

Luxury Car - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)

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Report description:

Luxury Car Market Analysis

The luxury car market is expected to grow from USD 567.65 billion in 2025 to USD 603.29 billion in 2026 and is forecast to reach USD 817.94 billion by 2031 at 6.28% CAGR over 2026-2031. Rapid wealth creation in Asia-Pacific, the accelerating rollout of battery-electric flagships, and a widening emphasis on personalized, eco-conscious mobility are the core growth engines. Despite ownership-cost inflation and lingering supply-chain kinks, the luxury car market continues to outpace the broader auto sector as premium makers monetize software, customization, and direct sales channels. Competitive pressure is intensifying as Chinese up-market brands and Tesla's pure-play EV strategy push established European and U.S. marques toward faster electrification, richer digital services, and leaner retail footprints.

Global Luxury Car Market Trends and Insights

Rapid Electrification of Premium Models

Battery-electric derivatives represent the fastest-growing drivetrain, supported by premium makers that position EVs as halo showcases for quiet torque and cutting-edge tech rather than regulatory compliance plays. In India, Mercedes-Benz's EV sales grew 94% year-on-year through May 2024, led by the locally-built EQS 580 SUV. BMW delivered 1,249 pure EVs in India the same year, supporting them with fast chargers in 51 cities. Ultra-luxury brands remain cautious: Aston Martin shifted its first EV launch to 2026 for additional powertrain refinement. Ferrari filed patents for synthetic exhaust acoustics to retain emotional appeal in

silent drivetrains. The luxury car market will increasingly judge electrification success on how well brands preserve identity traits such as sound, ride, and craftsmanship.

Rising HNWI Population in Asia and Middle East

Asia-Pacific's luxury vehicle market is surging, driven by an expanding base of affluent consumers. As wealth levels rise, especially among first-time buyers and those seeking upgrades, the demand for premium mobility intensifies. India is a pivotal player, with luxury vehicle sales doubling in recent years. Projections show a continued rise in ultra-high-net-worth individuals, hinting at a shift towards aspirational consumption and a promising long-term market outlook.

In the Gulf region, buoyant oil prices have bolstered disposable incomes, fueling a robust demand for luxury vehicles. Brands such as BMW have grown significantly, underscoring the region's enthusiasm for premium automotive offerings. With a blend of economic resilience and a penchant for high-end mobility, the Gulf solidifies its status as a prime market for luxury OEMs.

Semiconductor and Component Shortages

Even with new wafer fabrication facilities launching post the 2022 chip shortage, there's still a tight supply of specialty automotive microcontrollers. This is especially true for those integral to infotainment and comfort systems. As a result, premium OEMs face tough choices: they deliver vehicles missing certain features or push back customer handovers.

Take Mercedes-Benz, for instance. The luxury automaker recently had to delay allocations of its flagship S-Class, underscoring that even elite models aren't shielded from these chip shortages. Such disruptions hit hardest in low-volume, high-content luxury vehicles. These models, dependent on specialized components, have limited leeway in production adjustments.

Other drivers and restraints analyzed in the detailed report include:

Enhanced ADAS and Safety Expectations
Online/Direct-to-Consumer Retail Shift
Anti-SUV Climate Regulation Pressure

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

SUVs controlled 55.78% of the luxury car market size in 2025 and are predicted to post a 7.84% CAGR to 2031. Mercedes-Benz's SUV roster secured record revenue and over 120 early orders for the AMG G 63 on its first retail day. Sedans keep cultural cachet in chauffeur-driven contexts and certain ultra-luxury niches; however, their relative share diminishes as younger owners prioritize the multi-utility profile of SUVs. Entry-luxury hatchbacks and MPVs remain minor, geography-specific plays, while supercars anchor brand desirability despite negligible volume. Ferocious SUV momentum cements the body style as the luxury car market's leading profit contributor for the foreseeable horizon.

SUV-centric product roadmaps now dominate R&D prioritization. Audi moved flagship PPE EV development resources toward its Q6 e-tron to pre-empt BMW iX and Mercedes EQS SUV launches. Land Rover is extending its SV Bespoke studio to cater to Range Rover clients seeking one-off materials and colorways, reinforcing the mass-customization uptick discussed earlier. As emission targets tighten, electrified SUV variants will become the default compliance strategy rather than a niche derivative, keeping the luxury car market on an SUV-led growth trajectory.

