

# Demand for EVs in Europe: Market Shifts and Growth Trends by Country in 2025

Written by Michael Fisher | Updated: November 18, 2025

In 2025, Europe remains at the forefront of the electric vehicle transition, with EVs accounting for more than a quarter of all new car registrations. Governments continue to invest heavily in charging networks and zero-emission mandates, but progress is uneven. While Norway and Sweden are close to a full phase-out of petrol cars, electric models still represent less than 10% of new sales in some parts of Southern and Eastern Europe.

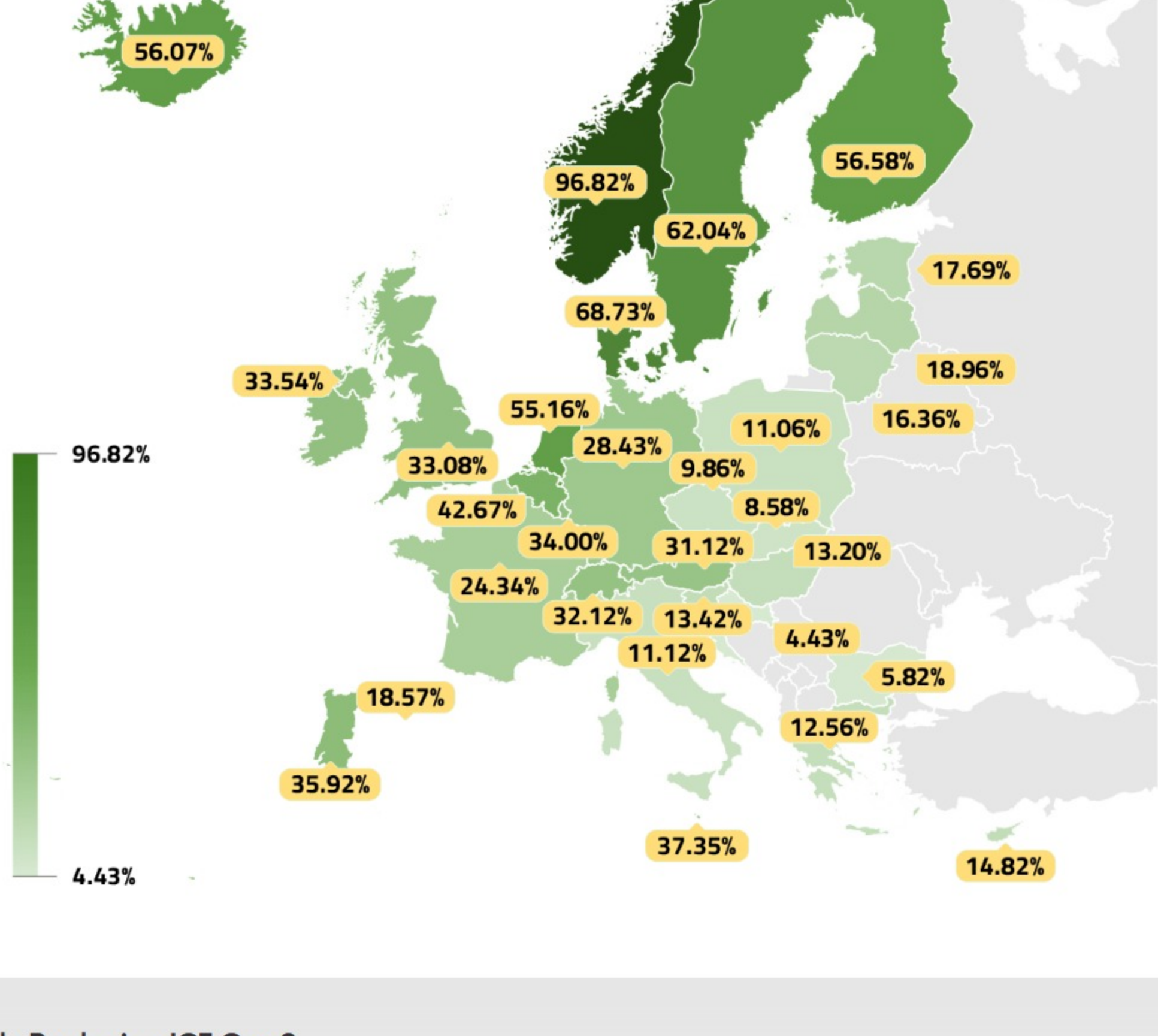
The internal combustion engine continues to rule most European countries, even as the EU prepares to end sales of new petrol and diesel cars by 2035. For now, only a few nations, led by the Nordics, are close to fully replacing hydrocarbon-based fuels with greener alternatives. Curious to track the global demand for electric cars, the team at Tradingpedia examined the latest sales and new registrations figures from the European Automobile Manufacturers' Association (ACEA) to reveal which nations lead in EV adoption.

