

Asia Pacific Electric Three-Wheeler Market by Motor Power (Below 1000 W, 1000–1500 W, 1500 W), Battery Capacity (Below 3 kWh, 3-6 kWh, 6 kWh), End-Use (Passenger Carrier, Load Carrier), Range, Battery Type, Payload Capacity & Country - Global Forecast to 2028

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Abstracts

The Asia Pacific electric three-wheeler market is projected to grow from USD 813 Million in 2023 to USD 892 Million by 2028, registering a CAGR of 1.9%. In Asia Pacific, the demand for electric 3-wheelers has been increasing due to various factors such as government policies and incentives promoting the adoption of electric vehicles, rising fuel prices, growing concerns about air pollution and climate change, rapid urbanization leading to congestion and pollution in cities, and a booming e-commerce industry resulting in increased demand for last-mile delivery services.

'By range, up to 50 Miles to remain the largest segment by volume during the forecast period'

Most electric three-wheeler manufacturers provide electric three-wheelers with a range of up to 50 miles. Electric three-wheelers are considered an alternative to conventional vehicles for daily city commuting within the range of 10–12 km. Low-performance but affordable electric three-wheelers usually have a range of up to 50 miles. OEMs, such as Piaggio Group, Saera Electric Auto Pvt. Ltd., and Kinetic Green Vehicles, offer vehicles with a range of up to 50 miles. Mahindra Electric's e-Alfa Mini model has a range of 30-35 km on a single charge and is suited for both cargo and passenger transportation in urban environments, whereas Piaggio's Ape E-City is a three-wheeler having a range of up to 70 km on a single charge, and is designed for urban and

suburban use, with a payload capacity of up to 310 kg.

'By end-use, load carriers to be the fastest growing segment during the forecast period'

The demand for electric three-wheeler load carriers has been increasing in the Asia Pacific region due to the increased focus on emission reduction. Various retail, logistics, and courier companies have already started adopting electric three-wheelers. The adoption rate of electric three-wheeler load carriers is expected to grow significantly with the development of more vehicles and technological advancements. Some of the electric three-wheeler load carrier models available in the market include Treo Zor, Atul Elite Cargo, Piaggio Ape Electrik, Electric Tricycle (DLS III 150), and Electric Logistic Cart.

"Thailand to be the fastest growing market with its government planning to adopt EVs in coming decade"

Thailand is home to a large market of 3 wheelers, or tuk-tuks. The country has a large number of polluting 3 wheelers, which it plans to shift to EVs. This will be done as part of the country's plans for an overall EV shift by 2035, with emphasis on 2-wheelers, 3-wheelers and passenger cars. OEM partnership and start of ride hailing services using electric three-wheelers will further boost the demand for these vehicles in Thailand. Start-ups such as Moving and Global Companies such as Grab have also entered this ride hailing space using electric three wheelers. The country has also recently committed to an investment of USD 4.1 Billion to support its EV plans.

In-depth interviews were conducted with CEOs, marketing directors, other innovation and technology directors, and executives from various key organizations operating in this market.

By Respondent Type: Tier I – 67%, Tier II and Tier III – 9%, and OEMs – 24%

By Designation: CXOs – 33%, Managers – 52%, Executives – 15%

By Country: India – 50%, Sri Lanka – 6%, Nepal – 14%, Bangladesh – 20%, Others – 10%

The Asia Pacific electric three-wheeler market is dominated by a few globally established players, such as Mahindra & Mahindra Ltd. (India), Atul Auto Ltd. (India),

Piaggio Group (Italy), Saera Electric Auto Pvt. Ltd. (India), and Kinetic Green Vehicles (India). These companies adopted strategies, such as new product launches and deals to gain traction in the Asia Pacific electric three-wheeler market.

Research Coverage:

The report covers the Asia Pacific electric three-wheeler ecosystem based on motor power, battery capacity, end-use, range, battery type, and country. It covers the competitive landscape and company profiles of the major players in the Asia Pacific electric three-wheeler ecosystem. The study also includes an in-depth competitive analysis of the key market players, their company profiles, key observations related to product and business offerings, recent developments, and key market strategies.

Key Benefits of Buying the Report:

This report will help market leaders/new entrants in this market with information on the closest approximations of revenue numbers for the overall Asia Pacific electric three-wheeler ecosystem and its subsegments.

This report will help stakeholders understand the competitive landscape and gain more insights to better position their businesses and plan suitable go-to-market strategies.

This report will also help stakeholders understand the market's pulse and provide information on key market drivers, restraints, challenges, and opportunities.

Contents

1 INTRODUCTION

1.1 STUDY OBJECTIVES

1.2 MARKET DEFINITION

TABLE 1 ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET, BY END-USE

TABLE 2 ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET, BY BATTERY TYPE

TABLE 3 ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET, BY MOTOR POWER

TABLE 4 ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET, BY BATTERY CAPACITY

TABLE 5 ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET, BY RANGE

TABLE 6 ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET, BY PAYLOAD CAPACITY

1.2.1 ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET: INCLUSIONS AND EXCLUSIONS

FIGURE 1 ELECTRIC THREE-WHEELER MODEL INCLUSIONS AND EXCLUSIONS

1.3 MARKET SCOPE

1.3.1 MARKET SEGMENTATION

1.3.2 COUNTRIES COVERED

1.3.3 YEARS CONSIDERED

1.4 CURRENCY CONSIDERED

TABLE 7 CURRENCY EXCHANGE RATES

1.5 STAKEHOLDERS

2 RESEARCH METHODOLOGY

2.1 RESEARCH DATA

FIGURE 2 ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET: RESEARCH DESIGN

FIGURE 3 RESEARCH DESIGN MODEL

2.1.1 SECONDARY DATA

2.1.1.1 Key secondary sources

2.1.1.2 Key data from secondary sources

2.1.2 PRIMARY DATA

2.1.2.1 Primary interviews – demand and supply sides

2.1.2.2 Key industry insights and breakdown of primary interviews

FIGURE 4 KEY INDUSTRY INSIGHTS

FIGURE 5 BREAKDOWN OF PRIMARY INTERVIEWS

2.1.2.3 List of primary participants

2.2 MARKET SIZE ESTIMATION

FIGURE 6 RESEARCH METHODOLOGY: HYPOTHESIS BUILDING

2.2.1 BOTTOM-UP APPROACH

FIGURE 7 BOTTOM-UP APPROACH

2.2.2 TOP-DOWN APPROACH

FIGURE 8 TOP-DOWN APPROACH

FIGURE 9 ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET: RESEARCH DESIGN & METHODOLOGY

