



Driving brand preference: France auto rankings 2026

Exploring the top auto brands in France and the consumers that are planning to buy them.

/Research Reality



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Foreword



As France's automotive landscape continues to evolve, understanding how consumers perceive and prioritise brands has never been more important. This report explores the auto brands that are driving ahead with the French public in 2026, using a composite Index score derived from six key brand health metrics: Impression, Value, Quality, Reputation, Satisfaction, and Recommendation.

Beyond measuring overall brand standing among the general population, the report also examines which manufacturers are most considered among consumers actively planning to purchase a new vehicle within the next year. These forward-looking buyers represent a critical segment shaping the future of the market – influenced not only by product performance and brand trust, but also by changing expectations around technology, sustainability, affordability, and ownership experience.”

Alexandre Devineau

General Manager, YouGov France & Benelux

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Auto rankings 2026: Index

The top-ranking car makers based on Index score, a composite of Impression, Value, Quality, Reputation, Satisfaction, and Recommend metrics.



Top auto brands by Index score

Japanese auto brand Toyota leads the way among the French public, with a net Index score of 23.6.

Homegrown brands Peugeot and Renault make it into the top five, scoring respectively 23.0 and 22.6 points.

Index score is a brand health measure that is a composite of Impression, Value, Quality, Reputation, Satisfaction, and Recommend metrics.

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Rank	Auto brand	Index score (net)
1	Toyota	23.6
2	Audi	23.1
3	Peugeot	23.0
4	Renault	22.6
5	Volkswagen	22.3
6	BMW	21.9
7	Mercedes-Benz	21.8
8	Porsche	16.8
9	Citroen	14.6
10	Ferrari	14.4

YouGov BrandIndex, April 1, 2025 – March 31, 2026. France nat rep n> 9,700. To qualify as top-ranked, brands have held tracked scores for at least 6 months (183 days). Index score: average of Impression, Quality, Value, Satisfaction, Recommend, and Reputation scores.

Top auto brands by gender: Index

Men

Rank	Auto brand	Index score (net)
1	Toyota	27.7
2	Audi	23.6
3	Mercedes-Benz	23.0
4	BMW	22.9
5	Renault	21.5
6	Peugeot	20.1
7	Volkswagen	20.0
8	Porsche	18.0
9	Ferrari	15.9
10	Citroen	13.6

Women

Rank	Auto brand	Index score (net)
1	Peugeot	25.8
2	Volkswagen	24.6
3	Renault	23.6
4	Audi	22.6
5	BMW	21.0
6	Mercedes-Benz	20.6
7	Toyota	19.8
8	Porsche	15.7
9	Citroen	15.6
10	Ford	13.5

YouGov BrandIndex, April 1, 2025 – March 31, 2026. Men n> 4,600, women n> 4,900. To qualify as top-ranked, brands have held tracked scores for at least 6 months (183 days). Index score: average of Impression, Quality, Value, Satisfaction, Recommend, and Reputation scores.

Top auto brands by generation: Index

Gen Z (18+)

Rank	Auto brand	Index score (net)
1	Renault	27.4
2	BMW	26.8
3	Peugeot	26.1
4	Mercedes-Benz	25.5
5	Toyota	25.0
6	Audi	23.5
7	Volkswagen	22.9
8	Porsche	21.3
9	Ferrari	19.5
10	Citroen	17.7

Millennials

Rank	Auto brand	Index score (net)
1	Audi	25.6
2	Volkswagen	24.7
3	Toyota	24.4
4	BMW	23.9
5	Mercedes-Benz	21.4
6	Peugeot	20.7
7	Renault	19.6
8	Porsche	16.9
9	Ford	15.2
10	Ferrari	14.5

Gen X

Rank	Auto brand	Index score (net)
1	Audi	22.7
2	Volkswagen	22.4
3	Toyota	21.7
4	Peugeot	21.2
5	Mercedes-Benz	21.2
6	BMW	20.8
7	Renault	19.5
8	Porsche	17.3
9	Ferrari	14.9
10	Citroen	12.7

Baby Boomers+

Rank	Auto brand	Index score (net)
1	Renault	26.0
2	Peugeot	25.4
3	Toyota	24.0
4	Mercedes-Benz	21.0
5	Audi	20.9
6	Volkswagen	19.9
7	BMW	19.2
8	Citroen	18.3
9	Dacia	16.1
10	Porsche	14.2

YouGov BrandIndex, April 1, 2025 – March 31, 2026. Gen Z n> 1,200, Millennial n> 2,600, Gen X n> 2,600, Baby Boomers+ n> 2,900. To qualify as top-ranked, brands have held tracked scores for at least 6 months (183 days). Index score: average of Impression, Quality, Value, Satisfaction, Recommend, and Reputation scores.

