

European market segment analysis for 2020

Minicar

	2020	2019	change
1. Fiat Panda	144,348	183,604	-21.4%
2. Fiat 500	137,265	170,892	-19.7%
3. Toyota Aygo	83,277	99,483	-16.3%
4. Renault Twingo	73,191	86,495	-15.4%
5. VW Up	59,299	79,271	-25.2%
6. Hyundai i10	50,043	78,971	-36.6%
7. Kia Picanto	48,997	75,044	-34.7%
8. Peugeot 108	43,216	55,013	-21.4%
9. Citroen C1	40,223	50,316	-20.1%
10. Smart ForTwo	19,623	77,373	-74.6%
Segment total	735,481	1,130,092	-34.9%

Small

	2020	2019	change
1. Renault Clio	247,351	316,733	-21.9%
2. Peugeot 208	198,570	223,810	-11.3%
3. Opel/Vauxhall Corsa	197,192	220,246	-10.5%
4. Toyota Yaris	179,674	212,064	-15.3%
5. VW Polo	167,826	255,180	-34.2%
6. Dacia Sandero	167,291	223,222	-25.1%
7. Ford Fiesta	155,145	227,675	-31.9%
8. Citroen C3	148,555	211,937	-29.9%
9. Renault Zoe	99,686	45,729	-
10. Skoda Fabia	98,356	157,177	-37.4%
Segment total	2,029,376	2,687,918	-24.5%

Compact

	2020	2019	change
1. VW Golf	283,651	408,077	-30.5%
2. Skoda Octavia	181,039	220,127	-17.8%
3. Ford Focus	172,565	223,374	-22.7%
4. Toyota Corolla	136,911	133,112	+2.9%
5. Seat Leon	113,089	136,910	-17.4%
6. Peugeot 308	89,644	142,749	-37.2%
7. Kia Niro	77,731	57,705	+34.7%
8. Renault Megane	74,159	128,373	-42.2%
9. Opel/Vauxhall Astra	70,008	135,533	-48.3%
10. Kia Ceed	56,844	84,406	-32.7%
Segment Total	1,723,367	2,213,153	-22.1%

Midsize

	2020	2019	change
1. VW Passat	115,763	125,049	-7.4%
2. Skoda Superb	60,254	68,926	-12.6%
3. Peugeot 508	28,741	40,825	-29.6%
4. Ford Mondeo	21,053	40,530	-48.1%
5. Opel/Vauxhall Insignia	20,878	44,408	-53.0%
6. VW Arteon	13,558	19,965	-32.1%
7. Toyota Camry	9,146	7,546	+21.2%
8. Renault Talisman	7,880	15,805	-50.1%
9. Mazda6	6,716	21,740	-69.1%
10. Kia Optima	5,993	12,470	-51.9%
Segment total	297,863	421,742	-28.5%

Coupe & convertible

	2020	2019	change
1. Ford Mustang	7,151	9,947	-28.1%
2. Mazda MX-5	4,728	14,269	-66.9%
3. Alpine A110	1,325	4,413	-70.0%
4. Toyota Supra	955	883	+8.2%
5. Dodge Challenger	744	631	+17.9%
6. Toyota GT86	667	972	-31.4%
7. Nissan 370Z	324	581	-44.2%
8. Subaru BRZ	321	543	-40.9%
9. Chevrolet Camaro	122	1,969	-93.8%
10. Fiat 124 Spider	74	4,693	-98.4%
Segment Total	16,411	38,901	-57.8%

Small minivan

	2020	2019	change
1. Honda Jazz	25,112	31,103	-19.3%
2. Fiat 500L	21,869	36,595	-40.2%
3. Kia e-Soul	8,012	3,562	-
4. Hyundai ix20	726	18,903	-96.2%
5. Kia Venga	100	11,511	-99.1%
Segment total	55,828	103,094	-45.1%

