

Premium and Luxury Cars in Poland

Market Direction | 2024-10-30 | 18 pages | Euromonitor

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Report description:

Premium and luxury cars has been the most dynamic area of luxury goods in Poland in 2024, recording double-digit growth in retail value and volume terms. Despite efforts from the government to encourage consumers to switch to electric and hybrid vehicles most Polish consumers still favour luxury cars with traditional combustion engines. The situation is slightly different when it comes to premium cars with brands like Audi (Volkswagen AG), BMW (Bayerische Motoren Werke AG) and Mercedes-Benz (Daim...

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 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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Scotts International. EU Vat number: PL 6772247784

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

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Euromonitor International
October 2024

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