

CASE STUDY: Competitor network and market analysis in EV charging solutions

CLIENT

Leading EV charging solutions provider



INDUSTRY

Automotive & Mobility



PRODUCTS

EV charging stations (standard and fast-charging), Network management and mobile app solutions



TARGET GEO

Global



BUSINESS OBJECTIVE

- With the rapid growth of the EV market, the client aimed to enhance network efficiency and expand geographic coverage to stay competitive. However, they faced challenges in understanding competitor expansion strategies, identifying underserved locations, and adopting advanced fast-charging technology.
- The client sought competitor benchmarking insights to improve station utilization and maintain market leadership.

OUR SOLUTION

- **Competitor Network and Market Analysis:** Mapped competitor charging stations to identify oversaturated and underserved regions; Assessed charger density, types (standard vs. fast-charging), and utilization rates in key locations; Analyzed competitors' expansion across urban centers, highways, rural areas.
- **Partnership and Technology Benchmarking:** Evaluated competitors' alliances with automakers, utilities, and municipalities for network expansion; Assessed investments in ultra-fast charging technology, mobile app functionalities, and user experience enhancements; Benchmarked sustainability initiatives, such as renewable energy integration and battery storage solutions.
- **Opportunity Identification and Strategy Development:** Conducted consumer demand mapping to pinpoint high EV adoption areas lacking sufficient charging stations; Identified strategic partnership opportunities with key stakeholders to accelerate market entry; Developed a roadmap for targeted expansion, fast-charging adoption, and operational efficiency improvements.

OUTCOMES

- 1 Prioritized 10 underserved regions for expansion, improving access in high-EV-adoption areas
- 2 Fast-charging implementation reduced average charging time by 25%, boosting customer satisfaction.
- 3 Suggested new partnerships opportunities with specific automakers and utility providers, reducing installation costs and improving infrastructure efficiency.