

E-SUVs Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 to 2032

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Abstracts

The Global E-SUVs Market was valued at USD 145.1 billion in 2023 and is projected to grow at a CAGR of 11.1% from 2024 to 2032. This growth is fueled by increasing consumer preference for eco-friendly vehicles and rising awareness of environmental concerns. As worries about climate change and sustainability intensify, more consumers seeking electric SUVs to lower their carbon footprint. The zero tailpipe emissions of e-SUVs make them a popular choice for environmentally-conscious buyers. Moreover, government incentives such as tax rebates and subsidies boost sales by making these vehicles more affordable.

Additionally, corporate sustainability goals and environmental regulations are accelerating the shift toward electric vehicles as consumers prioritize personal and environmental health. Government incentives play a crucial role in the growth of the e-SUVs market by reducing the overall cost for buyers. These incentives often include tax credits, direct cash rebates, and exemptions from certain vehicle fees, which make electric SUVs more accessible to a broader audience. Furthermore, the development of charging infrastructure supported by government subsidies enhances the practicality of owning an e-SUV, encouraging more consumers to make the switch.

These factors push manufacturers to expand their electric vehicle portfolios, further stimulating market growth. The market is segmented by drivetrain into all-wheel drive (AWD), rear-wheel drive (RWD), and front-wheel drive (FWD). In 2023, the AWD segment held the largest share, representing over 51% of the market. AWD systems offer enhanced traction and stability, making them especially popular among consumers seeking performance and safety.

Their ability to handle diverse road conditions, coupled with the benefits of instant torque from electric motors, has contributed to their dominance. When it comes to propulsion, battery electric vehicles (BEVs) lead the market, accounting for approximately 75% of sales in 2023. BEVs' zero-emission nature, paired with

government incentives and advances in battery technology, makes them a preferred option. Additionally, the growing availability of fast-charging stations is improving convenience, encouraging more consumers to opt for BEVs over hybrid alternatives. Regionally, Asia Pacific dominates the market, with over 36% share in 2023, driven by strong demand in major countries and extensive government support for electric vehicle adoption. North America and Europe also show strong growth, with significant investments in infrastructure and regulatory support for emission reductions.

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