

Premium and Luxury Cars in Indonesia

October 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Premium and luxury cars records positive current retail value sales growth in 2023

More premium and luxury cars go electric with expansion of charging stations in response to growing demand for environmentally-friendly vehicles

Premium and luxury cars is led by Daimler AG in 2022

PROSPECTS AND OPPORTUNITIES

Value sales of premium and luxury cars rise over the 2023-2028 period

Growth in retail e-commerce as consumers buy more big-ticket items online, with sales also boosted by more geographically diverse demand

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DISCLAIMER

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