

Vehicle-to-Grid Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

The global vehicle-to-grid market size reached US\$ 2.5 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 18.4 Billion by 2028, exhibiting a growth rate (CAGR) of 39.5% during 2022-2028. The growing purchase of electric vehicles (EVs), increasing environmental concerns and reduction of emissions, and rising development of advanced bi-directional charging infrastructure allowing bidirectional power flow are some of the major factors propelling the market. Vehicle-to-grid (V2G) is a technology that enables the bidirectional flow of electricity between electric vehicles (EVs) and the power grid. It requires communication protocols that enable seamless interaction between the EV, charger, and the grid, ensuring safe and efficient power transfer. It allows EVs to inject power into the grid during peak demand or grid fluctuations and helps stabilize the electricity network and improve overall grid reliability. It facilitates the integration of renewable energy sources, such as solar and wind, by absorbing excess energy during periods of high generation and redistributing it when needed.

At present, the increasing demand for V2G as it helps mitigate the intermittent nature of renewable energy sources, making it easier to integrate them into the grid on a larger scale, is impelling the growth of the market. Besides this, the rising popularity of V2G, as it enhances grid resilience by offering backup power during emergencies, blackouts, or natural disasters when EVs can act as mobile energy reserves, is contributing to the growth of the market. In addition, the growing integration of renewable energy and the usage of optimized energy to reduce greenhouse gas emissions and promote sustainability is offering a favorable market outlook. Apart from this, the increasing development of advanced bi-directional charging infrastructure allowing bidirectional power flow is supporting the growth of the market. Additionally, rising advancements in battery technology and power electronics are strengthening the growth of the market. Vehicle-to-Grid Market Trends/Drivers:



Rising purchases of electric vehicles (EVs)

Presently, the increase in electric vehicle (EV) purchases is positively influencing the V2G market, fostering unprecedented growth and driving the global transition towards cleaner and more sustainable energy solutions. The concept of V2G relies heavily on the idea of using electric vehicles (EVs) as mobile energy storage units. When not in use, these vehicles can be connected to the grid, allowing their batteries to store excess energy generated from renewable sources. The growing consumer awareness and acceptance of EVs are promoting a similar trend for V2G systems. As consumers become more familiar with EVs and their benefits, the concept of V2G is also gaining traction. Owners are becoming increasingly comfortable with the idea of their car batteries serving dual purposes, both for driving and for energy storage and transfer. This shift in consumer behavior and perception is propelling the V2G market to flourish.

The rising environmental concerns and mounting pressure to reduce carbon emissions are playing a significant role in positively influencing the V2G market. Apart from this, there is an increase in the demand for energy solutions that reduce our reliance on fossil fuels and prevent the impacts of climate change. The V2G model represents a significant step towards sustainable energy utilization, as it provides a platform for efficient storage and utilization of renewable energy. When connected to the grid, EVs can absorb excess energy generated from renewable sources and supply it back when demand is high, or generation is low. This method of energy management mitigates the need for conventional power plants and enhances grid stability, thereby reducing greenhouse gas emissions significantly.

Growing popularity of smart grids

The increasing popularity of smart grids is having a transformative and positive impact on the V2G market. The core strength of smart grids lies in their ability to intelligently manage energy supply and demand, enhancing grid stability, reliability, and efficiency. V2G systems feed into this strength by acting as a flexible energy resource. When connected to the smart grid, EVs can store surplus energy during periods of low demand and convert this energy back into the grid when demand peaks. This ability to balance the load is contributing significantly to the optimization of power distribution and the prevention of blackouts or power quality issues. Moreover, the proliferation of smart grids encourages the use of renewable energy sources, which is critical for V2G technology. Smart grids are designed to better accommodate and manage the integration of renewable energy sources like solar and wind power. Vehicle-to-Grid Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global vehicle-to-grid market report, along with forecasts at the global, regional and country levels from 2023-2028. Our report has categorized the market based on solution type,



vehicle type, charging type and application.

