

# Premium and Luxury Cars in Japan

October 2023

Table of Contents

## Premium and Luxury Cars in Japan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Current retail value sales fall within premium and luxury cars in 2023

Number of premium and luxury cars declining

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 to become more significant

#### CATEGORY DATA

Table 1 - Sales of Premium and Luxury Cars: Value 2018-2023

Table 2 - Sales of Premium and Luxury Cars: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Premium and Luxury Cars: % Value 2018-2022

Table 4 - LBN Brand Shares of Premium and Luxury Cars: % Value 2019-2022

Table 5 - Forecast Sales of Premium and Luxury Cars: Value 2023-2028

Table 6 - Forecast Sales of Premium and Luxury Cars: % Value Growth 2023-2028

## Luxury Goods in Japan - Industry Overview

### EXECUTIVE SUMMARY

Luxury goods in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for luxury goods?

### MARKET DATA

Table 7 - Sales of Luxury Goods by Category: Value 2018-2023

Table 8 - Sales of Luxury Goods by Category: % Value Growth 2018-2023

Table 9 - Inbound Receipts for Luxury Goods by Country of Origin: Value 2018-2023

Table 10 - NBO Company Shares of Luxury Goods: % Value 2018-2023

Table 11 - LBN Brand Shares of Luxury Goods: % Value 2019-2023

Table 12 - Distribution of Luxury Goods by Format and Category: % Value 2023

Table 13 - Forecast Sales of Luxury Goods by Category: Value 2023-2028

Table 14 - Forecast Sales of Luxury Goods by Category: % Value Growth 2023-2028

### 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-japan/report](http://www.euromonitor.com/premium-and-luxury-cars-in-japan/report).