



**Euromonitor  
International**

# Premium and Luxury Cars in Canada

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Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

- SUVs and crossovers drive premium and luxury car sales despite economic challenges
- SUVs and electric vehicles lead the way for Canadian premium and luxury car buyers
- Luxury brands expand electric vehicle and plug-in hybrid electric vehicle offerings to meet growing consumer demand

PROSPECTS AND OPPORTUNITIES

- Economic recovery and immigration to bolster premium and luxury car market
- Premium and luxury car buyers prioritise technology and connectivity
- Zero-emission mandates and consumer preferences to accelerate electric vehicle/plug-in hybrid electric vehicle growth

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 Canada - 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

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