

# Premium and Luxury Cars in Romania

November 2025

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## Premium and Luxury Cars in Romania - Category analysis

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## 2025 DEVELOPMENTS

Affluent consumers drive demand for eco-friendly vehicles
Luxury car brands drive growth through digital retail experiences
Daimler AG retains lead of consolidated competitive landscape

## PROSPECTS AND OPPORTUNITIES

Further growth potential driven by affluent consumers and rising interest in eco-friendly models Brands to focus on launching electric vehicles to align with growing environmental concerns Luxury car manufacturers to prioritise personalisation and advanced technology

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