2.3 RECESSION IMPACT ANALYSIS

2.4 DATA TRIANGULATION

FIGURE 10 MARKET BREAKDOWN AND DATA TRIANGULATION

FIGURE 11 MARKET GROWTH PROJECTIONS FROM DEMAND-SIDE DRIVERS AND OPPORTUNITIES

2.5 FACTOR ANALYSIS

2.6 RESEARCH ASSUMPTIONS

2.7 RESEARCH LIMITATIONS

3 EXECUTIVE SUMMARY

FIGURE 12 FACTORS DRIVING ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET

FIGURE 13 ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET: MARKET DYNAMICS

FIGURE 14 INDIA TO DOMINATE ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET DURING 2023–2028

FIGURE 15 PASSENGER CARRIER END-USE SEGMENT TO DOMINATE MARKET DURING FORECAST PERIOD

4 PREMIUM INSIGHTS

4.1 ATTRACTIVE OPPORTUNITIES FOR PLAYERS IN ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET

FIGURE 16 LOW OPERATING AND MAINTENANCE COSTS TO DRIVE ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET

4.2 ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET, BY MOTOR POWER

FIGURE 17 1,000-1,500 W MOTOR POWER SEGMENT TO LEAD MARKET FROM

2023 TO 2028

4.3 ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET, BY BATTERY TYPE

FIGURE 18 LITHIUM-ION BATTERY TYPE TO REGISTER HIGHEST CAGR FROM 2023 TO 2028

4.4 ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET, BY RANGE

FIGURE 19 UP TO 50 MILES RANGE SEGMENT TO HOLD LARGER MARKET SHARE FROM 2023 TO 2028

4.5 ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET, BY BATTERY CAPACITY

FIGURE 20 3-6 KWH TO BE LARGEST BATTERY CAPACITY SEGMENT FROM 2023 TO 2028

4.6 ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET, BY END-USE

FIGURE 21 PASSENGER CARRIER END-USE SEGMENT TO LEAD MARKET FROM 2023 TO 2028

4.7 ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET, BY PAYLOAD CAPACITY

FIGURE 22 300-500 KG PAYLOAD CAPACITY SEGMENT TO LEAD MARKET FROM 2023 TO 2028

4.8 ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET, BY COUNTRY

FIGURE 23 INDIA WAS LARGEST ELECTRIC THREE-WHEELER MARKET IN ASIA PACIFIC IN 2022

5 MARKET OVERVIEW

5.1 INTRODUCTION

5.2 MARKET DYNAMICS

FIGURE 24 DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES IN ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET

5.2.1 DRIVERS

FIGURE 25 KEY DRIVERS OF ASIA PACIFIC ELECTRIC THREE-WHEELERS MARKET

5.2.1.1 Low operating and maintenance costs

FIGURE 26 ELECTRICITY TARIFF FOR PERSONAL USE CASES AT DIFFERENT LEVELS OF ENERGY CONSUMPTION

TABLE 8 AVERAGE ENERGY CONSUMPTION OF THREE-WHEELERS

5.2.1.2 Government incentives and subsidies

TABLE 9 INDIA: GOVERNMENT INCENTIVES, BY MODEL, 2022

TABLE 10 INDIA: GOVERNMENT INCENTIVES, BY STATE

5.2.1.3 Advancements in battery technology, coupled with reducing prices

FIGURE 27 ELECTRIC VEHICLE BATTERY PRICING ANALYSIS

FIGURE 28 INDIA: BATTERY PRICES, BY BATTERY CAPACITY (KWH)

5.2.1.4 Established market for three-wheelers for urban transportation

5.2.2 RESTRAINTS

FIGURE 29 KEY RESTRAINTS FOR ASIA PACIFIC ELECTRIC THREE-WHEELERS MARKET

5.2.2.1 Low number of charging stations

FIGURE 30 NUMBER OF CHARGING POINTS ACROSS ASIA PACIFIC

TABLE 11 INDIA: SPECIFICATIONS OF CHARGING INFRASTRUCTURE

5.2.2.2 Limited power output, vehicle range, and speed

TABLE 12 ELECTRIC THREE-WHEELER RANGE

5.2.3 OPPORTUNITIES

FIGURE 31 KEY OPPORTUNITIES FOR ASIA PACIFIC ELECTRIC THREE-WHEELERS MARKET

5.2.3.1 Automobile manufacturer- and customer-oriented policies to promote sales

5.2.3.2 Stringent emission norms and environmental regulations

TABLE 13 KEY COUNTRIES: EMISSION REGULATION SPECIFICATIONS OVERVIEW, BY FUEL TYPE, 2016–2021

5.2.3.3 New revenue pockets in Asia Pacific

5.2.4 CHALLENGES

FIGURE 32 KEY CHALLENGES FOR ASIA PACIFIC ELECTRIC THREE-WHEELERS MARKET

5.2.4.1 Limited battery capacity

TABLE 14 BATTERY CAPACITIES OF POPULAR ELECTRIC THREE-WHEELER MODELS

5.2.4.2 High initial investments

FIGURE 33 AVERAGE TOTAL COST OF CONVENTIONAL VS. ELECTRIC THREE-WHEELERS (2022)

FIGURE 34 AVERAGE TOTAL COST OF ELECTRIC THREE-WHEELER COMPONENTS (2022)

5.2.4.3 Lack of compatibility, interchangeability, and standardization

TABLE 15 ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET: IMPACT OF MARKET DYNAMICS

5.3 PORTER'S FIVE FORCES ANALYSIS

FIGURE 35 PORTER'S FIVE FORCES ANALYSIS OF ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET

TABLE 16 IMPACT OF PORTER'S FIVE FORCES ON ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET

5.3.1 INTENSITY OF COMPETITIVE RIVALRY

5.3.2 THREAT OF NEW ENTRANTS

5.3.3 THREAT OF SUBSTITUTES

5.3.4 BARGAINING POWER OF SUPPLIERS

5.3.5 BARGAINING POWER OF BUYERS

5.4 VALUE CHAIN ANALYSIS

FIGURE 36 ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET: VALUE CHAIN ANALYSIS

