

# Europe Fuel Cell Market Outlook to 2018 - Integration of Hydrogen in Fuel Cells to Drive Commercialization

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## Abstracts

The report titled “Europe Fuel Cell Market Outlook to 2018 - Integration of Hydrogen in Fuel Cells to Drive Commercialization” presents a comprehensive analysis of the industry covering aspects including market size by volume and capacity shipments and market segmentation by applications (transportation, static and portable), by types (DMFC, PEMFC and SOFC) and by geography. The report also entails a detailed description on the recent trends and developments in the market and the competitive scenario of major players in the industry along with the market share of major companies in Europe and in respective countries operating in fuel cell market (Germany, UK and Denmark).

The fuel cell market in Europe has been driven by developments in stationary fuel cells, rising environmental concerns, diversification of energy portfolio to achieve energy security, ability of fuel cells to provide distributed power and upcoming technological innovations to manufacture cost effective fuel cells. The fuel cell market shipments in Europe have witnessed astonishing growth at a substantial CAGR of 12.7% during the period 2008-2013. Stationary applications of fuel cells commenced from the year 2009 with minimal contribution of ~% in 2009 escalated to ~% of the total volume shipments by the year 2012 in Europe. PEMFC are the second most utilized fuel cells and have contributed a share of ~%, thereby accounting to ~ MW of capacity shipments in the year 2013 in the Europe fuel cell market. The fuel cell shipments in Europe have registered double digit growth at a gigantic CAGR of ~% during the review period 2008-2013. Europe fuel cell market segmentation by fuel types predominantly utilizes DMFC fuel cells for transportation and portable applications. These fuel cells have accounted for a largest market share of ~% during the year 2013.

Germany is the leading country in terms of capacity shipments in Europe fuel cell

market. The country has acquired a dominating share of ~%, thereby resulting in ~ MW of capacity shipments in the year 2013. The UK has contributed to ~% of the total shipments in Europe by extensively combining hydrogen fuel with fuel cell technology. It is estimated that the overall Europe fuel cell market has grown from USD ~ million in the year 2012 to USD ~ million in 2013.

In early 2013, M&A activities were at the mainstay of fuel cell market in Europe. The fuel cell related announcements in the automotive industry with Toyota and BMW jointly agreeing to develop fuel cells for leveraging greater economies of scale. Through M&A, acquiring a competitor's intellectual property can accelerate product development, open new markets and helps to overcome technological issues.

The capacity shipments in Europe are forecasted to increase from ~ MW in the year 2014 to ~ MW by the year 2018. Europe fuel cell market is likely to grow due to rapid shift to market driven commercialization of the fuel cell industry. The competitive pricing in the fuel cell market place, improvements in efficient manufacturing, high volume production capacities, lean supply chain are the major features which the fuel cell market players in Europe need to address for gaining market confidence. It is predicted that fuel cell industry is likely to rise stupendously in the forthcoming years peculiarly in UK followed by Germany.

#### **KEY TOPICS COVERED IN THE REPORT:**

Europe fuel cell market size in terms of volume shipments and capacity shipments (2008 - 2013)

Europe fuel cell market segmentation by applications (transportation, static and portable), 2008-2012

Europe fuel cell market segmentation by fuel cell types (DMFC, PEMFC and SOFC) and by geography, 2013

Trends and developments, key policies and investments in fuel cell market in Europe

Cost drivers and cost benefit analysis for fuel cell

Porters five forces, SWOT analysis

Growth drivers and challenges for Europe fuel cell market

Major activities in Europe fuel cell market by countries (Germany the UK, Denmark)

Competitive landscape of fuel cell market by major players in different countries with their market shares (SFC Energy, ABSL, P21, IRD and others)

Company profiles with business strategies and financial performance of the fuel companies operating in Europe fuel cell market (SFC Energy, Ceres Power, AFC Energy, H2Logic and others)

Future outlook & projections and macro economic factors of Europe fuel cell market

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