

Luxury Cars - US - November 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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"The luxury car market is expected to account for slightly over 14% of the total vehicle market for 2018, growing from 13.4% in 2013. With a growing economy, high consumer confidence, and improving wages, more and more consumers are able to splurge on a luxury vehicle."
- **Buddy Lo, Automotive Analyst**

This report looks at the following areas:

- The market size and forecast of the US luxury vehicle market
- A profile of in-market luxury vehicle shoppers
- Reasons for buying a luxury vehicle
- Perceptions of luxury auto brands

Brands will need to compete intensely with each other for the coveted Millennial luxury shopper for success today and in the future.

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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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