

## Hybrid and Electric Vehicles - Canada - March 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



The market for hybrid and electric vehicles has seen strong growth over the course of the last several years, with consumer consideration and attitudes pointing to a positive outlook for the future of the category. Fuel economy, economical pricing and government incentives are key factors that play a role in shaping consumer consideration for hybrid and electric vehicles.

This report looks at the following areas:

Operators in the category face hurdles such as vehicle range, variety in models and reducing MSRP. With consumers likely to respond well to brands with strong value and to those that provide vehicles with long range, auto makers will need to address these areas in order to reach their target audience.

- **Minimal ownership of hybrid and electric vehicles**
- **Saving on fuel is key purchase driver**
- **Critical attitudes towards hybrid and electric cars are prevalent**

**BUY THIS  
REPORT NOW**

**VISIT:**  
[store.mintel.com](http://store.mintel.com)

**CALL:**  
EMEA  
+44 (0) 20 7606 4533

Brazil  
0800 095 9094

Americas  
+1 (312) 943 5250

China  
+86 (21) 6032 7300

APAC  
+61 (0) 2 8284 8100

**EMAIL:**  
[reports@mintel.com](mailto:reports@mintel.com)

### DID YOU KNOW?

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

# Hybrid and Electric Vehicles - Canada - March 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Table of Contents

### Overview

What you need to know

Definitions

### Executive Summary

The issues

Minimal ownership of hybrid and electric vehicles

Figure 1: Hybrid and electric vehicle ownership, December 2017

Saving on fuel is key purchase driver

Figure 2: Purchase drivers, December 2017

Critical attitudes towards hybrid and electric cars are prevalent

Figure 3: Negative-attitudes towards hybrid and electric vehicles (any agree), December 2017

The opportunities

Most would consider a hybrid or electric vehicle

Figure 4: Hybrid and electric vehicle purchase consideration, December 2017

Hybrids mainly viewed as fuel efficient and EVs eco-friendly

Key consumer sentiment suggests the future is bright for EVs

Figure 5: Attitudes towards hybrid and electric vehicles (any agree), December 2017

What it means

### The Market – What You Need to Know

Hybrid and electric vehicles see strong growth

The effect of EV battery prices

Government incentives for hybrids and EVs

Monetary concerns can lead to cautious spending habits

Gas prices can affect choice of vehicle type

### Market Size

Hybrid and electric vehicles see strong growth

Figure 6: Total annual sales of hybrid and electric vehicles, Canada, 2011-17

### Market Factors

The effect of electric vehicle battery costs

Government incentives for hybrids and EVs

Financial worries can lead to prudent spending habits

Fuel prices can affect choice of vehicle type

Figure 7: Average retail prices for regular gasoline in Canada, 2015-2018 (March)

Major city dwellers may opt for hybrids/EVs as commute times rise

### Key Players – What You Need to Know

BUY THIS  
REPORT NOW

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Hybrid and Electric Vehicles - Canada - March 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Hybrid and EV incentives

BMW promotes it's EV technology

Chevy's green car of the year

Consideration for hybrid and EVs has grown

Infrastructure still lacking for EVs

Numerous brands have pledged to go all electric and hybrid

## Marketing and Advertising

### Electric/hybrid car incentives

Figure 8: 2017 Nissan LEAF, mobile advertisement, March 2017

### BMW markets its improvements in electric tech and range

Figure 9: BMW i3, mobile advertisement, October 2017

Figure 10: 2017 BMW i3, online advertisement, December 2016

### Chevy's green car of the year

Figure 11: Chevrolet Bolt, online advertisement, October 2017

### Toyota's Prius line-up brings a lot to the table

Figure 12: Toyota Prius, online advertisement, April 2017

Figure 13: Toyota Prius, online advertisement, February 2017

### Highlighting new features for Tesla's Model S and Model X

Figure 14: Tesla Motors, acquisition e-mail, August 2017

## What's Working?

Consideration for hybrid and electric vehicles has grown

Government incentives make it easier for consumers to buy EVs

## What's Struggling?

Associations of hybrid and electric cars point to high cost

Infrastructure still lacking for EVs

## What's Next?

Electric cars are the way of the future

A number of brands pledging to go all electric and hybrid

## The Consumer – What You Need to Know

Ownership of hybrid and EVs minimal

Most would consider a hybrid or electric vehicle

Saving on fuel is key purchase driver

Regular vehicles seen as reliable, hybrids fuel efficient and EVs eco-friendly

Most are familiar with the Toyota Prius

## Hybrid and Electric Vehicle Ownership and Consideration

Ownership of hybrid and electric vehicles is minimal

Figure 15: Hybrid and electric vehicle ownership, December 2017

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Hybrid and Electric Vehicles - Canada - March 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Younger cohorts more likely to own hybrid/EV vehicles

Figure 16: Hybrid and electric vehicle ownership, 18-44s vs over-45s, December 2017

Most Canadians are looking to buy a car in the near future

Figure 17: Vehicle purchase plans, December 2017

Most would consider a hybrid or electric vehicle

Figure 18: Hybrid and electric vehicle purchase consideration, December 2017

## Purchase Drivers

Saving on fuel is a critical purchase driver

Figure 19: Purchase drivers, December 2017

Generational differences in purchase motivators

Figure 20: Purchase drivers (select), 18-44s vs over-45s, December 2017

## Attributes Associated with Vehicle Type

Hybrids own association with fuel efficiency

Figure 21: Attributes associated with hybrid, electric and regular vehicles, December 2017

Men more likely to associate most attributes with hybrids and EVs

Figure 22: Attributes associated with hybrid and electric vehicles (select), by gender, December 2017

Generational differences with associations

Figure 23: Attributes associated with hybrid and electric vehicles (select), 18-44s vs over-45s, December 2017

## Familiarity with Hybrid and Electric Vehicles

Most are familiar with the Toyota Prius

Figure 24: Electric and hybrid car model familiarity, December 2017

Men more familiar with hybrid and electric vehicles

Figure 25: Electric and hybrid car model familiarity, men vs women, December 2017

Figure 26: New Nissan LEAF Simply Amazing, September 2017

Generational disparities with vehicle familiarity

Chinese Canadians more familiar with certain models

Figure 27: Electric and hybrid car model familiarity, Chinese Canadians vs overall, December 2017

## Attitudes towards Hybrid/Electric Vehicles

Key attitudes suggest the future is bright for EVs

Figure 28: Understanding hybrid and electric vehicles (any agree), December 2017

Fuel economy is paramount to consumers

Figure 29: Monetary-related attitudes towards hybrid and electric vehicles (any agree), December 2017

Critical attitudes towards hybrid and electric cars is apparent

Figure 30: Negative-attitudes towards hybrid and electric vehicles (any agree), December 2017

## Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

Consumer qualitative research

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

## Hybrid and Electric Vehicles - Canada - March 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Abbreviations and terms

Abbreviations

BUY THIS  
REPORT NOW

**VISIT:** [store.mintel.com](https://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)