

Market Assessment – Electric vehicle market

For One of the “Big Six” Utility Player in the UK

Growth potential and plausible revenue streams identified	Deep-dive analysis of the key players in the UK	360 degree view of the market	Financial analysis of historical data
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CLIENT CHALLENGES	OUR APPROACH	IMPACT DELIVERED
<ul style="list-style-type: none"> » Client: One of the “Big Six” utility player in the UK » The client wanted to understand the “Electric Vehicle (EV) Industry in the UK” » The scope of our work was to assess the electric vehicle market by segments, namely buses and coaches, commercial fleets, taxi and PHVs, public fleets 	<p>During the course of the study, the following key areas were thoroughly analyzed to present a comprehensive view of the market to the client:</p> <ul style="list-style-type: none"> » Sector analysis » Market sizing of the sub segments identified in the scope of work <ul style="list-style-type: none"> - Impact of liberalization on penetration rates - Positioning and customer base of global companies vis-à-vis local players » Profiling of prominent players, financial analysis of historical data <ul style="list-style-type: none"> - Analyzing the charging infrastructure of the players by type and across UK regions - SWOT analysis - Operational and strategic analysis » Study of key market trends and drivers 	<ul style="list-style-type: none"> » Provided the client a 360 degree view of the market, including deep-dive analysis of the key players in the UK » Enabled the client to assess the situation of the EV market in the UK and identified “Opportunities in the EV Charging Space”

About Acuity Knowledge Partners

Acuity Knowledge Partners, formerly part of Moody’s Corporation, is a leading provider of bespoke research, analytics, staffing and technology solutions to the financial services sector. Headquartered in London, Acuity Knowledge Partners has nearly two decades of transformation experience in servicing over 300 clients with a specialist workforce of over 2,500 analysts and delivery experts across its global delivery network.

We provide our clients with unique assistance not only to innovate, implement transformation programmes and increase operational efficiency, but also to manage costs and improve their top lines. These services are supported by our proprietary suite of Business Excellence and Automation Tools (BEAT) that offer domain-specific contextual technology.

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