5.5 MACROECONOMIC INDICATORS

5.5.1 GDP TRENDS AND FORECASTS FOR MAJOR ASIA PACIFIC ECONOMIES

TABLE 17 GDP TRENDS AND FORECAST BY MAJOR ASIA PACIFIC ECONOMIES, 2018–2026 (USD BILLION)

5.6 PRICING ANALYSIS

5.6.1 OEM-WISE PRICING ANALYSIS

TABLE 18 OEM ELECTRIC THREE-WHEELER PRICING ANALYSIS (USD) (2023)

FIGURE 37 VOLUME WEIGHTED AVERAGE LITHIUM-ION BATTERY PACK AND CELL PRICE SPILT, 2013-2022

5.7 ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET ECOSYSTEM

FIGURE 38 ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET: ECOSYSTEM ANALYSIS

5.7.1 OEMS

5.7.2 RAW MATERIAL SUPPLIERS

5.7.3 BATTERY MANUFACTURERS

5.7.4 CHARGING INFRASTRUCTURE PROVIDERS

TABLE 19 ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET: ROLE OF COMPANIES IN ECOSYSTEM

5.8 KEY STAKEHOLDERS AND BUYING CRITERIA

5.8.1 PASSENGER CARRIER

5.8.2 LOAD CARRIER

5.8.3 KEY STAKEHOLDERS IN BUYING PROCESS

TABLE 20 INFLUENCE OF STAKEHOLDERS ON BUYING PROCESS FOR TOP 2 END-USES (%)

5.8.4 BUYING CRITERIA

FIGURE 39 KEY BUYING CRITERIA FOR TOP 2 END-USES

5.9 TECHNOLOGY ANALYSIS

5.9.1 BATTERY SWAPPING IN ELECTRIC THREE-WHEELERS

5.9.2 IOT IN ELECTRIC THREE-WHEELERS

FIGURE 40 IOT-ENABLED SMART GRID

5.9.3 REGENERATIVE BRAKING SYSTEMS

FIGURE 41 REGENERATIVE BRAKING IN ELECTRIC THREE-WHEELERS

5.9.4 SOLID STATE BATTERY (SSB)

5.9.5 HYDROGEN FUEL CELL

FIGURE 42 COMPARISON OF HYDROGEN AND EV DRIVE**5.10 PATENT ANALYSIS****FIGURE 43 NUMBER OF PUBLISHED PATENTS (2012–2023)****TABLE 21 IMPORTANT PATENT REGISTRATIONS RELATED TO ASIA PACIFIC
ELECTRIC THREE-WHEELER MARKET****5.11 CASE STUDIES****5.11.1 CASE STUDY 1: ELECTRIC THREE-WHEELER LOGISTICS FLEET
OPERATIONS WITH CAPTIVE PLUG-IN CHARGING****5.11.2 CASE STUDY 2: ELECTRIC THREE-WHEELER LOGISTICS FLEET
OPERATIONS WITH BATTERY SWAPPING****5.12 REGULATORY OVERVIEW****5.12.1 INDIA****TABLE 22 INDIAN REGULATORY FRAMEWORK: DIFFERENCE BETWEEN THE
ROLE OF ELECTRIC RICKSHAWS AND ELECTRIC AUTO RICKSHAWS****5.12.2 CHINA****5.12.3 THAILAND****5.12.4 VIETNAM****5.12.5 REGULATORY BODIES, GOVERNMENT AGENCIES, AND OTHER
ORGANIZATIONS****TABLE 23 ASIA PACIFIC: REGULATORY BODIES, GOVERNMENT AGENCIES, AND
OTHER ORGANIZATIONS****5.13 TRENDS AND DISRUPTIONS****FIGURE 44 BATTERY, CHARGING, AND CONNECTIVITY TECHNOLOGIES TO
CATER GROWTH OF ELECTRIC THREE-WHEELERS****5.14 KEY CONFERENCES AND EVENTS, 2023****TABLE 24 ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET: KEY
CONFERENCES AND EVENTS****5.15 SCENARIO ANALYSIS (2023–2028)****5.15.1 MOST LIKELY SCENARIO****TABLE 25 ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET: MOST LIKELY
SCENARIO, BY COUNTRY, 2023–2028 (UNITS)****5.15.2 OPTIMISTIC SCENARIO****TABLE 26 ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET: OPTIMISTIC
SCENARIO, BY COUNTRY, 2023–2028 (UNITS)****5.15.3 PESSIMISTIC SCENARIO****TABLE 27 ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET: PESSIMISTIC
SCENARIO, BY COUNTRY, 2023–2028 (UNITS)****6 ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET, BY MOTOR POWER**

6.1 INTRODUCTION

FIGURE 45 1,000–1,500 W SEGMENT TO HOLD LARGEST MARKET SHARE DURING FORECAST PERIOD

TABLE 28 ASIA PACIFIC: ELECTRIC THREE-WHEELER MARKET, BY MOTOR POWER, 2019–2022 (UNITS)

TABLE 29 ASIA PACIFIC: ELECTRIC THREE-WHEELER MARKET, BY MOTOR POWER, 2023–2028 (UNITS)

6.1.1 OPERATIONAL DATA

TABLE 30 POPULAR ELECTRIC THREE-WHEELER MODELS, BY MOTOR POWER

FIGURE 46 ELECTRIC THREE-WHEELER POWERTRAIN ARCHITECTURE

TABLE 31 FACTORS DECIDING MOTOR POWER OF ELECTRIC THREE-WHEELERS

6.1.2 ASSUMPTIONS

TABLE 32 ASSUMPTIONS: BY MOTOR POWER

6.1.3 RESEARCH METHODOLOGY

6.2 BELOW 1,000 W

6.2.1 LOW COST OF OPERATIONS, NOISE POLLUTION, AND CARBON FOOTPRINT OF LOW-POWERED EVS TO DRIVE MARKET

TABLE 33 BELOW 1,000 W: ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET, BY COUNTRY, 2019–2022 (UNITS)

TABLE 34 BELOW 1,000 W: ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET, BY COUNTRY, 2023–2028 (UNITS)

