

Premium and Luxury Cars in Poland

October 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Premium and luxury cars sees rising current retail value sales in 2023, however the number of cars is declining

Tesla a looming threat to established brands

Premium and luxury cars is led by Daimler AG in 2022

PROSPECTS AND OPPORTUNITIES

Value sales of premium and luxury cars rises over 2023-2028 with personalisation becoming increasingly important

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DISCLAIMER

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