

# **Market Introduction for Hydrogen and Fuel Cell Technologies**

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## Market Introduction for Hydrogen and Fuel Cell Technologies

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### Abstract

This article takes stock of the visions, roadmaps and the status quo of market introduction for hydrogen and fuel cell technologies. Based on innovation theory concepts, the study examines whether the framework conditions for a smooth transition from RD&D to market introduction exist. International, regional and national partnerships have started to develop supportive advocacy coalitions. Niche markets for value-driven, but limited product range like toys, portable, auxiliary and back-up applications are being established. But, market formation/ creation, development of a competitive industry and rules and regulations for the prime applications are still in their infancy. Instead, a patch work of country-, region- and product specific policies has emerged to allow “supported commercialization” beyond the demonstration stage. The study concludes that without more attention to the specifics of co-evolution of technologies and policies for each major market segment, the ongoing market introduction efforts of fuel cell and hydrogen technologies is likely to falter or create eternal niche markets.

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