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Most-improved auto brands year-on-year based on Index performance

Government-backed Renault saw the greatest improvement to its year-on-year Index score (+2.2), while Moroccan manufacturer Dacia also saw a strong uplift (+1.8).

Index score is a brand health measure that is a composite of Impression, Value, Quality, Reputation, Satisfaction, and Recommend metrics.

Rank	Auto brand	2026 Index score (net)	2025 Index score (net)	Change in score
1	Renault	22.6	20.4	2.2
2	Dacia	11.7	9.9	1.8
3	Toyota	23.6	21.9	1.7
4	Skoda	7.3	6.1	1.2
5	Kia	8.9	7.9	1.0

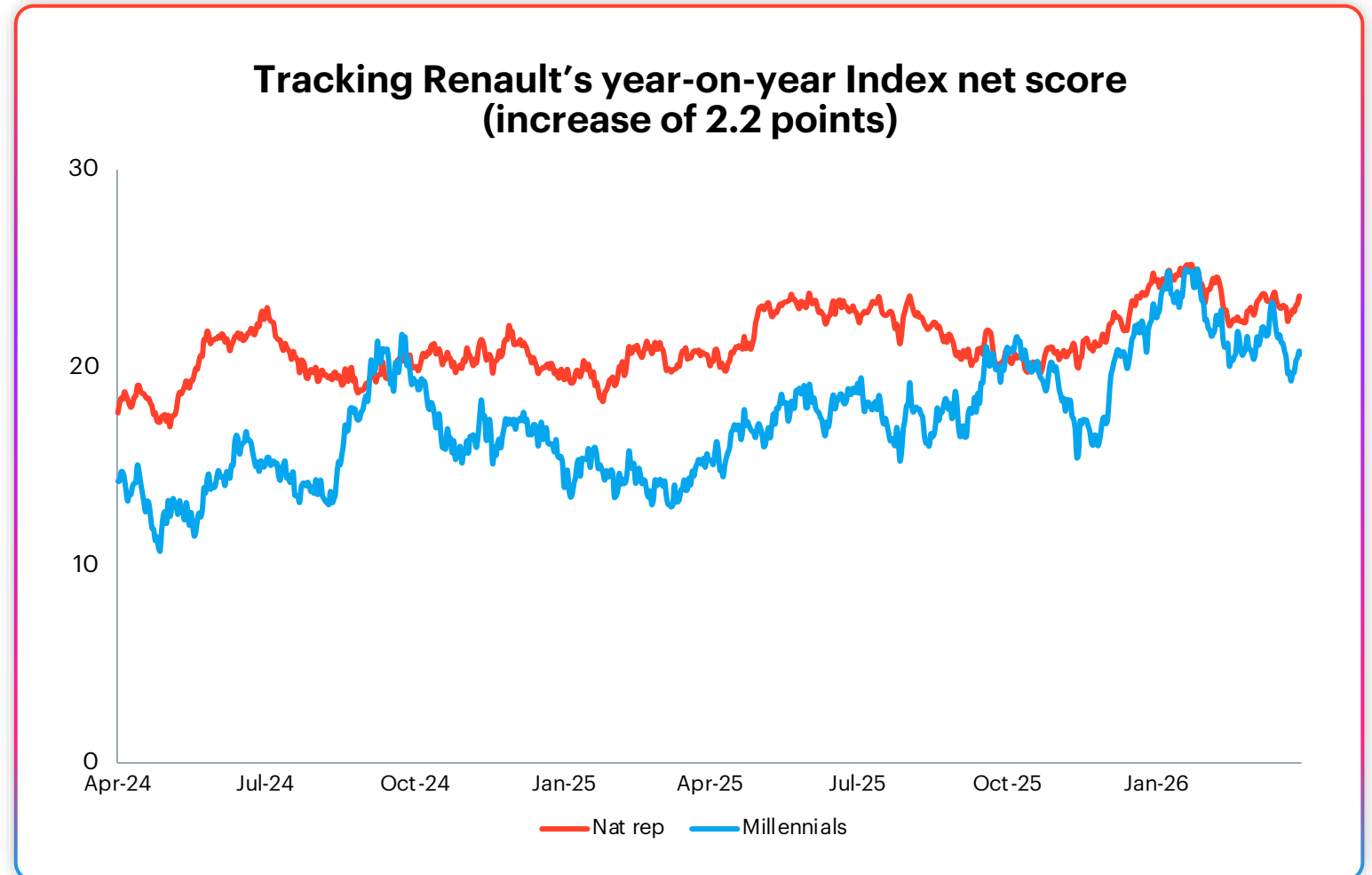
YouGov BrandIndex, April 1, 2024 – March 31, 2026. France nat rep n> 9,700. To qualify as top improvers, brands have held tracked scores for at least 18 months (548 days). Index score: average of Impression, Quality, Value, Satisfaction, Recommend, and Reputation scores.

