



# Premium and Luxury Cars in Brazil

October 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Sales rise despite continued supply chain problems pushing up prices  
BMW maintains its leadership as local production fails to gain ground  
Electric cars see increased investment

PROSPECTS AND OPPORTUNITIES

Value sales will rise though category faces challenges in attracting new generations of consumers  
Take up of electric vehicles in Brazil continues to lag behind other countries, with progress likely to remain relatively slow  
Growth of electric vehicles to be spurred by further investment and new legislation

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Luxury Goods in Brazil - Industry Overview

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DISCLAIMER

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