Data shows that across Europe, the growth of battery-electric vehicles (BEVs) has slowed in 2025, due to a range of factors including reduced subsidies and infrastructure challenges. In contrast, plug-in hybrid electric vehicles (PHEVs) are gaining traction, with sales up 32%, while hybrid-electric vehicles (HEVs) continue to grow in popularity. HEVs now hold the largest share of the market at 34.8% of all new car registrations, compared with a combined 35.2% for petrol and diesel vehicles.

## Key Highlights

- The largest number of EVs was sold in Germany so far in 2025: 599,962 vehicles were purchased, up 44.60% from 2024.
- The Nordics continue to lead Europe in the transition to electric mobility, with 96.82% of newly registered cars in Norway now fully electric.
- EVs account for 68.73% of new cars sold in Denmark, 62.04% in Sweden, and 56.58% in Finland.
- Europe's electric vehicle market expanded in 2025, with total sales rising 27% from the previous year to 2.72 million units.

Share of EVs Around the World  
Share of BEVs and PHEVs in new car sales and registrations in 2025 (Jan-Sep)



## Are EVs Really Replacing ICE Cars?

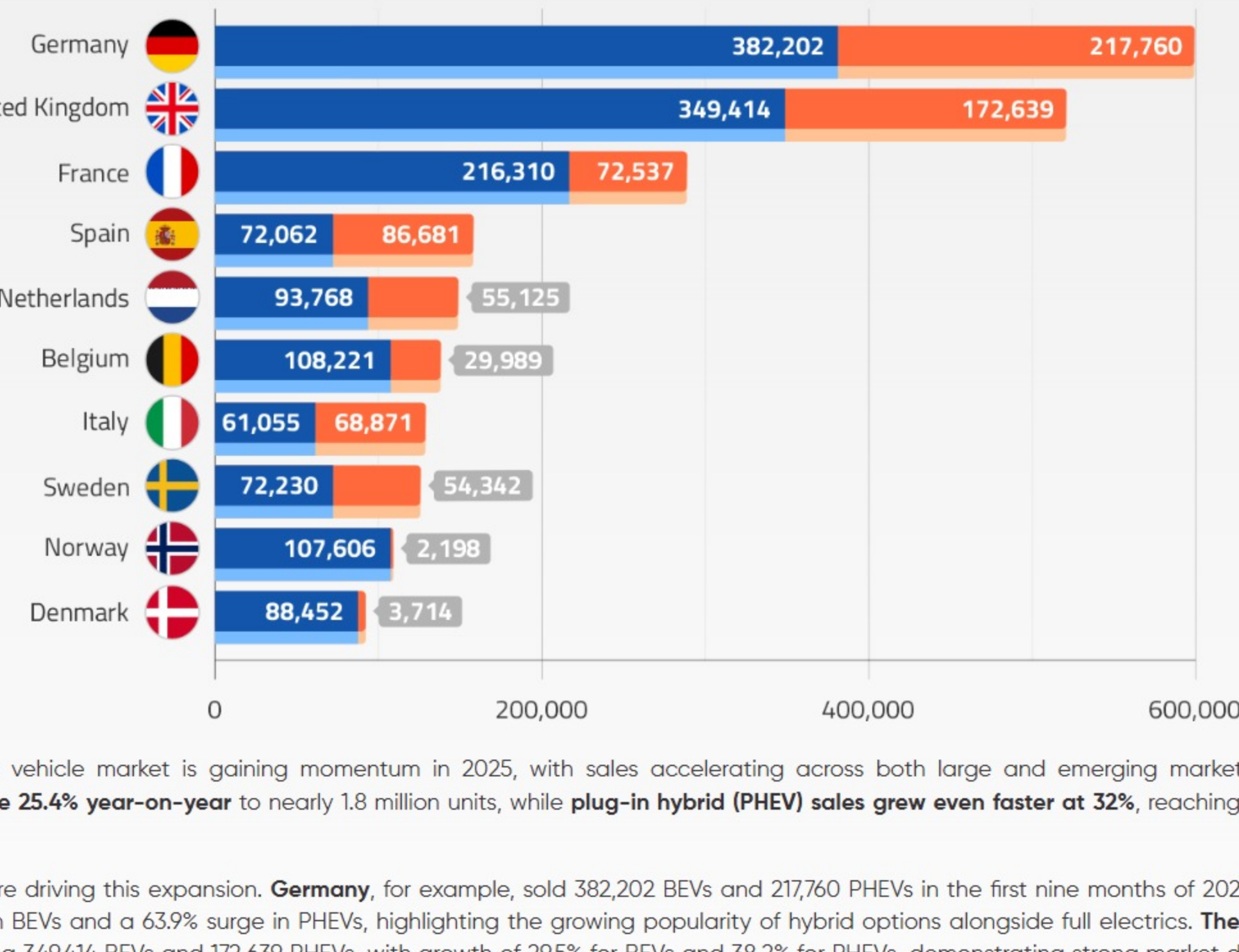
Electric vehicles are steadily transforming Europe's roads, but not at the same pace everywhere. In Norway, the shift is nearly complete: 90.8% of all new cars registered in the first nine months of 2025 were electric, leaving petrol and diesel models in sharp decline, down more than 50% and 37%, respectively. The rest of Europe is catching up fast. In Lithuania, Latvia, and Iceland, EV share has surged compared with last year, up 41.5%, 35.7%, and 30.3%, showing how even smaller markets are accelerating toward an electric future.

