

Luxury Cars in Italy

<https://marketpublishers.com/r/L1E96878409EN.html>

Date: February 2019

Pages: 14

Price: US\$ 660.00 (Single User License)

ID: L1E96878409EN

Abstracts

Mercedes-Benz, BMW and Audi, which also offer entry-level luxury cars, dominate luxury cars in Italy, together accounting for the vast majority of value sales. Despite the high-end positioning of these brands, their models are regarded as accessible luxury by Italians, with the exception of their flagship cars. These flagship cars, such as the Mercedes-Benz S-Class, Audi A8 and BMW Series 7, are considered aspirational luxury for their elegance, and are mostly used by high-level business consume...

Euromonitor International's Luxury Cars in Italy 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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