

Asia-Pacific Electric Vehicle Insulation Market - Analysis and Forecast, 2023-2032

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Abstracts

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Introduction to Asia-Pacific (APAC) Electric Vehicle Insulation Market

The Asia-Pacific electric vehicle insulation market (excluding China) is projected to reach \$3,367.7 million by 2032 from \$417.1 million in 2022, growing at a CAGR of 24.40% during the forecast period 2023-2032. The market for insulation for electric vehicles is expanding due to the continuous need for new, lightweight, and effective insulation materials.

Market Introduction

There are a number of companies operating in the electric vehicle insulation business, which is still in its early phases of development and commercialization. Demand for various insulation materials, including foams, fibers, pads, and mats, has surged as a result of the expanding applications for insulation in electric vehicles. To enhance the driving experience and potentially boost sales of electric vehicles, automotive original equipment manufacturers (OEMs) have made investments in installing sufficient insulation in their electric vehicles. Furthermore, it is anticipated that significant expenditures made by federal and state governments in the form of infrastructure development and subsidies to encourage the use of electric vehicles and reduce carbon dioxide emissions would further fuel the market for electric vehicle insulation materials.

Market Segmentation:

Segmentation 1: by Application

Passenger Compartment

Rear Compartment

Under the Hood and Battery Pack

Exterior

Segmentation 2: by Propulsion Type

Battery Electric Vehicles (BEVs)

Plug-in Hybrid Electric Vehicles (PHEVs)

Hybrid Electric Vehicles (HEVs)

Segmentation 3: by Vehicle Type

Passenger Vehicles

Commercial Vehicles

Segmentation 4: by Material Type

Foam

Fiber

Pad and Mat

Others

Segmentation 5: by Insulation Type

Acoustic

Thermal

Electric

Segmentation 6: by Region

China

Asia-Pacific and Japan: Japan, South Korea, India, and Rest-of-Asia-Pacific and Japan

How can this report add value to an organization?

Product/Innovation Strategy: The product segment helps the reader understand the different applications of the electric vehicle insulation products available based on vehicle type (passenger vehicles and commercial vehicles), application (passenger compartment, rear compartment, under the hood and battery pack, and exterior), propulsion type (battery electric vehicles, plug-in hybrid electric vehicles, and hybrid electric vehicles), material type (foam, fiber, pad and mat and others), and insulation type (acoustic, thermal, and electric). The increasing need for a better driving experience, the need for protecting EV battery components in extreme weather, energy efficiency and range optimization, and the need for thermal insulation in EV batteries to maintain chemical reaction is pushing the market for electric vehicle insulation. Therefore, the electric vehicle insulation business is a high-investment and high-revenue generating model.

Growth/Marketing Strategy: The APAC electric vehicle insulation market has been growing at a rapid pace. The market offers enormous opportunities for existing and emerging market players. Some of the strategies covered in this segment are mergers and acquisitions, product launches, partnerships and collaborations, business expansions, and investments. The strategies preferred by companies to maintain and strengthen their market position primarily include product development.

Competitive Strategy: The key players in the APAC electric vehicle insulation market analyzed and profiled in the study include electric vehicle insulation manufacturers that develop, maintain, and market electric vehicle insulation materials. Moreover, a detailed

competitive benchmarking of the players operating in the electric vehicle insulation market has been done to help the reader understand the ways in which players stack against each other, presenting a clear market landscape. Additionally, comprehensive competitive strategies such as partnerships, agreements, and collaborations are expected to aid the reader in understanding the untapped revenue pockets in the market.

Key Market Players and Competition Synopsis

The companies that are profiled have been selected based on inputs gathered from primary experts and analyzing company coverage, product portfolio, and regional presence.

Some of the prominent names in this market are:

Sumitomo Riko Company Limited

CYG TEFA Co., Ltd.

