

United States Electric Pick-up Trucks - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2029)

Market Report | 2025-04-28 | 152 pages | Mordor Intelligence

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Report description:

The United States Electric Pick-up Trucks Market size is estimated at 19.42 billion USD in 2025, and is expected to reach 56.9 billion USD by 2029, growing at a CAGR of 30.84% during the forecast period (2025-2029).

With eco-centric business objectives intensifying, BEVs, offering zero emissions and competitive costs, are set to redefine commercial vehicular fleets

- In 2024, the EPA and NHTSA in the United States proposed the Safer Affordable Fuel-Efficient (SAFE) vehicles rule, slated for implementation from 2021 to 2026. This rule is set to establish standards for corporate average fuel economy and greenhouse gas emissions for both passenger and light trucks. Additionally, the Zero Emission Vehicles (ZEV) program mandates OEMs to sell a specific number of clean and zero-emission vehicles, encompassing electric, hybrid, and fuel cell-powered options. The ZEV program has set a target of 12 million ZEVs on the road by 2030.
- Major delivery firms are actively transitioning their fleets from gas-powered vehicles to electric or low-emission alternatives, driven by concerns over climate change and urban pollution. Leading e-commerce players have already made commitments to fully electrify their fleets. For instance, in March 2021, FedEx unveiled its global goal of having 50% of newly procured vehicles be electric by 2025, with a plan to reach 100% by 2030. FedEx's broader ambition is to achieve carbon-neutral operations worldwide by 2040, with a particular focus on electrifying its pick-up and delivery vehicles.
- The surging growth of the logistics and e-commerce sectors is expected to drive up the demand for light commercial vehicles (LCVs). In 2021, retail e-commerce sales in the United States reached an estimated USD 768 billion, marking a year-on-year growth of 19.25% from around USD 645 billion in 2020. The market for electric LCVs is projected to witness a CAGR of 4.8% during 2022-2028.

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United States Electric Pick-up Trucks Market Trends

Rapid growth in electric vehicle sales driven by government initiatives and increasing demand in the US

- The United States has witnessed a significant surge in the adoption of electric vehicles (EVs) in recent years. This uptick can be attributed to a heightened awareness of EVs, growing environmental concerns, and the implementation of government regulations. Notably, in 2016, California introduced the Zero-Emission Vehicle (ZEV) program aimed at curbing carbon emissions and improving air quality. This initiative has not only spurred the growth of electric cars within California but has also influenced other states to adopt similar ZEV regulations. Consequently, the nation saw a remarkable 634% surge in demand for battery electric vehicles (BEVs) from 2017 to 2022.
- The demand for electric commercial vehicles in the United States is also on the rise. Factors such as the booming e-commerce industry, increased logistics activities, and governmental initiatives for cleaner transportation have fueled this growth. In a significant move, the governor of New York signed the Advanced Clean Truck (ACT) Rule in September 2021. This rule sets a target for all new light-duty vehicles to be zero-emission by 2035 and the same for medium- and heavy-duty vehicles by 2045. As a result, the United States witnessed a 21% surge in demand for electric commercial vehicles in 2022 compared to the previous year.
- Governmental efforts, including rebates, subsidies, and strategic plans, are further bolstering the electrification of vehicles nationwide. In May 2022, President Biden unveiled a USD 3 billion plan to expedite domestic battery manufacturing, with the aim of transitioning gas-powered vehicles to electric ones. This push is expected to significantly boost electric mobility in the country, particularly during 2024-2030, thereby amplifying the demand for battery packs.

United States Electric Pick-up Trucks Industry Overview

The United States Electric Pick-up Trucks Market is fairly consolidated, with the top five companies occupying 99.50%. The major players in this market are Canoo Inc., Ford Motor Company, General Motors Company, Rivian Automotive Inc. and Toyota Motor Corporation (sorted alphabetically).

Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

Table of Contents:

1 EXECUTIVE SUMMARY & KEY FINDINGS

2 REPORT OFFERS

3 INTRODUCTION

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3.1 Study Assumptions & Market Definition

3.2 Scope of the Study?

3.3 Research Methodology

4 KEY INDUSTRY TRENDS

4.1 Population

4.2 GDP Per Capita

4.3 Consumer Spending For Vehicle Purchase (cvp)

4.4 Inflation

4.5 Interest Rate For Auto Loans

4.6 Shared Rides

4.7 Impact Of Electrification

4.8 EV Charging Station

4.9 Battery Pack Price

4.10 New Xev Models Announced

4.11 Fuel Price

4.12 Oem-wise Production Statistics

4.13 Regulatory Framework

4.14 Value Chain & Distribution Channel Analysis

5 MARKET SEGMENTATION (includes market size in Value in USD and Volume, Forecasts up to 2029 and analysis of growth prospects)

5.1 Fuel Category

5.1.1 BEV

5.1.2 HEV

5.1.3 PHEV

6 COMPETITIVE LANDSCAPE

6.1 Key Strategic Moves

6.2 Market Share Analysis

6.3 Company Landscape

6.4 Company Profiles

6.4.1 Canoo Inc.

6.4.2 Ford Motor Company

6.4.3 General Motors Company

6.4.4 Lordstown Motors

6.4.5 MULLEN AUTOMOTIVE INC. (BOLLINGER MOTORS INC)

6.4.6 Ram Trucking, Inc.

6.4.7 Rivian Automotive Inc.

6.4.8 Toyota Motor Corporation

7 KEY STRATEGIC QUESTIONS FOR VEHICLES CEOS

8 APPENDIX

8.1 Global Overview

8.1.1 Overview

8.1.2 Porter's Five Forces Framework

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- 8.1.3 Global Value Chain Analysis
- 8.1.4 Market Dynamics (DROs)
- 8.2 Sources & References
- 8.3 List of Tables & Figures
- 8.4 Primary Insights
- 8.5 Data Pack
- 8.6 Glossary of Terms

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