6.3 1,000–1,500 W

6.3.1 TRANSITION TO ELECTRIC RICKSHAWS IN SOUTH ASIAN COUNTRIES TO PROPEL MARKET

TABLE 35 1,000–1,500 W: ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET, BY COUNTRY, 2019–2022 (UNITS)

TABLE 36 1,000–1,500 W: ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET, BY COUNTRY, 2023–2028 (UNITS)

6.4 ABOVE 1,500 W

6.4.1 GROWTH OF CONSUMER DELIVERY SERVICES TO INCREASE DEMAND

TABLE 37 ABOVE 1,500 W: ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET, BY COUNTRY, 2019–2022 (UNITS)

TABLE 38 ABOVE 1,500 W: ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET, BY COUNTRY, 2023–2028 (UNITS)

6.5 KEY PRIMARY INSIGHTS

7 ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET, BY BATTERY TYPE

7.1 INTRODUCTION

FIGURE 47 LITHIUM-ION BATTERY SEGMENT TO REGISTER HIGHEST CAGR DURING FORECAST PERIOD

TABLE 39 ASIA PACIFIC: ELECTRIC THREE-WHEELER MARKET, BY BATTERY TYPE, 2019–2022 (UNITS)

TABLE 40 ASIA PACIFIC: ELECTRIC THREE-WHEELER MARKET, BY BATTERY TYPE, 2023–2028 (UNITS)

7.1.1 OPERATIONAL DATA

TABLE 41 ELECTRIC THREE-WHEELER MODELS, BY BATTERY TYPE

TABLE 42 MARKET SHARE: TOP EV BATTERY MANUFACTURERS (2022)

7.1.2 ASSUMPTIONS

TABLE 43 ASSUMPTIONS: BY BATTERY TYPE

7.1.3 RESEARCH METHODOLOGY

7.2 LEAD-ACID BATTERY

7.2.1 AFFORDABLE COST TO PLAY VITAL ROLE IN MARKET GROWTH

7.3 LITHIUM-ION BATTERY

7.3.1 LONG BATTERY LIFE AND DURABILITY TO DRIVE MARKET

7.4 OTHER BATTERY TYPES

TABLE 44 NON-MAINSTREAM BATTERY TYPES AND THEIR PROVIDERS

7.5 KEY PRIMARY INSIGHTS

8 ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET, BY PAYLOAD CAPACITY

8.1 INTRODUCTION

FIGURE 48 300–500 KG PAYLOAD CAPACITY TO LEAD MARKET DURING FORECAST PERIOD

TABLE 45 ASIA PACIFIC: ELECTRIC THREE-WHEELER MARKET, BY PAYLOAD CAPACITY, 2019–2022 (UNITS)

TABLE 46 ASIA PACIFIC: ELECTRIC THREE-WHEELER MARKET, BY PAYLOAD CAPACITY, 2023–2028 (UNITS)

TABLE 47 INDIA: ELECTRIC THREE-WHEELER MARKET, BY PAYLOAD CAPACITY, 2019–2022 (UNITS)

TABLE 48 INDIA: ELECTRIC THREE-WHEELER MARKET, BY PAYLOAD CAPACITY, 2023–2028 (UNITS)

8.1.1 ASSUMPTIONS

TABLE 49 ASSUMPTIONS: BY PAYLOAD CAPACITY

8.1.2 RESEARCH METHODOLOGY

8.2 UP TO 300 KG

8.2.1 NOISE-FREE OPERATIONS AND AFFORDABILITY TO DRIVE DEMAND

TABLE 50 UP TO 300 KG LOAD CAPACITY MODELS

8.3 300–500 KG

8.3.1 WIDE USE IN LAST MILE DELIVERIES TO BOOST MARKET

TABLE 51 300-500 KG LOAD CAPACITY MODELS

8.4 ABOVE 500 KG

8.4.1 MODERATE DISTANCE LOGISTICS AND SPECIAL APPLICATIONS TO SPUR DEMAND

TABLE 52 ABOVE 500 KG PAYLOAD CAPACITY MODELS

8.5 KEY PRIMARY INSIGHTS

9 ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET, BY BATTERY CAPACITY

9.1 INTRODUCTION

TABLE 53 TYPES OF BATTERIES AND THEIR CHARACTERISTICS

FIGURE 49 3-6 KWH SEGMENT TO ACCOUNT FOR LARGEST MARKET SIZE

TABLE 54 ASIA PACIFIC: ELECTRIC THREE-WHEELER MARKET, BY BATTERY CAPACITY, 2019–2022 (UNITS)

TABLE 55 ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET, BY BATTERY CAPACITY, 2023–2028 (UNITS)

9.1.1 ASSUMPTIONS

9.1.2 RESEARCH METHODOLOGY

9.2 BELOW 3 KWH

9.2.1 DEMAND FOR AFFORDABLE TRANSPORTATION TO DRIVE MARKET

TABLE 56 BELOW 3 KWH: ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET, BY MODEL

9.3 3–6 KWH

9.3.1 INCREASING DEMAND FOR INTRACITY TRAVEL TO PROPEL MARKET

TABLE 57 3-6 KWH: ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET, BY MODEL

9.4 ABOVE 6 KWH

9.4.1 ELECTRIC THREE-WHEELERS WITH PERSISTENT BATTERY SYSTEMS TO BOOST MARKET

TABLE 58 ABOVE 6 KWH: ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET, BY MODEL

9.5 KEY PRIMARY INSIGHTS

10 ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET, BY RANGE

10.1 INTRODUCTION

FIGURE 50 ABOVE 50 MILES SEGMENT TO REGISTER HIGHER CAGR DURING FORECAST PERIOD

TABLE 59 ASIA PACIFIC: ELECTRIC THREE-WHEELER MARKET, BY RANGE, 2019–2022 (UNITS)

TABLE 60 ASIA PACIFIC: ELECTRIC THREE-WHEELER MARKET, BY RANGE, 2023–2028 (UNITS)

10.1.1 OPERATIONAL DATA

TABLE 61 ASIA PACIFIC ELECTRIC THREE-WHEELER MODELS, BY RANGE

10.1.2 ASSUMPTIONS

TABLE 62 ASSUMPTIONS: BY RANGE

10.1.3 RESEARCH METHODOLOGY

10.2 UP TO 50 MILES

10.2.1 DEMAND FOR AFFORDABLE ELECTRIC THREE-WHEELERS TO DRIVE SEGMENT

TABLE 63 UP TO 50 MILES: ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET, BY COUNTRY, 2019–2022 (UNITS)