INOAC Corporation

Toyota Boshoku Corporation

Contents

1 MARKETS

1.1 Industry Outlook

1.1.1 Overview: Electric Vehicle Insulation Market

1.1.2 Trends: Current and Future

1.1.2.1 Growing Numbers of Electric Vehicles Worldwide

1.1.2.2 Increasing Government Focus on Strict Regulatory Standards for Electric Vehicle Insulation

1.1.2.3 Lightweight Insulation Materials

1.1.3 Supply Chain Analysis

1.1.3.1 Who Supplies Whom

1.1.4 Ecosystem/Ongoing Programs

1.1.4.1 Consortiums, Associations, and Regulatory Bodies

1.1.4.2 Government Initiatives

1.1.4.3 Programs by Research Institutions and Universities

1.1.5 Key Patent Mapping

1.2 Business Dynamics

1.2.1 Business Drivers

1.2.1.1 Need for Better Driving Experience

1.2.1.2 Need for Protecting EV Battery Components in Extreme Weather

1.2.1.3 Need to Reduce Ancillary Noise in an EV

1.2.1.4 Energy Efficiency and Range Optimization

1.2.1.5 Need for Thermal Insulation in EV Batteries to Maintain Chemical Reaction

1.2.2 Business Restraints

1.2.2.1 Lack of Standard Regulations for EV Insulating Material Quality

1.2.2.2 Maintaining Optimal Weight and Space for Insulating Material

1.2.2.3 Cost Considerations for Acoustic, Thermal, and Electric Insulation Materials

1.2.2.4 Preventing Thin Slot Line Insulation and Thermal Runaway

1.2.3 Business Strategies

1.2.3.1 Product Development

1.2.3.2 Market Development

1.2.4 Corporate Strategies

1.2.4.1 Mergers and Acquisitions

1.2.4.2 Partnerships, Joint Ventures, Collaborations, and Alliances

1.2.5 Business Opportunities

1.2.5.1 Developments in Material Technology

1.2.5.2 Ecological Benefits of Better Sustainable Insulation Materials

- 1.2.5.3 Aftermarket Opportunities for Insulation Products
- 1.3 Other Applications of Insulation
 - 1.3.1 Building and Construction
 - 1.3.2 Industrial
 - 1.3.3 Others
- 1.4 Business Model Analysis

2 REGIONS

2.1 China

- 2.1.1 Market
 - 2.1.1.1 Buyer Attributes
 - 2.1.1.2 Key Manufacturers of Electric Vehicle Insulation in China
 - 2.1.1.3 Competitive Benchmarking
 - 2.1.1.4 Business Challenges
 - 2.1.1.5 Business Drivers
- 2.1.2 Application
 - 2.1.2.1 China Electric Vehicle Insulation Market (by Application), Volume and Value Data
 - 2.1.2.2 China Electric Vehicle Insulation Market (by Propulsion Type), Volume and Value Data
 - 2.1.2.3 China Electric Vehicle Insulation Market (by Vehicle Type), Volume and Value Data
- 2.1.3 Product
 - 2.1.3.1 China Electric Vehicle Insulation Market (by Material Type), Volume and Value Data
 - 2.1.3.2 China Electric Vehicle Insulation Market (by Insulation Type), Volume and Value Data
- 2.2 Asia-Pacific and Japan
 - 2.2.1 Market
 - 2.2.1.1 Buyer Attributes
 - 2.2.1.2 Key Manufacturers of Electric Vehicle Insulation in Asia-Pacific and Japan
 - 2.2.1.3 Competitive Benchmarking
 - 2.2.1.4 Business Challenges
 - 2.2.1.5 Business Drivers
 - 2.2.2 Application
 - 2.2.2.1 Asia-Pacific and Japan Electric Vehicle Insulation Market (by Application), Volume and Value Data
 - 2.2.2.2 Asia-Pacific and Japan Electric Vehicle Insulation Market (by Propulsion

