

Hybrid and Electric Cars - UK - December 2016

Report Price: £1995.00 | \$2490.76 | €2354.10

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“From what can be considered as comprising a niche market, hybrid and electric cars are quickly establishing themselves as a fast-developing market. Stimulated by support from government and manufacturers, demand for these vehicles has led to them becoming the most dynamic segment within the UK car market. With support and innovation continuing, Mintel predicts further expansion with these vehicles becoming a common feature on our

This report looks at the following areas:

- **Plug-in hybrid electric market set for take-off**
- **EVs appear more of a long-term bet**
- **Dealers and the internet should be part of a wider communication strategy**

Historically, the environmental benefits of hybrid and electric cars have been the main driver of sales. Added to this are the financial savings that are possible, best illustrated by their lower running costs compared to petrol or diesel vehicles. While the higher purchase price of a hybrid or electric car remains a major barrier, this too has been lowered in recent years through the availability of the UK government’s plug-in car grant.

– Neil Maso

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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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Table of Contents

Overview

Executive Summary

Issues and Insights

The Market – What You Need to Know

Market Size and Forecast

Market Segmentation

Channels to Market

Market Drivers

Regulatory and Legislative Developments

Companies and Brands – What You Need to Know

Market Share

Launch Activity and Innovation

Advertising and Marketing Activity

The Consumer – What You Need to Know

Vehicle Ownership

Interest in Owning a Hybrid/Electric car

Sources of Information on Hybrid/Electric Cars

Purchasing a Hybrid/Electric Car

Concerns About 100% Electric Vehicles

Statements Associated with Hybrid/Electric Vehicles

Awareness of Fuel Cell Electric Vehicles (FC-EVs)

Appendix – Data Sources, Abbreviations and Supporting Information

Appendix – Market Size and Forecast

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