+44 20 8123 2220
info@marketpublishers.com

Assessment of India's Luxury Car Market 2018

https://marketpublishers.com/r/ABB77D94AE1EN.html
Date: August 2018
Pages: 55
Price: US$ 1,400.00 (Single User License)
ID: ABB77D94AE1EN

Abstracts

EXECUTIVE SUMMARY

India is one of the largest passenger vehicle markets in the world and vehicle manufacturers both in the passenger and luxury segment see a huge potential for sales growth in the country. While the luxury car penetration level in the country is low but leading luxury car manufacturers are betting on the market's potential.

Our analysts are of the opinion that the Indian luxury car market is set for consistent growth. Wealthy Indians consumers will continue to chase their dream cars in years ahead. The average age of luxury car owners is 35 years in the country compared to 43-45 years globally. This makes the country one of the youngest luxury car market, thus a lucrative market for luxury car manufacturers to grow. Mercedes-Benz is the best selling luxury car maker in India followed by BMW and Audi.

Launch of multiple strategically priced models at various price points coupled with smart financing schemes and a robust dealer network is boosting the sales of luxury cars in India. Historically luxury car sales have been robust in cities such as Mumbai and Delhi but players are now targeting other cities with untapped potential. The compact luxury segment is upcoming in India and in a bid to tap into the potential Audi and Mercedes are looking to launch new models in the country at competitive pricing possible due to local assembly.

By 2020 the luxury car makers are focusing to launch hybrid and electric vehicle. Indian Government plans to ease the import norm by eliminating restriction on price and compulsory local testing on luxury cars, bikes and electric vehicles. As per the proposed new rule, manufacturers can import 2500 units annually without any clearance test. This new law is expected to motivate the luxury car makers to launch new models in the segment.

+44 20 8123 2220
info@marketpublishers.com

WHY SHOULD THE REPORT BE PURCHASED?

The report ‘Assessment of India's Luxury Car Market 2018’ highlights key dynamics of India’s luxury car market. The growing opportunity in the sector has been investigated along with capturing initiatives and performance of key players such as Volkswagen AG, Daimler AG, Bayerische Motoren Werke AG (BMW), Tata Motors Limited, General Motors Company, The Volvo Group and Porsche AG. The report contains latest industry-related opinions.

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.

The report is available as single-site single-user license. The delivery time for the electronic version of the report is 2 business days as each copy undergoes thorough quality check and is updated with the most recent information available. The dispatch time for hard copies 3 business days, as each hard copy is custom printed for the client.

ABOUT SMART RESEARCH INSIGHTS (SRI)

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.

+44 20 8123 2220
info@marketpublishers.com

Contents

1. ANALYST OPINION

2. GLOBAL LUXURY CAR MARKET

2.1 Overview
2.2 Market Performance & Statistics
2.3 Outlook
2.4 Industry Speak

3. INDIA LUXURY CAR MARKET

3.1 Overview
3.2 Statistics and Performance
3.3 Market Drivers
3.4 Emerging Trends
3.5 Make in India: Localization
3.6 Outlook
3.7 Industry Speak

4. COMPETITIVE LANDSCAPE

4.1 Volkswagen AG
4.2 Daimler AG
4.3 Bayerische Motoren Werke AG (BMW)
4.4 Tata Motors Limited
4.5 General Motors Company
4.6 Volvo Group
4.7 Porsche AG

5. LIST OF CHARTS AND GRAPHS

5.1 Global Luxury Car Market Size (2010-2017, billion euros)
5.2 Top 3 Countries Luxury Car Sales (Million Units, 2020)
5.3 Global Luxury Car Production by Brands (Units, 2014 & 2016)
5.4 BMW Global Vehicle Sales (Units, 2006-2015)
5.5 Mercedes-Benz Global sales (Units, FY2011-FY2015)
5.6 Audi Global Production (Units, FY2005-2017)

+44 20 8123 2220
info@marketpublishers.com

5.7 Rolls-Royce Global Sales Volume (Units, 2007-2015)
5.8 Lamborghini Global Production (Units, 2008-2014)
5.9 United States Luxury Car Market Share by Brands (2017, %)
5.10 Western Europe Luxury Car Registrations (Annual Sales, 2016)
5.11 Car Sales in China by German Luxury and Premium Brands (2016, units)
5.12 India Luxury Car Market Sales in (Units, 2007-2020 P)
5.13 India Top Brands Luxury Car Sales (2017, Units)
5.14 India Top Brands Luxury Car Sales (2016, Units)
5.15 India Top Brands Luxury Car Sales (2015, Units)
5.16 India Top Brands Luxury Car Sales (2014, Units)

6. RESEARCH METHODOLOGY

7. ABOUT SMART RESEARCH INSIGHTS

+44 20 8123 2220
info@marketpublishers.com

I would like to order

Product name: Assessment of India's Luxury Car Market 2018

Product link: https://marketpublishers.com/r/ABB77D94AE1EN.html

Price: US$ 1,400.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:
info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/ABB77D94AE1EN.html

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:

Last name:

Email:

Company:

Address:

City:

Zip code:

Country:

Tel:

Fax:

Your message:

**All fields are required

Custumer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

To place an order via fax simply print this form, fill in the information below
and fax the completed form to +44 20 7900 3970