Type), Volume and Value Data

2.2.2.3 Asia-Pacific and Japan Electric Vehicle Insulation Market (by Vehicle Type), Volume and Value Data

2.2.3 Product

2.2.3.1 Asia-Pacific and Japan Electric Vehicle Insulation Market (by Material Type), Volume and Value Data

2.2.3.2 Asia-Pacific and Japan Electric Vehicle Insulation Market (by Insulation Type), Volume and Value Data

2.2.4 Asia-Pacific and Japan: Country-Level Analysis

2.2.4.1 Japan

2.2.4.1.1 Market

2.2.4.1.1.1 Buyer Attributes

2.2.4.1.1.2 Key Manufacturers of Electric Vehicle Insulation in Japan

2.2.4.1.1.3 Business Challenges

2.2.4.1.1.4 Business Drivers

2.2.4.1.2 Application

2.2.4.1.2.1 Japan Electric Vehicle Insulation Market (by Application), Volume and Value Data

2.2.4.1.2.2 Japan Electric Vehicle Insulation Market (by Propulsion Type), Volume and Value Data

2.2.4.1.2.3 Japan Electric Vehicle Insulation Market (by Vehicle Type), Volume and Value Data

2.2.4.1.3 Product

2.2.4.1.3.1 Japan Electric Vehicle Insulation Market (by Material Type), Volume and Value Data

2.2.4.1.3.2 Japan Electric Vehicle Insulation Market (by Insulation Type), Volume and Value Data

2.2.4.2 South Korea

2.2.4.2.1 Market

2.2.4.2.1.1 Buyer Attributes

2.2.4.2.1.2 Key Manufacturers of Electric Vehicle Insulation in South Korea

2.2.4.2.1.3 Business Challenges

2.2.4.2.1.4 Business Drivers

2.2.4.2.2 Application

2.2.4.2.2.1 South Korea Electric Vehicle Insulation Market (by Application), Volume and Value Data

2.2.4.2.2.2 South Korea Electric Vehicle Insulation Market (by Propulsion Type), Volume and Value Data

2.2.4.2.2.3 South Korea Electric Vehicle Insulation Market (by Vehicle Type),

Volume and Value Data

2.2.4.2.3 Product

2.2.4.2.3.1 South Korea Electric Vehicle Insulation Market (by Material Type),

Volume and Value Data

2.2.4.2.3.2 South Korea Electric Vehicle Insulation Market (by Insulation Type),

Volume and Value Data

2.2.4.3 India

2.2.4.3.1 Market

2.2.4.3.1.1 Buyer Attributes

2.2.4.3.1.2 Key Manufacturers of Electric Vehicle Insulation in India

2.2.4.3.1.3 Business Challenges

2.2.4.3.1.4 Business Drivers

2.2.4.3.2 Application

2.2.4.3.2.1 India Electric Vehicle Insulation Market (by Application), Volume and Value Data

2.2.4.3.2.2 India Electric Vehicle Insulation Market (by Propulsion Type), Volume and Value Data

2.2.4.3.2.3 India Electric Vehicle Insulation Market (by Vehicle Type), Volume and Value Data

2.2.4.3.3 Product

2.2.4.3.3.1 India Electric Vehicle Insulation Market (by Material Type), Volume and Value Data

2.2.4.3.3.2 India Electric Vehicle Insulation Market (by Insulation Type), Volume and Value Data

2.2.4.4 Rest-of-Asia-Pacific and Japan

2.2.4.4.1 Market

2.2.4.4.1.1 Buyer Attributes

2.2.4.4.1.2 Key Manufacturers of Electric Vehicle Insulation in Rest-of-Asia-Pacific and Japan

2.2.4.4.1.3 Business Challenges

2.2.4.4.1.4 Business Drivers

2.2.4.4.2 Application

2.2.4.4.2.1 Rest-of-Asia-Pacific and Japan Electric Vehicle Insulation Market (by Application), Volume and Value Data

2.2.4.4.2.2 Rest-of-Asia-Pacific and Japan Electric Vehicle Insulation Market (by Propulsion Type), Volume and Value Data

2.2.4.4.2.3 Rest-of-Asia-Pacific and Japan Electric Vehicle Insulation Market (by Vehicle Type), Volume and Value Data

2.2.4.4.3 Product

2.2.4.4.3.1 Rest-of-Asia-Pacific and Japan Electric Vehicle Insulation Market (by Material Type), Volume and Value Data

2.2.4.4.3.2 Rest-of-Asia-Pacific and Japan Electric Vehicle Insulation Market (by Insulation Type), Volume and Value Data