Compact minivan

	2020	2019	change
1. VW Touran	46,911	74,710	-37.2%
2. Renault Scenic	36,173	77,541	-53.3%
3. Citroen C4 Spacetourer	26,461	50,007	-47.1%
4. Dacia Lodgy	20,016	30,457	-34.3%
5. Toyota Prius+	10,215	13,448	-24.0%
6. Opel/Vauxhall Zafira	9,939	13,471	-26.2%
7. Nissan e-NV200	1,752	2,572	-31.9%
8. Ford C-Max	85	23,313	-99.6%
9. Kia Carens	1	989	-99.9%
10. Toyota Verso	-	81	-
Segment Total	151,556	286,978	-47.1%

Large minivan

	2020	2019	change
1. Mercedes V-Class	24,113	31,239	-22.8%
2. Seat Alhambra	15,523	23,983	-35.3%
3. Ford S-Max	13,312	23,706	-43.8%
4. VW Sharan	11,640	22,901	-49.2%
5. Ford Galaxy	8,130	13,269	-38.7%
6. Renault Espace	4,341	9,560	-54.6%
7. SsangYong Rodius	-	280	-
Segment total	77,059	124,938	-38.3%

For all segments except Electric, cars in **bold type** are full electric; **bold italics** are plug-in hybrid

Source: ANE analysis of JATO Dynamics figures

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Small SUV & Crossover

	2020	2019	change
1. Renault Captur	177,556	222,740	-20.3%
2. VW T-Roc	158,776	207,154	-23.4%
3. Peugeot 2008	156,150	166,382	-6.1%
4. Dacia Duster	138,587	219,937	-37.0%
5. Hyundai Kona	127,529	107,143	+19.0%
6. Ford Puma	118,352	337	—
7. VW T-Cross	113,587	99,900	+13.7%
8. Opel/Vauxhall Crossland X	92,847	116,381	-20.2%
9. Seat Arona	80,170	110,186	-27.2%
10. Skoda Kamiq	75,483	12,284	—
Segment total	1,725,984	2,112,716	-18.3%

Compact SUV & Crossover

	2020	2019	change
1. VW Tiguan	136,616	206,589	-33.9%
2. Nissan Qashqai	135,495	218,077	-37.9%
3. Peugeot 3008	124,861	194,822	-35.9%
4. Toyota C-HR	101,910	121,572	-16.2%
5. Toyota RAV4	91,014	93,092	-2.2%
6. Hyundai Tucson	90,453	139,788	-35.3%
7. Skoda Karoq	82,700	105,285	-21.5%
8. Ford Kuga	78,912	162,216	-51.4%
9. Opel/Vauxhall Grandland X	71,372	91,510	-22.0%
10. Seat Ateca	70,233	90,045	-22.0%
Segment total	1,444,671	2,028,891	-28.8%

Midsize SUV & Crossover

	2020	2019	change
1. Skoda Kodiaq	69,748	90,352	-22.8%
2. Peugeot 5008	53,593	76,805	-30.2%
3. Mitsubishi Outlander PHEV	26,630	33,839	-21.3%
4. VW Tiguan Allspace	25,435	38,528	-34.0%
5. Seat Tarraco	20,803	31,652	-34.3%
6. Nissan X-Trail	19,324	23,740	-18.6%
7. Jeep Wrangler	7,275	7,389	-1.5%
8. Hyundai Santa Fe	7,137	8,841	-19.3%
9. Kia Sorento	6,947	9,990	-30.5%
10. Renault Koleos	6,869	12,095	-43.2%
Segment total	256,798	360,466	-28.8%

Large SUV & Crossover

	2020	2019	change
1. Toyota Land Cruiser	4,501	6,337	-29.0%
2. Ford Explorer	2,545	212	—
3. Mitsubishi Shogun Sport	536	551	-2.7%
4. SsangYong Rexton	341	2,554	-86.6%
5. Dodge Durango	234	616	-62.0%
6. Mitsubishi Pajero	3	356	-99.2%
7. Mitsubishi Montero	—	139	—
8. Mitsubishi Shogun	—	13	—
Segment total	8,160	10,778	-24.3%

