

Luxury Cars - China - June 2019

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This report looks at the following areas:

- Marketing the stories behind the brand
- Building a greater audience via brand collaborations
- Promoting luxury experiences and luxury dreams

The growth rate of the luxury car market was 10.7% in 2018. Despite a decline in total new passenger car sales, the luxury car market showed resilience in 2018. Mintel expects the sales volume of luxury cars to reach 3 million units in 2019, up by 6.6% from 2018. Although data showed Mercedes-Benz overtook Audi to claim the largest market share in 2018, the sales volumes of Mercedes-Benz, Audi and BMW were actually all quite close, with annual sales of 665,520, 651,420 and 628,860 units respectively.

This Report investigates the portrait of luxury car owners and intended luxury car buyers, luxury car brand image associations, and luxury car information channels.



"The growth of the luxury car market reflects consumers' upgrading demands, which introduces higher requirements for luxury car brands."

- Terence Zhou, Research Analyst

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