chevrolet, Ford, Geely, GMC, Great Wall, Haval, Honda, Hyundai, Isuzu, Jetour, KIA, Mazda, MG, Mitsubishi, Nissan and Toyota. The report offers a robust foundation for brands aiming to refine their pricing strategies.

Saudi Arabia offers

LOWEST

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The findings reveal that **Saudi Arabia stands out as the most affordable market** for new cars within the GCC, with an index value of 91.05, which is below the regional average. This positions the Kingdom as an attractive destination for car buyers seeking value, as prices are notably lower than in other GCC countries. In contrast, the **UAE emerges as the most expensive market** with an index of 105.41, reflecting higher price points across the region.

The data collection for the report was conducted in November 2025 ensuring that the findings reflect the most current market conditions. Key sources of information for this study included official brand websites from KSA, UAE, Qatar, Oman, Bahrain, and Kuwait as well as trusted third-party platforms like DriveArabia and YallaMotors.

For detailed segment-wise, brand-wise and model-wise pricing insights, please access the full report by reaching out to us at info@focalpoint.com.sa.

FAQs:

1. What does "New Car Prices" refer to?

New car prices refer to the price demanded from the end customer in a specific geography.

2. What are "Mass Market Models"?

Mass market models are new car brands available in a given geography that target a broad customer base. These models, also known as non-premium models, include vehicles from brands such as Chevrolet, Nissan, Toyota, Hyundai, Changan and similar manufacturers.

3. How was the data for this research collected?

The data was collected through a comprehensive synthesis of new car prices gathered from various online sources.

4. What research methodology was used?

The data was collected from official brand websites and trusted third-party platforms, compiled and reviewed before undergoing a comparative analysis. This ensured data's accuracy and reliability.

5. What were the key sources for this research?

The primary sources for this research include:

- Official brand websites in the specified geography
- Third-party platforms i.e. DriveArabia and Yalla-motors

6. What countries were covered in the research?

The research covers all GCC (Gulf Cooperation Council) countries including:

- Kingdom of Saudi Arabia (KSA), United Arab Emirates (UAE), Oman, Bahrain, Kuwait & Qatar

7. Which car brands were included in the study?

The research covers the following car brands: Changan, Chevrolet, Ford, Geely, GMC, Great Wall, Haval, Honda, Hyundai, Isuzu, Jetour, KIA, Mazda, MG, Mitsubishi, Nissan and Toyota.

8. How many car models were covered in the research?

The research includes 68 different car models from the aforementioned brands.

9. What time period does the research data cover?

The data was gathered and reviewed in November 2025.

10. How were the prices compared across different GCC countries with varying currencies and VAT rates?

All prices were collected in local currency, converted to Saudi Riyals (SAR) and are exclusive of VAT.

About Focal Point:

Focal Point, a full-service market insights consultancy delivers critical insights tailored to multiple industries. We leverage cutting-edge data and rigorous analysis to deliver critical insights on everything from pricing trends to emerging technologies. Our clients gain a competitive edge by staying ahead of market shifts and making strategic decisions informed by the latest industry intelligence. As a trusted source for accurate and reliable automotive insights, Focal Point equips businesses and consumers for success in the ever-evolving automotive sector. Discover more at www.focalpoint.com.sa.