Internal-combustion models still represented 68.35% of the luxury car market size in 2025, but battery-electric entries are sprinting ahead at a 8.79% CAGR. Mercedes-Benz and BMW have already mainstreamed 400-volt architectures into core models,

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and Porsche has frozen new ICE platform investment beyond 2027. Hybrids offer a transitional buffer in regions lacking fast-charging density; Lexus saw a hybrid uptake for its LM minivan launch in China. Ultra-luxury marques favor a staggered roll-in; Aston Martin rescheduled its debut EV to 2026, arguing for additional refinement of ride and cabin sound characteristics. Powertrain diversification remains a balancing act between regulatory compulsion, infrastructure readiness, and brand heritage yet the long arc points toward electrified dominance within the luxury car market.

Electric-only skateboards also facilitate software-defined interiors. Tesla commands premium-EV mindshare via in-house chipsets and full-self-driving updates, nudging rivals toward deeper vertical integration. Mercedes' MB.OS will roll out across all EQ models after 2025, enabling paid feature over-the-air upgrades that could lift revenue per vehicle by USD 1,200 over a four-year cycle. Such digital monetization strengthens the rationale for accelerated BEV share gains.

The Luxury Car Market Report is Segmented by Vehicle Type (Hatchbacks, Sedans, Sports Utility Vehicles, and More), Drive Type (Internal Combustion Engine, and More), Vehicle Class (Entry-Level Luxury, and More), Sales Channel (Authorized Dealership and Direct-to-Consumer/Online), and Geography. The Market Forecasts are Provided in Terms of Value (USD) and Volume (Units).

Geography Analysis

Asia-Pacific commanded 42.75% of the luxury car market share in 2025, underpinned by China's scale and India's meteoric rise to 50,000 premium units sold, equal to six vehicles every hour. Nevertheless, Mercedes-Benz warned of softer Q1 2025 deliveries amid equity volatility, validating the region's sensitivity to capital-market swings. China's domestic marques erode German share as NEV penetration tops 40.9%, pressuring incumbents to localize tech partnerships and brand messaging.

The Middle East shows the steepest 7.96% CAGR through 2031, buoyed by oil-linked disposable income and infrastructure expansion. BMW tallied a 15.4% volume uplift across Gulf Cooperation Council states 2024, led by X7 and 7 Series demand. UAE total automotive sales advanced 15.7%, confirming robust macro tailwinds. South Africa and Turkiye add incremental gains but are subject to currency gyrations that can delay purchase decisions; premium makers mitigate risk with regional production hubs and U.S.-dollar invoicing options.

North America remains a mature but steady pillar for the luxury car market, with affluent demographics offsetting interest-rate-driven payment inflation. Canada's resource windfall aids luxury penetration, while Mexico is graduating toward premium vehicles as rising middle-class wealth intersects with improved credit access. Europe faces the heaviest regulatory drag via Euro 7 and fleet CO₂ fines, yet maintains entrenched brand loyalty. OEMs are converging on high-margin electric SUVs to absorb compliance costs, leveraging in-house battery plants and renewable-energy credits to defend profitability.

List of Companies Covered in this Report:

Mercedes-Benz Group AG BMW AG Volkswagen Group Toyota Motor Corporation (Lexus) Jaguar Land Rover Automotive PLC Stellantis NV (Maserati, Alfa Romeo) Tesla Inc. Volvo Car Group Hyundai Motor Group (Genesis) Nissan Motor Co. (Infiniti) Geely Holding (Lotus, Zeekr) FAW Group (Hongqi) SAIC Motor (IM, Roewe) BYD Co. (Yangwang) Lucid Group Rivian Automotive Ferrari NV Aston Martin Lagonda Rolls-Royce Motor Cars McLaren Automotive

Additional Benefits:

 The market estimate (ME) sheet in Excel format
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Table of Contents:

