

Switzerland



# Automotive Rankings Switzerland 2024

Exploring the top auto brands in Switzerland – with deep dives into rankings among the national representative and those planning to buy a new car in the next 12 months.

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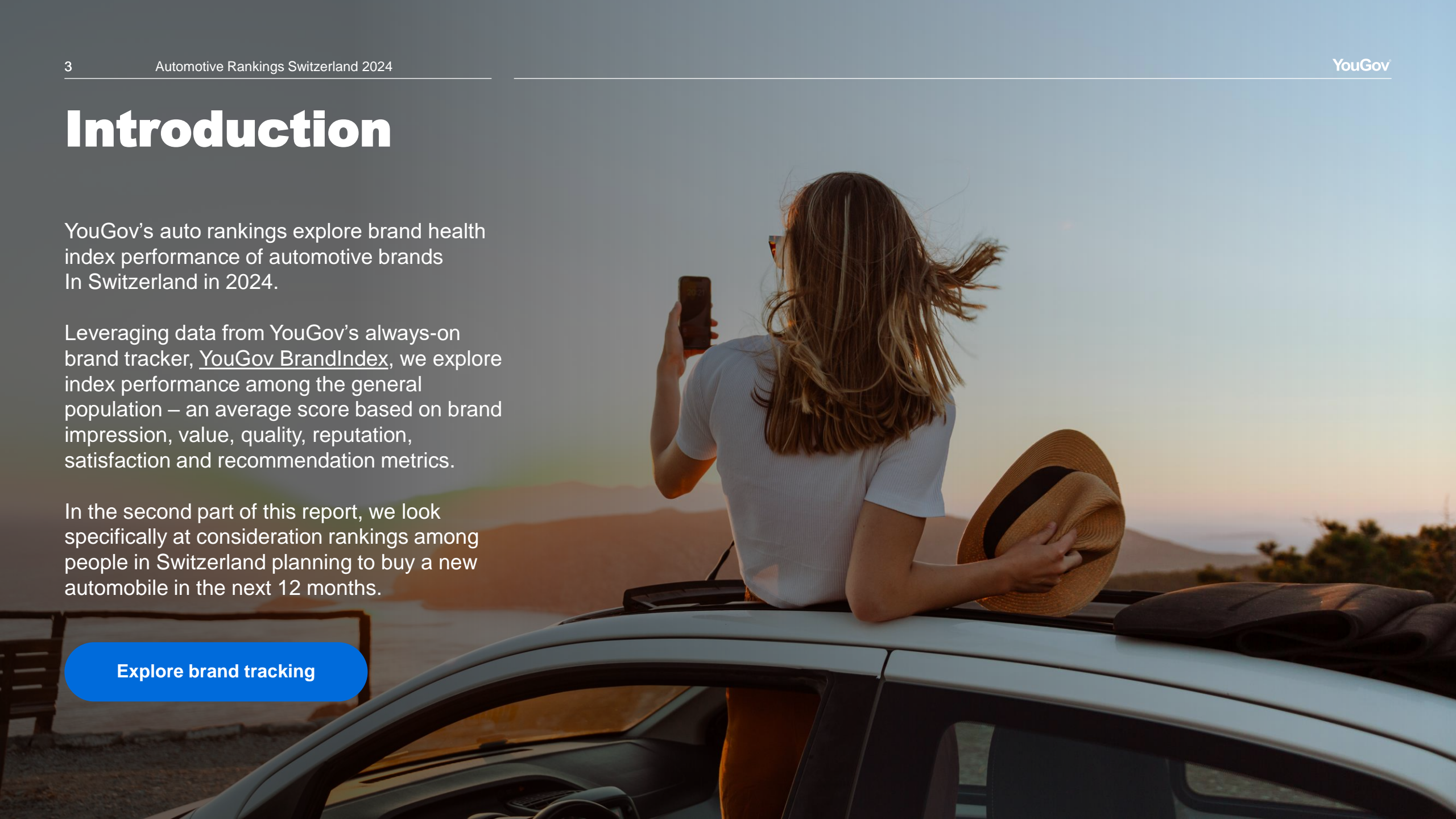
# Introduction

YouGov's auto rankings explore brand health index performance of automotive brands in Switzerland in 2024.