Tracking Renault's growth year-on-year

Renault has recorded an Index score growth of +2.2 points year-on-year.

A key demographic driving this growth is Millennials, who started at a score of 14.0, and ended at 21.0 points.

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YouGov BrandIndex, April 1, 2024 – March 31, 2026. Nat rep n> 1,400. Gen Z n> 150, Millennial n> 350, Gen X n> 350, Baby Boomers+ n> 400. Eight weeks moving average is applied. To qualify as top improvers, brands have held tracked scores for at least 18 months (548 days). Index score: average of Impression, Quality, Value, Satisfaction, Recommend, and Reputation scores.

New car buyer rankings: Consideration

Which brands are new car buyers considering buying in the next year?



Most considered brands among new car buyers

France's most considered brand among new car buyers is Peugeot, with 35.2% considering the brand.

This is followed by Renault (32.5%), and Toyota (31.5%). German auto makers Audi and BMW complete the top five.

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When you are in market next to purchase from one of the following brands, from which of the following would you consider purchasing?

Rank	Auto brand	Consideration among new car buyers (%)
1	Peugeot	35.2
2	Renault	32.5
3	Toyota	31.5
4	Audi	26.2
5	BMW	25.2
6	Volkswagen	20.7
7	Citroen	18.7
8	Dacia	16.7
9	Mercedes-Benz	16.1
10	Hyundai	15.7

YouGov BrandIndex, April 1, 2025 – March 31, 2026. France new car buyers n> 900. To qualify as top-ranked, brands have held tracked scores for at least 6 months (183 days). New car buyers are those who likely to purchase a new car within the next 12 months.

Most improved Consideration among new car buyers

Toyota is France's most improved auto brand based on consideration among new car buyers, recording a 3.7 percentage point increase year-on-year.

Brands with strong affordable positioning, such as Kia, Mazda and Dacia, have also seen significant gains, improving by 3.7, 3.2, and 2.9 percentage points respectively.

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When you are in market next to purchase from one of the following brands, from which of the following would you consider purchasing?

Rank	Auto Brand	2026 Consideration among new car buyers (%)	2025 Consideration among new buyers (%)	Change in Consideration
1	Toyota	31.5	27.8	3.7
2	Kia	14.4	10.7	3.7
3	Mazda	9.3	6.1	3.2
4	Dacia	16.7	13.8	2.9
5	Nissan	15.3	12.4	2.9
6	Hyundai	15.7	13.1	2.6
7	Fiat	11.4	9.0	2.4
8	BMW	25.2	23.4	1.8
9	Skoda iV	5.6	3.8	1.8
10	Volvo	13.2	11.5	1.7

YouGov BrandIndex, April 1, 2024 – March 31, 2026. France new car buyers n> 900. To qualify as top-improvers, brands have held tracked scores for at least 18 months (548 days). New car buyers are those who likely to purchase a new car within the next 12 months.

