

# Study of the Fast Growing China Luxury Car Market

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## Abstracts

### Executive Summary

It is projected that the luxury car market in China will grow at an annual rate of 12% in 2014-2020 while the overall passenger car market will grow at 8% . Close to 80% of the Chinese luxury car market is accounted for by Audi, BMW, and Mercedes-Benz while the other players such as Lexus, Infiniti, and Cadillac are working hard to gain market share. Motivations for the purchase of a luxury car in China have changed from flaunting one's social status to a sense of private indulgence and reflection of one's self satisfaction at attaining a certain lifestyle. Rising income of China's young professionals coupled with players introducing lower priced luxury car models are driving the market and while growth rate might not continue to be robust, the market presents a huge opportunity.

### Why should the report be purchased?

The report "Study of the Fast Growing China Luxury Car Market" highlights key drivers of and trends emerging in the Chinese luxury cae market. The current market scenario and future prospects of the sector has been examined in detail. 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 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 and is available for immediate delivery for soft copy and 3 business days for hard copy, as

each hard copy is custom printed for the client.

### About Smart Research Insights (SRI)

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