

# Analyzing the Global Market for Hybrid and Electric Cars 2016

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## Abstracts

There is no doubt that electric and hybrid vehicles have brought about a quiet revolution within the automobile industry. With further reduction in battery prices that are being predicted, it is expected that by 2020, electric vehicles are going to become a far more economic option as compared to gasoline or diesel vehicles in most countries.

The global market for hybrid and electric vehicles has been growing very strongly in recent years and has been posting double digit growth as well. This growth trend is only expected to intensify in the coming years as governments around the world are gearing up to boost this market further. In many countries, such as Norway, governments have been providing significant incentives to promote hybrid and electric cars. Similarly, car manufacturers such as Honda and Toyota are also pushing hard for the growth of the hybrid vehicle industry.

There is no doubt that this is a very exciting time of growth for the global hybrid and electric car industry.

In this scenario, Aruvian Research presents an in-depth analysis of the global market for hybrid and electric cars. The report begins with an industry definition and moves on to the analysis of the global market for hybrid and electric cars. The section analyzes the industry through an industry overview, looking at data ranging from 2011 to 2015. Then we look at market growth through value and by volume. Industry segmentation is looked at by geography and market share analysis is also carried out.

A Porter's Five Forces Strategy Analysis is carried out on the global market for hybrid and electric cars. The Porter's analysis looks at the bargaining power of buyers and suppliers in the industry, the competitive rivalry within the industry, the threat of new

entrants and the threat of substitutes as well.

Moving on, the report analyzes the key markets for the global hybrid and electric vehicles. Markets analyzed in the report include China, Japan, Norway and the United States. We also cover Europe as a standalone market. Each market is analyzed through an industry overview, market growth analysis by value and volume, industry segmentation by geography, market share analysis and an industry forecast to 2020.

A forecast for the global market for hybrid and electric cars is included in the report for up to the year 2020.

We also include an analysis of some of the leading hybrid and electric vehicles in the world today.

Moving to the analysis of the major industry players, we look at the companies through a corporate analysis, financial analysis and a SWOT analysis.

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