Reducing oil supply risk and CO2 emissions has become the major concern of governments in the transportation sector. Therefore, switching to more sustainable forms of transportation has become a major goal for many countries around the world. The projected future growth of the sustainable transportation sector, provides great opportunities for companies in the field of electric transportation. Right now we already see great things from EV manufacturers, such as Tesla, Nissan and Toyota.

But the expansion of the EV fleet goes hand in hand with that of the Charging Stations Network. Indeed, providing for charging needs and increasing ease of use and speed of this charging network is a key factor in convincing individuals to switch to this new means of transportation. The EV market and those wanting to expand it rely heavily on the development and expansion of the electric charging market.

Believing there will be no EV market without the adequate Charging Stations Network, we have decided to take a closer look on the Charging Stations market and provide an insight in the industry that can help companies involved. This Industry Analysis Report aims at understanding the electric vehicle charging stations market, it highlights what factors – internal or external – influence it. Finally it concludes on the future opportunities, and proposes a general strategy for companies.

In the first part of this report, for better understanding of the global context of electric vehicle (EV) charging infrastructure, we are presenting the current situation of the EV market, the EV charging market, technology and architecture as well as the related regulations.

The second part of the report analyzes practical examples of the electrical charging industry. From these examples we find key factors that influence the success of companies and governments in the development and expansion of electric driving.

Based on the current EV charging situation and case studies, this report has concluded five major factors affecting the industry: Energy, Authorization, Technology, Paiement and Government action.

For each of the factors above, we have carefully analyzed the future developments. We have determined what steps companies interested or already involved in electric car charging can undertake, in order to gain the most out of them.

Parts of the proposed strategy aims to reduce risk, parts indicate how the companies can best act in order to increase their market share.

All in all, we provide clear, short term and long term goals for electric vehicle charging companies, aimed at those who are already in the market or want to enter and invest in this market in near future.