

**Premium and Luxury Cars in Brazil**

Market Direction | 2024-10-15 | 21 pages | Euromonitor

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**Report description:**

Sales of premium and luxury cars are rising in Brazil in 2024 in both value (constant and current) and volume terms, though growth has slowed considerably since 2023. Wealthy consumers are showing heightened demand for sophisticated items including premium and luxury cars. However, the increasing difficulties surrounding imports of components to enable local assembly of cars led to delays in delivery during the review period, while a global shortage of semiconductor chips (mainly used in car con...

Euromonitor International's Premium and Luxury Cars in Brazil 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 2028 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.

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BMW maintains its leadership as local production fails to gain ground

Electric cars see increased investment

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