



**Euromonitor
International**

Premium and Luxury Cars in Switzerland

November 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Shifts in consumer behaviour and a weak economy limits sales of premium and luxury cars
Little change in the competitive landscape due to established brand loyalty
Electric vehicles struggling to take off in luxury cars despite consumers becoming more eco-conscious

PROSPECTS AND OPPORTUNITIES

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Functionality, comfort and sustainability set to be the key focus of innovation over the forecast period
The future of electric vehicles under scrutiny as consumers remain sceptical

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Luxury Goods in Switzerland - Industry Overview

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DISCLAIMER

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