

# Premium and Luxury Cars in Sweden

October 2023

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## Premium and Luxury Cars in Sweden - Category analysis

## **KEY DATA FINDINGS**

## 2023 DEVELOPMENTS

Premium and luxury cars sees rising current retail value sales in 2023 Number of premium and luxury cars on the rise Premium and luxury cars is led by Mercedes-Benz AG in 2022

## PROSPECTS AND OPPORTUNITIES

Retail value sales of premium and luxury cars are set to rise over the forecast period Online sales of premium and luxury cars are expected to climb Electric cars on the rise

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