Profiling France's new car-buyers

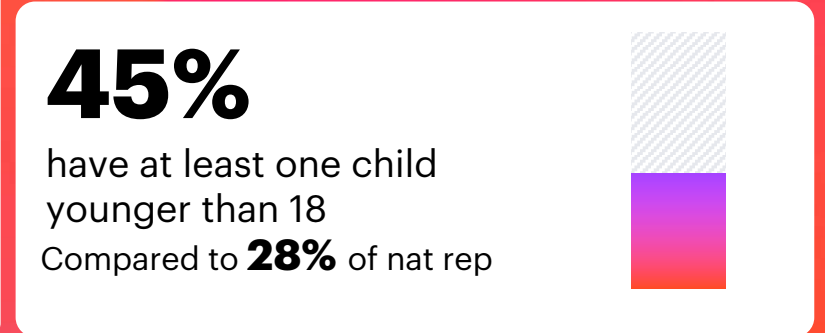
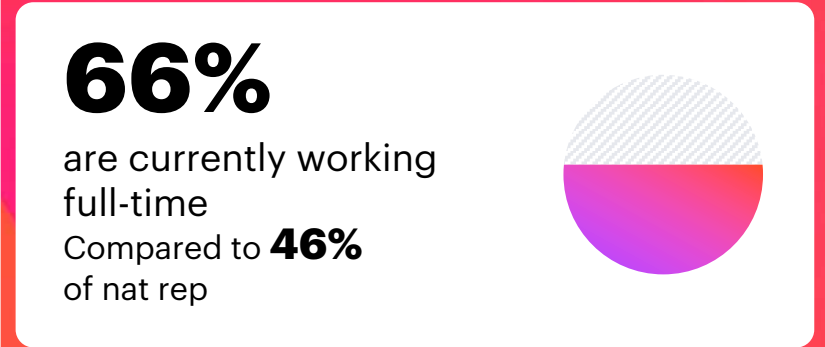
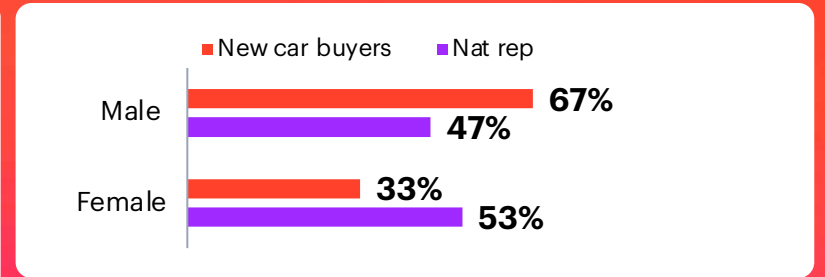
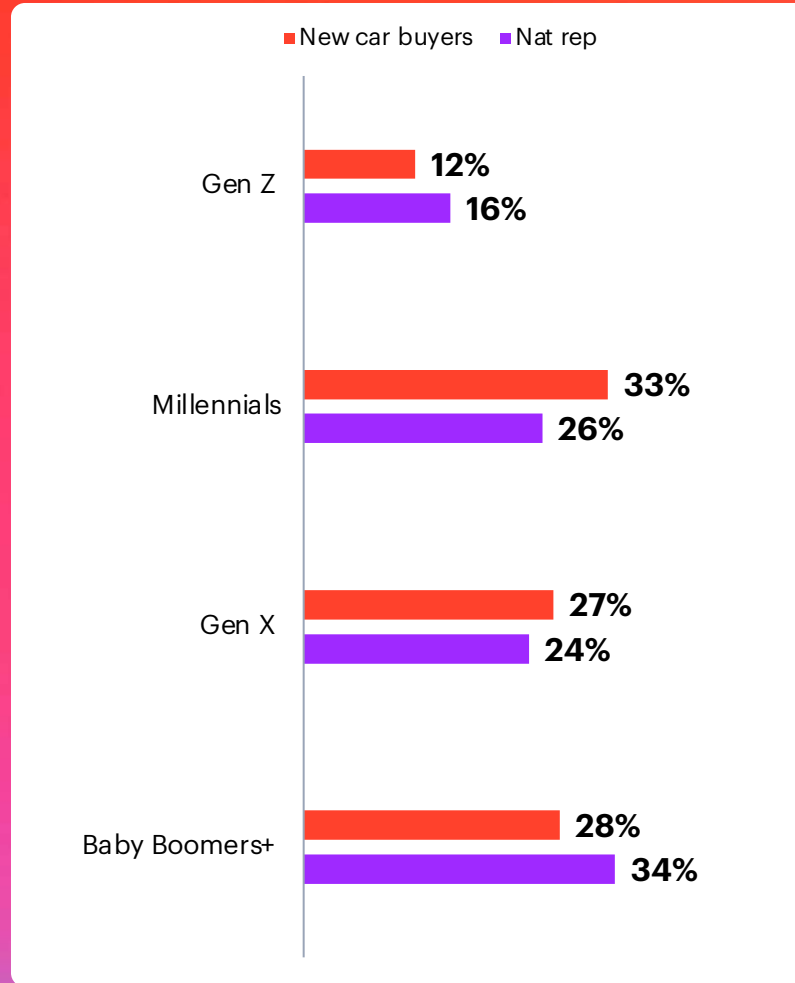
Which consumers are looking to buy,
and what are they looking for?

