

Hybrid Car Market Forecast to 2012



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The rapidly growing concerns over the reduction of carbon emissions coupled with highly volatile oil prices have forced the global automobile players to invest massive amounts into the development of advanced and better alternative fuel vehicles over the recent past. The concept of hybrids has emerged as the most viable solutions and has been gaining considerable attention among the industry players. This trend is clearly visible from the fact that the hybrid car sales worldwide showed a positive growth compared to an overall decline in the global automobile sales in 2008, says our new report "Hybrid Car Market Forecast to 2012".

Considering the impact of global economic downturn, our team of experts has done thorough analysis of the hybrid car market worldwide. We have found that on global level, the US dominates the hybrid sales, followed by Japan and Europe, while Toyota and Honda lead the bandwagon of global carmakers. Currently, only few players are dominating the global hybrid car industry, but a number of large players are queuing up to enter the market.

The report foresees bright future for hybrid car market worldwide, giving in-depth analysis of the factors which will fuel growth into this market over the forecast period (2009-2012). Launch of new cost effective and fuel efficient hybrid models by leading automakers, such as Toyota and Honda, for instance, will be one of the major reasons that will help drive the hybrid car sales in near future. Besides this, the role of governments in promoting the use of green cars in markets remains vital. We anticipate that the global hybrid car sales will witness a CAGR of around 20% during 2009-2012.

This high growth projection is based on our extensive study and rational analysis on the current and future market development across various key and emerging markets. The research study reviews the hybrid car market at the global as well as country level and gives analytical and statistical information on the market. Forecasting has been done after considering the impact of economic slowdown on the concerned market. The comprehensive research will help clients to capitalize on the emerging opportunities in the global hybrid car market.

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