Euromonitor International

Accelerating Electric Vehicle Adoption: Strategies for Affordability and Value

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EXECUTIVE SUMMARY

Why read this report?
Three key areas accelerating inclusive EV adoption globally
EV’s next frontier: From premium growth to affordable mass adoption

INTRODUCTION

The urgency to drive affordable EV development to sustain global EV sales growth
Beyond affordability: Quality, sustainable mass adoption with charging, safety and range
Defining three key areas for inclusive EV growth

RISE OF CHINESE CHALLENGERS

Chinese EV brands redefine global market leadership amid challenges
Four current challenges: Incumbents’ cost headwinds require structural rebuild
Tesla’s premium pricing erodes share as China’s affordable EV brands surge ahead
Current solutions: Supply partnerships and battery innovation drive scale
Current solutions: Production revolution in hyper-casting and automation cut costs
CATL-Zeekr partnership: Securing battery supply and cost advantage for expansion
Geely’s shared component pool: Driving down costs across its nine brands
Actions: f our key future development areas

GROWTH OF SMALL TO MEDIUM EVS

Small to medium EVs (SMEs) lead value-driven EV expansion
Four current challenges: Why large EVs face slower growth momentum
Why prices fall from large to small, and the reasons behind the gap
Current solutions: How small to medium EVs (SMEs) can unlock scalable adoption
BYD leads Brazil EV market by focusing on affordable small cars
Nissan’s Sakura: Driving Japan’s mini EV sales growth
Actions: three key future development areas for small to medium EVs

ENHANCE EV READINESS FOR USED CAR DEALERS

Used EVs to move from niche to normal
Affordability flows through the second owner
Five key current challenges for used car dealers
Current solutions: Digital marketplaces and battery valuation building trust
Solutions: Warranties, repair service and integrated financial solutions for used EVs
Carsome’s playbook: Unifying Southeast Asia’s used EV market
BYD’s certified pre-owned (CPO) scheme in inspection: Raising trust in Western Europe
Actions: Five key future development areas required for used card dealers

CONCLUSION

Resilience, infrastructure and analytics to accelerate equitable electric mobility
Evolution of value EVs beyond affordability

APPENDIX

Regional comparison of EVs by size
Key markets for EV metal production
EV volume growth needs acceleration of charging network development

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/accelerating-electric-vehicle-adoption-strategies-for-affordability-and-value/report.