

Luxury Cars - US - October 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

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"With an economy that is returning to stability and slowly growing again after a prolonged recession, the automotive market, from new cars to used cars to CPO (certified pre-owned) cars, is booming. That includes the luxury car market, as consumers are regaining the confidence to spend, and some of that money is being spent on high-end goods."

- Tim Healey, Automotive Analyst

This report looks at the following areas:

- Brand identity is key
- Growing loan balances could crimp consumers
- Comfort is weighing high on consumer minds
- Consumers have money to spend

This report covers the sale of new domestic and imported luxury vehicles and consumer attitudes and activity around luxury vehicles. Vehicle segments represent those involving both traditional luxury vehicle makers and nontraditional luxury vehicle makers.

Sales figures throughout this report apply to new (not used) luxury cars, and are unit volume figures as reported by the manufacturers.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

Brand identity is key

Figure 1: Luxury car brands, May 2015

Growing loan balances could crimp consumers

The opportunities

Comfort is weighing high on consumer minds

Figure 2: Luxury car attitudes, May 2015

Consumers have money to spend

Figure 3: American average spending on durable goods, January 2015-August 2015

What it means

The Market – What You Need to Know

Luxury car market is poised for growth, thanks to recovering economy

Growth in entry-level luxury spurs overall market

CPO growth helps the overall luxury market

Market Size and Forecast

Luxury car market poised for continued growth

Figure 4: Total US sales and fan chart forecast of luxury cars, at current prices, 2010-20

Figure 5: Total US sales and forecast of market, at current prices, 2010-20

Market Breakdown

Entry-level luxury segment is strong

Figure 6: Sales of luxury cars, by segment, 2015

Market Perspective

CPO car growth helps luxury market

Market Factors

Foreign economic factors could affect US market

Figure 7: Chinese GDP forecast, 2013-17

Income growth gives consumers the key to luxury market

Figure 8: American average spending on durable goods, January 2015-August 2015

Key Players – What You Need to Know

Audi, BMW among those with strong consumer interest

Compact crossovers and entry-level luxury cars help spur brands

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To be luxury, consumers must think luxury

What's Working?

Going small and (relatively) cheap seems to be the best approach

What's Struggling?

Brands without luxury cachet are struggling to sell luxury models

What's Next?

Crossover SUVs and tech are on the horizon

The Consumer – What You Need to Know

Consumers define luxury cars by brand

Traditional players draw the most interest

Comfort matters

Customers are able to treat themselves – and they want to

Price sensitivity

Luxury Car Definition

Consumers define luxury cars by brand over price

Figure 9: Definition of luxury cars, May 2015

High-income earners focus on the brand

Figure 10: Definition of luxury cars, by demographics, May 2015

Those over 55 also use brand to define luxury cars

Blacks are more likely to rely on brands as an indication of luxury

Figure 11: Definition of luxury cars, by demographics, May 2015

Brand Interest

BMW, Audi, Mercedes-Benz atop consumer shopping lists

Figure 12: Luxury car brands, May 2015

Established brands play well with those who have high incomes

Figure 13: Luxury car brands, by income, May 2015

Hispanics prefer BMW while Blacks go for Mercedes-Benz

Figure 14: Luxury car brands, by demographics, May 2015

Luxury Vehicle Consideration

Consumers want to treat themselves, finally feel they can afford luxury

Figure 15: Luxury car reasons for consideration, May 2015

For a certain age range, it's about affordability

Figure 16: Luxury car reasons for consideration, by demographics, May 2015

High-incomes see it as a treat, while middle-incomes are focused on affordability

Hispanics and Blacks see luxury cars as a treat

Attitudes toward Luxury Cars

Luxury cars perceived as being more comfortable, having more comfort features

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Figure 17: Luxury car attitudes, May 2015

Young folks prioritize looks over comfort
Hispanics have a preference for style

Price Sensitivity

Figure 18: Average pricing for luxury cars, May 2015

Younger buyers are a bit unrealistic
Hispanic buyers think like young buyers

Appendix – Data Sources and Abbreviations

Data sources
Sales data
Fan chart forecast
Consumer survey data
Abbreviations and terms
Abbreviations

Appendix – Consumer

Consumer consideration of automotive brands
Figure 19: Car Brand, May 2015

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