

# Premium and Luxury Cars in Spain

October 2024

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# Premium and Luxury Cars in Spain - Category analysis

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Resilient performance despite overall economic outlook

Innovation is concentrated on sustainability

Mercedes-Benz from Daimler AG remains a firm favourite

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Dichotomy of shrinking disposable incomes but rising number of wealthy Spaniards

Change in attitudes and new ways of purchasing likely to drive sales

Second-hand and Restomod trend set to impact sales

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