Hybrid and Electric Cars - US - January 2014

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"The hybrid and electric car market is growing at breakneck speeds, but there's some concern that this is mostly driven by government distortions. Without robust market demand, this segment remains at the whims of political fancy. With the gap between what consumers are willing to pay and what hybrid and electrics actually cost remaining wide, affordability remains the key issue."
– Colin Bird, Automotive Analyst

This report looks at the following areas:

- How can hybrid and electric vehicle manufacturers address affordability concerns?
- How can hybrid and electric vehicle manufacturers address performance and range concerns?

This report provides a detailed review of the hybrid and electric car market in the US. It provides insight into the external and internal factors affecting hybrid and electric car sales, consumption, and purchasing intent. The report explores consumers' chief concerns when buying into this category for those who are ambivalent of these newer technologies, including reliability, range, recharging times, and charging station convenience.

This report builds on the analysis presented in Mintel's *Hybrid and Electric Cars – US, November 2012* , as well as the *September 2011* report of the same title.

- For the purposes of this report, Mintel defines the hybrid and electric vehicle market as including passenger vehicles (cars and light trucks), that are based on the following technologies:
- Hybrid electric vehicle (HEV)
- Plug-in hybrid electric vehicle (PHEV)
- Electric vehicle (EV)

The following alternative fuel technologies are discussed in the report but are not considered part of the hybrid and electric market:

- Diesel
- Compressed natural gas (CNG)
- Fuel cell vehicle (FCV)

For more detailed explanation of these fuel technologies see *Terms* .

Note: This report will also not cover any developments surrounding the use of propane or biodiesel as a power source.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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