



**Euromonitor
International**

Premium and Luxury Cars in Brazil

October 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising demand for electric and hybrid vehicles boosts category growth

Competitive financing options attract aspirational Brazilians interested in premium car ownership

Global players retain dominance of competitive landscape

PROSPECTS AND OPPORTUNITIES

Positive outlook to be driven by Brazil's affluent population

Luxury car brands set to focus further on developing hybrid and electric models

Luxury car manufacturers to prioritise technological innovations

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

COUNTRY REPORT DISCLAIMER

[Luxury Goods in Brazil - 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

COUNTRY REPORT DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover

a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/premium-and-luxury-cars-in-brazil/report.