



Premium and Luxury Cars in Taiwan

November 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

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

Luxury car buyers increasingly prioritise eco-friendly and tech-savvy options

Premium and luxury car brands drive electrification, performance, and comfort

PROSPECTS AND OPPORTUNITIES

Resilient demand from HNWIs and popularity of EVs set to drive growth

Luxury car buyers set to drive demand for electric vehicles, and players will respond

Consumers expected to be attracted by tech innovations and customisation

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 Taiwan - 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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