

Premium and Luxury Cars in Poland

Market Direction | 2023-10-09 | 20 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

Value sales of premium and luxury cars grew by 8% to total PLN25 billion in 2023 due to rising demand from higher-income consumers, with expenditure proving resilient despite wider macroeconomic headwinds. Premium and luxury cars offer exceptional comfort and are designed to appeal to drivers looking for a higher level of performance and handling or a car that is capable of delivering a high-speed motoring experience. These cars tend to be marketed at around USD75,000 and are, by and large, aimed...

Euromonitor International's Premium and Luxury Cars in Poland 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 2027 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.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Premium and Luxury Cars in Poland
Euromonitor International
October 2023

List Of Contents And Tables

PREMIUM AND LUXURY CARS IN POLAND

KEY DATA FINDINGS

2023 DEVELOPMENTS

Premium and luxury cars sees rising current retail value sales in 2023, however the number of cars is declining

Tesla a looming threat to established brands

Premium and luxury cars is led by Daimler AG in 2022

PROSPECTS AND OPPORTUNITIES

Value sales of premium and luxury cars rises over 2023-2028 with personalisation becoming increasingly important

Retail e-commerce grows in significance over the forecast period

Electric cars become more commonplace over the forecast period

CATEGORY DATA

Table 1 Sales of Premium and Luxury Cars: Value 2018-2023

Table 2 Sales of Premium and Luxury Cars by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Premium and Luxury Cars: % Value 2018-2023

Table 4 LBN Brand Shares of Premium and Luxury Cars: % Value 2019-2023

Table 5 Forecast Sales of Premium and Luxury Cars: Value 2023-2028

Table 6 Forecast Sales of Premium and Luxury Cars: % Value Growth 2023-2028

LUXURY GOODS IN POLAND

EXECUTIVE SUMMARY

Luxury goods in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for luxury goods?

MARKET DATA

Table 7 Sales of Luxury Goods by Category: Value 2018-2023

Table 8 Sales of Luxury Goods by Category: % Value Growth 2018-2023

Table 9 Inbound Receipts for Luxury Goods by Country of Origin: Value 2018-2023

Table 10 NBO Company Shares of Luxury Goods: % Value 2018-2023

Table 11 LBN Brand Shares of Luxury Goods: % Value 2019-2023

Table 12 Distribution of Luxury Goods by Format and Category: % Value 2023

Table 13 Forecast Sales of Luxury Goods by Category: Value 2023-2028

Table 14 Forecast Sales of Luxury Goods by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Premium and Luxury Cars in Poland

Market Direction | 2023-10-09 | 20 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

| Select license | License | Price |
|----------------|--------------------------------|----------|
| | Single User Licence | €825.00 |
| | Multiple User License (1 Site) | €1650.00 |
| | Multiple User License (Global) | €2475.00 |
| | | VAT |
| | | Total |

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ ** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

| | | | |
|---------------|----------------------|-------------------------------|---|
| Email* | <input type="text"/> | Phone* | <input type="text"/> |
| First Name* | <input type="text"/> | Last Name* | <input type="text"/> |
| Job title* | <input type="text"/> | | |
| Company Name* | <input type="text"/> | EU Vat / Tax ID / NIP number* | <input type="text"/> |
| Address* | <input type="text"/> | City* | <input type="text"/> |
| Zip Code* | <input type="text"/> | Country* | <input type="text"/> |
| | | Date | <input type="text" value="2025-05-06"/> |
| | | Signature | <input type="text"/> |

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com