Breakup by Solution Type:

Electric Vehicle Supply Equipment (EVSE)

Smart Meters

Home Energy Management (HEM) Systems

Software Solutions

Electric vehicle supply equipment (EVSE) dominates the market

The report has provided a detailed breakup and analysis of the market based on the solution type. This includes electric vehicle supply equipment (EVSE), smart meters, home energy management (HEM) systems, and software solutions. According to the report, electric vehicle supply equipment (EVSE) represented the largest segment. Electric vehicle supply equipment (EVSE) refers to the infrastructure and equipment used to charge electric vehicles (EVs). It is the system that connects the EV to the power source and supplies the electricity needed to recharge the battery of the vehicle. EVSE is essential for the widespread adoption of EVs, as it provides a convenient and safe way for EV owners to charge their vehicles at home, workplaces, public charging stations, and other locations. EVSE is used at residential properties to charge EVs. Home EVSE units are typically installed in garages or driveways, offering convenience, and enabling EV owners to start each day with a charged battery. EVSE is also installed at various public locations, such as parking lots, shopping centers, restaurants, and tourist attractions, to provide charging options for EV users on the go. Public charging stations help alleviate range anxiety and increase the accessibility of EVs.

Breakup by Vehicle Type:

Battery Electric Vehicle (BEV)

Fuel Cell Electric Vehicle (FCEV)

Plug-In Hybrid Electric Vehicle (PHEV)

Battery electric vehicle (BEV) hold the largest share in the market

A detailed breakup and analysis of the market based on the vehicle type have also been provided in the report. This includes battery electric vehicle (BEV), fuel cell electric vehicle (FCEV), and plug-in hybrid electric vehicle. According to the report, battery electric vehicle (BEV) accounted for the largest market share.

A battery electric vehicle (BEV) is a type of EV that relies solely on an onboard battery pack for energy storage and propulsion, with no internal combustion engine. It represents a promising solution to combatting climate change and air pollution, making it an essential part of the ongoing transition to a more sustainable and low-carbon transportation system. Additionally, BEV is gaining traction in commercial fleets, where it offers cost savings through reduced fuel and maintenance expenses. The electric bus and delivery vehicle is becoming more prevalent in urban areas, contributing to cleaner and quieter streets. BEV is more energy-efficient than internal combustion engine



vehicles. It converts a higher percentage of energy from the grid into usable power for propulsion, resulting in reduced energy waste and a lower carbon footprint. Breakup by Charging Type:

Unidirectional Charging

Bidirectional Charging

Bidirectional charging holds the biggest share of the market

A detailed breakup and analysis of the market based on the charging type have also been provided in the report. This includes unidirectional charging and bidirectional charging. According to the report, bidirectional charging accounted for the largest market share.

Bidirectional charging is a two-way flow of electricity between an electric vehicle (EV) and the electric grid. Unlike traditional unidirectional charging, where electricity flows from the grid to the battery of the vehicle for charging, bidirectional charging allows the EV battery to discharge power back to the grid when needed. It helps to balance the electrical grid by providing grid operators with a flexible energy resource. During peak demand periods, EVs can discharge stored energy into the grid, helping to alleviate stress on the grid and prevent blackouts. It enables load shifting, meaning EVs can charge during off-peak durations when electricity demand is lower, and energy is cheaper. The stored energy in the EV batteries can then be discharged during peak hours, reducing strain on the grid, and optimizing energy usage.

Breakup by Application:

Peak Power Sales

Spinning Reserves

Base Load Power

Others

Peak power sales hold the maximum share in the market

A detailed breakup and analysis of the market based on the application have also been provided in the report. This includes peak power sales, spinning reserves, base load power, and others. According to the report, peak power sales accounted for the largest market share.

Peak power sales refer to the selling of electricity at times of peak demand when the demand for electricity is highest. In an electricity grid system, there are periods throughout the day when the electricity consumption reaches its maximum, typically during the morning and evening hours when people are waking up and returning home from work. These periods are known as peak demand periods. During peak demand periods, the electricity grid experiences a significant load, and power utilities may need to activate additional power generation resources to meet the increased demand. These additional power sources are often more expensive to operate or may rely on less efficient power plants, which can drive up the cost of electricity production. Peak power



sales can take various forms, including time-of-use pricing, where electricity rates vary based on the time of day, with higher rates during peak durations and lower rates during off-peak periods.

