

Lower/Upper Medium Cars: Global Overview by Region

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Abstracts

Lower and upper medium cars remain two of the largest vehicle categories globally, though demand is expected to stagnate or shrink in most regions, as consumers switch to SUVs from sedans and wagons. However, premium automakers continue to expand their product offerings in the lower medium car segment, targeting aspirational luxury car buyers. China continues to be an outlier, owing to its strong economy and a growing middle class eagerly buying new cars.

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