

# Premium and Luxury Cars in Taiwan

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## Abstracts

Value sales of premium and luxury cars went up by 8% to total TWD194.5 billion in 2023, due to increased demand from high-income consumers, who proved to be steadfast in their purchases despite macroeconomic headwinds. Demand for premium and luxury cars is contingent on wealth, and sales performance is greatly impacted by consumer confidence amongst a niche demographic. The number of consumers boasting significant wealth in Taiwan therefore has a big impact on the performance of premium and luxu...

Euromonitor International's Premium and Luxury Cars in Taiwan 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.

## Contents

### PREMIUM AND LUXURY CARS IN TAIWAN

#### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Premium and luxury cars records positive current retail value sales growth in 2023

Number of premium and luxury cars on the rise

Premium and luxury cars is led by Daimler AG in 2022

#### PROSPECTS AND OPPORTUNITIES

Value sales of premium and luxury cars forecast to rise over 2023-2028

E-commerce sales look set to become more prominent

Electric cars climb in importance

#### CATEGORY DATA

Table 1 Sales of Premium and Luxury Cars: Value 2018-2023

Table 2 Sales of Premium and Luxury Cars: % Value Growth 2018-2023

Table 3 NBO Company Shares of Premium and Luxury Cars: % Value 2018-2022

Table 4 LBN Brand Shares of Premium and Luxury Cars: % Value 2019-2023

Table 5 Forecast Sales of Premium and Luxury Cars: Value 2023-2028

Table 6 Forecast Sales of Premium and Luxury Cars: % Value Growth 2023-2028

### LUXURY GOODS IN TAIWAN

#### EXECUTIVE SUMMARY

Luxury goods in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for luxury goods?

#### MARKET DATA

Table 7 Sales of Luxury Goods by Category: Value 2018-2023

Table 8 Sales of Luxury Goods by Category: % Value Growth 2018-2023

Table 9 Inbound Receipts for Luxury Goods by Country of Origin: Value 2018-2023

Table 10 NBO Company Shares of Luxury Goods: % Value 2018-2023

Table 11 LBN Brand Shares of Luxury Goods: % Value 2019-2023

Table 12 Distribution of Luxury Goods by Format and Category: % Value 2023

Table 13 Forecast Sales of Luxury Goods by Category: Value 2023-2028

Table 14 Forecast Sales of Luxury Goods by Category: % Value Growth 2023-2028

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#### SOURCES

Summary 1 Research Sources

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