TABLE 64 UP TO 50 MILES: ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET, BY COUNTRY, 2023–2028 (UNITS)

10.3 ABOVE 50 MILES

10.3.1 INCREASING BATTERY ENERGY DENSITY TO DRIVE SEGMENT

TABLE 65 ABOVE 50 MILES: ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET, BY COUNTRY, 2019–2022(UNITS)

TABLE 66 ABOVE 50 MILES: ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET, BY COUNTRY, 2023–2028 (UNITS)

10.4 KEY PRIMARY INSIGHTS

11 ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET, BY END-USE

11.1 INTRODUCTION

FIGURE 51 LOAD CARRIER SEGMENT TO REGISTER HIGHER CAGR DURING FORECAST PERIOD

TABLE 67 ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET, BY END-USE, 2019–2022 (UNITS)

TABLE 68 ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET, BY END-USE, 2023–2028 (UNITS)

11.1.1 OPERATIONAL DATA

TABLE 69 TOP-SELLING ELECTRIC THREE-WHEELER MODELS, BY END-USE

11.1.2 ASSUMPTIONS

TABLE 70 ASSUMPTIONS: BY END-USE**11.1.3 RESEARCH METHODOLOGY****11.2 PASSENGER CARRIER****11.2.1 LOW TOTAL COST OF OWNERSHIP OF ELECTRIC THREE-WHEELERS COMPARED WITH ICE COUNTERPARTS TO DRIVE MARKET****TABLE 71 PASSENGER CARRIER: ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET, BY COUNTRY, 2019–2022 (UNITS)****TABLE 72 PASSENGER CARRIER: ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET, BY COUNTRY, 2023–2028 (UNITS)****11.3 LOAD CARRIER****11.3.1 USE OF ELECTRIC THREE-WHEELERS IN LOGISTICS AND LAST-MILE DELIVERIES TO BOOST MARKET****TABLE 73 LOAD CARRIER: ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET, BY COUNTRY, 2019–2022 (UNITS)****TABLE 74 LOAD CARRIER: ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET, BY COUNTRY, 2023–2028 (UNITS)****11.4 KEY PRIMARY INSIGHTS****12 ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET, BY COUNTRY****12.1 INTRODUCTION****FIGURE 52 INDIA WAS LARGEST MARKET IN 2022****FIGURE 53 ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET, BY COUNTRY****TABLE 75 ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET, BY COUNTRY, 2019–2022 (UNITS)****TABLE 76 ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET, BY COUNTRY, 2023–2028 (UNITS)****TABLE 77 ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET, BY END-USE, 2019–2022 (USD MILLION)****TABLE 78 ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET, BY END-USE, 2023–2028 (USD MILLION)****12.2 INDIA****12.2.1 INCREASING TREND OF LAST-MILE DELIVERY AND BATTERY SWAPPING TO BOOST MARKET****TABLE 79 INDIA: GOVERNMENT SUBSIDIES AND INCENTIVES FOR ELECTRIC THREE-WHEELERS, BY STATE****TABLE 80 COMPANIES ADOPTING ELECTRIC THREE-WHEELER LOAD CARRIERS IN INDIA****FIGURE 54 E-CARTS AND GOODS E-AUTO ACCOUNT FOR LOAD- CARRIER**

SEGMENT, TOGETHER HELD 9-10% OF INDIAN ELECTRIC THREE-WHEELER MARKET IN 2022

TABLE 81 DEVELOPMENTS REGARDING BATTERY SWAPPING STATIONS IN INDIA

TABLE 82 INDIA: ELECTRIC THREE-WHEELER MARKET, BY END-USE, 2019–2022 (UNITS)

TABLE 83 INDIA: ELECTRIC THREE-WHEELER MARKET, BY END-USE, 2023–2028 (UNITS)

TABLE 84 INDIA: ELECTRIC THREE-WHEELER MARKET, BY MOTOR POWER, 2019–2022 (UNITS)

TABLE 85 INDIA: ELECTRIC THREE-WHEELER MARKET, BY MOTOR POWER, 2023–2028 (UNITS)

TABLE 86 INDIA: ELECTRIC THREE-WHEELER MARKET, BY RANGE, 2019–2022 (UNITS)

TABLE 87 INDIA: ELECTRIC THREE-WHEELER MARKET, BY RANGE, 2023–2028 (UNITS)

TABLE 88 INDIA: ELECTRIC THREE-WHEELER MARKET, BY PAYLOAD CAPACITY, 2019–2022 (UNITS)

TABLE 89 INDIA: ELECTRIC THREE-WHEELER MARKET, BY PAYLOAD CAPACITY, 2023–2028 (UNITS)

12.3 JAPAN

12.3.1 STRINGENT EMISSION STANDARDS AND PLANS FOR BATTERY SWAPPING TO PROPEL DEMAND

TABLE 90 TARGET FOR ADOPTION OF EVS IN JAPAN

TABLE 91 JAPAN: ELECTRIC THREE-WHEELER MARKET, BY END-USE, 2019–2022 (UNITS)

TABLE 92 JAPAN: ELECTRIC THREE-WHEELER MARKET, BY END-USE, 2023–2028 (UNITS)

TABLE 93 JAPAN: ELECTRIC THREE-WHEELER MARKET, BY MOTOR POWER, 2019–2022 (UNITS)

TABLE 94 JAPAN: ELECTRIC THREE-WHEELER MARKET, BY MOTOR POWER, 2023–2028 (UNITS)

TABLE 95 JAPAN: ELECTRIC THREE-WHEELER MARKET, BY RANGE, 2019–2022 (UNITS)

TABLE 96 JAPAN: ELECTRIC THREE-WHEELER MARKET, BY RANGE, 2023–2028 (UNITS)

12.4 THAILAND

12.4.1 INCREASING DEMAND FOR E-TUK-TUK FOR LOCAL TRANSPORT TO BOOST DEMAND

TABLE 97 TARGET FOR ELECTRIC VEHICLE ADOPTION IN THAILAND

TABLE 98 THAILAND: ELECTRIC THREE-WHEELER MARKET, BY END-USE, 2019–2022 (UNITS)

