

# GLOBAL ELECTRIC VEHICLE MARKET & SALES INSIGHTS

Year

2015

2025

Manufacturer

All

Total Units Sold 2024

3022

Avg Price(USD)

90.6K

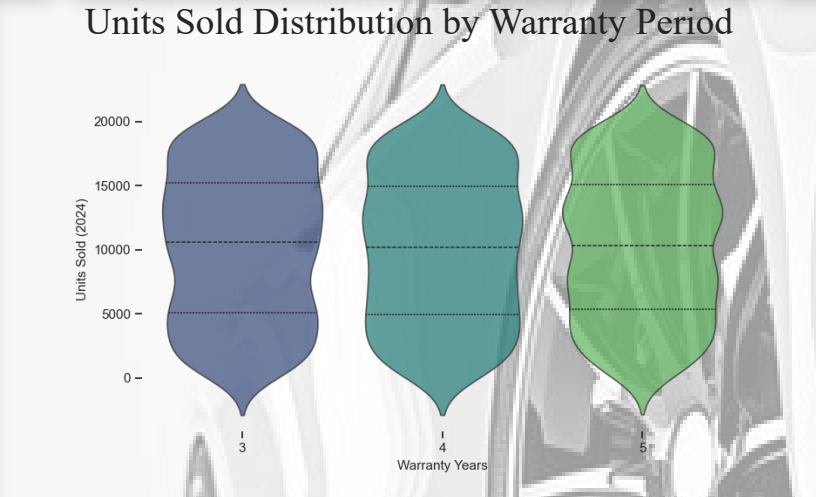
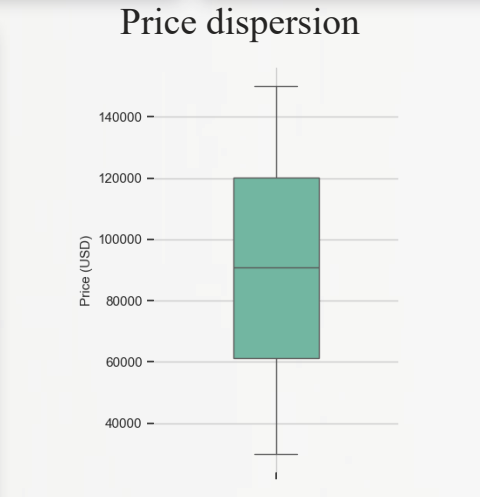
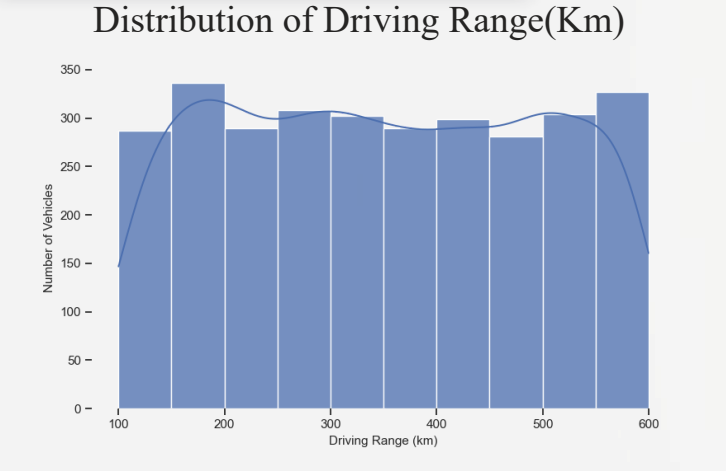
Avg Range(Km)

349.90

EV Units Sold vs Target (2024)

