

## **Premium and Luxury Cars in Romania**

Market Direction | 2024-10-11 | 17 pages | Euromonitor

### **AVAILABLE LICENSES:**

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

### **Report description:**

Retail current value sales of premium and luxury cars will rise by a substantial 13% in 2024. This significant growth highlights that, despite inflation and the challenging macroeconomic environment, the luxury car market in Romania is continuing to grow. Affluent buyers remain willing to invest in prestige car brands, in addition to vehicles that offer advanced technological and sustainable features and customisation. The number of significantly wealthy consumers in Romania has a huge impact on...

Euromonitor International's Premium and Luxury Cars in Romania 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](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

List Of Contents And Tables

**PREMIUM AND LUXURY CARS IN ROMANIA**

**KEY DATA FINDINGS**

**2024 DEVELOPMENTS**

Double-digit growth driven by established brand names and technological advances

Sustainable premium models save costs and support the environment

Daimler ag retains its lead through the established Mercedes-Benz brand

**PROSPECTS AND OPPORTUNITIES**

Retail value sales rise, supported by new launches on the landscape

Personalisation, augmented reality and convenience drives sales through e-commerce

Sustainability and climate concerns boost ownership of electric cars

**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 ROMANIA**

**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 Romania

Market Direction | 2024-10-11 | 17 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="2025-05-09"/>
		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