

Premium and Luxury Cars in Switzerland

October 2025

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Premium and Luxury Cars in Switzerland - Category analysis

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2025 DEVELOPMENTS

Rising demand for sustainable luxury vehicles drives growth

Car sharing of premium and luxury cars increasingly popular in Switzerland

Consolidated landscape led by luxury car brands with sustainable innovations

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Evolving trends to influence future performance of premium and luxury cars Luxury car brands to focus on sustainable electric and hybrid models Autonomous driving could struggle to gain greater traction in Switzerland

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