

# Toyota - the market



Toyota Market Toyota motors operate in a car producing market. It is one of the leading car producers in the world having ambitions to capture the 15% of the world market share by 2010. (Greimel, 2006). This market basically performs the functions of designing, development, manufacturing and simultaneously selling the automobiles manufactured by the various organizations working in this market. As per the latest figures available, Japan is considered as the leading producers of the cars in the world followed by USA and China. However, Russia, Brazil and China saw the most of the growth in terms of the demand in the market in recent past because of their outstanding economic performance.

The distribution of the car producers in the world is widely spread with most of the brands such as Toyota and Suzuki are considered as brands of Japanese origin where brands like Ford and Chrysler are of US origin. Another distribution of the car producers in the market involves Germany which produces most expensive cars in the world in the shape of Mercedes Benz. Of the most important brands in the market, Toyota is considered as number one brand in the world followed by General Motors, Volkswagen, Ford, Honda, PSA as well as Nissan.

It is also important to note that the market within which Toyota works also get affected due to certain other economic variables such as oil prices. Since cars and gasoline are considered as complimentary therefore the slight distortion in the prices of oils makes the overall demand in market for cars to decline. It is because of this fact that most of the producers in the market also concentrated their efforts in producing fuel efficient smaller cars so that their maintenance remain inexpensive.

Overall the market is lucrative with stable demand patterns.

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## Bibliography

Greimel, H. (2006). Report: Toyota eyes 15% global market share. Retrieved August 09, 2008, from USA Today: [http://www.usatoday.com/money/autos/2006-11-13-toyota\\_x.htm](http://www.usatoday.com/money/autos/2006-11-13-toyota_x.htm)