



Premium and Luxury Cars in Thailand

October 2024

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Premium and Luxury Cars in Thailand - Category analysis

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

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DISCLAIMER

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