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1 Introduction

1.1 Study Assumptions & Market Definition

1.2 Scope of the Study

2 Research Methodology

3 Executive Summary

4 Market Landscape

4.1 Market Overview

4.2 Market Drivers

4.2.1 Luxury-SUV Demand Boom

4.2.2 Rapid Electrification of Premium Models

4.2.3 Rising HNWI Population in Asia and Middle East

4.2.4 Enhanced ADAS and Safety Expectations

4.2.5 Online/Direct-To-Consumer Retail Shift

4.2.6 Mass-Customization and Bespoke Options

4.3 Market Restraints

4.3.1 High Purchase and Ownership Cost

4.3.2 Semiconductor and Component Shortages

4.3.3 Macroeconomic Demand Volatility

4.3.4 Anti-SUV Climate Regulation Pressure

4.4 Value / Supply-Chain Analysis

4.5 Regulatory Landscape

4.6 Technological Outlook

4.7 Porter's Five Forces

4.7.1 Threat of New Entrants

4.7.2 Bargaining Power of Buyers

4.7.3 Bargaining Power of Suppliers

4.7.4 Threat of Substitutes

4.7.5 Competitive Rivalry

5 Market Size & Growth Forecasts (Value (USD), Volume (Units))

5.1 By Vehicle Type

5.1.1 Hatchbacks

5.1.2 Sedans

5.1.3 Sports Utility Vehicles (SUVs)

5.1.4 Multi-purpose Vehicles (MPVs)

5.1.5 Sports / Exotic

5.2 By Drive Type

5.2.1 Internal Combustion Engine (ICE)

5.2.2 Hybrid Electric

5.2.3 Battery Electric

5.3 By Vehicle Class

5.3.1 Entry-level Luxury

5.3.2 Mid-level Luxury

5.3.3 Ultra-luxury / Exotic

5.4 By Sales Channel

5.4.1 Authorized Dealership

5.4.2 Direct-to-Consumer / Online

5.5 By Geography

5.5.1 North America

5.5.1.1 United States

5.5.1.2 Canada

5.5.1.3 Rest of North America

5.5.2 South America

5.5.2.1 Brazil

5.5.2.2 Argentina

5.5.2.3 Rest of South America

5.5.3 Europe

5.5.3.1 Germany

5.5.3.2 United Kingdom

5.5.3.3 France

5.5.3.4 Italy

5.5.3.5 Spain

5.5.3.6 Rest of Europe

5.5.4 Asia-Pacific

5.5.4.1 China

5.5.4.2 Japan

5.5.4.3 India

5.5.4.4 South Korea

5.5.4.5 Rest of Asia-Pacific

5.5.5 Middle-East and Africa

5.5.5.1 United Arab Emirates

5.5.5.2 Saudi Arabia

5.5.5.3 Turkey

5.5.5.4 Egypt

5.5.5.5 South Africa

5.5.5.6 Rest of Middle-East and Africa

6 Competitive Landscape

6.1 Market Concentration

6.2 Strategic Moves

6.3 Market Share Analysis

6.4 Company Profiles (includes Global level Overview, Market level overview, Core Segments, Financials as available, Strategic Information, Market Rank/Share for key companies, Products & Services, and Recent Developments)

6.4.1 Mercedes-Benz Group AG

6.4.2 BMW AG

6.4.3 Volkswagen Group

6.4.4 Toyota Motor Corporation (Lexus)

6.4.5 Jaguar Land Rover Automotive PLC

6.4.6 Stellantis NV (Maserati, Alfa Romeo)

6.4.7 Tesla Inc.

6.4.8 Volvo Car Group

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6.4.9 Hyundai Motor Group (Genesis)

6.4.10 Nissan Motor Co. (Infiniti)

6.4.11 Geely Holding (Lotus, Zeekr)

6.4.12 FAW Group (Hongqi)

6.4.13 SAIC Motor (IM, Roewe)

6.4.14 BYD Co. (Yangwang)

6.4.15 Lucid Group

6.4.16 Rivian Automotive

6.4.17 Ferrari NV

6.4.18 Aston Martin Lagonda

6.4.19 Rolls-Royce Motor Cars

6.4.20 McLaren Automotive

7 Market Opportunities & Future Outlook

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