3 MARKETS - COMPETITIVE BENCHMARKING & COMPANY PROFILES

3.1 Competitive Benchmarking

3.2 Market Share Analysis

3.3 Company Profiles

3.3.1 Sumitomo Riko Company Limited

3.3.1.1 Company Overview

3.3.1.1.1 Role of Sumitomo Riko Company Limited in the Electric Vehicle Insulation Market

3.3.1.1.2 Product Portfolio

3.3.1.2 Business Strategies

3.3.1.2.1 Sumitomo Riko Company Limited: Product Development

3.3.1.3 Corporate Strategies

3.3.1.3.1 Sumitomo Riko Company Limited: Partnerships, Joint Ventures, Collaborations, and Alliances

3.3.1.4 Production Sites and R&D Analysis

3.3.1.5 Analyst View

3.3.2 CYG TEFA Co., Ltd.

3.3.2.1 Company Overview

3.3.2.1.1 Role of CYG TEFA Co., Ltd. in the Electric Vehicle Insulation Market

3.3.2.1.2 Product Portfolio

3.3.2.2 Production Sites and R&D Analysis

3.3.2.3 Analyst View

3.3.3 INOAC Corporation

3.3.3.1 Company Overview

3.3.3.1.1 Role of INOAC Corporation in the Electric Vehicle Insulation Market

3.3.3.1.2 Product Portfolio

3.3.3.2 Business Strategies

3.3.3.2.1 INOAC Corporation: Market Development

3.3.3.3 Production Sites and R&D Analysis

3.3.3.4 Analyst View

3.3.4 Toyota Boshoku Corporation

3.3.4.1 Company Overview

3.3.4.1.1 Role of Toyota Boshoku Corporation in the Electric Vehicle Insulation

Market

3.3.4.1.2 Product Portfolio

3.3.4.2 Production Sites and R&D Analysis

3.3.4.3 Analyst View

4 RESEARCH METHODOLOGY

4.1 Data Sources

4.1.1 Primary Data Sources

4.1.2 Secondary Data Sources

4.2 Data Triangulation

4.3 Market Estimation and Forecast

4.3.1 Factors for Data Prediction and Modeling

List Of Figures

LIST OF FIGURES

- Figure 1: Electric Vehicle Insulation Market Overview, Kiloton, 2022-2032
- Figure 2: Electric Vehicle Insulation Market Overview, \$Billion, 2022-2032
- Figure 3: Electric Vehicle Insulation Market (by Application), \$Billion, 2022-2032
- Figure 4: Electric Vehicle Insulation Market (by Propulsion Type), \$Billion, 2022-2032
- Figure 5: Electric Vehicle Insulation Market (by Vehicle Type), \$Billion, 2022-2032
- Figure 6: Electric Vehicle Insulation Market (by Material Type), \$Billion, 2022-2032
- Figure 7: Electric Vehicle Insulation Market (by Insulation Type), \$Billion, 2022-2032
- Figure 8: Electric Vehicle Insulation Market (by Region), \$Million, 2022
- Figure 9: Sales of Electric Vehicles, Million Units, 2020-2022
- Figure 10: Electric Vehicle Insulation Market Supply Chain Analysis
- Figure 11: Stakeholders in Electric Vehicle Insulation Market
- Figure 12: Business Dynamics for Electric Vehicle Insulation Market
- Figure 13: Noise Level of ICE and EV Vehicles
- Figure 14: Driving Range of Various Electric Vehicles
- Figure 15: Effect of Temperature on Battery Performance
- Figure 16: Key Business Strategies, 2020-2023
- Figure 17: Product Development (by Company), 2020-2023
- Figure 18: Market Development (by Company), 2020-2023
- Figure 19: Key Corporate Strategies, 2020-2023
- Figure 20: Mergers and Acquisitions (by Company), 2020-2023
- Figure 21: Partnerships, Joint Ventures, Collaborations, and Alliances (by Company), 2020-2023
- Figure 22: Competitive Benchmarking for Electric Vehicle Insulation Market in China
- Figure 23: China Electric Vehicle Insulation Market, \$Million and Kiloton, 2022-2032
- Figure 24: Competitive Benchmarking for Electric Vehicle Insulation Market in Asia-Pacific and Japan
- Figure 25: Asia-Pacific and Japan Electric Vehicle Insulation Market, \$Million and Kiloton, 2022-2032
- Figure 26: Competitive Benchmarking for Electric Vehicle Insulation Market
- Figure 27: Toyota Boshoku Corporation: R&D Expenditure, \$Million, 2020-2022
- Figure 28: Research Methodology
- Figure 29: Data Triangulation
- Figure 30: Top-Down and Bottom-Up Approach
- Figure 31: Assumptions and Limitations