Breakup by Region: North America United States Canada Asia-Pacific China Japan India South Korea Australia Indonesia Others Europe Germany France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

North America exhibits a clear dominance, accounting for the largest vehicle-to-grid market share

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America represented the largest market.

North America held the biggest market share due to the increasing focus on reducing greenhouse gas emissions and combating climate change. Besides this, the increasing purchase of electric vehicles (EVs) as they prevent the usage of fossil fuels and



emission of harmful vehicular exhausts is propelling the growth of the market. Apart from this, the implementation of various government incentives, tax credits, and policies to promote EVs and clean energy is contributing to the growth of the market. Additionally, advancements in smart grid infrastructure are supporting the growth of the market.

Europe is estimated to expand further in this domain due to the increasing adoption of renewable energy sources. Moreover, rising research activities to improve V2G systems are bolstering the growth of the market.

Competitive Landscape:

Key market players are investing in research operations to improve the efficiency, scalability, and performance of V2G systems. They are also improving bidirectional charging technology, optimizing battery management systems, and developing advanced communication protocols for seamless integration with smart grids. Top companies are collaborating with electric vehicle (EV) manufacturers, utilities, and other stakeholders to establish a robust ecosystem. They are also deploying more V2G-enabled charging stations at key locations to support a larger number of EVs and enable widespread participation in V2G programs. Leading companies are focusing on integrating V2G systems with numerous renewable sources of energy, including solar and wind power. They are also educating consumers about the benefits of V2G technology and its role in supporting a cleaner and more sustainable energy system. The report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

AC Propulsion Inc.

Coritech Services Inc.

DENSO Corporation

Enerdel Inc.

ENGIE Group

EV Grid

Hitachi Ltd.

Nissan Motor Company Ltd.

NRG Energy Inc

OVO Energy Ltd.

Recent Developments:

In 2023, OVO Energy Ltd. announced the launch of 'Charge Anytime,' a smart charging electric vehicle plan that can charge EVs automatically during off-peak energy usage periods.

In 2023, ENGIE Group announced the launch of its new brand named ENGIE Vianeo, which aims to develop 12,000 electric charge points in France for cars and heavy goods



vehicles by 2025.

In May 2023, DENSO Corporation announced its collaboration with United Semiconductor Japan CO., Ltd (USJC) to produce insulated gate bipolar transistors (IGBT) for expanding the electric vehicle market.

Key Questions Answered in This Report

1. What was the size of the global vehicle-to-grid market in 2022?

2. What is the expected growth rate of the global vehicle-to-grid market during 2023-2028?

- 3. What has been the impact of COVID-19 on the global vehicle-to-grid market?
- 4. What are the key factors driving the global vehicle-to-grid market?
- 5. What is the breakup of the global vehicle-to-grid market based on the solution type?
- 6. What is the breakup of the global vehicle-to-grid market based on the vehicle type?
- 7. What is the breakup of the global vehicle-to-grid market based on charging type?
- 8. What is the breakup of the global vehicle-to-grid market based on the application?
- 9. What are the key regions in the global vehicle-to-grid market?
- 10. Who are the key players/companies in the global vehicle-to-grid market?



Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
- 2.3.1 Primary Sources
- 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
- 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

4.1 Overview4.2 Key Industry Trends

5 GLOBAL VEHICLE-TO-GRID MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

6 MARKET BREAKUP BY SOLUTION TYPE

- 6.1 Electric Vehicle Supply Equipment (EVSE)
- 6.1.1 Market Trends
- 6.1.2 Market Forecast
- 6.2 Smart Meters
 - 6.2.1 Market Trends



- 6.2.2 Market Forecast
- 6.3 Home Energy Management (HEM) Systems
- 6.3.1 Market Trends
- 6.3.2 Market Forecast
- 6.4 Software Solutions
- 6.4.1 Market Trends
- 6.4.2 Market Forecast

7 MARKET BREAKUP BY VEHICLE TYPE

- 7.1 Battery Electric Vehicle (BEV)
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
- 7.2 Fuel Cell Electric Vehicle (FCEV)
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast
- 7.3 Plug-In Hybrid Electric Vehicle (PHEV)
- 7.3.1 Market Trends
- 7.3.2 Market Forecast

8 MARKET BREAKUP BY CHARGING TYPE

- 8.1 Unidirectional Charging
 - 8.1.1 Market Trends
 - 8.1.2 Market Forecast
- 8.2 Bidirectional Charging
 - 8.2.1 Market Trends
 - 8.2.2 Market Forecast

9 MARKET BREAKUP BY APPLICATION

- 9.1 Peak Power Sales
 - 9.1.1 Market Trends
 - 9.1.2 Market Forecast
- 9.2 Spinning Reserves
- 9.2.1 Market Trends
- 9.2.2 Market Forecast
- 9.3 Base Load Power
 - 9.3.1 Market Trends



9.3.2 Market Forecast9.4 Others9.4.1 Market Trends9.4.2 Market Forecast

10 MARKET BREAKUP BY REGION

10.1 North America 10.1.1 United States 10.1.1.1 Market Trends 10.1.1.2 Market Forecast 10.1.2 Canada 10.1.2.1 Market Trends 10.1.2.2 Market Forecast 10.2 Asia-Pacific 10.2.1 China 10.2.1.1 Market Trends 10.2.1.2 Market Forecast 10.2.2 Japan 10.2.2.1 Market Trends 10.2.2.2 Market Forecast 10.2.3 India 10.2.3.1 Market Trends 10.2.3.2 Market Forecast 10.2.4 South Korea 10.2.4.1 Market Trends 10.2.4.2 Market Forecast 10.2.5 Australia 10.2.5.1 Market Trends 10.2.5.2 Market Forecast 10.2.6 Indonesia 10.2.6.1 Market Trends 10.2.6.2 Market Forecast 10.2.7 Others 10.2.7.1 Market Trends 10.2.7.2 Market Forecast 10.3 Europe 10.3.1 Germany 10.3.1.1 Market Trends



10.3.1.2 Market Forecast 10.3.2 France 10.3.2.1 Market Trends 10.3.2.2 Market Forecast 10.3.3 United Kingdom 10.3.3.1 Market Trends 10.3.3.2 Market Forecast 10.3.4 Italy 10.3.4.1 Market Trends 10.3.4.2 Market Forecast 10.3.5 Spain 10.3.5.1 Market Trends 10.3.5.2 Market Forecast 10.3.6 Russia 10.3.6.1 Market Trends 10.3.6.2 Market Forecast 10.3.7 Others 10.3.7.1 Market Trends 10.3.7.2 Market Forecast 10.4 Latin America 10.4.1 Brazil 10.4.1.1 Market Trends 10.4.1.2 Market Forecast 10.4.2 Mexico 10.4.2.1 Market Trends 10.4.2.2 Market Forecast 10.4.3 Others 10.4.3.1 Market Trends 10.4.3.2 Market Forecast 10.5 Middle East and Africa 10.5.1 Market Trends 10.5.2 Market Breakup by Country 10.5.3 Market Forecast

11 SWOT ANALYSIS

11.1 Overview 11.2 Strengths

11.3 Weaknesses



11.4 Opportunities

11.5 Threats

12 VALUE CHAIN ANALYSIS

13 PORTERS FIVE FORCES ANALYSIS

- 13.1 Overview
- 13.2 Bargaining Power of Buyers
- 13.3 Bargaining Power of Suppliers
- 13.4 Degree of Competition
- 13.5 Threat of New Entrants
- 13.6 Threat of Substitutes

