



Euromonitor
International

Premium and Luxury Cars in South Korea

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Rising retail value sales supported by new launches in premium and luxury cars
Premium and luxury cars is led by Daimler AG, offering the Mercedes-Benz brand
The demand for sustainability boosts sales of electric and hybrid cars

PROSPECTS AND OPPORTUNITIES

Strong volume growth bolstered by ongoing investment from luxury car players
Customisation and limited edition models appeal to luxury consumers in South Korea
Improved infrastructure support ongoing demand for luxury electric cars

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Luxury Goods in South Korea - Industry Overview

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DISCLAIMER

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