

AUTOMOTIVE

## BMW remains most-shopped luxury brand in Q3 2021, Lexus not far behind

November 22, 2021



*Lexus was the only member of the top four luxury brands to post a sales increase. Image courtesy of Lexus*

By LUXURY DAILY NEWS SERVICE

German automaker BMW is the most-shopped luxury brand in the [Kelley Blue Book Brand Watch Report](#) for the third quarter of 2021.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

BMW merely maintained a mere lead over Toyota Corp's Lexus, with the German automaker retaining its spot as the most-shopped luxury brand on the list for the 13th quarter. Shopping for luxury cars hit an all-time low in Q3 2021 as SUVs continue to thrive and dominate.

"Toyota and BMW held on to their spots as most-shopped brands in their categories, but some intriguing re-shuffling occurred due to ongoing inventory shortages - that should make for some riveting races at year-end," said Vanessa Ton, senior industry intelligence manager for Kelley Blue Book, in a statement.

Winners and challenges in the luxury automotive sphere

The Kelley Blue Book Brand Watch Report is released quarterly, analyzing consumer perceptions and shopping behaviors alongside factors that affect purchase decisions.

In Q3 2021, BMW consideration fell four percentage points from the second quarter and the brand lost three spots in the top 10 most-shopped luxury vehicles list.

Lexus was BMW's biggest competition in the third quarter, with notable gains from the second quarter even amid inventory challenges. Across the luxury category, Lexus owned 19 percent of shopping consideration, behind BMW by only less than a tenth of a percentage point.

The RX sport utility vehicle from Lexus also overtook Tesla's Model 3 as the most popular luxury model in Q3, leading the category for the first time since Q4 2020.

Of all luxury vehicle shoppers, 69 percent noted considering an SUV. Additionally, there was not a European brand among the most-shopped luxury SUV list.

Luxury vehicle sales in the third quarter outpaced the overall market; while the total market was down 13 percent,

luxury sales were only down 5 percent.

Mercedes-Benz fell 25 percent, Audi dropped 14 percent and BMW decreased 9 percent. Mercedes-Benz led the group at the close of Q3, with BMW and Lexus in a close second and third, respectively.

With an 8 percent increase with more than 81,000 units, Lexus was the only member of the top four luxury brands to post a sales increase.

Lexus has continuously relied on emotive campaigning, placing consumers and personalization at the heart of its marketing.

Toyota Corp.'s Lexus is reminding consumers that the driver is at the heart of the automotive industry.



*Lexus explains how drivers inspired by the ES. Image credit: Lexus*

A short film garnering excitement for the 2022 Lexus ES explains how with every vehicle made, the driver is at the forefront of the automaker's mind. By centering the consumer, Lexus continues to show its dedication and prioritization to those who purchase their vehicle and their needs ([see story](#)).

As global shortages continue to strain the entire industry, the luxury category's 2021 winner may depend on which brand has inventory.

---

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.