

# Luxury Cars in Australia

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## Abstracts

Consumers are increasingly searching for authentic experiences, and this is something that digital tools such as customer analytics tools have the potential to deliver. Digital tools can add convenience and simplicity, which is much needed, especially for products such as luxury cars. The “Audi on Demand” service is one example, whereby customers can choose and rent a car and get it delivered to their door. This is a true example of a brand moving from product to experience, and provides opportu...

Euromonitor International's Luxury Cars in Australia report offers a comprehensive guide to the size and shape of the Luxury Cars market at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market and their effects on Luxury Cars retailing along with the development of consumers' shopping patterns. Forecasts to 2023 illustrate how the market is set to change

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Luxury Cars market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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