Electric

	2020	2019	change
1. Renault Zoe	99,686	45,729	—
2. Tesla Model 3	85,685	94,560	-9.4%
3. VW ID3	56,082	9	—
4. Hyundai Kona EV	47,687	22,464	—
5. VW e-Golf	33,642	28,553	+17.8%
6. Peugeot e-208	31,282	91	—
7. Kia e-Niro	31,019	10,076	—
8. Nissan Leaf	30,906	32,405	-4.6%
9. Audi e-tron	26,446	18,291	+44.6%
10. BMW i3	23,108	31,769	-27.3%
Segment total	733,109	356,594	+105.6%

Entry Premium

	2020	2019	change
1. Mini	110,343	132,524	-16.7%
2. Audi A1	57,850	77,765	-25.6%
3. Lancia Ypsilon	43,080	58,772	-26.7%
4. Alfa Romeo MiTo	4	677	-99.4%
Segment total	211,277	269,738	-21.7%

Compact premium

	2020	2019	change
1. Mercedes A-Class	157,620	199,517	-21.0%
2. BMW 1 Series	107,499	110,742	-2.9%
3. Audi A3	96,280	124,367	-22.6%
4. Mercedes CLA	66,804	61,802	+8.1%
5. Mercedes B-Class	43,752	73,847	-40.8%
6. BMW 2 Series AT/GT	30,441	58,316	-47.8%
7. BMW 2 Series Gran Coupe	16,907	179	—
8. Alfa Romeo Giulietta	11,083	15,559	-28.8%
9. Lexus CT	4,476	5,160	-13.3%
10. Volvo V40	1,890	39,514	-95.2%
Segment total	536,752	689,003	-22.1%

Midsize premium

	2020	2019	change
1. BMW 3 Series	118,165	121,821	-3.0%
2. Tesla Model 3	86,213	95,045	-9.3%
3. Audi A4	77,077	103,122	-25.3%
4. Mercedes C-Class	66,775	115,751	-42.3%
5. Volvo V60	50,320	58,715	-14.3%
6. Polestar 2	9,758	—	—
7. Alfa Romeo Giulia	7,418	10,780	-31.2%
8. BMW 4 Series	6,888	18,032	-61.8%
9. Volvo S60	6,728	6,264	+7.4%
10. Jaguar XE	3,730	7,915	-52.9%
Segment total	434,916	540,707	-19.6%

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Large premium

	2020	2019	change
1. BMW 5 Series	59,537	88,917	-33.0%
2. Mercedes E-Class	59,360	88,695	-33.1%
3. Audi A6	55,713	82,556	-32.5%
4. Audi A5	21,299	31,027	-31.4%
5. Volvo V90	19,361	32,585	-40.6%
6. Mercedes CLS	3,820	8,503	-55.1%
7. Lexus ES	3,688	3,887	-5.1%
8. Volvo S90	3,984	6,370	-37.5%
9. Jaguar XF	2,402	5,903	-59.3%
10. Maserati Ghibli	1,005	1,698	-40.8%
Segment total	230,171	350,162	-34.3%

Upper premium

	2020	2019	change
1. Porsche Taycan	12,017	324	-
2. BMW 7 Series	6,348	9,398	-32.5%
3. Audi A7	5,787	8,094	-28.5%
4. Tesla Model S	5,605	8,364	-33.0%
5. Mercedes S-Class	5,360	8,879	-39.6%
6. Porsche Panamera	4,232	8,323	-49.2%
7. Audi A8	3,633	4,381	-17.1%
8. BMW 6 Series	1,969	5,074	-61.2%
9. Jaguar XJ	247	743	-66.8%
10. Lexus LS	92	233	-60.5%
Segment total	45,290	53,813	-15.8%

