



Euromonitor
International

Premium and Luxury Cars in Italy

October 2025

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KEY DATA FINDINGS

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Premium and luxury cars driven by sustainability and bespoke services
Brands continue to invest in AI to offer convenience and support consumer choices
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[Luxury Goods in Italy - Industry Overview](#)

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/premium-and-luxury-cars-in-italy/report.