Leveraging data from YouGov's always-on brand tracker, [YouGov BrandIndex](#), we explore index performance among the general population – an average score based on brand impression, value, quality, reputation, satisfaction and recommendation metrics.

In the second part of this report, we look specifically at consideration rankings among people in Switzerland planning to buy a new automobile in the next 12 months.

[Explore brand tracking](#)

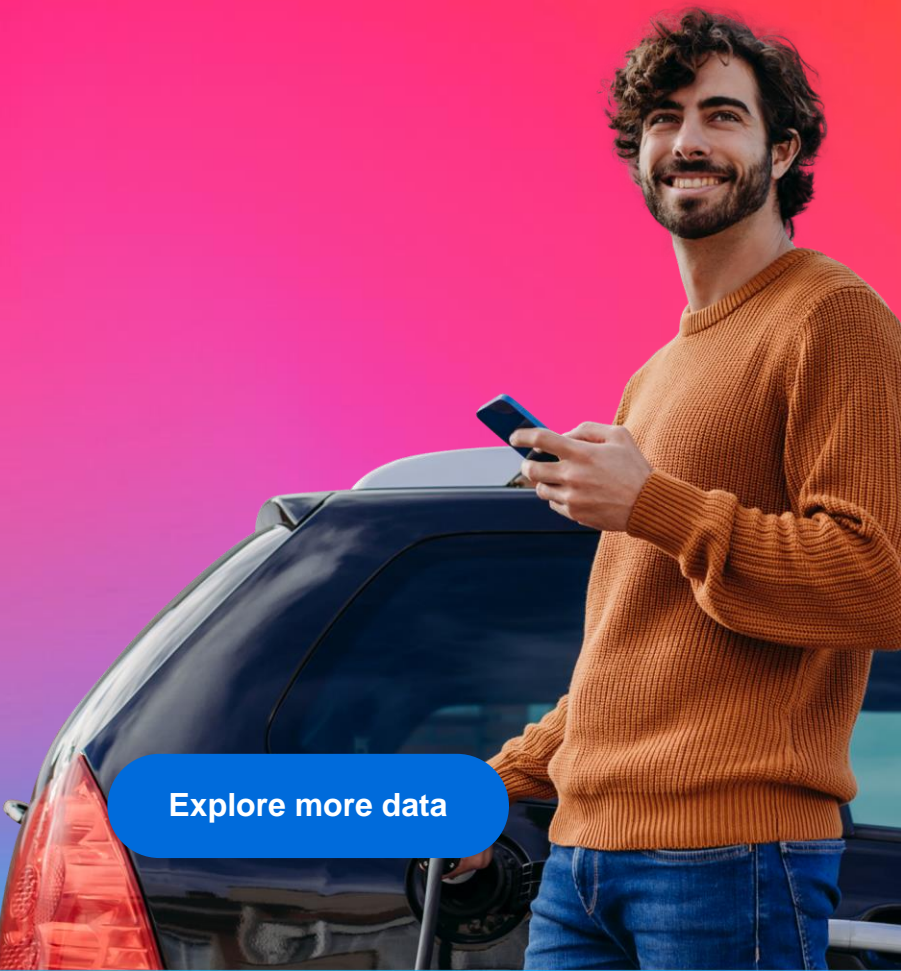


# 01 Overall rankings

Based on a brand's index score. Index score is an average of impression, value, quality, reputation, satisfaction, and recommend metrics.



# Top ranked auto brands in Switzerland



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Rank	Brand name	Index score
1	Mercedes-Benz	<b>24.1</b>
2	Volkswagen	<b>23.5</b>
3	Audi	<b>23.1</b>
4	Toyota	<b>21.4</b>
5	BMW	<b>21.1</b>
6	Volvo	<b>18.2</b>
7	Skoda	<b>15.7</b>
8	Porsche	<b>15.3</b>
9	Ford	<b>11.8</b>
10	Honda	<b>10.8</b>

YouGov BrandIndex (August 1, 2023 to July 31, 2024) n>8,500. To qualify as top ranked, brands have held tracked scores for at least 6 months (183 days). Index score is an average of: impression, value, quality, reputation, satisfaction, and recommend scores for each brand.