However, this replacement effect is far from uniform. Despite Latvia's electric vehicle share nearly doubling, petrol and diesel models still dominate the market, accounting for 79.42% of all new car registrations in 2025. The contrast is even starker in Bulgaria, where 90.63% of new vehicles still run on conventional fuels, and petrol registrations have actually risen by 10.83% year-on-year. Factors such as income levels, charging infrastructure, and vehicle affordability continue to shape adoption rates, as consumers in lower-income markets remain more sensitive to upfront costs and limited charging networks.

In Germany, Europe's largest auto market, BEV sales rose 38.3%, but the overall EV share stagnated at 28.4% of all new car registrations. The end of certain subsidies and price cuts from Chinese automakers reshaped demand: PHEVs rose sharply (+63.9%), suggesting consumers are hedging between affordability and range anxiety. France, meanwhile, saw an 8.6% drop in total EV registrations, driven by a collapse in plug-in hybrid sales (-26.8%), as its new 'green bonus' rules excluded many imported EVs. Belgium also experienced a decline (-9.8%) despite still-high EV penetration (nearly 43%), hinting at a post-subsidy cooldown.

Poland stands out as a potential turning point in Central Europe. BEV registrations more than doubled (+106.7%), with plug-in hybrids following closely (+97%), pushing the country's EV share to 11%, nearly twice last year's level. Similarly, Czechia saw its EV market grow 55% overall, with plug-in hybrids in the lead (+78.6%). These shifts suggest that company fleets and EU incentives are beginning to filter into mid-income markets.

Largest Sales of EVs in 2025 (Jan-Sep)  
Countries with the largest number of EV sales in 2025 so far



