# GLOBAL ELECTRIC VEHICLE MARKET & SALES INSIGHTS

Year

2015 2025

Manufacturer

All

Total Units Sold 2024

3022

Avg Price(USD)

90.6K

Avg Range(Km)

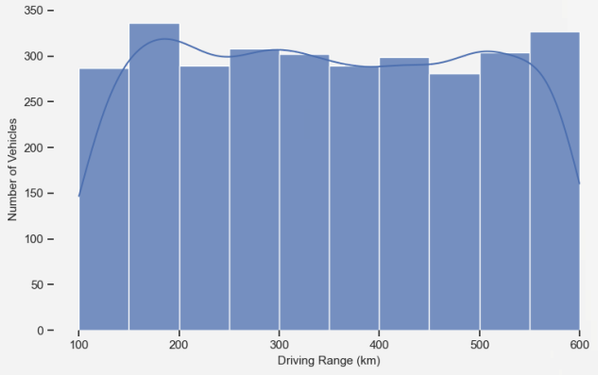
349.90

EV Units Sold vs Target (2024)

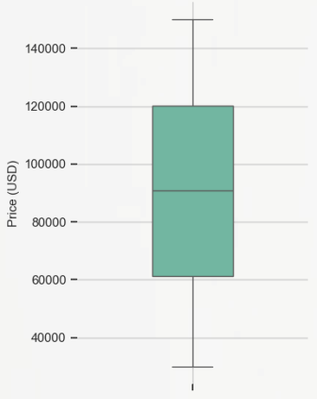
2953397

Goal: 2663699 (+10.88%)

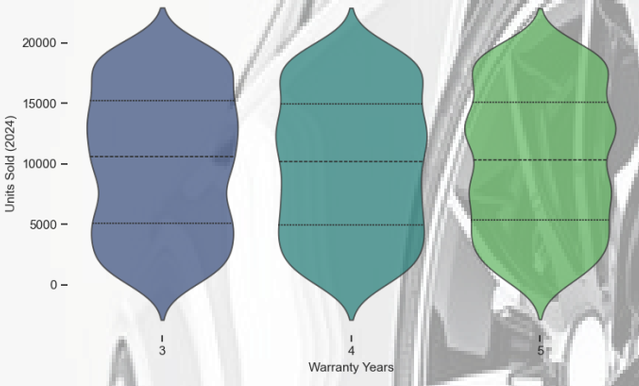
## Distribution of Driving Range(Km)