# Top ranked auto brands by gender

## Male

Rank	Brand name	Index score
1	Mercedes-Benz	24.5
2	Toyota ▲	24.1
3	Audi	21.6
4	BMW	20.9
5	Volkswagen ▼	19.9
6	Volvo	18.6
7	Porsche ▲	17.1
8	Skoda	16.5
9	Honda ▲	12.2
10	Hyundai ▲	11.6

## Female

Rank	Brand name	Index score
1	Volkswagen ▲	27.0
2	Audi	24.5
3	Mercedes-Benz	23.8
4	BMW	21.3
5	Toyota ▼	18.7
6	Volvo	17.8
7	Skoda	15.0
8	Porsche ▼	13.5
9	Ford ▲	13.0
10	Opel ▲	10.7

YouGov BrandIndex (August 1, 2023 to July 31, 2024) n>4,200. To qualify as top indexed, brands have held tracked scores for at least 6 months (183 days).

▲ ▼ = +10% relative difference from nat rep. Index score is an average of: impression, value, quality, reputation, satisfaction, and recommend scores for each brand.

# Top ranked auto brands by generation

## Gen Z

Rank	Brand name	Index score
1	Mercedes-Benz ▲	<b>27.5</b>
2	Audi	<b>23.4</b>
3	Volkswagen	<b>22.9</b>
4	BMW	<b>22.1</b>
5	Porsche ▲	<b>20.6</b>
6	Toyota ▼	<b>14.9</b>
7	Skoda	<b>14.8</b>
8	Volvo ▼	<b>14.6</b>
9	Ford	<b>12.8</b>
10	SEAT ▲	<b>10.7</b>

## Millennial

Rank	Brand name	Index score
1	Audi ▲	<b>26.3</b>
2	Mercedes-Benz	<b>24.2</b>
3	Volkswagen	<b>24.1</b>
4	BMW	<b>22.4</b>
5	Toyota	<b>20.9</b>
6	Skoda ▲	<b>18.2</b>
7	Volvo	<b>17.6</b>
8	Porsche	<b>16.4</b>
9	Ford	<b>13.0</b>
10	Honda ▲	<b>11.0</b>

## Gen X

Rank	Brand name	Index score
1	Volkswagen	<b>23.8</b>
2	Mercedes-Benz	<b>22.7</b>
3	Audi	<b>21.8</b>
4	BMW	<b>20.4</b>
5	Toyota	<b>20.3</b>
6	Volvo	<b>16.9</b>
7	Skoda	<b>14.5</b>
8	Porsche	<b>14.5</b>
9	Ford	<b>11.6</b>
10	Hyundai	<b>11.2</b>

