

Premium and Luxury Cars in Thailand

Market Direction | 2024-10-21 | 16 pages | Euromonitor

AVAILABLE LICENSES:

- Single User Licence €995.00
- Multiple User License (1 Site) €1990.00
- Multiple User License (Global) €2985.00

Report description:

Overall demand for premium and luxury cars in Thailand remains buoyant in 2024, with the category contingent on wealth among a niche segment of high net worth individuals. Although Thailand's economic situation remains uncertain, as it continues to be pressured by high inflation and soft spending power among the local population, the category of premium and luxury cars remains resilient due to the main target audience of affluent consumers being less impacted by these factors.

Euromonitor International's Premium and Luxury Cars in Thailand 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.

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.

Table of Contents:

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

List Of Contents And Tables

PREMIUM AND LUXURY CARS IN THAILAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

Mixed trends within premium and luxury cars in 2024

Rising interest in sustainable transportation through EV and hybrid cars in luxury tier

Mercedes-Benz loses category leadership to BMW Mfg

PROSPECTS AND OPPORTUNITIES

Positive outlook but category likely to be driven by niche segment of affluent consumers

Launch of new models could be key success factor for premium and luxury cars

Market development could move towards customer-centric strategies

CATEGORY DATA

Table 1 Sales of Premium and Luxury Cars: Value 2019-2024

Table 2 Sales of Premium and Luxury Cars: % Value Growth 2019-2024

Table 3 NBO Company Shares of Premium and Luxury Cars: % Value 2019-2023

Table 4 LBN Brand Shares of Premium and Luxury Cars: % Value 2020-2023

Table 5 Forecast Sales of Premium and Luxury Cars: Value 2024-2029

Table 6 Forecast Sales of Premium and Luxury Cars: % Value Growth 2024-2029

LUXURY GOODS IN THAILAND

EXECUTIVE SUMMARY

Luxury goods in 2024: The big picture

2024 key trends

Competitive landscape

Retailing developments

What next for luxury goods?

MARKET DATA

Table 7 Sales of Luxury Goods by Category: Value 2019-2024

Table 8 Sales of Luxury Goods by Category: % Value Growth 2019-2024

Table 9 Inbound Receipts for Luxury Goods by Country of Origin: Value 2019-2024

Table 10 NBO Company Shares of Luxury Goods: % Value 2019-2023

Table 11 LBN Brand Shares of Luxury Goods: % Value 2020-2023

Table 12 Distribution of Luxury Goods by Format and Category: % Value 2024

Table 13 Forecast Sales of Luxury Goods by Category: Value 2024-2029

Table 14 Forecast Sales of Luxury Goods by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 Research Sources

Premium and Luxury Cars in Thailand

Market Direction | 2024-10-21 | 16 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	€995.00
	Multiple User License (1 Site)	€1990.00
	Multiple User License (Global)	€2985.00
		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="2025-05-14"/>
		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