

Premium and Luxury Cars in Sweden

October 2024

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Premium and Luxury Cars in Sweden - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Premium and luxury cars remains a strong category in luxury goods Electric vehicles continue to rise in popularity Volkswagen Group outperforms previous leader Mercedez-Benz

PROSPECTS AND OPPORTUNITIES

EVs will continue to grow in popularity over the forecast period, despite some challenges Sales of new luxury cars set to outperform used car sales Online sales expected to rise over the forecast period

CATEGORY DATA

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Luxury Goods in Sweden - Industry Overview

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DISCLAIMER

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