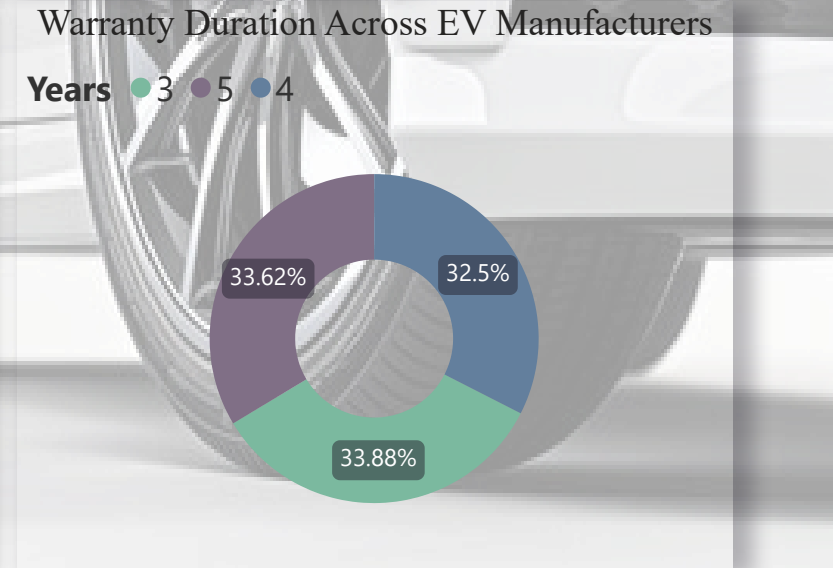
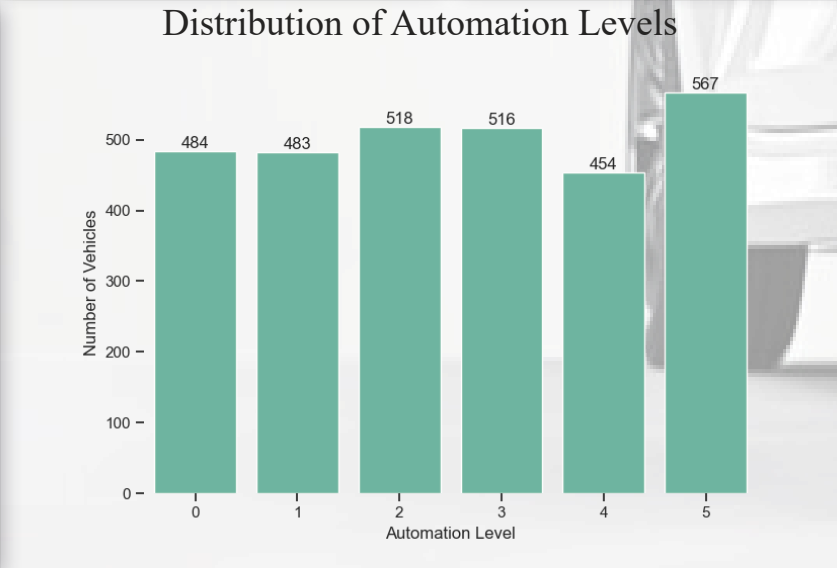
2953397

Goal: 2663699 (+10.88%)

