



Passport

Premium and Luxury Cars in Spain

Euromonitor International

December 2021

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purposes only.

Some content and data have been
changed.

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PREMIUM AND LUXURY CARS IN SPAIN - CATEGORY ANALYSIS

KEY DATA FINDINGS

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2021 DEVELOPMENTS

Improving economic environment drives strong rebound in demand

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German marques remain dominant, but electric carmaker Tesla is A growing threat

Content removed from sample

Rising prices for second-hand vehicles make premium and luxury cars an attractive investment for some

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PROSPECTS AND OPPORTUNITIES

Sluggish post-pandemic economic recovery set to weigh on demand

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Electric models will proliferate

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With lower running costs, electric vehicles will widen the customer base for premium and electric cars

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CATEGORY DATA

Table 1 Sales of Premium and Luxury Cars: Value 2016-2021

EUR million

	2016	2017	2018	2019	2020	2021
Premium and Luxury Cars						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 2 Sales of Premium and Luxury Cars: % Value Growth 2016-2021

% current value growth

	2020/21	2016-21 CAGR	2016/21 Total
Premium and Luxury Cars			

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 3 NBO Company Shares of Premium and Luxury Cars: % Value 2016-2020

% retail value rsp Company	2016	2017	2018	2019	2020
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Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 4 LBN Brand Shares of Premium and Luxury Cars: % Value 2017-2020

% retail value rsp Brand (GBO)	Company (NBO)	2017	2018	2019	2020
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Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 5 Forecast Sales of Premium and Luxury Cars: Value 2021-2026

EUR million	2021	2022	2023	2024	2025	2026
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Premium and Luxury Cars

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 6 Forecast Sales of Premium and Luxury Cars: % Value Growth 2021-2026

% constant value growth

	2021/2022	2021-26 CAGR	2021/26 Total
Premium and Luxury Cars			

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

LUXURY GOODS IN SPAIN - INDUSTRY OVERVIEW

EXECUTIVE SUMMARY

Luxury goods in 2021: The big picture

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2021 key trends

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Competitive landscape

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Content removed from sample

Retailing developments

Content removed from sample

What next for luxury goods?

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MARKET DATA

Table 7 Sales of Luxury Goods by Category: Value 2016-2021

EUR million	2016	2017	2018	2019	2020	2021
Luxury Foodservice	Data removed from sample					
Luxury Hotels						
Experiential Luxury						
Fine Wines						
Luxury Spirits						
Fine Wines/Champagne and Spirits						
Premium and Luxury Cars						
Designer Apparel and Footwear (Ready-to-Wear)						
Luxury Eyewear						
Luxury Jewellery						
Luxury Leather Goods						
Luxury Portable Consumer Electronics						
Luxury Timepieces						
Luxury Writing Instruments and Stationery						
Super Premium Beauty and Personal Care						
Personal Luxury						
Luxury Goods						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 8 Sales of Luxury Goods by Category: % Value Growth 2016-2021

% current value growth	2020/21	2016-21 CAGR	2016/21 Total
Luxury Foodservice	Data removed from sample		
Luxury Hotels			
Experiential Luxury			
Fine Wines			
Luxury Spirits			
Fine Wines/Champagne and Spirits			
Premium and Luxury Cars			
Designer Apparel and Footwear (Ready-to-Wear)			
Luxury Eyewear			
Luxury Jewellery			
Luxury Leather Goods			
Luxury Portable Consumer Electronics			
Luxury Timepieces			
Luxury Writing Instruments and Stationery			
Super Premium Beauty and Personal Care			
Personal Luxury			

Luxury Goods

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 9 Inbound Receipts for Luxury Goods by Country of Origin: Value 2016-2021

EUR Million	2016	2017	2018	2019	2020	2021
Brazil	Data removed from sample					
China						
France						
GCC Countries						
Germany						
Japan						
Russia						
South Korea						
United Kingdom						
US						
Other						
Total						

Source: Euromonitor International from official statistics, trade associations, trade press, company research, trade interviews, trade sources

Table 10 NBO Company Shares of Luxury Goods: % Value 2016-2020

% retail value rsp Company	2016	2017	2018	2019	2020
	Data removed from sample				

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 11 LBN Brand Shares of Luxury Goods: % Value 2017-2020

% retail value rsp Brand (GBO)	Company (NBO)	2017	2018	2019	2020
Data removed from sample					

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 12 Distribution of Luxury Goods by Format and Category: % Value 2021