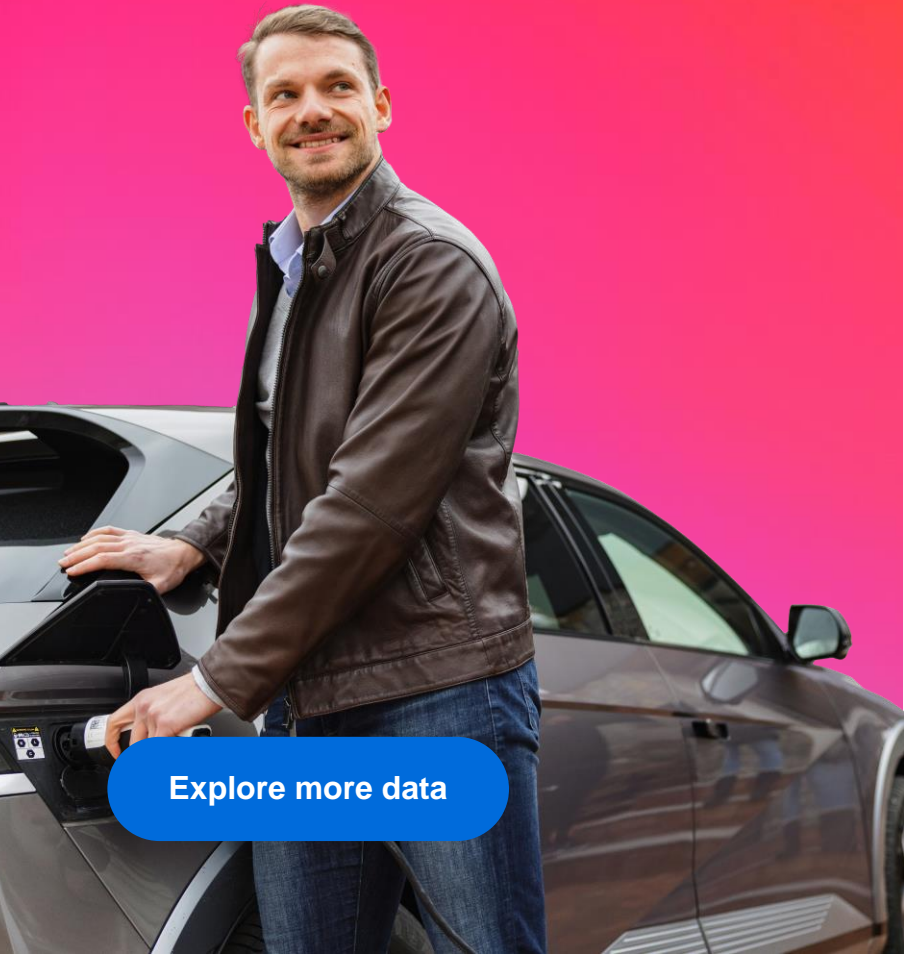
## Baby Boomer

Rank	Brand name	Index score
1	Toyota ▲	<b>26.0</b>
2	Mercedes-Benz	<b>23.7</b>
3	Volkswagen	<b>23.3</b>
4	Volvo ▲	<b>21.4</b>
5	Audi ▼	<b>20.8</b>
6	BMW ▼	<b>19.1</b>
7	Skoda	<b>14.7</b>
8	Opel ▲	<b>12.5</b>
9	Porsche ▼	<b>12.3</b>
10	Honda ▲	<b>11.9</b>

YouGov BrandIndex (August 1, 2023 to July 31, 2024) n>1,200. To qualify as top indexed, brands have held tracked scores for at least 6 months (183 days).

▲ ▼ = +10% relative difference from nat rep. Index score is an average of: impression, value, quality, reputation, satisfaction, and recommend scores for each brand.

# Most improved auto brands in Switzerland



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Rank	Brand name	2024 index score	2023 index score	Change in index score
1	Toyota	21.4	19.4	<b>+2.0</b>
2	Dacia	2.5	0.5	<b>+2.0</b>
3	Kia	6.3	4.4	<b>+1.9</b>
4	Porsche	15.3	13.7	<b>+1.6</b>
5	Honda	10.8	9.2	<b>+1.6</b>
6	Fiat	1.1	-0.4	<b>+1.5</b>
7	Hyundai	10.6	9.2	<b>+1.4</b>
8	Nissan	9.3	8.1	<b>+1.2</b>
9	Cupra	5.2	4.0	<b>+1.2</b>
10	BMW	21.1	20.0	<b>+1.1</b>

YouGov BrandIndex (August 1, 2023 to July 31, 2024 vs August 1, 2022 to July 31, 2023) n> 4,400 To qualify as top improvers, brands have held tracked scores for at least 18 months (548 days). Index score is an average of: impression, value, quality, reputation, satisfaction, and recommend scores for each brand.



# 02 New car buyer rankings

Based on a brand's consideration score among people in Switzerland planning to buy a new car in the next 12 months.



