

## 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 350+ financial institutions and consulting companies through a team of over 3,000+ 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.*

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[contact@acuitykp.com](mailto:contact@acuitykp.com) | [acuitykp.com](https://www.acuitykp.com)

