

Premium and Luxury Cars in Japan

<https://marketpublishers.com/r/P8CCBF19FC99EN.html>

Date: October 2023

Pages: 20

Price: US\$ 990.00 (Single User License)

ID: P8CCBF19FC99EN

Abstracts

Value sales of premium and luxury cars went down by 2% to total JPY1.5 trillion in 2023. A significant increase in sales was seen in 2022, as a rebound was seen as the pandemic eased, and this exceptional level of growth was unable to be sustained in 2023. However, sales are expected to remain similar to the pre-pandemic level. Demand for premium and luxury cars is contingent on wealth, and prevailing consumer confidence amongst a targeted, niche demographic maintained high sales. The number of...

Euromonitor International's Premium and Luxury Cars in Japan 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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