

Luxury SUV Market Trends and Analysis by Application, Vertical, Region, and Segment Forecast to 2029

The Business Research Company's Luxury SUV Global Market Report 2025 – Market Size, Trends, And Global Forecast 2025-2034

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/EINPresswire.com/ -- What Is The Estimated Industry Size Of Luxury SUV Market?

The upscale SUV market has seen significant growth in the past few years. Its value is projected to rise from \$4.47 billion in 2024 to \$4.92 billion in 2025, indicating a Compound Annual Growth Rate (CAGR) of 10.1%. Factors like customer tastes, economic development, safety aspects, brand reputation, and fuel efficiency are believed to have contributed to the growth observed in the historic period.



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We anticipate a swift expansion in the [luxury SUV market size](#) over the coming years, escalating to \$7.55 billion by 2029, sustaining a compound annual growth rate (CAGR) of 11.3%. The projected growth during this period can be credited to factors like autonomous driving, customization and personalization, growing urbanization, subscription-based models, sustainable practices, and the use of environment-friendly materials. Key trends foreseen

during this forecast period are a digital customer experience, the rise of electric and hybrid technology, advanced tech innovations, integrating artificial intelligence, and the use of augmented reality (AR) displays.

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What Are The Major Factors [Driving The Luxury SUV Global Market Growth?](#)



The increasing demand for high-end sport utility vehicles (SUVs) is likely to enhance the expansion of the luxury SUVs market moving forward. These luxury SUVs, typically full-sized and replete with additional extras that come with the purchase cost, are attractive to consumers due to their cutting-edge safety features, which not only aid during mishaps but also help avoid them. In 2023, for example, CarExpert Pty Ltd., an Australian car news, reviews, and video website, stated that the best-selling vehicle for Jaguar in Australia was their F-Pace SUV, recording 48 purchases that year. In the same year, Maserati sold 31 of its Grecale SUVs. Moreover, Volvo's XC40 luxury SUV witnessed a significant growth in sales by 18.7% in 2023 compared to the previous year, amounting to 1,505 units. Accordingly, this escalating demand for luxury SUVs is propelling the enhancement of the luxury SUVs market.

Who Are The Leading Companies In The Luxury SUV Market?

Major players in the Luxury SUV include:

- Toyota Motor Corporation
- Mercedes-Benz Group AG
- General Motors Company
- Tesla Inc.
- Audi AG
- Porsche AG
- Jeep
- Bayerische Motoren Werke AG
- Volvo Cars
- Isuzu Motors Ltd.

What Are The Prominent [Trends In The Luxury SUV Market?](#)

The primary trend emerging in the luxury SUV market is product innovation. Several leading companies in this market are concentrating on advancing unique items to consolidate their market stand. For example, a car-making firm based in the UK, Aston Martin Lagonda, launched its DBX707, a non-electric SUV, in February 2022. The car's distinctiveness is highlighted by its 4.0-liter twin-turbocharged engine that produces 707 brake horsepower, equivalent to 697 horsepower, and can go from 0 to 62 mph in a mere 3.3 seconds. This vehicle is projected to top the charts as the ultimate high-performance, ultra-luxury sports utility vehicle ever manufactured.

What Are The Primary Segments Covered In The Global Luxury SUV Market Report?

The luxury suvmarket covered in this report is segmented –

- 1) By Type: Compact, Mid-Size, Full-Size
- 2) By Fuel Type: Gasoline, Diesel, Hybrid Or Electric
- 3) By Sales Channel: Franchised Dealer, Independent Dealer
- 4) By Application: Individual, Commercial

Subsegments:

- 1) By Compact: Subcompact Luxury SUVs, Compact Luxury SUVs
- 2) By Mid-Size: Standard Mid-Size SUVs, Performance-Oriented Mid-Size SUVs
- 3) By Full-Size: Standard Full-Size SUVs, Performance And Off-Road Full-Size SUVs

View the full luxury suv market report:

<https://www.thebusinessresearchcompany.com/report/luxury-suv-global-market-report>

Which Region Is Forecasted To Grow The Fastest In The Luxury SUV Industry?

In 2024, the Asia-Pacific region led the luxury SUV market. The growth prospect in this area is part of an extensive report that also encompasses Western Europe, Eastern Europe, North America, South America, the Middle East, and Africa.

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Speak With Our Expert:

Saumya Sahay

Americas +1 310-496-7795

Asia +44 7882 955267 & +91 8897263534

Europe +44 7882 955267

Email: saumyas@tbrc.info

The Business Research Company - www.thebusinessresearchcompany.com

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• LinkedIn: <https://in.linkedin.com/company/the-business-research-company>

Oliver Guirdham

The Business Research Company

+44 7882 955267

info@tbrc.info

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