14 PRICE ANALYSIS

15 COMPETITIVE LANDSCAPE

15.1 Market Structure 15.2 Key Players 15.3 Profiles of Key Players 15.3.1 AC Propulsion Inc. 15.3.1.1 Company Overview 15.3.1.2 Product Portfolio 15.3.2 Coritech Services Inc. 15.3.2.1 Company Overview 15.3.2.2 Product Portfolio 15.3.3 DENSO Corporation 15.3.3.1 Company Overview 15.3.3.2 Product Portfolio 15.3.3.3 Financials 15.3.3.4 SWOT Analysis 15.3.4 Enerdel Inc. 15.3.4.1 Company Overview 15.3.4.2 Product Portfolio 15.3.5 ENGIE Group 15.3.5.1 Company Overview



15.3.5.2 Product Portfolio

- 15.3.5.3 Financials
- 15.3.5.4 SWOT Analysis
- 15.3.6 EV Grid
- 15.3.6.1 Company Overview
- 15.3.6.2 Product Portfolio
- 15.3.7 Hitachi Ltd.
 - 15.3.7.1 Company Overview
- 15.3.7.2 Product Portfolio
- 15.3.7.3 Financials
- 15.3.7.4 SWOT Analysis
- 15.3.8 Nissan Motor Company Ltd.
- 15.3.8.1 Company Overview
- 15.3.8.2 Product Portfolio
- 15.3.8.3 Financials
- 15.3.8.4 SWOT Analysis
- 15.3.9 NRG Energy Inc.
 - 15.3.9.1 Company Overview
- 15.3.9.2 Product Portfolio
- 15.3.9.3 Financials
- 15.3.9.4 SWOT Analysis
- 15.3.10 OVO Energy Ltd.
- 15.3.10.1 Company Overview
- 15.3.10.2 Product Portfolio
- 15.3.10.3 Financials



List Of Tables

LIST OF TABLES

Table 1: Global: Vehicle-to-Grid Market: Key Industry Highlights, 2022 and 2028

Table 2: Global: Vehicle-to-Grid Market Forecast: Breakup by Solution Type (in Million US\$), 2023-2028

Table 3: Global: Vehicle-to-Grid Market Forecast: Breakup by Vehicle Type (in Million US\$), 2023-2028

Table 4: Global: Vehicle-to-Grid Market Forecast: Breakup by Charging Type (in Million US\$), 2023-2028

Table 5: Global: Vehicle-to-Grid Market Forecast: Breakup by Application (in Million US\$), 2023-2028

Table 6: Global: Vehicle-to-Grid Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 7: Global: Vehicle-to-Grid Market: Competitive Structure

