

A Study of the Global Luxury Car Market 2015-2020

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Abstracts

Executive Summary

The global luxury car market has seen been relatively untouched by the financial crisis and has been posting growth driven by the emerging markets. The three German players BMW, Audi and Mercedes-Benz account for approximately 80% share of the global luxury car market. BMW is the global leader in the luxury car segment, followed by Mercedes-Benz and Audi.

Post a six-year decline now there is optimism for Europe where the luxury car market was expected to expand by 2% in 2014. China became the largest auto market in the world in 2009, leaving the US behind. Be it passenger cars or luxury, China is the new focus market for auto manufacturers around the world. It is projected that the luxury car market in China will grow at an annual compounded rate of 12% in 2014-2020 while the overall passenger car market will grow at 8%.

Focus markets for luxury cars players is expected to be the United States and China. These two markets have been contributing the maximum to the sales of the top 3 German manufacturers. We feel that the luxury car market will witness intense price competition among players who will be offering steep discounts and promotion offers over the next five years.

Why should the report be purchased?

The report 'A Study of the Global Luxury Car Market 2015-2020' highlights key dynamics of the global luxury car market. The growing opportunity in the sector has been investigated along with analysis of the four major markets of luxury cars: United States, Europe, China and India. The Initiatives and performance of key global players including Volkswagen AG, Daimler AG, Bayerische Motoren Werke AG (BMW),

Tata Motors Limited and General Motors Company along with current market scenario has also been studied. The report contains latest industry leaders verbatim.

Research methodology and delivery time

Smart Research Insights has conducted in depth secondary research to arrive at key insights. Data collected from key public industry sources and publications has been scanned and analyzed impartially to present a clear picture of the industry. All recent developments which impact the sector dynamics have been captured and used to support the research hypothesis.

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SRI is a research organization specializing in industry research reports and custom research. Our team of dedicated researchers with rich experience across industry segments focuses on delivering high quality analysis. Undertaking in-depth secondary research, we arrive at key insights, which are supported by data that has been analyzed impartially to present a clear picture of the industry. All recent developments and industry opinions which impact the sector dynamics are captured and used to support the research hypothesis.

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