TABLE 99 THAILAND: ELECTRIC THREE-WHEELER MARKET, BY END-USE, 2023–2028 (UNITS)

TABLE 100 THAILAND: ELECTRIC THREE-WHEELER MARKET, BY MOTOR POWER, 2019–2022 (UNITS)

TABLE 101 THAILAND: ELECTRIC THREE-WHEELER MARKET, BY MOTOR POWER, 2023–2028 (UNITS)

TABLE 102 THAILAND: ELECTRIC THREE-WHEELER MARKET, BY RANGE, 2019–2022 (UNITS)

TABLE 103 THAILAND: ELECTRIC THREE-WHEELER MARKET, BY RANGE, 2023–2028 (UNITS)

12.5 BANGLADESH

12.5.1 FAVORABLE GOVERNMENT POLICIES FOR ELECTRIC THREE-WHEELER IMPORTS TO DRIVE MARKET

FIGURE 55 BANGLADESH: ELECTRIC VEHICLE MARKET SCENARIO

TABLE 104 ELECTRIC THREE-WHEELER DEVELOPMENTS IN BANGLADESH

TABLE 105 BANGLADESH: ELECTRIC THREE-WHEELER MARKET, BY END-USE, 2019–2022 (UNITS)

TABLE 106 BANGLADESH: ELECTRIC THREE-WHEELER MARKET, BY END-USE, 2023–2028 (UNITS)

TABLE 107 BANGLADESH: ELECTRIC THREE-WHEELER MARKET, BY MOTOR POWER, 2019–2022 (UNITS)

TABLE 108 BANGLADESH: ELECTRIC THREE-WHEELER MARKET, BY MOTOR POWER, 2023–2028 (UNITS)

TABLE 109 BANGLADESH: ELECTRIC THREE-WHEELER MARKET, BY RANGE, 2019–2022 (UNITS)

TABLE 110 BANGLADESH: ELECTRIC THREE-WHEELER MARKET, BY RANGE, 2023–2028 (UNITS)

12.6 NEPAL

12.6.1 ELECTRIC THREE-WHEELER IMPORT POLICIES AND PLANS FOR DOMESTIC PRODUCTION TO INCREASE DEMAND

TABLE 111 POLICY FOR ADOPTION OF EVS IN NEPAL

TABLE 112 NEPAL: ELECTRIC THREE-WHEELER MARKET, BY END-USE, 2019–2022 (UNITS)

TABLE 113 NEPAL: ELECTRIC THREE-WHEELER MARKET, BY END-USE, 2023–2028 (UNITS)

TABLE 114 NEPAL: ELECTRIC THREE-WHEELER MARKET, BY MOTOR POWER,

2019–2022 (UNITS)

TABLE 115 NEPAL: ELECTRIC THREE-WHEELER MARKET, BY MOTOR POWER, 2023–2028 (UNITS)

TABLE 116 NEPAL: ELECTRIC THREE-WHEELER MARKET, BY RANGE, 2019–2022 (UNITS)

TABLE 117 NEPAL: ELECTRIC THREE-WHEELER MARKET, BY RANGE, 2023–2028 (UNITS)

12.7 SRI LANKA

12.7.1 RECOVERY FROM ECONOMIC CRISIS TO BOOST MARKET

TABLE 118 LITHIUM-ION BATTERY IMPORTERS IN SRI LANKA (2021)

TABLE 119 SRI LANKA: ELECTRIC THREE-WHEELER MARKET, BY END-USE, 2019–2022 (UNITS)

TABLE 120 SRI LANKA: ELECTRIC THREE-WHEELER MARKET, BY END-USE, 2023–2028 (UNITS)

TABLE 121 SRI LANKA: ELECTRIC THREE-WHEELER MARKET, BY MOTOR POWER, 2019–2022 (UNITS)

TABLE 122 SRI LANKA: ELECTRIC THREE-WHEELER MARKET, BY MOTOR POWER, 2023–2028 (UNITS)

TABLE 123 SRI LANKA: ELECTRIC THREE-WHEELER MARKET, BY RANGE, 2019–2022 (UNITS)

TABLE 124 SRI LANKA: ELECTRIC THREE-WHEELER MARKET, BY RANGE, 2023–2028 (UNITS)

12.8 INDONESIA

12.8.1 REDUCTION OF IMPORT DUTIES ON COMPONENTS TO DRIVE MARKET

TABLE 125 POLICY FOR ADOPTION OF EVS IN INDONESIA

FIGURE 56 EV MANUFACTURING HUB SETUP ROADMAP IN INDONESIA

TABLE 126 INDONESIA: ELECTRIC THREE-WHEELER MARKET, BY END-USE, 2019–2022 (UNITS)

TABLE 127 INDONESIA: ELECTRIC THREE-WHEELER MARKET, BY END-USE, 2023–2028 (UNITS)

TABLE 128 INDONESIA: ELECTRIC THREE-WHEELER MARKET, BY MOTOR POWER, 2019–2022 (UNITS)

TABLE 129 INDONESIA: ELECTRIC THREE-WHEELER MARKET, BY MOTOR POWER, 2023–2028 (UNITS)

TABLE 130 INDONESIA: ELECTRIC THREE-WHEELER MARKET, BY RANGE, 2019–2022 (UNITS)

TABLE 131 INDONESIA: ELECTRIC THREE-WHEELER MARKET, BY RANGE, 2023–2028 (UNITS)

12.9 PHILIPPINES

12.9.1 ADOPTION OF ELECTRIC THREE-WHEELERS IN PROMINENT BUSINESS DISTRICTS AND URBAN AREAS TO DRIVE MARKET

TABLE 132 TARGET FOR EVS IN PHILIPPINES

TABLE 133 PHILIPPINES: ELECTRIC THREE-WHEELER MARKET, BY END-USE, 2019–2022 (UNITS)

TABLE 134 PHILIPPINES: ELECTRIC THREE-WHEELER MARKET, BY END-USE, 2023–2028 (UNITS)

TABLE 135 PHILIPPINES: ELECTRIC THREE-WHEELER MARKET, BY MOTOR POWER, 2019–2022 (UNITS)

