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Traditional Brands Overtaking Tesla in EV Registration Numbers



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The U.S. electric vehicle (EV) market has witnessed a transformation in recent months, marked by a plateau in overall market growth. While Tesla continues to dominate, some traditional luxury brands and newcomers are making notable strides. This evolution is reshaping the market dynamics and challenging conventional expectations.



Tesla Faces Headwinds Amidst New Contenders

Tesla, the undisputed leader in the EV segment, experienced a slowdown, growing only by 6.9 percent in October, a significant drop from its earlier rapid pace. The

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company's price cuts, while affecting some competitors, have also allowed other brands to gain ground.

Luxury giants BMW and Mercedes-Benz, along with Volkswagen and the emerging Rivian, demonstrated substantial growth in new EV registrations from January to October.

EV Brands	Registrations (Jan-Oct 2023)	Market Share
Tesla	537,622	56.3%
Chevrolet	55,952	5.9%
Ford	55,155	5.8%
Hyundai	45,621	4.8%
Rivian	35,751	3.7%
BMW	34,806	3.6%
Mercedes	31,843	3.3%
Volkswagen	30,939	3.2%

EV Market Dynamics: A Closer Look

1. 1. Tesla's Market Share Dip

While Tesla remains the market leader, its share fell to 56.3%, down from 64.7% last year. The slowdown is attributed to increased competition, price cuts, and a growing consumer shift towards lower-cost vehicles.

2. Stagnation in Market Share Growth

Despite EV sales breaking the 1 million milestone in November, the market share plateaued at 7.4%, raising concerns among analysts. Factors such as rising living costs, interest rates, and consumer preference for more affordable options contribute to the stagnation.

3. **Top Contenders: BMW, Mercedes, and Rivian**

Luxury automakers BMW and Mercedes significantly increased their EV sales, quadrupling and nearly tripling registrations, respectively. Rivian, overcoming earlier production issues, saw a threefold increase in registrations. These successes indicate a diversification of consumer choices beyond Tesla.

4. **Market Forces and Consumer Behavior**

Jessica Caldwell, Director of Insights at Edmunds, notes that market forces, including economic factors, impact EV adoption. Higher living costs and interest rates have shifted consumer preferences toward more economical vehicles, affecting the demand for pricier EVs.

The Rank and File: EV Brands and Market Share

The following table presents the list of EV brands and their respective market shares for the period of January to October 2023.

EV Brands	Registrations (Jan-Oct 2023)	Market Share
Kia	26,032	2.7%
Audi	20,091	2.1%
Nissan	16,984	1.8%
Volvo	12,149	1.3%
Toyota	7,749	0.8%
Subaru	7,502	0.8%
Polestar	6,444	0.7%
Cadillac	6,365	0.7%
Porsche	5,496	0.6%
Lucid	5,273	0.6%

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Genesis	4,788	0.5%
Lexus	3,176	0.3%
Mini	2,504	0.3%
GMC	1,753	0.2%
Fisker	820	0.1%
VinFast	324	0%
Jaguar	251	0%
Mazda	103	0%
Rolls-Royce	11	0%
BrightDrop	5	0%

The Red Flag and Future Prospects

While EV sales remain robust, the relatively modest growth in market share, from 5.6% to 7.4%, has raised concerns among industry analysts. The question of whether the market has reached peak demand for current EV offerings looms large.

Issues such as charging infrastructure, range anxiety, and future resale values continue to deter some consumers, contributing to slower-than-expected adoption.

In conclusion, the U.S. EV market is undergoing a period of recalibration, with traditional players and newcomers making strides against the Tesla juggernaut. The future trajectory will likely be shaped by a combination of economic forces, consumer preferences, and the ability of automakers to address lingering concerns in the EV ecosystem.