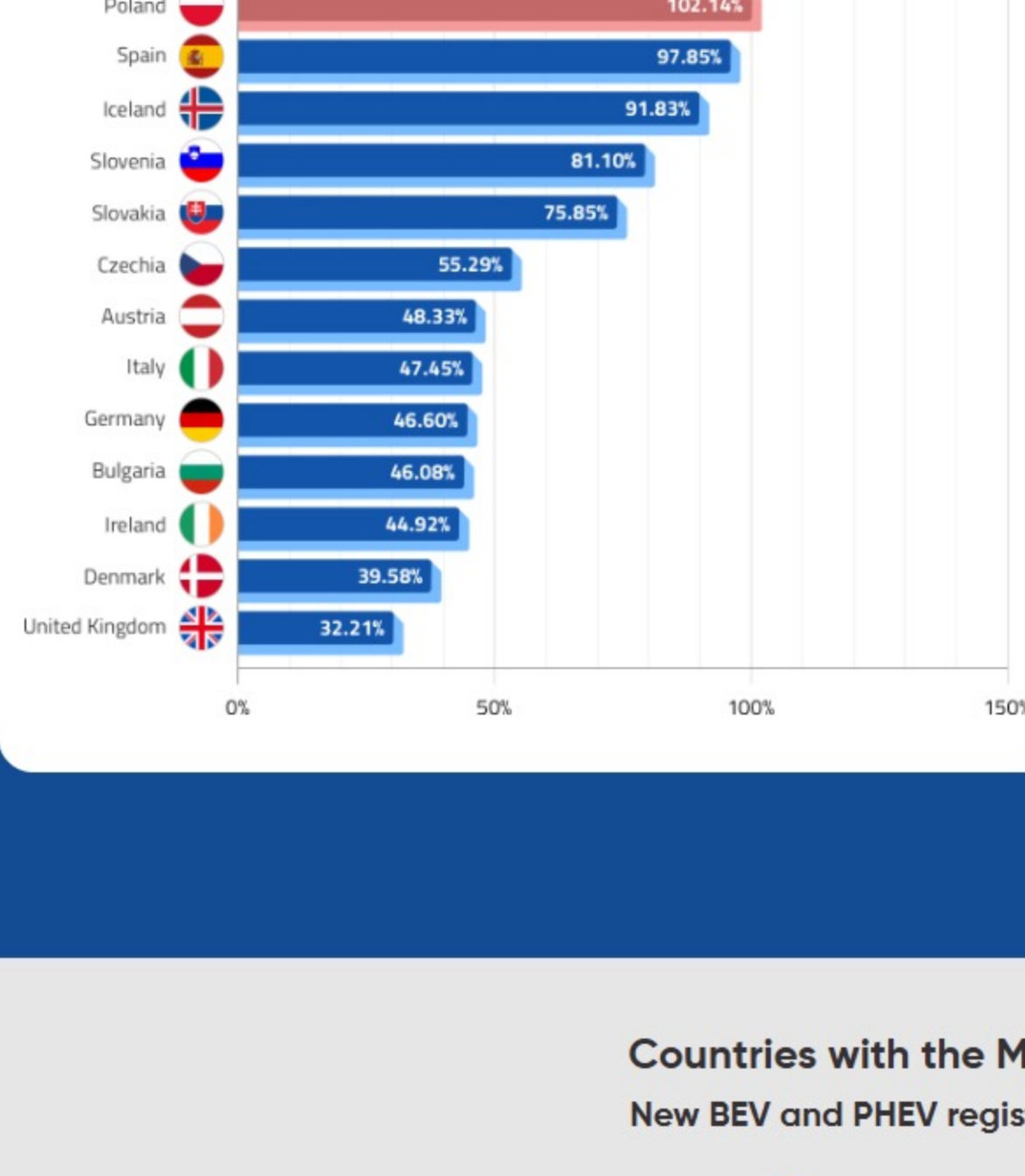
Europe's electric vehicle market is gaining momentum in 2025, with sales accelerating across both large and emerging markets. Total BEV registrations rose 25.4% year-on-year to nearly 1.8 million units, while plug-in hybrid (PHEV) sales grew even faster at 32%, reaching over 918,327 units.

Major markets are driving this expansion. Germany, for example, sold 382,202 BEVs and 217,760 PHEVs in the first nine months of 2025, marking a 38.3% increase in BEVs and a 63.9% surge in PHEVs, highlighting the growing popularity of hybrid options alongside full electric. The UK followed closely, registering 349,414 BEVs and 172,639 PHEVs, with growth of 29.5% for BEVs and 38.2% for PHEVs, demonstrating strong market demand even as incentives evolve.

Smaller Europe is starting to catch up in the EV transition. Spain nearly doubled BEV sales to 72,062 and more than doubled PHEVs to 86,681, while Italy also posted strong growth (up 26.6% year-over-year to 61,055 BEVs, and up 72.6% to 68,871 PHEVs), driven by rising consumer interest and improving infrastructure. In contrast, France saw PHEV sales drop 26.8% to 72,537, and Belgium's PHEVs fell 43% to 29,989, highlighting a fragmented market where hybrid adoption is highly sensitive to incentives and policy changes.

## Impressive Growth in EV Sales in Certain Markets

Countries where EV sales increased the most between 2024 and 2025 (Jan-Sep)