Table 8: Global: Vehicle-to-Grid Market: Key Players



List Of Figures

LIST OF FIGURES

Figure 1: Global: Vehicle-to-Grid Market: Major Drivers and Challenges Figure 2: Global: Vehicle-to-Grid Market: Sales Value (in Billion US\$), 2017-2022 Figure 3: Global: Vehicle-to-Grid Market Forecast: Sales Value (in Billion US\$), 2023-2028 Figure 4: Global: Vehicle-to-Grid Market: Breakup by Solution Type (in %), 2022 Figure 5: Global: Vehicle-to-Grid Market: Breakup by Vehicle Type (in %), 2022 Figure 6: Global: Vehicle-to-Grid Market: Breakup by Charging Type (in %), 2022 Figure 7: Global: Vehicle-to-Grid Market: Breakup by Application (in %), 2022 Figure 8: Global: Vehicle-to-Grid Market: Breakup by Region (in %), 2022 Figure 9: Global: Vehicle-to-Grid (Electric Vehicle Supply Equipment-EVSE) Market: Sales Value (in Million US\$), 2017 & 2022 Figure 10: Global: Vehicle-to-Grid (Electric Vehicle Supply Equipment-EVSE) Market Forecast: Sales Value (in Million US\$), 2023-2028 Figure 11: Global: Vehicle-to-Grid (Smart Meters) Market: Sales Value (in Million US\$), 2017 & 2022 Figure 12: Global: Vehicle-to-Grid (Smart Meters) Market Forecast: Sales Value (in Million US\$), 2023-2028 Figure 13: Global: Vehicle-to-Grid (Home Energy Management (HEM) Systems) Market: Sales Value (in Million US\$), 2017 & 2022 Figure 14: Global: Vehicle-to-Grid (Home Energy Management (HEM) Systems) Market Forecast: Sales Value (in Million US\$), 2023-2028 Figure 15: Global: Vehicle-to-Grid (Software Solutions) Market: Sales Value (in Million US\$), 2017 & 2022 Figure 16: Global: Vehicle-to-Grid (Software Solutions) Market Forecast: Sales Value (in Million US\$), 2023-2028 Figure 17: Global: Vehicle-to-Grid (Battery Electric Vehicle-BEV) Market: Sales Value (in Million US\$), 2017 & 2022 Figure 18: Global: Vehicle-to-Grid (Battery Electric Vehicle-BEV) Market Forecast: Sales Value (in Million US\$), 2023-2028 Figure 19: Global: Vehicle-to-Grid (Fuel Cell Electric Vehicle-FCEV) Market: Sales Value (in Million US\$), 2017 & 2022 Figure 20: Global: Vehicle-to-Grid (Fuel Cell Electric Vehicle-FCEV) Market Forecast: Sales Value (in Million US\$), 2023-2028 Figure 21: Global: Vehicle-to-Grid (Plug-In Hybrid Electric Vehicle-PHEV) Market: Sales Value (in Million US\$), 2017 & 2022



Figure 22: Global: Vehicle-to-Grid (Plug-In Hybrid Electric Vehicle-PHEV) Market Forecast: Sales Value (in Million US\$), 2023-2028 Figure 23: Global: Vehicle-to-Grid (Unidirectional Charging) Market: Sales Value (in Million US\$), 2017 & 2022 Figure 24: Global: Vehicle-to-Grid (Unidirectional Charging) Market Forecast: Sales Value (in Million US\$), 2023-2028 Figure 25: Global: Vehicle-to-Grid (Bidirectional Charging) Market: Sales Value (in Million US\$), 2017 & 2022 Figure 26: Global: Vehicle-to-Grid (Bidirectional Charging) Market Forecast: Sales Value (in Million US\$), 2023-2028 Figure 27: Global: Vehicle-to-Grid (Peak Power Sales) Market: Sales Value (in Million US\$), 2017 & 2022 Figure 28: Global: Vehicle-to-Grid (Peak Power Sales) Market Forecast: Sales Value (in Million US\$), 2023-2028 Figure 29: Global: Vehicle-to-Grid (Spinning Reserves) Market: Sales Value (in Million US\$), 2017 & 2022 Figure 30: Global: Vehicle-to-Grid (Spinning Reserves) Market Forecast: Sales Value (in Million US\$), 2023-2028 Figure 31: Global: Vehicle-to-Grid (Base Load Power) Market: Sales Value (in Million US\$), 2017 & 2022 Figure 32: Global: Vehicle-to-Grid (Base Load Power) Market Forecast: Sales Value (in Million US\$), 2023-2028 Figure 33: Global: Vehicle-to-Grid (Others) Market: Sales Value (in Million US\$), 2017 & 2022 Figure 34: Global: Vehicle-to-Grid (Others) Market Forecast: Sales Value (in Million US\$), 2023-2028 Figure 35: North America: Vehicle-to-Grid Market: Sales Value (in Million US\$), 2017 & 2022 Figure 36: North America: Vehicle-to-Grid Market Forecast: Sales Value (in Million US\$), 2023-2028 Figure 37: United States: Vehicle-to-Grid Market: Sales Value (in Million US\$), 2017 & 2022 Figure 38: United States: Vehicle-to-Grid Market Forecast: Sales Value (in Million US\$), 2023-2028 Figure 39: Canada: Vehicle-to-Grid Market: Sales Value (in Million US\$), 2017 & 2022 Figure 40: Canada: Vehicle-to-Grid Market Forecast: Sales Value (in Million US\$), 2023-2028 Figure 41: Asia-Pacific: Vehicle-to-Grid Market: Sales Value (in Million US\$), 2017 & 2022



