

Premium and Luxury Cars in Germany

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Abstracts

Retail volume and value sales of premium and luxury cars were hit hard by the pandemic, in both 2020 and 2021, as many car manufacturers were operating at lower capacity and showrooms were closed for business during lockdowns. On the consumer side, economic uncertainty forced some potential buyers to postpone their purchases of new cars, or to trade down to more affordable options, although the higher incomes of the customers of premium and luxury cars meant this was not as significant a factor...

Euromonitor International's Premium and Luxury Cars in Germany report offers a comprehensive guide to the size and shape of the Premium and 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 Premium and Luxury Cars retailing along with the development of consumers' shopping patterns. Forecasts to 2027 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 Premium and 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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