

Freedonia Focus Reports
World Collection



World Hybrid & Electric Vehicles

June 2014



Highlights

World Overview and Forecasts

Demand by Product | Demand by Market | Production Trends

Regional Trends and Forecasts

Regional Demand Overview | North America | Western Europe | Asia/Pacific
Other Regions

Industry Structure

Industry Composition and Characteristics | Additional Companies Cited

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ABOUT THIS REPORT

Scope & Method

This report forecasts total world demand in 2018 for hybrid and electric vehicles (H/EVs) by product, market, and major world region in units. Product segments include:

- micro/mild hybrids
- full hybrids
- plug-in hybrids
- electric vehicles.

Reported markets encompass:

- light vehicles
- medium and heavy trucks and buses.

Major world regions include:

- North America
- Western Europe
- Asia/Pacific
- all other regions.

Demand by product segment is also forecast for each major world region.

To illustrate historical trends world, product, and regional demand are provided for 2008 and 2013. Further, regional demand is segmented by market for 2013.

Finally, world production is segmented by major world region and provided for 2008, 2013, and 2018.

Forecasts are developed via the identification and analysis of pertinent statistical relationships and other historical trends/events as well as their expected progression/impact over the forecast period. Changes in quantities between reported years of a given total or segment are typically provided in terms of five-year compound annual growth rates (CAGRs). For the sake of brevity, forecasts are generally stated in smoothed CAGR-based descriptions to the forecast year, such as “demand is projected to rise 3.2% annually through 2018.” The result of any particular year over that period, however, may exhibit volatility and depart from a smoothed, long-term trend, as historical data typically illustrate.

Other various topics, including profiles of pertinent leading suppliers, are covered in this report. A full outline of report items by page is available in the [Table of Contents](#).

Sources

World Hybrid & Electric Vehicles is based on [a comprehensive industry study](#) published

by The Freedonia Group in June 2014. Reported findings represent the synthesis and analysis of data from various primary, secondary, macroeconomic, and demographic sources including:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- national, regional, and international non-governmental organizations
- trade associations and their publications
- the business and trade press
- The Freedonia Group Consensus Forecasts dated January 2014
- the findings of other industry studies by The Freedonia Group.

Specific sources and additional resources are listed in the [Resources](#) section of this publication for reference and to facilitate further research.

Industry Codes

The topic of this report is related to the following industry codes:

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industry Codes	
335911	Storage Battery Mfg	3691	Storage Batteries
336111	Automobile Mfg	3711	Motor Vehicles and Passenger Car Bodies
336112	Light Truck and Utility Vehicle Mfg		
336120	Heavy Duty Truck Mfg		

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