

Market Assessment - Electric vehicle market

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

CLIENT CHALLENGES

- **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

OUR APPROACH

- During the course of the study, the following key areas were thoroughly analyzed to present a comprehensive view of the market to the client:
 - Sector analysis
 - Market sizing of the sub segments identified in the scope of work
 - 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
 - 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

IMPACT DELIVERED

- 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 is a leading provider of high-value research, analytics and business intelligence to the financial services sector. The company supports over 650 financial institutions and consulting companies through a team of over 6,000+ subject matter experts who work as an extension of the clients' teams based out of various global delivery centres.

We empower our clients to drive revenues higher. We innovate using our proprietary technology and automation solutions. We enable our clients to transform their operating model and cost base.