



Euromonitor
International

Premium and Luxury Cars in Thailand

October 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Mixed trends within premium and luxury cars in 2024
Rising interest in sustainable transportation through EV and hybrid cars in luxury tier
Mercedes-Benz loses category leadership to BMW Mfg

PROSPECTS AND OPPORTUNITIES

Positive outlook but category likely to be driven by niche segment of affluent consumers
Launch of new models could be key success factor for premium and luxury cars
Market development could move towards customer-centric strategies

CATEGORY DATA

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Luxury Goods in Thailand - Industry Overview

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DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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