# Top ranked auto brands among people in Switzerland planning to buy a new car in the next 12 months

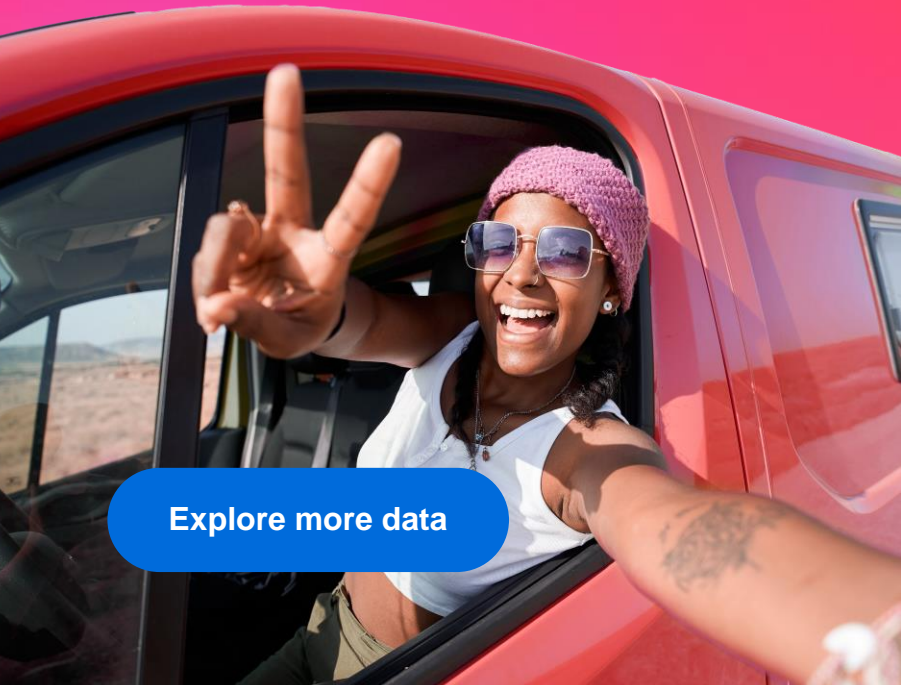


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Rank	Brand name	Consideration score
1	Audi	<b>22.7%</b>
2	Mercedes-Benz	<b>22.3%</b>
3	Volkswagen	<b>20.2%</b>
4	BMW	<b>18.8%</b>
5	Toyota	<b>16.4%</b>
6	Tesla	<b>14.6%</b>
7	Skoda	<b>12.2%</b>
8	Ford	<b>11.3%</b>
9	Volvo	<b>10.9%</b>
10	Renault	<b>9.3%</b>

YouGov BrandIndex (August 1, 2023 to July 31, 2024) n> 700. To qualify as top ranked, brands have held tracked scores for at least 6 months (183 days). Group: Swiss new car buyers. Question: When you are in the market next to purchase from one of the following brands, from which of the following would you consider purchasing?

# Most improved brands among people in Switzerland planning to buy a new car in the next 12 months



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Rank	Brand name	2024 consideration score	2023 consideration score	Change in consideration score
1	Tesla	14.6%	8.2%	<b>+6.4</b>
2	Mercedes-Benz	22.3%	16.5%	<b>+5.8</b>
3	Toyota	16.4%	11.8%	<b>+4.6</b>
4	Porsche	9.1%	5.9%	<b>+3.2</b>
5	Jeep	7.3%	4.1%	<b>+3.2</b>
6	Ford	11.3%	8.6%	<b>+2.7</b>
7	Renault	9.3%	6.7%	<b>+2.6</b>
8	BMW	18.8%	16.3%	<b>+2.5</b>
9	Mini	5.0%	2.5%	<b>+2.5</b>
10	Honda	7.6%	5.2%	<b>+2.4</b>

