



Euromonitor  
International

# Identifying Tactical and Strategic Opportunities in EV Charging

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## INTRODUCTION

Scope

Definitions of terms

Key findings

Why focus on EV charging?

By 2030, 47% of new passenger cars registered will be electric, driving EV charging demand

## GLOBAL EV CHARGING OVERVIEW

The global public EV charging industry today

Charging networks have grown, but expansion has remained slower relative to EV growth

Most major economies have seen a rise in the ratio of EVs to EV charge points

Rapid charging networks are becoming more common, though most are found in China

Home charging dominates, but public networks are needed to serve urban populations

Governments are maintaining support for public EV charging stations...

...however, other EV stakeholders should also consider investing in EV charging infrastructure

## EV CHARGING IN KEY ECONOMIES: US

EV demand outpacing charge point supply; AC dominates but the shift to DC is gaining traction

ChargePoint is the largest network; favourable domestic policies to help boost supply

Tesla, the largest fast charging network, is partnering with OEMs for charge port compatibility

California remains the key battleground for brands thanks to its pro-EV stance

## EV CHARGING IN KEY ECONOMIES: CANADA

Canada has seen robust growth of EV charge points, with a strong shift to fast charging

Four players dominate charging in Canada; Tesla, the leading fast charging operator

Key states have good charger development, but challenges remain in rural areas

Energy pricing models to become the norm, though most EV charging is time based

## EV CHARGING IN KEY ECONOMIES: ITALY

Developments in Italy's EV charging industry

Enel X and Be Charge are the leading providers of EV charging in Italy

Lombardia - home to the largest and densest EV charging network in Italy

Rapid charging has continued to improve, though some geographic disparities remain

## EV CHARGING IN KEY ECONOMIES: NETHERLANDS

Netherlands leads in Europe for EV charging, with western provinces dominating

EQUANS is the largest charging provider; CPOs display regional preferences for EV charging

Fastned leads in DC charging, but the Netherlands falls short of high-power charging

## EV CHARGING IN KEY ECONOMIES: SWITZERLAND

EV charging in Switzerland is consolidated by the "big four" CPOs

Zurich canton has the largest number of EV charge points, but Basel-Stadt leads in density

DC charging geographical distribution shows some regional differences by CPO

Public access to charge points needs to be improved in a country with a high share of renters

## STRATEGIES, INNOVATIONS AND CHALLENGES SHAPING EV CHARGING

Strategies, innovations and challenges in the EV charging space

### STRATEGIES: PAYMENTS

Government regulations are pushing CPOs to deliver a more unified payment architecture

Case study: Mastercard and Last Mile Solutions working to develop a new payment gateway

Case study: Allstar beefs up its alliance with Fastned to streamline fleet EV payments

### STRATEGIES: PARTNERSHIPS

CPOs are building partnerships with service providers to enhance EV charging access  
Case study: Plus and PowerGo forge partnership to instal charge points at supermarkets

#### STRATEGIES: LOYALTY

Loyalty provisions can help boost usage through improved customer value propositions  
Case study: KIA launches an EV charging rewards scheme to build value for EV clients

#### INNOVATIONS: BATTERY SWAPPING

Battery swapping remains niche, but may have the potential to enhance EV ownership  
Case study: Gogoro makes foray into India with electric two-wheelers and battery swapping

#### INNOVATIONS: WIRELESS CHARGING

Wireless charging: A game-changing solution to simplifying the charging experience  
Case study: WiTricity and ICON EV to launch wireless charging for small vehicles

#### INNOVATIONS: BI-DIRECTIONAL CHARGING

Bi-directional charging systems can balance energy grids, but needs more regulatory backing

#### CHALLENGES: CUSTOMERS

The challenges facing consumers and businesses in public EV charging

#### CHALLENGES: CPOS

The challenges facing the operators of public EV charging stations

#### CHALLENGES: OTHER STAKEHOLDERS

Other stakeholders: The challenges other stakeholders face in public EV charging

#### KEY TAKEAWAYS

EV charging needs to be a close part of the EV shift, but challenges must be addressed  
Commercial success is dependent on CPOs combining tactical and strategic insights  
Questions we are asking in the EV charging space

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