



Euromonitor
International

Premium and Luxury Cars in Indonesia

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Growing appetite for premium and luxury cars in Indonesia
- European brands lead premium and luxury cars
- Indonesian market seeing a sharp shift in demand towards EV vehicles thanks in part to investments in infrastructure

PROSPECTS AND OPPORTUNITIES

- Hybrids expected to increase in popularity
- SUV and MPV models set to increase in popularity
- Retail e-commerce could open up new opportunities for manufacturers of premium and luxury cars in Indonesia

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Luxury Goods in Indonesia - Industry Overview

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DISCLAIMER

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