

# Hybrid & Electric Cars in North America

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## Abstracts

Hybrid & Electric Cars in North America

### SUMMARY

Hybrid & Electric Cars in North America industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2014-18, and forecast to 2023). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### KEY HIGHLIGHTS

The hybrid and electric cars market consists of the initial retail sale/registration of new electric and hybrid passenger cars. Passenger cars include saloons, hatchbacks, SUVs, 4x4s and other related vehicles.

The North American Hybrid & Electric Cars market had total revenues of \$26.7bn in 2018, representing a compound annual growth rate (CAGR) of 8% between 2014 and 2018.

Hybrid had the highest volume in the North American Hybrid & Electric Cars market in 2018, with a total of 507.6 thousand units, equivalent to 66.4% of the market's overall volume. In comparison, Electric had a volume of 256.5 thousand units in 2018, equating to 33.6% of the market total.

The US market is by far the most dominant in this region, accounting for 94.7% of sales. The US saw a substantial drop in sales in 2015 and 2016 due to the low cost of oil.

## SCOPE

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the hybrid & electric cars market in North America

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the hybrid & electric cars market in North America

Leading company profiles reveal details of key hybrid & electric cars market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the North America hybrid & electric cars market with five year forecasts by both value and volume

## REASONS TO BUY

What was the size of the North America hybrid & electric cars market by value in 2018?

What will be the size of the North America hybrid & electric cars market in 2023?

What factors are affecting the strength of competition in the North America hybrid & electric cars market?

How has the market performed over the last five years?

What are the main segments that make up North America's hybrid & electric cars market?

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### COMPANIES MENTIONED

General Motors Company

Nissan Motor Co., Ltd.

Tesla Motors, Inc.

Toyota Motor Corporation

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