



# Premium and Luxury Cars in Taiwan

December 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Sales benefit from growing levels of high-net-worth individuals in Taiwan
- Toyota Motor Corp takes the lead of the premium and luxury car landscape
- New launches from premium players drive growth on the luxury car landscape

PROSPECTS AND OPPORTUNITIES

- Car showrooms focus on exclusive, high-quality consumer service to drive sales
- Electric vehicles continue to launch, supported by government initiatives
- Personalisation and customisation add value to the premium and luxury car landscape

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Luxury Goods in Taiwan - Industry Overview

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DISCLAIMER

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