Figure 42: Asia-Pacific: Vehicle-to-Grid Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 43: China: Vehicle-to-Grid Market: Sales Value (in Million US\$), 2017 & 2022 Figure 44: China: Vehicle-to-Grid Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 45: Japan: Vehicle-to-Grid Market: Sales Value (in Million US\$), 2017 & 2022 Figure 46: Japan: Vehicle-to-Grid Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 47: India: Vehicle-to-Grid Market: Sales Value (in Million US\$), 2017 & 2022 Figure 48: India: Vehicle-to-Grid Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 49: South Korea: Vehicle-to-Grid Market: Sales Value (in Million US\$), 2017 & 2022

Figure 50: South Korea: Vehicle-to-Grid Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 51: Australia: Vehicle-to-Grid Market: Sales Value (in Million US\$), 2017 & 2022 Figure 52: Australia: Vehicle-to-Grid Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 53: Indonesia: Vehicle-to-Grid Market: Sales Value (in Million US\$), 2017 & 2022 Figure 54: Indonesia: Vehicle-to-Grid Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 55: Others: Vehicle-to-Grid Market: Sales Value (in Million US\$), 2017 & 2022 Figure 56: Others: Vehicle-to-Grid Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 57: Europe: Vehicle-to-Grid Market: Sales Value (in Million US\$), 2017 & 2022 Figure 58: Europe: Vehicle-to-Grid Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 59: Germany: Vehicle-to-Grid Market: Sales Value (in Million US\$), 2017 & 2022 Figure 60: Germany: Vehicle-to-Grid Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 61: France: Vehicle-to-Grid Market: Sales Value (in Million US\$), 2017 & 2022 Figure 62: France: Vehicle-to-Grid Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 63: United Kingdom: Vehicle-to-Grid Market: Sales Value (in Million US\$), 2017 & 2022

Figure 64: United Kingdom: Vehicle-to-Grid Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 65: Italy: Vehicle-to-Grid Market: Sales Value (in Million US\$), 2017 & 2022 Figure 66: Italy: Vehicle-to-Grid Market Forecast: Sales Value (in Million US\$),



2023-2028

Figure 67: Spain: Vehicle-to-Grid Market: Sales Value (in Million US\$), 2017 & 2022 Figure 68: Spain: Vehicle-to-Grid Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 69: Russia: Vehicle-to-Grid Market: Sales Value (in Million US\$), 2017 & 2022 Figure 70: Russia: Vehicle-to-Grid Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 71: Others: Vehicle-to-Grid Market: Sales Value (in Million US\$), 2017 & 2022 Figure 72: Others: Vehicle-to-Grid Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 73: Latin America: Vehicle-to-Grid Market: Sales Value (in Million US\$), 2017 & 2022

Figure 74: Latin America: Vehicle-to-Grid Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 75: Brazil: Vehicle-to-Grid Market: Sales Value (in Million US\$), 2017 & 2022 Figure 76: Brazil: Vehicle-to-Grid Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 77: Mexico: Vehicle-to-Grid Market: Sales Value (in Million US\$), 2017 & 2022 Figure 78: Mexico: Vehicle-to-Grid Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 79: Others: Vehicle-to-Grid Market: Sales Value (in Million US\$), 2017 & 2022 Figure 80: Others: Vehicle-to-Grid Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 81: Middle East and Africa: Vehicle-to-Grid Market: Sales Value (in Million US\$), 2017 & 2022

Figure 82: Middle East and Africa: Vehicle-to-Grid Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 83: Middle East and Africa: Vehicle-to-Grid Market: Breakup by Country (in %), 2022

Figure 84: Global: Vehicle-to-Grid Industry: SWOT Analysis

Figure 85: Global: Vehicle-to-Grid Industry: Value Chain Analysis

Figure 86: Global: Vehicle-to-Grid Industry: Porter's Five Forces Analysis



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