



**Euromonitor
International**

Premium and Luxury Cars in the US

October 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Luxury car manufacturers drive growth through EVs and ownership experiences

Luxury car buyers, particularly younger people, prioritise eco-friendly and tech-savvy options

Luxury car brands drive electrification

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Luxury car manufacturers likely to prioritise connectivity and smart technology integration

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[Luxury Goods in the US - Industry Overview](#)

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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-the-us/report.