TABLE 136 PHILIPPINES: ELECTRIC THREE-WHEELER MARKET, BY MOTOR POWER, 2023–2028 (UNITS)

TABLE 137 PHILIPPINES: ELECTRIC THREE-WHEELER MARKET, BY RANGE, 2019–2022 (UNITS)

TABLE 138 PHILIPPINES: ELECTRIC THREE-WHEELER MARKET, BY RANGE, 2023–2028 (UNITS)

12.10 VIETNAM

12.10.1 FAVORABLE GOVERNMENT POLICIES FOR EVS TO IMPROVE AIR QUALITY TO DRIVE MARKET

TABLE 139 VIETNAM: ELECTRIC THREE-WHEELER MARKET, BY END-USE, 2019–2022 (UNITS)

TABLE 140 VIETNAM: ELECTRIC THREE-WHEELER MARKET, BY END-USE, 2023–2028 (UNITS)

TABLE 141 VIETNAM: ELECTRIC THREE-WHEELER MARKET, BY MOTOR POWER, 2019–2022 (UNITS)

TABLE 142 VIETNAM: ELECTRIC THREE-WHEELER MARKET, BY MOTOR POWER, 2023–2028 (UNITS)

TABLE 143 VIETNAM: ELECTRIC THREE-WHEELER MARKET, BY RANGE, 2019–2022 (UNITS)

TABLE 144 VIETNAM: ELECTRIC THREE-WHEELER MARKET, BY RANGE, 2023–2028 (UNITS)

12.11 CHINA

12.11.1 GOVERNMENT MANDATES FOR EV MANUFACTURERS TO DRIVE MARKET

TABLE 145 EV BATTERY MANUFACTURERS IN CHINA

12.12 SINGAPORE

12.12.1 GROWING CHARGING INFRASTRUCTURE TO DRIVE MARKET

TABLE 146 TARGET FOR EVS IN SINGAPORE

13 COMPETITIVE LANDSCAPE

13.1 OVERVIEW

13.2 MARKET SHARE ANALYSIS FOR ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET

TABLE 147 MARKET SHARE ANALYSIS, 2022

FIGURE 57 MARKET SHARE ANALYSIS, 2022

13.3 REVENUE ANALYSIS OF TOP MARKET PLAYERS

FIGURE 58 TOP PLAYERS DOMINATING ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET

13.4 COMPETITIVE SCENARIO

13.4.1 DEALS

TABLE 148 DEALS, 2020–2023

13.4.2 PRODUCT DEVELOPMENTS

TABLE 149 PRODUCT DEVELOPMENTS, 2020–2023

13.4.3 OTHER DEVELOPMENTS

TABLE 150 OTHER DEVELOPMENTS, 2020–2023

13.5 COMPETITIVE LEADERSHIP MAPPING FOR ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET

13.5.1 STARS

13.5.2 EMERGING LEADERS

13.5.3 PERVASIVE PLAYERS

13.5.4 EMERGING COMPANIES

FIGURE 59 ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET: COMPETITIVE LEADERSHIP MAPPING OF KEY PLAYERS, 2022

13.6 COMPANY EVALUATION QUADRANT–PRODUCT FOOTPRINT

TABLE 151 ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET: COMPANY FOOTPRINT, 2022

TABLE 152 ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET: COMPANY APPLICATION FOOTPRINT, 2022

TABLE 153 ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET: COUNTRY FOOTPRINT, 2022

13.7 COMPETITIVE EVALUATION QUADRANT, START-UPS

13.7.1 PROGRESSIVE COMPANIES

13.7.2 RESPONSIVE COMPANIES

13.7.3 DYNAMIC COMPANIES

13.7.4 STARTING BLOCKS

FIGURE 60 ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET: COMPETITIVE LEADERSHIP MAPPING OF START-UPS, 2022

TABLE 154 ASIA PACIFIC ELECTRIC THREE-WHEELER MARKET: LIST OF KEY

START-UPS

14 COMPANY PROFILES

(Business overview, Products offered, Recent developments & MnM View)*

14.1 KEY PLAYERS

14.1.1 MAHINDRA & MAHINDRA LTD.

TABLE 155 MAHINDRA & MAHINDRA LTD.: COMPANY OVERVIEW

FIGURE 61 MAHINDRA & MAHINDRA LTD.: COMPANY SNAPSHOT

TABLE 156 MAHINDRA & MAHINDRA LTD.: ELECTRIC THREE-WHEELER SALES
(2019–2021)

