

Premium and Luxury Cars in Italy

October 2025

Table of Contents

Premium and Luxury Cars in Italy - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Premium and luxury cars driven by sustainability and bespoke services

Brands continue to invest in Al to offer convenience and support consumer choices

Luxury car brands pivot towards electrification and advanced features

PROSPECTS AND OPPORTUNITIES

Rising demand for eco-friendly luxury vehicles to drive future growth Luxury car brands to further invest in sustainable electric vehicle technology Luxury car manufacturers to prioritise technological innovations

CATEGORY DATA

- Table 1 Sales of Premium and Luxury Cars: Value 2020-2025
- Table 2 Sales of Premium and Luxury Cars: % Value Growth 2020-2025
- Table 3 NBO Company Shares of Premium and Luxury Cars: % Value 2020-2024
- Table 4 LBN Brand Shares of Premium and Luxury Cars: % Value 2021-2024
- Table 5 Forecast Sales of Premium and Luxury Cars: Value 2025-2030
- Table 6 Forecast Sales of Premium and Luxury Cars: % Value Growth 2025-2030

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Luxury Goods in Italy - Industry Overview

EXECUTIVE SUMMARY

Luxury goods in 2025: The big picture

2025 key trends

Competitive landscape

Retail developments

What next for luxury goods?

MARKET DATA

- Table 7 Sales of Luxury Goods by Category: Value 2020-2025
- Table 8 Sales of Luxury Goods by Category: % Value Growth 2020-2025
- Table 9 Inbound Receipts for Luxury Goods by Country of Origin: Value 2020-2025
- Table 10 NBO Company Shares of Luxury Goods: % Value 2020-2024
- Table 11 LBN Brand Shares of Luxury Goods: % Value 2021-2024
- Table 12 Distribution of Luxury Goods by Format and Category: % Value 2025
- Table 13 Forecast Sales of Luxury Goods by Category: Value 2025-2030
- Table 14 Forecast Sales of Luxury Goods by Category: % Value Growth 2025-2030

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SOURCES

Summary 1 - Research Sources

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