



Euromonitor  
International

# Premium and Luxury Cars in Indonesia

September 2025

Table of Contents

## 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

### CATEGORY DATA

Table 1 - Sales of Premium and Luxury Cars: Value 2020-2025  
Table 2 - Sales of Premium and Luxury Cars: % Value Growth 2020-2025  
Table 3 - NBO Company Shares of Premium and Luxury Cars: % Value 2020-2024  
Table 4 - LBN Brand Shares of Premium and Luxury Cars: % Value 2021-2024  
Table 5 - Forecast Sales of Premium and Luxury Cars: Value 2025-2030  
Table 6 - Forecast Sales of Premium and Luxury Cars: % Value Growth 2025-2030

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[Luxury Goods in Indonesia - Industry Overview](#)

### EXECUTIVE SUMMARY

Luxury goods in 2025: The big picture  
2025 key trends  
Competitive landscape  
Retail developments  
What next for luxury goods?

### MARKET DATA

Table 7 - Sales of Luxury Goods by Category: Value 2020-2025  
Table 8 - Sales of Luxury Goods by Category: % Value Growth 2020-2025  
Table 9 - Inbound Receipts for Luxury Goods by Country of Origin: Value 2020-2025  
Table 10 - NBO Company Shares of Luxury Goods: % Value 2020-2024  
Table 11 - LBN Brand Shares of Luxury Goods: % Value 2021-2024  
Table 12 - Distribution of Luxury Goods by Format and Category: % Value 2025  
Table 13 - Forecast Sales of Luxury Goods by Category: Value 2025-2030  
Table 14 - Forecast Sales of Luxury Goods by Category: % Value Growth 2025-2030

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### SOURCES

Summary 1 - Research Sources

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/premium-and-luxury-cars-in-indonesia/report](http://www.euromonitor.com/premium-and-luxury-cars-in-indonesia/report).