

# Hybrid & Electric Cars: Consumption, Demand, Sales, Competitor and Forecast 2016 – 2021

*Hybrid & Electric Cars Global Market  
2016 Analysis and Forecast to 2021*

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[Hybrid & Electric Cars](#) in the United States industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2011-15, and forecast to 2020). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.



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## Key Findings

- What was the size of the United States hybrid & electric cars market by value in 2015?
- What will be the size of the United States hybrid & electric cars market in 2020?
- What factors are affecting the strength of competition in the United States hybrid & electric cars market?
- How has the market performed over the last five years?
- Who are the top competitors in the United States' hybrid & electric cars market?

## Synopsis

Essential resource for top-line data and analysis covering the United States hybrid & electric cars market. Includes market size and segmentation data, textual and graphical analysis of market growth trends, leading companies and macroeconomic information.

## Reasons to Buy

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the hybrid & electric cars market in the United States
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the hybrid & electric cars market in the United States
- Leading company profiles reveal details of key hybrid & electric cars market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the United States hybrid & electric cars market with five year forecasts by both value and volume

## Key Highlights

The hybrid and electric cars market consists of the initial retail sale/registration of new electric and hybrid passenger cars. Passenger cars include saloons, hatchbacks, SUVs, 4x4s and other related vehicles. The market value is calculated at retail selling price (RSP) and the market volume is given in terms of units sold. The electric cars segment refers to all-electric vehicles only, namely Battery Electric Vehicles (BEVs). The hybrid cars segment refers to all types of hybrid electric cars such as plug-in hybrid electric vehicles (PHEVs), Extended Range Electric Vehicles (EREVs) and standard Hybrid Electric Vehicles (HEVs). Other alternative fuel vehicles (e.g. LPG or Hydrogen fuel cell) are not included. Any currency conversions used in this report have been calculated at constant 2015 annual average exchange rates.

The US Hybrid & Electric Cars market had total revenues of \$17,417.9m in 2015, representing a compound annual growth rate (CAGR) of 18.7% between 2011 and 2015.

Market consumption volume increased with a CAGR of 15.1% between 2011-2015, to reach a total of 498,426 units in 2015.

The US market had been doing very well up until the collapse in oil prices in 2014. Consumers then felt that new energy vehicles were suddenly not as economically viable as they had been previously and a consequent drop in demand has been seen. Nevertheless, with the introduction of the new Tesla Model X in the final quarter of 2015, new models of the Nissan Leaf and Chevrolet Volt coming out in 2016, and a flattening off of the effect of lower oil prices in light of the Volkswagen emissions scandal should shift the market back to growth in 2016.

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