% retail value rsp

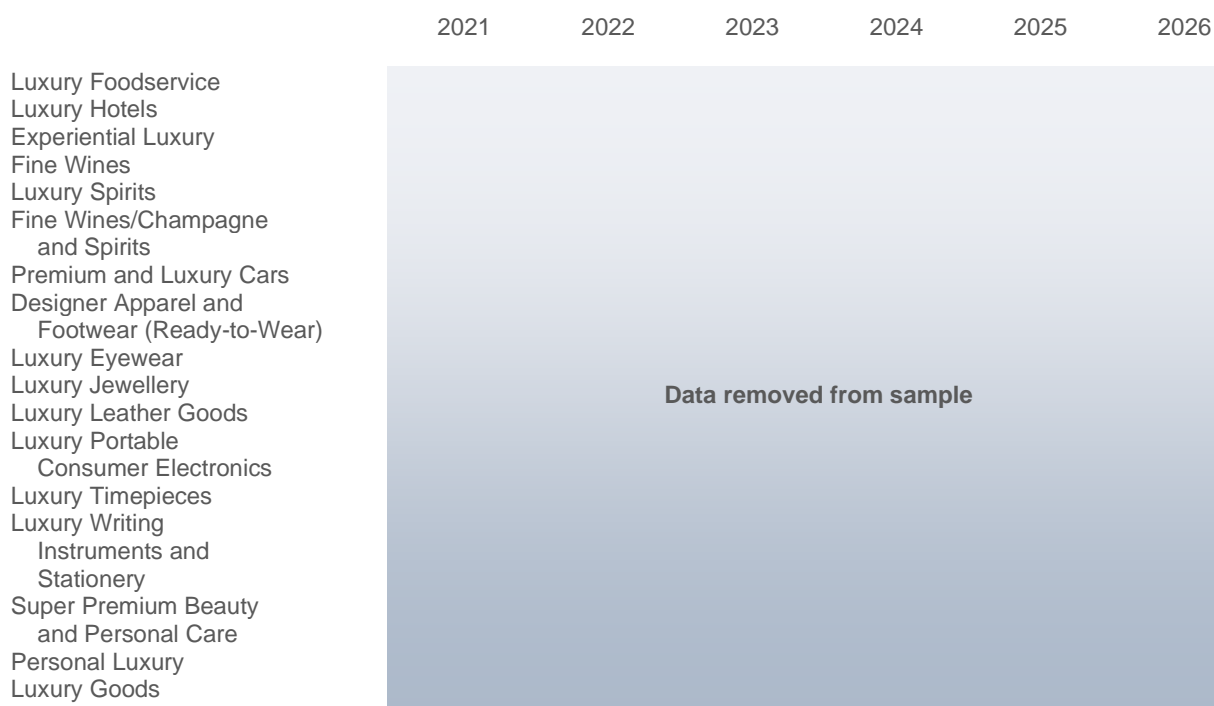
% retail value by sp	Fine Wines/Champagne and Spirits	Personal Luxury	Designer Apparel and Footwear (Ready-to-Wear)	Luxury Eyewear	Luxury Jewellery	Luxury Leather Goods		
Store-Based Retailing	Data removed from sample							
- Grocery Retailers								
- Non-Grocery Specialists								
- Mixed Retailers								
Non-Store Retailing	Data removed from sample							
- E-Commerce								
Total								
	Luxury Portable Consumer Electronics	Luxury Timepieces	Luxury Writing Instruments and Stationery	Super Premium Beauty and Personal Care				
Store-Based Retailing	Data removed from sample							
- Grocery Retailers								
- Non-Grocery Specialists								
- Mixed Retailers								
Non-Store Retailing	Data removed from sample							
- E-Commerce								
Total								

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Key: FWCS = fine wines/champagne and spirits; PL = personal luxury; DAF = designer apparel and footwear (ready-to-wear); LE = luxury eyewear; LJ = luxury jewellery; LLG = luxury leather goods; LPCE = luxury portable consumer electronics; LT = luxury timepieces; LWS = luxury writing instruments and stationery; SPBPC = super premium beauty and personal care

Table 13 Forecast Sales of Luxury Goods by Category: Value 2021-2026

EUR million



Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Table 14 Forecast Sales of Luxury Goods by Category: % Value Growth 2021-2026

% constant value growth	2021/2022	2021-26 CAGR	2021/26 Total
Luxury Foodservice Luxury Hotels Experiential Luxury Fine Wines Luxury Spirits Fine Wines/Champagne and Spirits Premium and Luxury Cars Designer Apparel and Footwear (Ready-to-Wear) Luxury Eyewear Luxury Jewellery Luxury Leather Goods Luxury Portable Consumer Electronics Luxury Timepieces Luxury Writing Instruments and Stationery Super Premium Beauty and Personal Care Personal Luxury Luxury Goods	Data removed from sample		

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

DISCLAIMER

Forecast closing date: 8 November 2021

Report closing date: 3 December 2021

Analysis and data in this report give full consideration to consumer behaviour and market performance in 2021 and beyond as of the dates above. For the very latest insight on this industry and consumer behaviour, at both global and national level, readers can access strategic analysis and updates on www.euromonitor.com and via the Passport system, where new content is being added on a systematic basis.

SOURCES

Sources used during the research included the following:

Summary 1 Research Sources

Official Sources

Trade Associations

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Content removed from sample

Trade Press

Content removed from sample

Source: Euromonitor International

