



Assessment of Global Plug-in Vehicles Market



Client

The client is an European automotive equipment and material supplier having focus on serving the European countries.

Project Background

The client wanted to expand its global delivery capabilities with a focus on materials/equipment used in Plug-in Electric Vehicles. As a part of the initiative, the strategic team wants to understand the current electric vehicle market, trends and drivers and leading companies' future plans in this vehicle category.

Methodology & Solution

A compressive study was performed with the help of primary and secondary research tools to gather and analyze the market. The key industry trends and drivers coupled with the current activities of the leading market players were tracked and assessed to understand the growth opportunities of the industry.



Benefits to the Client

The insights provided to the client helped the strategic team in building and shifting their marketing focus towards this industry as well as was also able to connect their current production plans to the actual market requirements across few specific regions across the globe.