

Premium and Luxury Cars in Malaysia

October 2025

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Premium and Luxury Cars in Malaysia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Luxury car buyers drive demand for sustainable and bespoke experiences European brands maintain their lead, but Asian and local brands gain traction Premium and luxury car brands drive growth through constant innovation

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Growing affluence and digitalisation set to drive demand for premium and luxury cars Luxury car brands will drive sustainable mobility forward with electrification Luxury car buyers likely to demand personalisation and connectivity

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