



Euromonitor
International

Premium and Luxury Cars in Argentina

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Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- SUV models gain relevance within premium and luxury cars
- Mercedes-Benz Argentina SA dominates category
- Growing offer of hybrid and electric cars in the premium and luxury segment

PROSPECTS AND OPPORTUNITIES

- Premium and luxury car category will continue its positive development because its target audience is not affected by the ups and downs of the local economy
- High tax burden affects the value of cars
- Offering experiences is a key factor in attracting new customers

CATEGORY DATA

- Table 1 - Sales of Premium and Luxury Cars: Value 2019-2024
- Table 2 - Sales of Premium and Luxury Cars: % Value Growth 2019-2024
- Table 3 - NBO Company Shares of Premium and Luxury Cars: % Value 2019-2023
- Table 4 - LBN Brand Shares of Premium and Luxury Cars: % Value 2020-2023
- Table 5 - Forecast Sales of Premium and Luxury Cars: Value 2024-2029
- Table 6 - Forecast Sales of Premium and Luxury Cars: % Value Growth 2024-2029

Luxury Goods in Argentina - Industry Overview

EXECUTIVE SUMMARY

- Luxury goods in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retailing developments
- What next for luxury goods?

MARKET DATA

- Table 7 - Sales of Luxury Goods by Category: Value 2019-2024
- Table 8 - Sales of Luxury Goods by Category: % Value Growth 2019-2024
- Table 9 - Inbound Receipts for Luxury Goods by Country of Origin: Value 2019-2024
- Table 10 - NBO Company Shares of Luxury Goods: % Value 2019-2023
- Table 11 - LBN Brand Shares of Luxury Goods: % Value 2020-2023
- Table 12 - Distribution of Luxury Goods by Format and Category: % Value 2024
- Table 13 - Forecast Sales of Luxury Goods by Category: Value 2024-2029
- Table 14 - Forecast Sales of Luxury Goods by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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