

Luxury Vehicles in Emerging Markets 2013-2023

<https://marketpublishers.com/r/L8CF99605A1EN.html>

Date: April 2013

Pages: 133

Price: US\$ 2,633.00 (Single User License)

ID: L8CF99605A1EN

Abstracts

The premium car segment in the BRIC countries (Brazil, Russia, India and China) has been one of the fastest growing segments in the global automotive industry over the past five years. The economic expansion of the BRIC nations has not only led to rapid motorisation but recently also to a growing desire for status symbols which automotive luxury and exclusivity can provide.

The main drivers in this segment are a large group of high net-worth individuals and a smaller group of ultra high net-worth individuals. These continuously expanding groups enjoy luxurious lifestyles and many want to show their wealth through the car they drive. High net-worth individuals will remain an important group in the premium car segment in the BRIC countries but in the middle and long term they will move to the two highest submarkets; luxury and ultra-luxury. The premium submarket will increasingly see sales to well-paid business-people and government employees. This will cause the market to move to a state where division between submarkets is similar to developed nations. It will also mean that there is significant growth potential in the whole premium car segment in the BRIC countries.

The BRIC countries will thus become more important to premium car makers and will be taking up a growing share of the global premium car segment. This will result in an increasing focus on adjusting product design and specification to the requirements of consumers in the BRIC countries.

As a consequence, visiongain has determined that the sales in the premium and luxury car segment in BRIC countries in 2013 will reach 1.575,000 units.

Why you should buy Luxury Vehicles in Emerging Markets 2013-2023: Prospects for the Premium Car Segment in the BRIC countries

Stay ahead with this comprehensive analysis of the BRIC automotive premium and luxury industry prospects

The report comprises 133 pages

Get ahead by studying highly quantitative content that delivers solid conclusions benefiting your research and analysis

126 tables, charts, and graphs quantifying and forecasting the market

Read exclusive expert opinion interviews from industry specialists informing the analysis

Tata Motors

Dartz Motorz

View BRIC luxury and premium car market sales forecasts from 2013-2023 to keep your knowledge one step ahead of the competition

The report provides an analytical overview with detailed sales projections and analysis of the BRIC premium and luxury car market and submarkets, the competitors, and the commercial drivers and restraints.

Keep informed about the potential for each of the BRIC submarkets with sales forecasts from 2013-2023

Premium Car Submarket

Luxury Car Submarket

Ultra-luxury Car Submarket

Learn about the opportunities in all four BRIC countries with overall market and submarket sales forecasts between 2013-2023

Brazilian premium and luxury car submarket sales forecasts from 2013-2023

Premium Car Submarket

Luxury Car Submarket

Ultra-luxury Car Submarket

Russian premium and luxury car submarket sales forecasts from 2013-2023

Premium Car Submarket

Luxury Car Submarket

Ultra-luxury Car Submarket

Indian premium and luxury car submarket sales forecasts from 2013-2023

Premium Car Submarket

Luxury Car Submarket

Ultra-luxury Car Submarket

Chinese premium and luxury car submarket sales forecasts from 2013-2023

Premium Car Submarket

Luxury Car Submarket

Ultra-luxury Car Submarket

Find out about the market dynamics & opportunities in the 4 BRIC countries

Detailed regional tables of significant submarkets, brands & best-selling models

Understand the competitive landscape with profiles of 9 leading premium and luxury car companies & brands examining their positioning, products, services, focus, strategies and outlook.

Market share data (unit sales , % share) for the following 9 leading premium and luxury car companies

Audi

Bentley

BMW

Ferrari

Jaguar Land Rover

Lexus

Mercedes - Benz

Porsche

Rolls-Royce

Discover the qualitative analysis informing the market forecasts

SWOT analysis of competitive factors: strengths, weaknesses, opportunities and threats revealing what drives and restrains the industry and the prospects for established companies and new market entrants.

What makes this report unique?

Visiongain consulted widely with industry experts and full transcripts from these exclusive interviews with Tata Motors and with Dartz Motorz are included in the report. As such, our reports have a unique blend of primary and secondary sources providing informed analysis. This methodology allows insight into the key drivers and restraints behind market dynamics and competitive developments, as well as identifying the technological issues. The report therefore presents an ideal balance of qualitative analysis combined with extensive quantitative data including global, submarket and regional markets forecasts from 2013-2023 - all identifying strategic business opportunities.

How the Luxury Vehicles in Emerging Markets 2013-2023: Prospects for the Premium Car Segment in the BRIC countries report can benefit you

Visiongain's report is for anyone requiring analysis of the BRIC luxury and premium car market and market. You will discover market forecasts, growth trends, predictions and expert opinion providing you with independent analysis derived from our extensive primary and secondary research. Only by purchasing this report will you receive this critical business intelligence revealing where revenue growth is likely and where the lucrative potential market prospects are.

If you buy our report today your knowledge will stay one step ahead of your competitors. Discover how our report could benefit your research, analyses and strategic decisions, saving you time. To gain an understanding of how to tap into the potential of this market and keep one step ahead of the competition you must order now our report *Luxury Vehicles in Emerging Markets 2013-2023: Prospects for the Premium Car Segment in the BRIC countries*.

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Aston Martin

Audi

Beijing Benz - Automotive Co. Ltd.

Bentley

BMW

BMW Brilliance Auto Ltd.

Bugatti

Cadillac

Changan Motors

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Fiat
First Automobile Works (FAW) Volkswagen Automotive Company
Fisker
Ford
Geely
General Motors (GM)
Honda
Infiniti
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Koenigsegg
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