



**Euromonitor  
International**

# Premium and Luxury Cars in Hong Kong, China

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Luxury car brands drive growth with sustainable electric models  
Innovation remains important, while Chinese players increasingly to focus on the Hong Kong market  
Consolidated landscape with brands focused on electric and hybrid models

PROSPECTS AND OPPORTUNITIES

High-net-worth individuals to drive future growth of premium and luxury cars  
Leading brands likely to focus on new or upgraded models featuring eco-friendly features  
Luxury car buyers to drive demand for smart technologies and use of digitalisation

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Luxury Goods in Hong Kong, China - Industry Overview

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