Profile spotlight: New car buyers



9%

of French respondents likely to purchase a new car within the next 12 months



YouGov Profiles, April 2026. New car buyers n> 2,000, France nat rep n> 26,900. New car buyers are respondents who are likely to purchase a new car within the next 12 months.

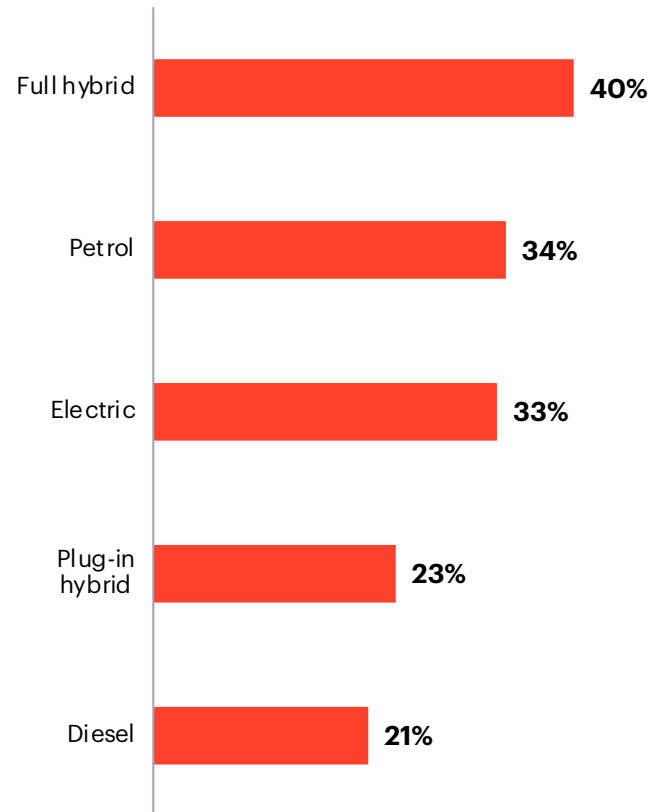
What are new car buyers in market for?

1 in 5 new car buyers are considering buying a full hybrid as their next car, while more than 1 in 3 are considering petrol.

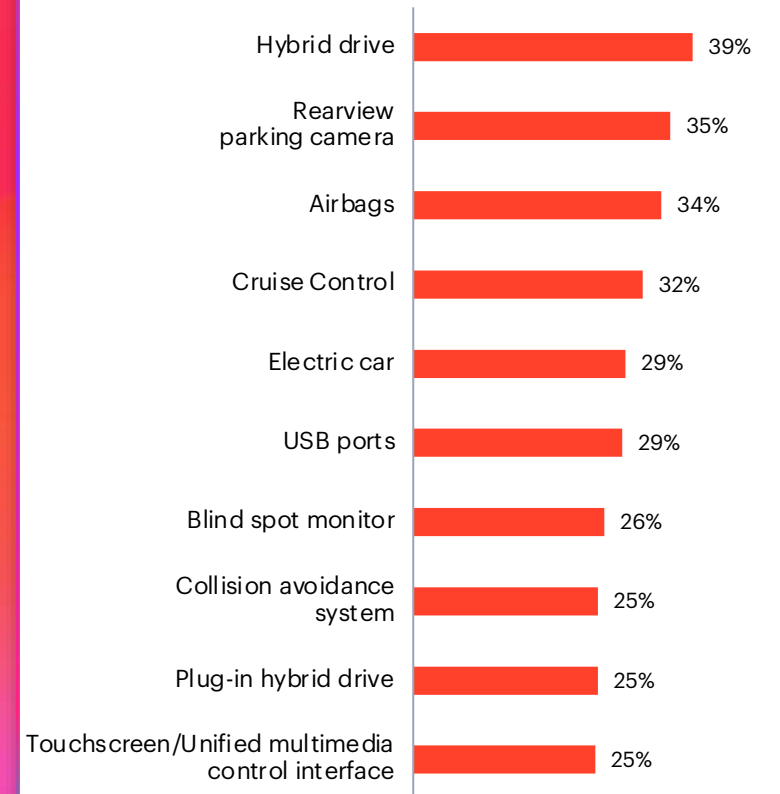
When it comes to the features they are looking for, hybrid drive tops the list (39%), followed by rearview parking camera (35%).

