

Luxury Cars in South Korea

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Abstracts

Small four-door vehicles and small SUVs were the most popular luxury car formats in 2018, among younger consumers and families with children respectively. The strong car frame is the most appealing point for consumers who choose small SUVs. Small sized cars are preferred in South Korea, as large cars are not well suited to domestic roads, which are much narrower than in Western countries, and parking spaces are limited. Although consumers have the desire to own a large four-door luxury car, this...

Euromonitor International's Luxury Cars in South Korea 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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