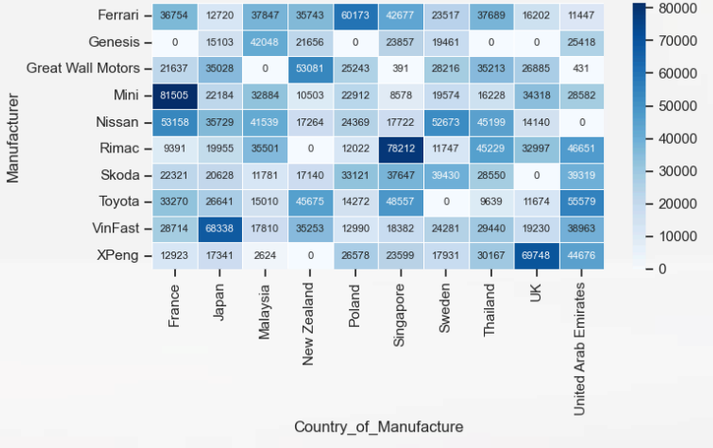

## Price dispersion



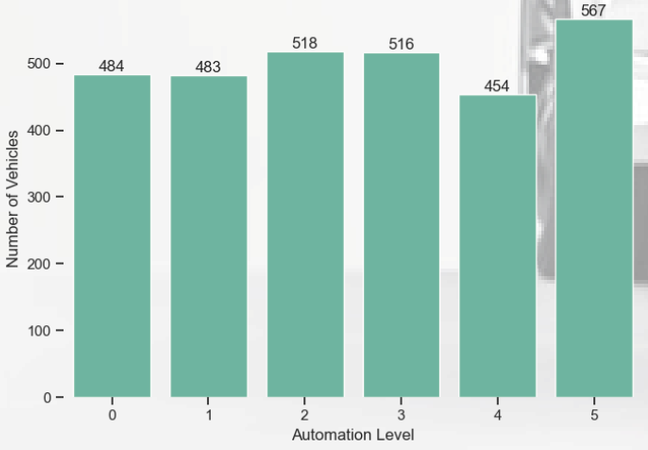

## Units Sold Distribution by Warranty Period



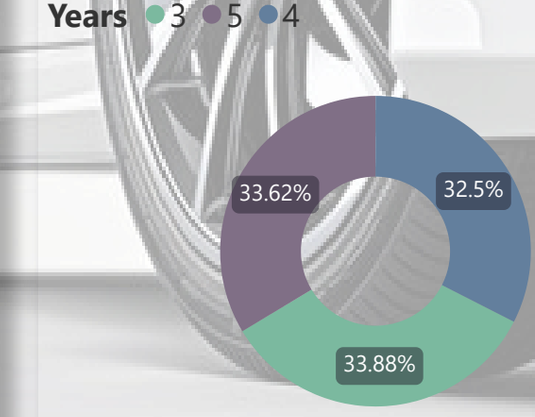

## Units Sold: Top Manufacturers vs Top Countries



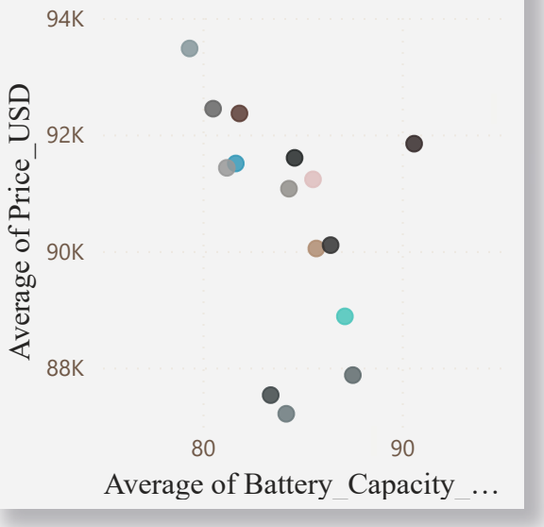

## Distribution of Automation Levels



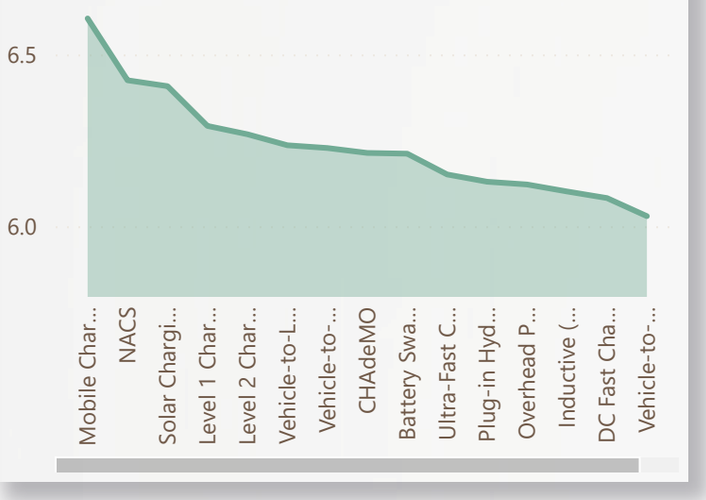