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Which type of engine would you consider to purchase with your new or second-hand car?
Please select all that apply.* (% new car buyers)



Which, if any, of the following features would you look for when buying a new or second-hand car?# (% new car buyers)



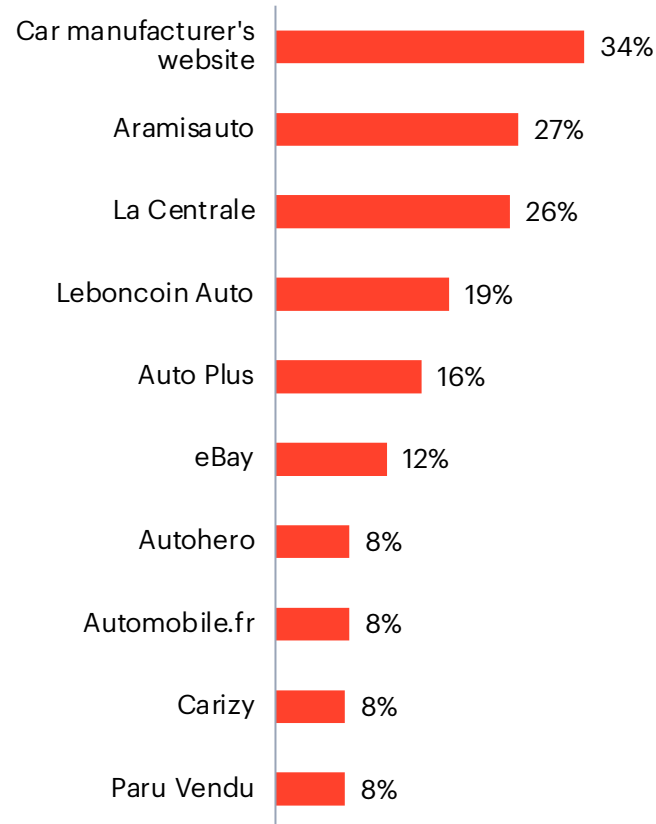
How much are new car buyers spending – and where do they research?

More than a quarter of new car buyers plan to spend over 40,000 euros on their next car.

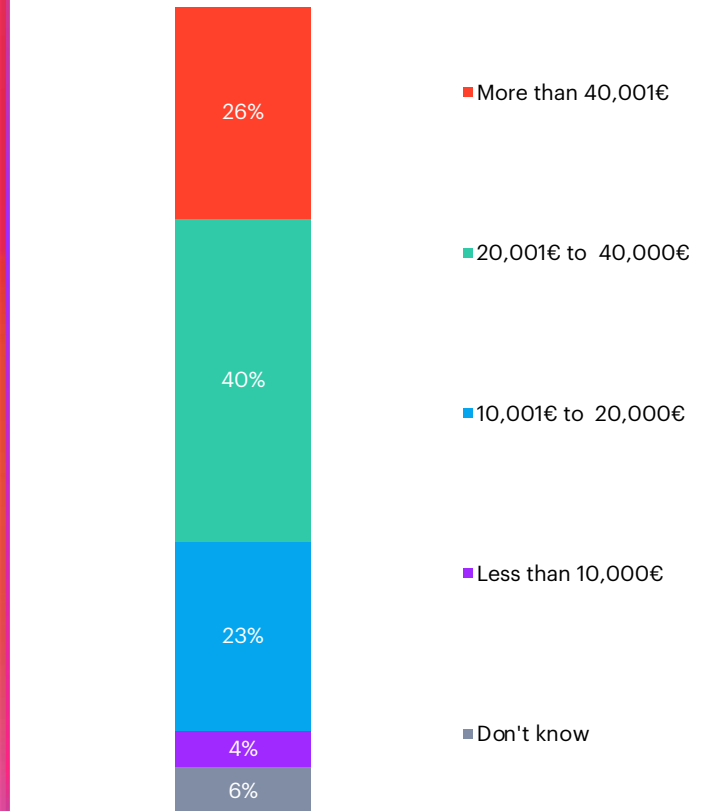
The car manufacturer's website is the leading place for research, with Aramisauto taking second place (27%).

