

Premium and Luxury Cars in South Africa

Market Direction | 2022-09-15 | 16 pages | Euromonitor

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Report description:

Demand for premium and luxury cars notably declined in South Africa in 2020 as the pandemic began to take an economic toll on aspirational consumers. Unlike high net-worth individuals who are fairly price inelastic, consumers in the upper-income aspirational bracket, whilst earning a high salary, may not necessarily be wealthy. They tend to rely on bank credit to finance the purchase of luxury cars, paying high monthly instalments. Therefore, many of these consumers, concerned about the unstable...

Euromonitor International's Premium and Luxury Cars in South Africa report offers a comprehensive guide to the size and shape of the Premium and Luxury Cars market at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market and their effects on Premium and Luxury Cars retailing along with the development of consumers' shopping patterns. Forecasts to 2026 illustrate how the market is set to change

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Premium and Luxury Cars market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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