

Premium and Luxury Cars in the Netherlands

October 2024

Table of Contents

Premium and Luxury Cars in the Netherlands - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

An improving economy and a shift towards electric vehicles key growth drivers in 2024 SUVs maintain their popularity while temporary showrooms prove a popular marketing tool Brand loyalty, event marketing and special offers influence consumer purchasing decisions

PROSPECTS AND OPPORTUNITIES

Positive outlook for premium and luxury cars

Electric and hybrid cars set to drive growth over the forecast period

Building brand awareness for future generations

CATEGORY DATA

Table 1 - Sales of Premium and Luxury Cars: Value 2019-2024

Table 2 - Sales of Premium and Luxury Cars: % Value Growth 2019-2024

Table 3 - NBO Company Shares of Premium and Luxury Cars: % Value 2019-2023

Table 4 - LBN Brand Shares of Premium and Luxury Cars: % Value 2020-2023

Table 5 - Forecast Sales of Premium and Luxury Cars: Value 2024-2029

Table 6 - Forecast Sales of Premium and Luxury Cars: % Value Growth 2024-2029

Luxury Goods in the Netherlands - Industry Overview

EXECUTIVE SUMMARY

Luxury goods in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for luxury goods?

MARKET DATA

Table 7 - Sales of Luxury Goods by Category: Value 2019-2024

Table 8 - Sales of Luxury Goods by Category: % Value Growth 2019-2024

Table 9 - Inbound Receipts for Luxury Goods by Country of Origin: Value 2019-2024

Table 10 - NBO Company Shares of Luxury Goods: % Value 2019-2023

Table 11 - LBN Brand Shares of Luxury Goods: % Value 2020-2023

Table 12 - Distribution of Luxury Goods by Format and Category: % Value 2024

Table 13 - Forecast Sales of Luxury Goods by Category: Value 2024-2029

Table 14 - Forecast Sales of Luxury Goods by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/premium-and-luxury-cars-in-the-netherlands/report.