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Which websites do you use to research buying a new or used car?* (% new car buyers)



How much do you expect to spend on your next automobile purchase? (% new car buyers)



Younger car buyers are more likely to see EVs as the future

Gen Z and Millennials are also more likely to say they would only buy cars made in their country.

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“Electric cars are the future of the motor industry”



66% among Gen Z+ Millennials vs
44% among Gen X and Baby Boomers+



“I only buy cars made in my country”

increasing to **46%** among younger car buyers (Gen Z+ Millennials) vs **33%** among older generation

YouGov Profiles, April 2026. New car buyers: All n> 950, young (Gen Z+ Millennials) n> 400, older (Gen X & Baby boomers+) n> 500. New car buyers are respondents who are likely to purchase a new car within the next 12 months.

Spotted a competitor in the rankings?

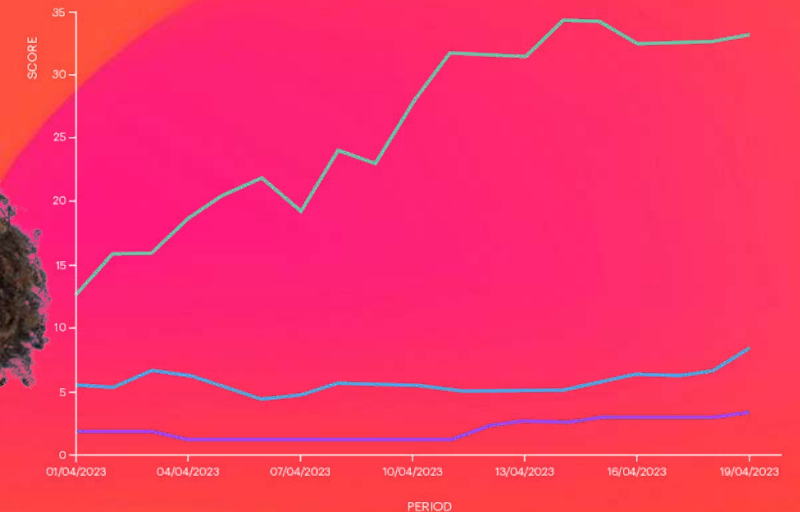
The best brands don't rank by accident. When it comes to brand health, the strongest brands know exactly where they stand.

Keep up with the competition through brand tracking that's tailored to your industry and built to track the metrics that matter. Unlock reliable intelligence from the global leader in daily brand tracking.

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Advertising awareness



Your brand | Competitor 1 | Your brand among Gen Z

Metrics ▾

Advertising awareness

Methodology

The insights and brand tracking data in this report have been sourced via YouGov's always-on brand tracker: YouGov BrandIndex and YouGov Profiles.

- The rankings in this report are based on nationally representative data from YouGov BrandIndex. In this report, we have highlighted the top performing auto brands that are winning over French respondents based on index performance, an average of: Impression, Value, Quality, Reputation, Satisfaction, and Recommend scores per brand.
- We have looked at the top performing auto brands based on a brand's Consideration score among French respondents likely to be in the market to purchase a new car in the next 12 months – "New car buyers." To qualify for this, respondents answered "Buy a new car" to the question: "Which activities do you expect to do in next 12 months?"
- Consideration score is based on the question, "When you are in market next to purchase from one of the following auto brands, from which of the following would you consider purchasing?"
- A minimum base size of 300 (n) is required. To qualify as top ranked, brands have held tracked scores for at least 6 months (183 days).
- For improvers, brands are ranked based on their change in scores. To qualify as top improvers, brands have held tracked scores for at least 18 months (548 days). In cases where the change in score is the same between two brands, the current scores are used as a secondary metric to determine their ranking.
- Throughout the report, unless otherwise noted, each generation is defined as: Gen Z (1997 or later), Millennial (1981-1996), Gen X (1965-1980) and Baby Boomers+ (Pre-1964).
- The profile deep dive in this report was powered by YouGov Profiles – an ever-growing source of consumer data, with 2+ million data variables from YouGov's 30 million+ global panelists. The data used in this report was accessed via Profiles+ France 2026-04-19.
- New car buyers are defined as respondents answered, "Buy a new car" to the question: "Car Intent – Next 12 months: Which activities do you expect to do in next 12 months?"

Thank you

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