List Of Tables

LIST OF TABLES

Table 1: Electric Vehicle Insulation Market Overview

Table 2: Passenger Vehicles Safety and Security Standards

Table 3: Electric Vehicle OEMs and Their Suppliers

Table 4: Consortiums, Associations, and Regulatory Bodies

Table 5: Government Initiatives for Electric Vehicles

Table 6: Programs by Research Institutions and Universities

Table 7: Key Patent Mapping

Table 8: Impact of Business Drivers

Table 9: Impact of Business Restraints

Table 10: Impact of Business Opportunities

Table 11: Electric Vehicle Insulation Market (by Region), Kiloton, 2022-2032

Table 12: Electric Vehicle Insulation Market (by Region), \$Million, 2022-2032

Table 13: China Electric Vehicle Insulation Market (by Application), Kiloton, 2022-2032

Table 14: China Electric Vehicle Insulation Market (by Application), \$Million, 2022-2032

Table 15: China Electric Vehicle Insulation Market (by Propulsion Type), Kiloton, 2022-2032

Table 16: China Electric Vehicle Insulation Market (by Propulsion Type), \$Million, 2022-2032

Table 17: China Electric Vehicle Insulation Market (by Vehicle Type), Kiloton, 2022-2032

Table 18: China Electric Vehicle Insulation Market (by Vehicle Type), \$Million, 2022-2032

Table 19: China Electric Vehicle Insulation Market (by Material Type), Kiloton, 2022-2032

Table 20: China Electric Vehicle Insulation Market (by Material Type), \$Million, 2022-2032

Table 21: China Electric Vehicle Insulation Market (by Insulation Type), Kiloton, 2022-2032

Table 22: China Electric Vehicle Insulation Market (by Insulation Type), \$Million, 2022-2032

Table 23: Asia-Pacific and Japan Electric Vehicle Insulation Market (by Application), Kiloton, 2022-2032

Table 24: Asia-Pacific and Japan Electric Vehicle Insulation Market (by Application), \$Million, 2022-2032

Table 25: Asia-Pacific and Japan Electric Vehicle Insulation Market (by Propulsion

Type), Kiloton, 2022-2032

Table 26: Asia-Pacific and Japan Electric Vehicle Insulation Market (by Propulsion Type), \$Million, 2022-2032

Table 27: Asia-Pacific and Japan Electric Vehicle Insulation Market (by Vehicle Type), Kiloton, 2022-2032

Table 28: Asia-Pacific and Japan Electric Vehicle Insulation Market (by Vehicle Type), \$Million, 2022-2032

Table 29: Asia-Pacific and Japan Electric Vehicle Insulation Market (by Material Type), Kiloton, 2022-2032

Table 30: Asia-Pacific and Japan Electric Vehicle Insulation Market (by Material Type), \$Million, 2022-2032

Table 31: Asia-Pacific and Japan Electric Vehicle Insulation Market (by Insulation Type), Kiloton, 2022-2032

Table 32: Asia-Pacific and Japan Electric Vehicle Insulation Market (by Insulation Type), \$Million, 2022-2032

Table 33: Japan Electric Vehicle Insulation Market (by Application), Kiloton, 2022-2032

Table 34: Japan Electric Vehicle Insulation Market (by Application), \$Million, 2022-2032

Table 35: Japan Electric Vehicle Insulation Market (by Propulsion Type), Kiloton, 2022-2032

Table 36: Japan Electric Vehicle Insulation Market (by Propulsion Type), \$Million, 2022-2032

Table 37: Japan Electric Vehicle Insulation Market (by Vehicle Type), Kiloton, 2022-2032

Table 38: Japan Electric Vehicle Insulation Market (by Vehicle Type), \$Million, 2022-2032

Table 39: Japan Electric Vehicle Insulation Market (by Material Type), Kiloton, 2022-2032

Table 40: Japan Electric Vehicle Insulation Market (by Material Type), \$Million, 2022-2032

Table 41: Japan Electric Vehicle Insulation Market (by Insulation Type), Kiloton, 2022-2032