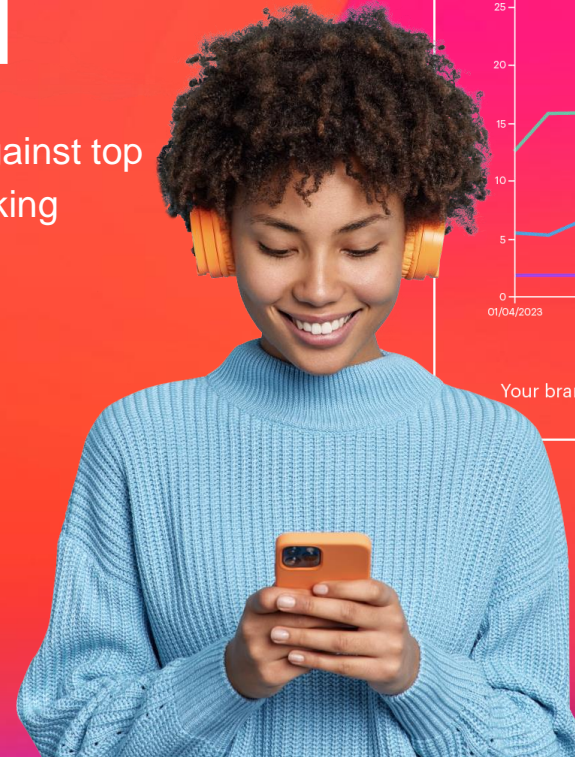
YouGov BrandIndex (August 1, 2023 to July 31, 2024 vs August 1, 2022 to July 31, 2023) n> 700. To qualify as top improvers, brands have held tracked scores for at least 18 months (548 days). Group: Swiss new car buyers. Question: When you are in the market next to purchase from one of the following brands, from which of the following would you consider purchasing?

# Build a complete picture of your brand

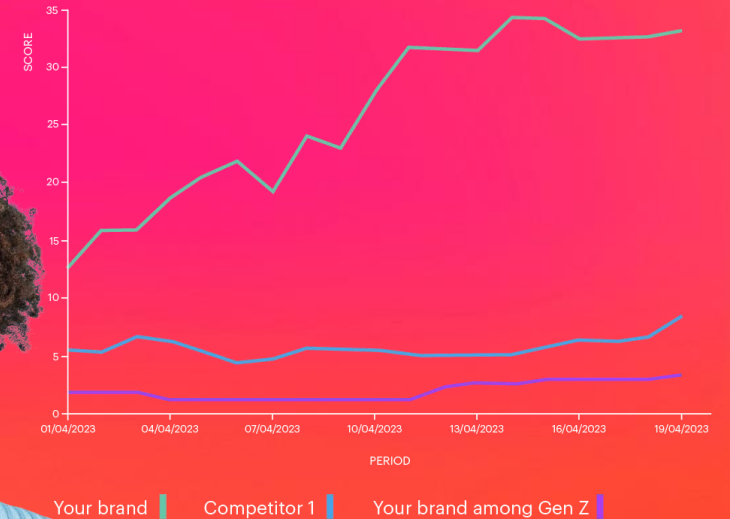
Gain a deep understanding of your brand health and performance against top competitors in your industry with YouGov's brand and campaign tracking solutions.

Track key metrics, measure campaign effectiveness, and access real-time insights into what people think, feel, and say about your brand.

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## Advertising awareness



Metrics ▾

Advertising awareness

# Methodology

The insights in this report come from [YouGov BrandIndex](#), our always-on brand tracker.

In this report, we have highlighted the top performing auto brands that are winning over people residing in Switzerland based on index performance, an average of: impression, value, quality, reputation, satisfaction, and recommend scores per brand.

We have also looked at the top performing auto brands based on consideration among people residing in Switzerland planning to buy a new automobile in the next 12 months – “Swiss new car buyers.” To qualify for this, respondents answered “buy a new car” to the question: Which, if any, of the following activities do you expect to do in the next 12 months?

- To qualify as a top ranked brand, brands must have scores available for at least 183 days between July 1, 2023 and June 30, 2024. A minimum base size of 300 (N) is required.
- To qualify as a top improver, brands must have scores for at least 18 months (548 days) between July 1, 2022 and June 30, 2024. Top improvers are ranked based on the change to their consideration scores. In cases where the change in scores is the same, the current scores are used as a secondary metric to determine their ranking. A minimum base size of 300 (N) is required.
- Throughout the report, brands that have a relative difference of 10% or more among the target group in comparison to the general population are indicated with a green (positive) or red (negative) arrow.
- Throughout the report, each generation is defined as: Gen Z (1997-2006), Millennial (1981-1996), Gen X (1965-1980) and Baby Boomer (1946-1964).

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# Thank you

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