

Luxury Cars - Canada - December 2016

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Luxury automobile manufacturers and brands operating in Canada face a very competitive market with a plethora of models and options for consumers to choose from. A strong interest among consumers in considering a luxury vehicle for their next purchase displays positive signs for the segment.

This report looks at the following areas:

- **Affordability is a top concern**
- **Rising household debt and dependability on interest rates**
- **Some luxury auto brands considered high maintenance**

In general, luxury vehicles are commonly more expensive and are equipped with the latest features and technology, which appeal to consumers who desire the latest and greatest for their vehicle. In order for brands in this segment to expand sales, they may likely need to find gaps in their vehicle lineup and target marketing content that speaks to the strengths of their brand and the preferences of consumers.

This Report will explore consumer intent to purchase vehicles in the near future, consideration of luxury vehicles, interest in passenger and cargo features, most important attributes for a luxury vehicle, attitudes towards luxury vehicles and luxury vehicle brand associations. Macroeconomic factors affecting the automotive industry and luxury segment specifically, will be explored. The Report also looks at marketing and advertising campaigns from this segment and trends impacting the industry.

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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

Definitions

Executive Summary

The issues

Affordability is a top concern

Figure 1: Most important luxury vehicle attributes (top five), October 2016

Rising household debt and dependability on interest rates

Some luxury auto brands considered high maintenance

Figure 2: Luxury vehicle brand association with high maintenance (top five), October 2016

The opportunities

Near two thirds would consider a luxury vehicle brand

Figure 3: Luxury vehicle consideration, October 2016

Men aged 18-44 and Chinese Canadians are biased towards luxury vehicles

Figure 4: Attitudes towards luxury vehicles, Chinese Canadians and men 18-44 vs overall, October 2016

Opportunities to attract Millennials

What it means

The Market – What You Need to Know

Aging Canadians and Millennials will help support luxury auto sales

Luxury auto brands will benefit from a growing Chinese population

Economic woes and rising household debt will affect consumer spend

Interest rates and fuel prices remain low

Market Factors

An aging population and Millennials will help boost luxury auto sales

Figure 5: Projected trends in the age structure of the Canadian population, 2014-19

Premium brands will benefit from a growing population that is ethnically diverse

Economic woes and increasing household debt will affect consumer spend

Historically low Interest rates make it easier to jump into a new vehicle

Gasoline prices can manipulate demand for luxury vehicles

Figure 6: Average retail prices for regular gasoline in Canada

Key Players – What You Need to Know

Seasonal marketing underlines confident winter driving

Vehicle maintenance related promotions and giveaways

Dealerships taking service to the next level

Strong sales in the luxury segment supported by SUVs and crossovers

Recalls and scandals hurt reputation and bottom line

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Hybrid and electric vehicles have yet to see mass adoption
Premium auto brands are expanding their range of vehicle offerings

Marketing and Advertising

Seasonal marketing stresses confident winter driving

Figure 7: Acura advertisement, January 2016

Figure 8: Audi A6 advertisement, November 2016

Lexus' "December to Remember" ad campaign for the Christmas season

Figure 9: Lexus December to Remember commercial, "Santa Letter", November 2016

Figure 10: Lexus December to Remember commercial, "Mall Santa", November 2016

Figure 11: Lexus December to Remember commercial, "Santa Cam", November 2016

Maintenance related promotions and giveaways

Figure 12: Volvo Canada, acquisition mail, February 2016

Figure 13: Auto West Infiniti, Richmond, British Columbia, loyalty mailing, February 2016

Figure 14: Auto West Infiniti, Richmond, British Columbia, loyalty mailing, February 2016

A luxurious experience through the dealership

Figure 15: Policaro BMW, Brampton, Ontario, loyalty mailing, March 2016

What's Working?

Strong vehicle sales in the luxury segment
SUVs and crossovers are in demand

What's Struggling?

Recalls and scandals hurt reputation and bottom line
Hybrid and electric vehicles have yet to see mass adoption

What's Next?

Automotive innovations are commonly introduced through luxury vehicles
Luxury auto brands are expanding their range of vehicle offerings

The Consumer – What You Need to Know

Nearly two thirds plan on purchasing a car in the next three years
Close to two thirds would consider a luxury brand
Older consumers find adjustable comforts important
Women are more likely to cite affordability
Younger men and Chinese Canadians are luxury vehicle enthusiasts
Luxury vehicle brand associations vary

Vehicle Purchase Plan

Close to a third plan on purchasing a car within the next year
Figure 16: Vehicle purchase plan, October 2016

Nearly two thirds would consider a luxury brand
Figure 17: Luxury vehicle consideration, October 2016

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Passenger and Cargo Features

Warm behinds and spacious trunks are of utmost interest

Figure 18: Importance of passenger and cargo features, October 2016

Older consumers prefer adjustable comforts

Figure 19: Importance of passenger and cargo features, 18-44s vs over-45s, October 2016

Seating space and easy accessibility will draw parents

Figure 20: Importance of passenger and cargo features, parent vs overall population, October 2016

Figure 21: New Tiguan, Volkswagen Australia, September 2016

Most Important Attributes for a Luxury Vehicle

Affordability is important, but so is safety and performance

Figure 22: Important luxury vehicle attributes (any rank top three), October 2016

Affordability is key for women

Figure 23: Most important luxury vehicle attributes (ranked 1st), by gender, October 2016

Preferences change with age

Figure 24: Most important luxury vehicle attributes (ranked 1st), 18-44s vs over-45s, October 2016

Attitudes towards Luxury Vehicles

Younger men and Chinese Canadians are luxury vehicle enthusiasts

Figure 25: Attitudes towards luxury vehicles, Chinese Canadians and men 18-44s vs overall, October 2016

Luxury vehicles are the utmost "treat yourself" purchase

Figure 26: Lincoln Motors, official 2016 Lincoln MKX commercial

Figure 27: All-New Infiniti Q60 millisecond commercial, August 2016

Comfort is essential in a luxury vehicle

Figure 28: Comfort related attitudes towards luxury vehicles, October 2016

Luxury Vehicle Brand Associations

Most associate Mercedes-Benz with luxury

Figure 29: Luxury vehicle brand association with luxurious (top 10), October 2016

Volvo is seen as the leader in safety

Figure 30: Luxury vehicle brand association with safe (top five), October 2016

Tesla is highly regarded as cutting edge

Figure 31: Luxury vehicle brand association with cutting edge technology (top six), October 2016

Premium vehicles are luxurious and stylish but are also high maintenance

Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

Consumer qualitative research

Abbreviations and terms

Abbreviations

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