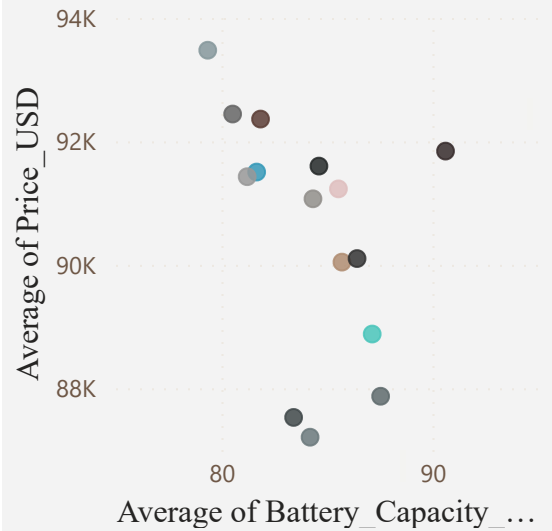


Units Sold: Top Manufacturers vs Top Countries

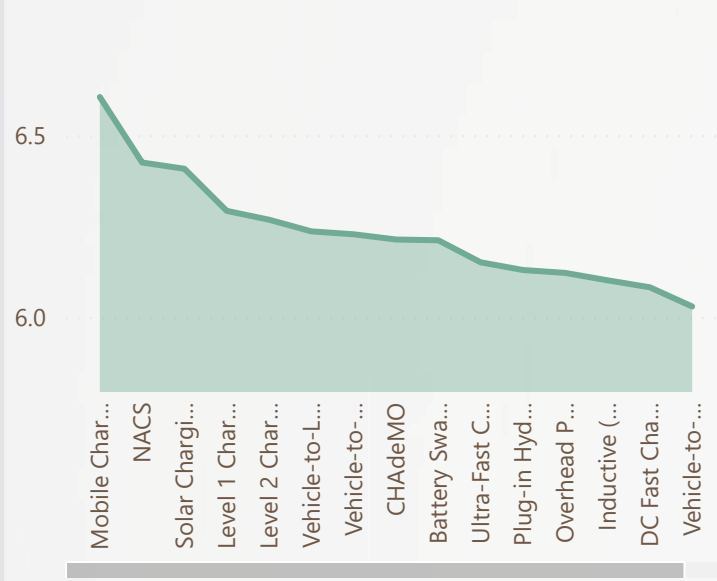
Manufacturer	Ferrari	Genesis	Great Wall Motors	Mini	Nissan	Rimac	Skoda	Toyota	VinFast	XPeng	Country_of_Manufacture
France	36754	12720	37847	35743	60173	42677	23517	37689	16202	11447	
Japan	0	15103	42048	21656	0	23857	19461	0	0	25418	
Malaysia	21637	35028	0	53081	25243	391	28216	35213	26885	431	
New Zealand	81505	22184	32884	10503	22912	8578	19574	16228	34318	28582	
Poland	63158	36729	41539	17264	24369	17722	52673	45199	14140	0	
Singapore	9391	19955	35501	0	12022	78212	11747	45229	32997	46651	
Sweden	22321	20628	11781	17140	33121	37647	39430	28550	0	39319	
Thailand	33270	26641	15010	45675	14272	48557	0	8639	11674	55579	
United Arab Emirates	28714	68338	17810	35253	12990	18382	24281	29440	19230	38963	
	12923	17341	2624	0	26578	23599	17931	30167	69748	44676	



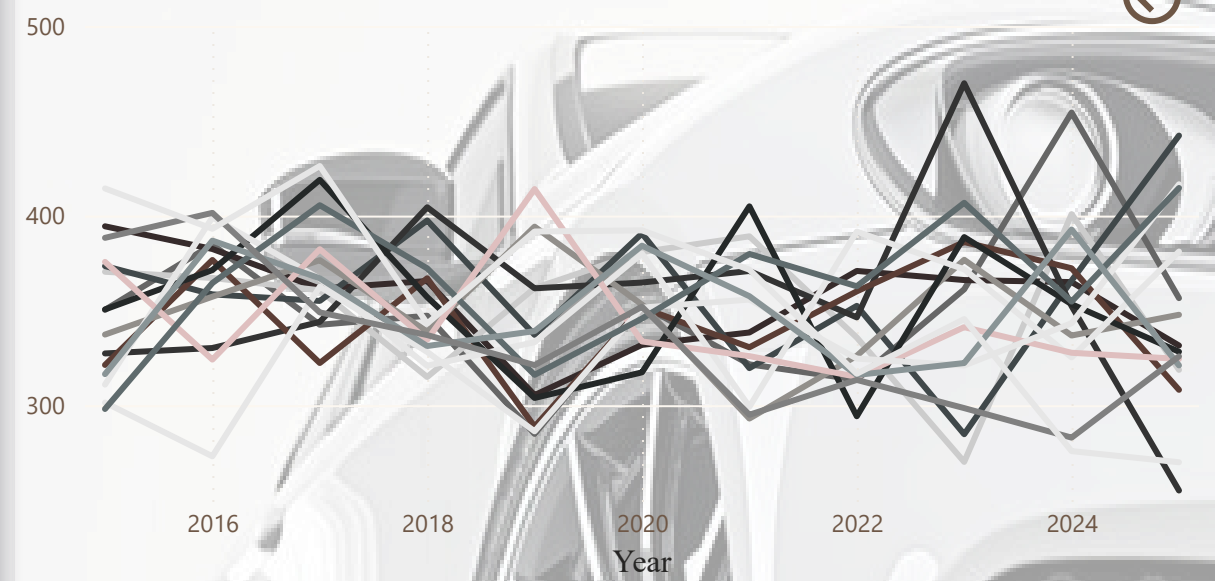
Avg Battery Capacity and Price by Battery Type