## Warranty Duration Across EV Manufacturers



## Avg Battery Capacity and Price by Battery Type

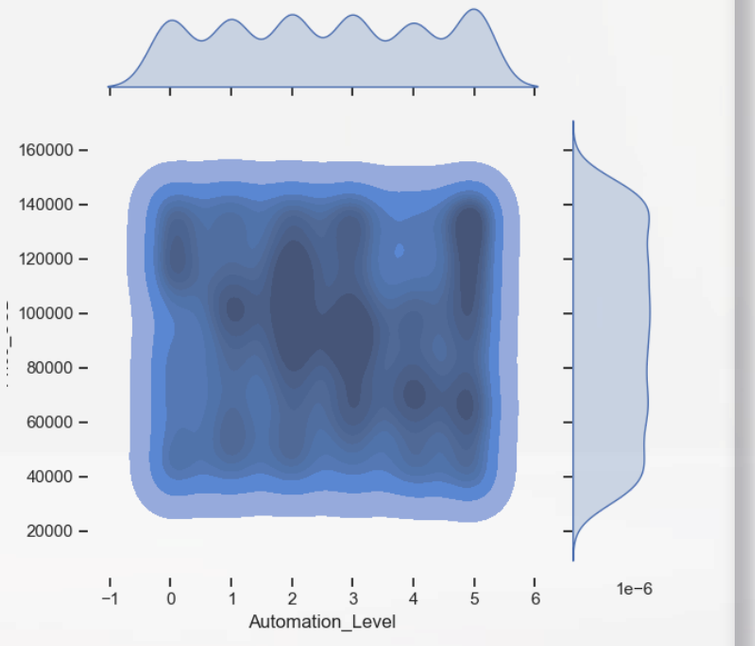



## Avg Charging Time(Hr) by Charging Type

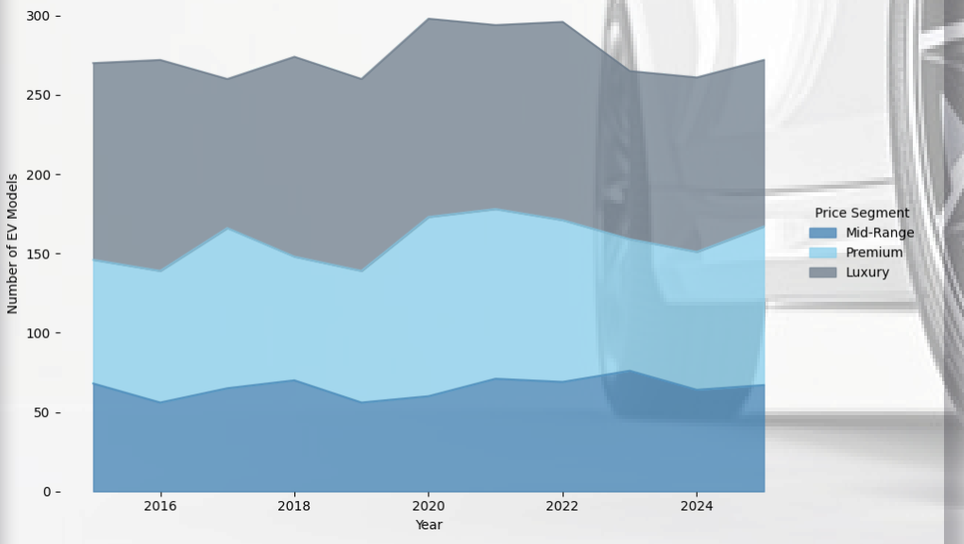



## Avg Range by Year and Battery Type

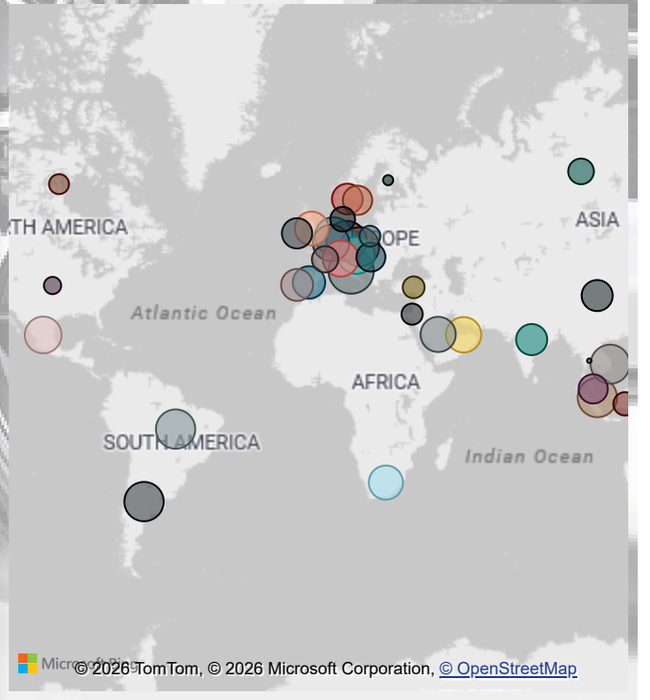

## Automation Level & EV Price




## 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.