

# South Africa's favourite vehicle body shape revealed

According to Lightstone Auto data, the crossover/SUV is the favourite passenger vehicle body shape, while one-time leader, the hatch, is now in the second spot. In fact, the crossover/SUV was the third choice in 2013, behind the sedan in second place and the hatch, then riding high as the leader of the pack with just under 50% share of the passenger vehicle market.



Source: [Unsplash](#)

Jaco van Staden, head of sales at Lightstone Auto, says, “The hatch is down from 48% to 37% in 2022, but its decline is modest compared to the sedan, which has seen its market share plummet from 26% in 2014 to just 8% in 2022.”

The big winner has been the crossover/SUV, which has soared from 22% to 50% market share in 10 years.

The changing consumer preferences have been recognised by the OEMs – in 2013 there were around 530 available Crossover/SUV options and 440 sedan options. By 2022, the unique crossover/SUV count had jumped to 880 (growth of 66%), whilst Sedan alternatives had declined to 160 (-64%).

The rise of the crossover/SUV body shape in the passenger market has been accompanied by the double cab's emergence as the favourite in the light commercial market, replacing the one-ton single and extended cabs. Both the crossover/SUV and the double cab were beneficiaries of growing consumer preferences for greater ride height to get a better driving perspective and additional safety.

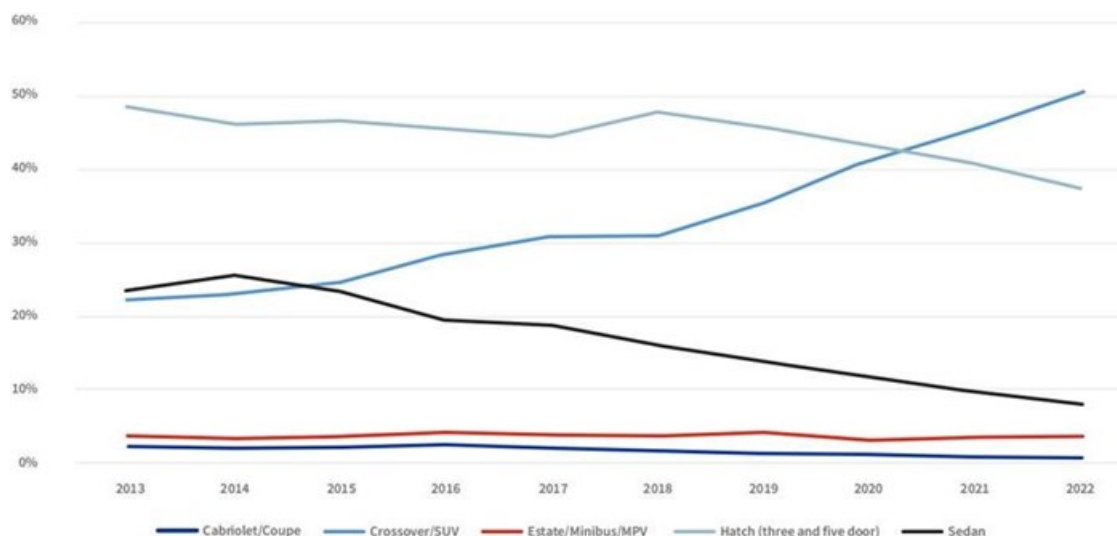


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Van Staden says, “In as far as the light commercial market goes, the biggest decline in market share over the last 10 years belongs to the sub-one-ton pick-up body shape. The decline can largely be attributed to the demise of Chevrolet, one of two hugely dominant OEMs which in 2013 accounted for a combined 97% of sales.”

Chevrolet’s departure left Nissan and their NP200 is now responsible for almost 95% of sales in this body shape.

Body shape share of the light commercial market (2013 - 2022)

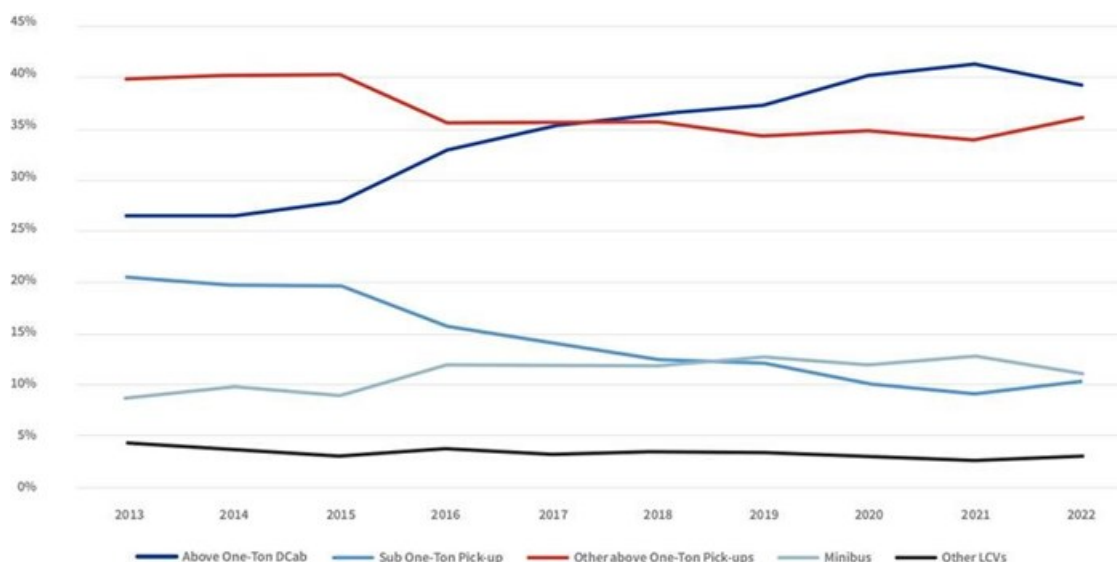


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“Looking ahead, we expect crossover/SUV sales to continue growing in 2023 and the sedan will likely continue to contract as there are fewer and fewer available options of this body shape,” van Staden concludes.