

Premium and Luxury Cars in Thailand

July 2022

Table of Contents

KEY DATA FINDINGS

2022 DEVELOPMENTS

Online media key channel for communication
Innovation continues to take centre stage in cars
Car companies engage in CSR campaigns

PROSPECTS AND OPPORTUNITIES

Membership model to be popular amongst car companies
Big potential for luxury electric vehicles
Growing employment of omnichannel strategies over the forecast period

CATEGORY DATA

Table 1 - Sales of Premium and Luxury Cars: Value 2017-2022
Table 2 - Sales of Premium and Luxury Cars: % Value Growth 2017-2022
Table 3 - NBO Company Shares of Premium and Luxury Cars: % Value 2017-2021
Table 4 - LBN Brand Shares of Premium and Luxury Cars: % Value 2018-2021
Table 5 - Forecast Sales of Premium and Luxury Cars: Value 2022-2027
Table 6 - Forecast Sales of Premium and Luxury Cars: % Value Growth 2022-2027

Luxury Goods in Thailand - Industry Overview

EXECUTIVE SUMMARY

Luxury goods in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
What next for luxury goods?

MARKET DATA

Table 7 - Sales of Luxury Goods by Category: Value 2017-2022
Table 8 - Sales of Luxury Goods by Category: % Value Growth 2017-2022
Table 9 - Inbound Receipts for Luxury Goods by Country of Origin: Value 2017-2022
Table 10 - NBO Company Shares of Luxury Goods: % Value 2017-2021
Table 11 - LBN Brand Shares of Luxury Goods: % Value 2018-2021
Table 12 - Distribution of Luxury Goods by Format and Category: % Value 2022
Table 13 - Forecast Sales of Luxury Goods by Category: Value 2022-2027
Table 14 - Forecast Sales of Luxury Goods by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/premium-and-luxury-cars-in-thailand/report.