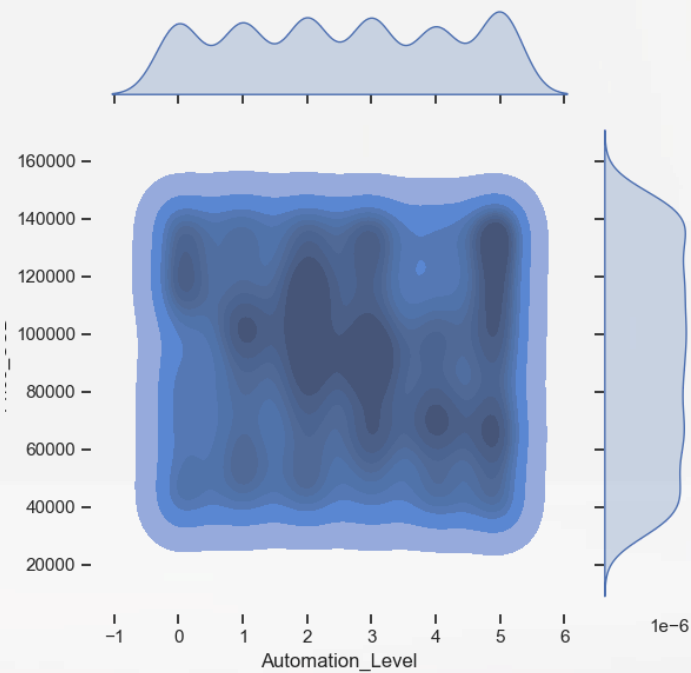
Avg Charging Time(Hr) by Charging Type



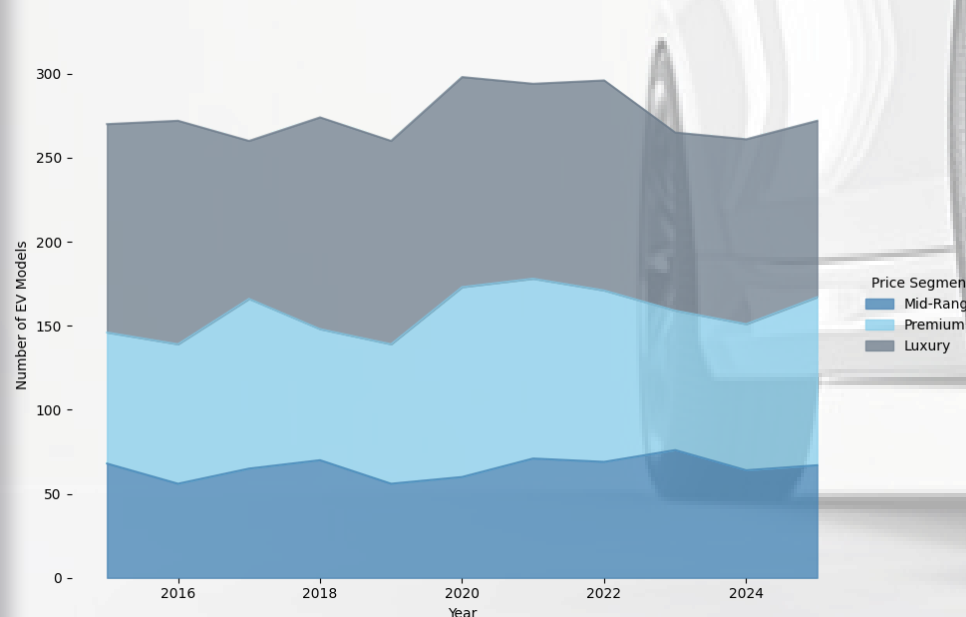
Avg Range by Year and Battery Type



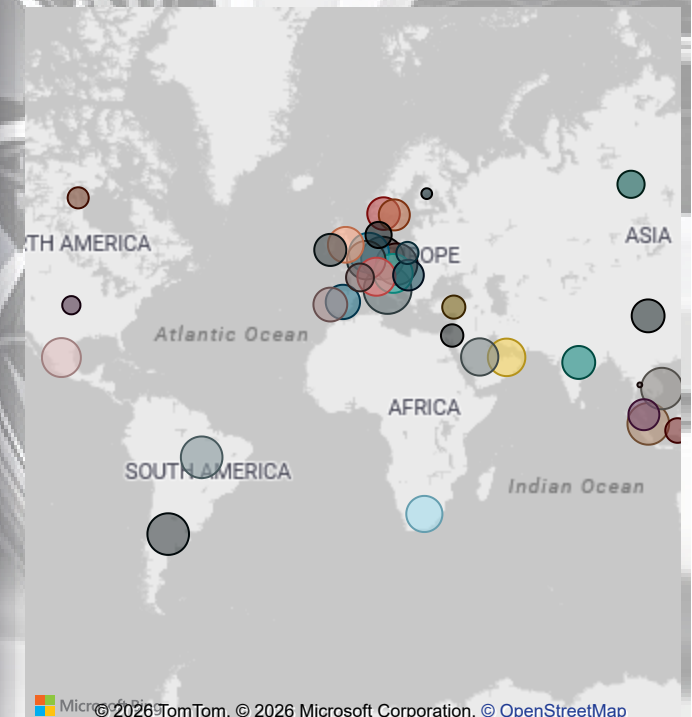
Automation Level & EV Price



Price Segment Growth Over Years



Average EV Price by Country



# Analytical Overview of Global EV Market Trends and Strategy

## Descriptive Analysis - *What is happening?*

- Total EV units sold in 2024 have exceeded the target, indicating strong market demand.
- The average EV price is around mid-range, while the average driving range has increased significantly, reflecting improvements in battery technology.
- Automation levels increase vehicle prices, but do not show a proportional increase in sales volume.
- No sharp drop in sales as warranty length increases.
- EV sales are not evenly distributed—a small number of manufacturers and countries dominate total units sold.
- Charging time varies widely across charging types, highlighting infrastructure inconsistency.

## Predictive Analysis – *What is likely to happen?*

- The steady increase in average driving range over the years suggests that future EV models will continue to offer better range, further reducing range anxiety.
- Since mid-priced EVs consistently outperform luxury models, future sales growth is likely to remain strongest in the mid-range price segment.
- EVs with longer warranty periods are expected to see higher adoption, as customer trust increasingly influences purchase decisions.
- Markets and countries that already show strong EV sales are likely to continue leading adoption, especially if charging infrastructure improves.

## Prescriptive Analysis – *What should be done?*

### For Manufacturers

- Focus product development on mid-priced EVs with strong battery range rather than ultra-premium models.
- Prioritize battery efficiency and durability over costly automation features that do not directly drive adoption.

### For Business & Market Strategy

- Expand operations in high-performing countries and regions before entering underdeveloped markets.
- Align pricing, range, and warranty strategies to match evolving consumer expectations.

