



**Euromonitor
International**

Premium and Luxury Cars in Turkey

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Luxury buyers increasingly demand sustainable premium and luxury cars
Advanced technological offerings contribute to sales expansion
Luxury car brands drive growth through innovation and customisation

PROSPECTS AND OPPORTUNITIES

Anticipated growth in demand as consumers look for stylish designs and advanced technology, but challenges will remain
Sustainable features set to drive growth for premium and luxury cars
Technological advancements, safety improvements, and customisation expected to contribute to growth

CATEGORY DATA

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Luxury Goods in Turkey - Industry Overview

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