Table 42: Japan Electric Vehicle Insulation Market (by Insulation Type), \$Million, 2022-2032

Table 43: South Korea Electric Vehicle Insulation Market (by Application), Kiloton, 2022-2032

Table 44: South Korea Electric Vehicle Insulation Market (by Application), \$Million, 2022-2032

Table 45: South Korea Electric Vehicle Insulation Market (by Propulsion Type), Kiloton, 2022-2032

Table 46: South Korea Electric Vehicle Insulation Market (by Propulsion Type), \$Million, 2022-2032

Table 47: South Korea Electric Vehicle Insulation Market (by Vehicle Type), Kiloton, 2022-2032

Table 48: South Korea Electric Vehicle Insulation Market (by Vehicle Type), \$Million, 2022-2032

Table 49: South Korea Electric Vehicle Insulation Market (by Material Type), Kiloton, 2022-2032

Table 50: South Korea Electric Vehicle Insulation Market (by Material Type), \$Million, 2022-2032

Table 51: South Korea Electric Vehicle Insulation Market (by Insulation Type), Kiloton, 2022-2032

Table 52: South Korea Electric Vehicle Insulation Market (by Insulation Type), \$Million, 2022-2032

Table 53: India Electric Vehicle Insulation Market (by Application), Kiloton, 2022-2032

Table 54: India Electric Vehicle Insulation Market (by Application), \$Million, 2022-2032

Table 55: India Electric Vehicle Insulation Market (by Propulsion Type), Kiloton, 2022-2032

Table 56: India Electric Vehicle Insulation Market (by Propulsion Type), \$Million, 2022-2032

Table 57: India Electric Vehicle Insulation Market (by Vehicle Type), Kiloton, 2022-2032

Table 58: India Electric Vehicle Insulation Market (by Vehicle Type), \$Million, 2022-2032

Table 59: India Electric Vehicle Insulation Market (by Material Type), Kiloton, 2022-2032

Table 60: India Electric Vehicle Insulation Market (by Material Type), \$Million, 2022-2032

Table 61: India Electric Vehicle Insulation Market (by Insulation Type), Kiloton, 2022-2032

Table 62: India Electric Vehicle Insulation Market (by Insulation Type), \$Million, 2022-2032

Table 63: Rest-of-Asia-Pacific and Japan Electric Vehicle Insulation Market (by Application), Kiloton, 2022-2032

Table 64: Rest-of-Asia-Pacific and Japan Electric Vehicle Insulation Market (by Application), \$Million, 2022-2032

Table 65: Rest-of-Asia-Pacific and Japan Electric Vehicle Insulation Market (by Propulsion Type), Kiloton, 2022-2032

Table 66: Rest-of-Asia-Pacific and Japan Electric Vehicle Insulation Market (by Propulsion Type), \$Million, 2022-2032

Table 67: Rest-of-Asia-Pacific and Japan Electric Vehicle Insulation Market (by Vehicle Type), Kiloton, 2022-2032

Table 68: Rest-of-Asia-Pacific and Japan Electric Vehicle Insulation Market (by Vehicle Type), \$Million, 2022-2032

Table 69: Rest-of-Asia-Pacific and Japan Electric Vehicle Insulation Market (by Material Type), Kiloton, 2022-2032

Table 70: Rest-of-Asia-Pacific and Japan Electric Vehicle Insulation Market (by Material Type), \$Million, 2022-2032

Table 71: Rest-of-Asia-Pacific and Japan Electric Vehicle Insulation Market (by Insulation Type), Kiloton, 2022-2032

Table 72: Rest-of-Asia-Pacific and Japan Electric Vehicle Insulation Market (by Insulation Type), \$Million, 2022-2032

Table 73: Market Share Analysis: Electric Vehicle Insulation Market

Table 74: Sumitomo Riko Company Limited: Product Portfolio

Table 75: Sumitomo Riko Company Limited: Product Development

Table 76: Sumitomo Riko Company Limited: Partnerships, Joint Ventures, Collaborations, and Alliances

Table 77: CYG TEFA Co., Ltd.: Product Portfolio

Table 78: INOAC Corporation: Product Portfolio

Table 79: INOAC Corporation: Market Development

Table 80: Toyota Boshoku Corporation: Product Portfolio

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