Premium coupe

	2020	2019	change
1. BMW 2 Series	10,309	15,311	-32.7%
2. Porsche 911	9,307	11,876	-21.6%
3. Mercedes C-Class	7,436	17,662	-57.9%
4. BMW 4 Series	7,094	8,003	-11.4%
5. Audi TT	5,542	8,553	-35.2%
6. Mercedes E-Class	5,479	10,566	-48.1%
7. Porsche 718	3,172	3,481	-8.9%
8. Audi A5	2,942	5,541	-46.9%
9. BMW 8 Series	2,157	3,436	-37.2%
10. Jaguar F-Type	1,816	2,305	-21.2%
Segment total	58,237	91,976	-36.7%

Premium convertible

	2020	2019	change
1. BMW Z4	8,271	10,236	-19.2%
2. Mercedes C-Class	6,826	12,454	-45.2%
3. Porsche 911	6,034	5,034	+19.9%
4. Mercedes E-Class	4,880	8,386	-41.8%
5. BMW 2 Series	4,848	8,582	-43.5%
6. Audi A5	3,986	5,490	-27.4%
7. BMW 4 Series	3,744	7,717	-51.5%
8. Porsche 718	3,454	4,025	-14.2%
9. Mercedes SLC	2,049	4,085	-49.8%
10. Audi TT	1,974	3,182	-38.0%
Segment total	50,883	76,559	-33.5%

Premium compact SUV

	2020	2019	change
1. Volvo XC40	105,081	84,327	+24.6%
2. BMW X1	88,017	110,161	-20.1%
3. Audi Q2	57,595	77,958	-26.1%
4. Mercedes GLA	55,397	69,682	-20.5%
5. Audi Q3	48,645	85,869	-43.3%
6. Mini Countryman	45,436	59,737	-23.9%
7. Audi Q3 Sportback	40,298	5,366	-
8. Range Rover Evoque	37,371	47,395	-21.1%
9. BMW X2	32,633	47,291	-31.0%
10. Mercedes GLB	27,293	149	-
Segment total	569,575	633,865	-10.1%

Premium midsize SUV

	2020	2019	change
1. Mercedes GLC	73,515	80,162	-8.3%
2. Volvo XC60	69,902	82,330	-15.1%
3. BMW X3	61,867	82,555	-25.1%
4. Audi Q5	53,156	63,905	-16.8%
5. Audi e-tron	29,790	18,359	+62.3%
6. Mercedes GLC Coupe	25,526	30,069	-15.1%
7. Land Rover Discovery Sport	21,517	27,886	-22.8%
8. Alfa Romeo Stelvio	17,391	26,240	-33.7%
9. BMW X4	16,812	26,299	-36.1%
10. Porsche Macan	16,811	26,149	-35.7%
Segment total	446,697	513,983	-13.1%

Premium large SUV

	2020	2019	change
1. BMW X5	41,585	45,838	-9.3%
2. Mercedes GLE	40,292	22,939	+75.6%
3. Volvo XC90	24,590	29,965	-17.9%
4. Range Rover Sport	17,498	26,855	-34.8%
5. Audi Q7	17,417	16,167	+7.7%
6. VW Touareg	14,435	26,029	-44.5%
7. Audi Q8	13,048	17,476	-25.3%
8. BMW X6	10,410	4,952	-
9. Porsche Cayenne	8,494	11,085	-23.4%
10. Range Rover	7,672	11,449	-33.0%
Segment total	248,160	274,210	-9.5%

Exotic

	2020	2019	change
1. Bentley Continental GT	1,461	2,157	-32.3%
2. Ferrari 488	1,191	1,442	-17.4%
3. Lamborghini Urus	1,106	1,167	-5.2%
4. Ferrari 812	983	877	+12.1%
5. Bentley Bentayga	973	980	-0.7%
6. Ferrari Portofino	840	1,156	-27.3%
7. Ferrari F8	763	9	-
8. Lamborghini Huracan	559	684	-18.3%
9. Aston Martin DB11	549	894	-38.6%
10. Bentley Flying Spur	435	30	-
Segment total	11,864	14,521	-18.3%

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