



**Euromonitor
International**

Premium and Luxury Cars in Mexico

October 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Premium and luxury cars sees growth driven by sustainability and experiences

Growing demand for performance and technology, along with availability of finance

Mercedes-Benz, BMW and Audi dominate, and increasingly focus on electric vehicles

PROSPECTS AND OPPORTUNITIES

Demand for premium and luxury cars to be driven by differentiation, technological innovation and safety

Move expected towards sustainability in premium and luxury cars

Luxury car manufacturers likely to focus on environmentally friendly technology in launches

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