



Euromonitor  
International

# Premium and Luxury Cars in Germany

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Despite challenges, sales of premium and luxury cars in Germany improves  
Digitalisation supports online sales and AI development in the category  
Local car manufacturers continue to drive category sales

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Positive outlook with sustainability top of mind for consumers and manufacturers  
Further development of autonomous vehicles likely to emerge in luxury segment  
Despite consumers' reservations and removal of incentives, premium and luxury electric vehicles offer growth potential

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Luxury Goods in Germany - Industry Overview

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DISCLAIMER

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