

CASE STUDY

Russia – Electric Vehicles Market Potential Assessment

A leading player in the automobile industry engaged EOS Intelligence to develop an intelligence report on the electric vehicle markets in Russia in order to identify and evaluate the market opportunity and growth potential.

CHALLENGE – Defining Project Objective & Scope

EOS Intelligence assisted a leading automotive OEM to assess the market for electric vehicles (EV); the client wanted to understand the potential for electric cars in one of the fastest growing automobile markets in Europe.

Client's Objectives

Study the market to **develop insights on addressable market** size and growth, market characteristic, and key customer segments. **Identify regional markets with potential growth opportunities**

Assess the participation of **incumbent and potential market players**, including local manufacturers. **Study distribution channels and the infrastructure required** for the success of EVs

Understand the business environment, e.g. **regulatory policies** enabling the development of a **new-technology-based market** such as EVs. Evaluate other market enablers, such as **energy-mix**

APPROACH – Conducting Research & Analysis

1 Project Scoping

- Conducting preliminary research to gauge the level of availability information on the market; this is vital in designing the approach and in project execution
- Discussing the approach with the client to ensure fulfilment of business and research objectives

2 Research

- Secondary Research – identifying relevant, credible and up-to-date sources, and deriving quantitative and qualitative information from associations, industry reports and articles/news, statistical organizations, OEM publications, and proprietary databases
- Primary Research – conducting primary research to validate findings by speaking with industry associations, leading OEMs involved in developing of EVs, experts and analysts tracking this specific segment of the automotive market
 - First-hand interviews with companies working in the development of EV technology to garner insights on evolving technology and future applications

3 Report Compilation

- Collating, interpreting and analysing data and qualitative information, keeping in perspective the client's objectives
- Compiling a visually-rich, detailed intelligence report highlighting key insights and takeaways

OUTCOME – Deriving Insights & Synthesizing Findings

- A comprehensive **market and competitive intelligence** report was compiled by EOS Intelligence to provide the client with a well-rounded understanding of Russia's EV market and the **underlying opportunities and challenges**. The study was based on extensive secondary and primary research, and **entailed in-depth analysis of key regulatory, technological, supply-chain trends influencing EV's potential demand**.
 - EOS Intelligence's **assessment of the market gaps and the potential success factors** provided the client with clarity on key focus areas. Conclusions from the study were also based on the analysis of the market landscape and a **comprehensive assessment of the potential competitors' strengths and strategies**.
 - One of the **key insights** derived from the gathered information was the **economics behind EV's market growth**. An evaluation of the **consumer dynamics and income levels helped evaluate future prospects of EV** in Russia. This was complemented by a **study of evolving technology**, which is expected to lower the cost of ownership of an electric vehicle.
 - The report also **highlighted insights on energy security** of the country, government's plans on **infrastructure development** to support adoption of EVs and **government incentives** to the industry as a whole.
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- **The report prepared by EOS Intelligence was well-received by the stakeholders in the client organization, on account of its relevance and helping them develop a comprehensive perspective on Russia's EV market potential.**
 - **The client appreciated the holistic view of the market captured in the EOS Intelligence report, and perceived it to be crucial while setting priorities and devising the appropriate market approach.**

About EOS Intelligence

EOS Intelligence is a professional services firm that delivers bespoke research solutions targeted at corporate planners and decision makers, and institutional investors.

Our knowledge resources, spread across sectors such as automotive, consumer goods, energy and healthcare enable us to support a wide range of research and intelligence needs, spanning strategy assessments, supply chain rationalization and investment analyses.

We work closely with corporate and consulting firms, and provide them with customised business research and intelligence solutions that significantly contribute to their strategic and functional decision making.

If you would like to know more about our research solutions, please visit our website www.eos-intelligence.com.