



# Premium and Luxury Cars in China

October 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

High-net-worth individuals sustain demand for premium and luxury cars in 2024  
Bayerische Motoren takes number one position in 2023, but faces rising competition from local players  
Electric cars expands while autonomous driving progresses

PROSPECTS AND OPPORTUNITIES

Value sales will keep on rising as premium and luxury cars remain symbols of wealth  
E-commerce to expand, and accelerated progress anticipated for autonomous driving  
China will consolidate its position as global giant in EV sales

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Luxury Goods in China - Industry Overview

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DISCLAIMER

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