
Description: Electric vehicle boom is set to resume. The global xEV (electric vehicles of all types) market penetration has been disappointing in the past several years as early editions of EV and PHEV (plug-in hybrid electric vehicles) models have underachieved market expectations. To date, xEV sales represent only 0.2% of global passenger car sales. This slow adoption is attributed to such factors as high battery costs, limited EV range, nascent charging infrastructure and the lack of consumer awareness for EVs.

However, battery makers, OEMs and governments around the world are striving to make EVs a commercially viable product that can compete with ICE (internal combustion engine) vehicles in terms of cost and performance. With next generation batteries (cheaper and higher density) to be introduced over the next few years, the xEV market is at the cusp of taking off in earnest. By 2017, 102 new EV models and 49 PHEV new models will be launched globally. As for EVs, new models from Chinese, Japanese and German carmakers will account for 74% of total new offerings.

The takeoff of the xEV market will rapidly increase demand for rechargeable, lithium ion batteries. The Lithium Ion Battery market is already large and growing rapidly. Most of the growth in Lithium Ion Battery production during the next five years will be in xEV applications and ESS (Energy Storage System). No growth is expected in consumer applications.

This report focuses on the markets for Lithium Ion Batteries beyond consumer applications, in particular, xEVs and ESS. Topics covered in the report include electric and hybrid vehicles, lithium ion battery markets and technologies, and energy storage system technologies and markets. The report also contains detailed analysis of the major Lithium Ion Battery market players in terms of their product offerings, markets served, strategies, shares, technologies, competitors and financial performance.

In addition to in-depth profiles of 20 public companies involved in the Lithium Ion Battery industry as battery makers, materials suppliers and end-users, the report also contains 87 tables and 118 figures.

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