



Porter's Five Forces

BYD



www.strategypunk.com



Porter's Five Forces – BYD



Threat of New Entrants (Moderate)



- High investments make entry difficult, but new EV startups emerging
- BYD's scale and integration provide some protection

Threat of Substitute (Low)



- Currently low but hydrogen fuel cells could emerge as a long-term substitute

Bargaining Power of Suppliers (Moderate)



- Moderate presently, BYD's battery integration provides some leverage
- Component shortages increase supplier power

Bargaining Power of Buyers (Moderate)



- Fleet and corporate purchases provide stable demand
- But individual buyers can be price-sensitive

Competitive Rivalry (High)



- High rivalry with automakers like Tesla, Volkswagen, and Toyota
- Competition increasing in China from EV startups, e.g. NIO, Xpeng
- BYD has strong market presence and integration in China