

Premium and Luxury Cars in Taiwan

October 2023

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Premium and Luxury Cars in Taiwan - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Premium and luxury cars records positive current retail value sales growth in 2023 Number of premium and luxury cars on the rise Premium and luxury cars is led by Daimler AG in 2022

PROSPECTS AND OPPORTUNITIES

Value sales of premium and luxury cars forecast to rise over 2023-2028 E-commerce sales look set to become more prominent Electric cars climb in importance

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DISCLAIMER

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