FIGURE 62 MAHINDRA & MAHINDRA LTD.: MANUFACTURING PLANTS IN INDIA

TABLE 157 MAHINDRA & MAHINDRA LTD.: PRODUCTS OFFERED

TABLE 158 MAHINDRA & MAHINDRA LTD.: PRODUCT DEVELOPMENTS

TABLE 159 MAHINDRA & MAHINDRA LTD.: DEALS

TABLE 160 MAHINDRA & MAHINDRA LTD.: OTHERS

14.1.2 ATUL AUTO LTD.

TABLE 161 ATUL AUTO LTD.: COMPANY OVERVIEW

FIGURE 63 ATUL AUTO LTD.: COMPANY SNAPSHOT

TABLE 162 ATUL AUTO LTD.: PRODUCTS OFFERED

TABLE 163 ATUL AUTO LTD.: PRODUCT DEVELOPMENTS

TABLE 164 ATUL AUTO LTD.: DEALS

TABLE 165 ATUL AUTO LTD.: OTHERS

14.1.3 PIAGGIO GROUP

TABLE 166 PIAGGIO GROUP: COMPANY OVERVIEW

FIGURE 64 PIAGGIO GROUP: COMPANY SNAPSHOT

TABLE 167 PIAGGIO GROUP: PRODUCTS OFFERED

TABLE 168 PIAGGIO GROUP: NEW PRODUCT DEVELOPMENTS

TABLE 169 PIAGGIO GROUP: DEALS

TABLE 170 PIAGGIO GROUP: OTHERS

14.1.4 SAERA ELECTRIC AUTO PVT. LTD.

TABLE 171 SAERA ELECTRIC AUTO PVT. LTD.: COMPANY OVERVIEW

TABLE 172 SAERA ELECTRIC AUTO PVT. LTD.: PRODUCTS OFFERED

TABLE 173 SAERA ELECTRIC AUTO PVT. LTD.: NEW PRODUCT DEVELOPMENTS

TABLE 174 SAERA ELECTRIC AUTO PVT. LTD.: DEALS

TABLE 175 SAERA ELECTRIC AUTO PVT. LTD.: OTHERS

14.1.5 KINETIC GREEN VEHICLES

TABLE 176 KINETIC GREEN VEHICLES: COMPANY OVERVIEW

FIGURE 65 KINETIC GREEN VEHICLES: COMPANY SNAPSHOT

TABLE 177 KINETIC GREEN VEHICLES: PRODUCTS OFFERED

TABLE 178 KINETIC GREEN VEHICLES: PRODUCT DEVELOPMENTS

TABLE 179 KINETIC GREEN VEHICLES: DEALS

TABLE 180 KINETIC GREEN VEHICLES: OTHERS

14.1.6 JIANGSU JINPENG GROUP CO., LTD.

TABLE 181 JIANGSU JINPENG GROUP CO., LTD.: COMPANY OVERVIEW

TABLE 182 JIANGSU JINPENG GROUP CO., LTD.: PRODUCTS OFFERED

TABLE 183 JIANGSU JINPENG GROUP CO., LTD.: PRODUCTS (ELECTRIC CARGO) OFFERED

TABLE 184 JIANGSU JINPENG GROUP CO., LTD.: DEALS

TABLE 185 JIANGSU JINPENG GROUP CO., LTD.: OTHERS

14.1.7 SKYRIDE AUTOMOTIVE

TABLE 186 SKYRIDE AUTOMOTIVE: COMPANY OVERVIEW

TABLE 187 SKYRIDE AUTOMOTIVE: PRODUCTS OFFERED

14.1.8 YATRI ELECTRIC VEHICLE

TABLE 188 YATRI ELECTRIC VEHICLE: COMPANY OVERVIEW

TABLE 189 YATRI ELECTRIC VEHICLE: PRODUCTS OFFERED

TABLE 190 YATRI VEHICLES: PRODUCTS AND FEATURES

14.1.9 SHADO GROUP INTERNATIONAL PTE. LTD.

TABLE 191 SHADO GROUP INTERNATIONAL PTE. LTD.: COMPANY OVERVIEW

TABLE 192 SHADO GROUP INTERNATIONAL PTE. LTD.: PRODUCTS OFFERED

TABLE 193 SHADO GROUP INTERNATIONAL PTE. LTD.: PRODUCT DEVELOPMENTS

TABLE 194 SHADO GROUP INTERNATIONAL PTE. LTD.: DEALS

TABLE 195 SHADO GROUP INTERNATIONAL PTE. LTD.: OTHERS

14.1.10 XIANGHE QIANGSHENG ELECTRIC TRICYCLE FACTORY

TABLE 196 XIANGHE QIANGSHENG ELECTRIC TRICYCLE FACTORY: COMPANY OVERVIEW

TABLE 197 XIANGHE QIANGSHENG ELECTRIC TRICYCLE FACTORY: PRODUCTS OFFERED

14.1.11 LOHIA AUTO INDUSTRIES

TABLE 198 LOHIA AUTO INDUSTRIES: COMPANY OVERVIEW

FIGURE 66 ELECTRIC UTILITY VEHICLES OFFERED BY LOHIA AUTO INDUSTRIES

TABLE 199 LOHIA AUTO INDUSTRIES: PRODUCTS OFFERED

TABLE 200 LOHIA AUTO INDUSTRIES: NEW PRODUCT DEVELOPMENTS

14.1.12 TERRA MOTORS CORPORATION

TABLE 201 TERRA MOTORS CORPORATION: COMPANY OVERVIEW

TABLE 202 TERRA MOTORS CORPORATION: PRODUCTS OFFERED

TABLE 203 TERRA MOTORS CORPORATION: NEW PRODUCT DEVELOPMENTS

TABLE 204 TERRA MOTORS CORPORATION: DEALS

TABLE 205 TERRA MOTORS CORPORATION: OTHERS

14.1.13 KYBURZ

TABLE 206 KYBURZ: COMPANY OVERVIEW

TABLE 207 KYBURZ: PRODUCTS OFFERED

*Details on Business overview, Products offered, Recent developments & MnM View might not be captured in case of unlisted companies.

14.2 OTHER PLAYERS

14.2.1 CHANGZHOU YUFENG VEHICLE CO., LTD.

14.2.2 JIANGSU EAST YONSLAND VEHICLE MANUFACTURING CO., LTD.

14.2.3 ELECTRIC VEHICLES (THAILAND) CO., LTD.

14.2.4 PROZZA HIROSE MANUFACTURING INC.

14.2.5 BAJAJ AUTO

14.2.6 GAYAM MOTOR WORKS PRIVATE LIMITED

14.2.7 BEMAC CORPORATION

14.2.8 SPEEGO VEHICLES CO. PVT. LIMITED

14.2.9 OMEGA SEIKI PRIVATE LIMITED

14.2.10 KSL CLEANTECH LIMITED

14.2.11 ALTIGREEN

14.2.12 GREEN SHUTTLE TECHNOLOGY PVT. LTD.

14.2.13 KAWAOKA MACHINERY AND ELECTRIC (NANTONG) CO., LTD.

14.2.14 BODO VEHICLE GROUP

14.2.15 J.S. AUTO (P) LTD.

14.2.16 BAAGH ECO MOTORS

14.2.17 BEEVATECH LIMITED

14.2.18 SL MOBILITY

15 RECOMMENDATIONS BY MARKETSANDMARKETS

15.1 INDIA: KEY FOCUS MARKET FOR ELECTRIC THREE-WHEELERS

15.2 LAST-MILE DELIVERY, LOGISTICS, SUPPLY CHAIN, AND WAREHOUSING TO
CREATE NEW OPPORTUNITIES FOR E-THREE-WHEELER MANUFACTURERS

15.3 CONCLUSION

16 APPENDIX

16.1 KEY INSIGHTS FROM INDUSTRY EXPERTS

16.2 DISCUSSION GUIDE

16.3 KNOWLEDGESTORE: MARKETSANDMARKETS' SUBSCRIPTION PORTAL

16.4 CUSTOMIZATION OPTIONS

16.5 RELATED REPORTS

16.6 AUTHOR DETAILS

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