

# Premium and Luxury Cars in Indonesia

September 2025

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## Premium and Luxury Cars in Indonesia - Category analysis

## **KEY DATA FINDINGS**

## 2025 DEVELOPMENTS

Growing demand for eco-friendly premium and luxury cars drives growth

Luxury car brands drive growth by enhancing experiences and digitalisation

European luxury car brands continue to lead, but Lexus innovates and performs well

## PROSPECTS AND OPPORTUNITIES

Rising demand for hybrid and electric sustainable premium and luxury cars to drive growth Luxury car brands will drive growth with technology and personalisation Luxury car manufacturers will shift towards advanced connectivity

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