

## Electric & Hybrid Cars - UK - December 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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“Electric and hybrid cars are seeing strong sales. Led by hybrids, the market is benefiting from an ever-growing number of models with considerable further investment from manufacturers planned for this sector of the car market. While Mintel’s research suggests that acceptance of these cars is growing, there remain a number of issues that need to be addressed.”

– **Neil Mason, Head of Retail Research**

This report looks at the following areas:

- Electric and hybrid cars are becoming mainstream
- Location isn't a worry for those interested in buying electric or hybrid
- Women remain a major challenge for the market

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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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What we think

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Nielsen Ad Intel coverage

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Shopping is the most important use for a car

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...as do other types of vehicle

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