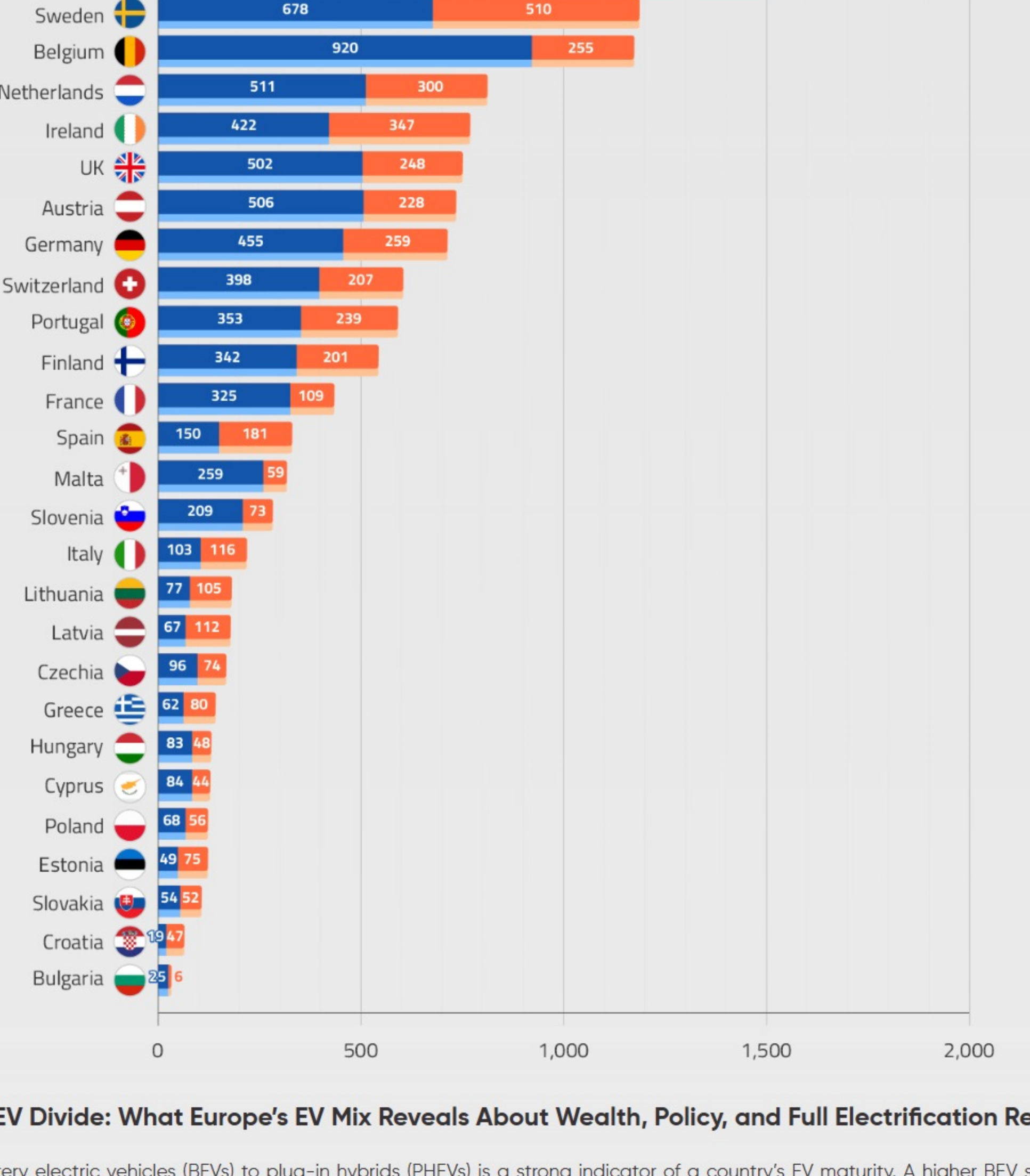
Smaller and emerging markets are outpacing their larger counterparts in the electric vehicle revolution, registering the most pronounced relative gains. Latvia (+161.5%), Lithuania (+116.1%), and Poland (+102.1%) more than doubled their EV fleets compared with 2024, illustrating how electrification is surging from a low baseline in Central and Eastern Europe. Across southern Europe and the Nordic fringes, Spain (+97.8%) and Ireland (+91.8%) witnessed near-doubling of EV sales, signaling a swift embrace of electric mobility beyond the traditional early-adopter strongholds.

In the Nordics, Norway continued to post strong absolute growth (+31.5%), although certain segments lagged slightly in hybrid vehicles. Sweden (+15%) and Finland (+13.9%) showed steady, incremental gains, though hybrids in Finland declined sharply (-17.5%), reflecting a shift in consumer preference toward full electric.

Meanwhile, the Netherlands, once a rapidly expanding EV market, is beginning to plateau. Total EV registrations rose 15%, but growth was uneven: battery-electric vehicles increased only slightly (+3.9%), hybrids fell (-6%), while plug-in hybrids gained more strongly (+40.5%), highlighting a maturing market with evolving segment dynamics.

Overall, Europe's largest markets are transitioning from explosive early growth toward a more mature phase, where absolute volumes remain high, but year-on-year percentage increases are more moderate compared with the smaller, emerging markets leading the electrification surge.

Countries with the Most EV Sales per Capita  
New BEV and PHEV registrations per 100,000 citizens



## The BEV-PHEV Divide: What Europe's EV Mix Reveals About Wealth, Policy, and Full Electrification Readiness

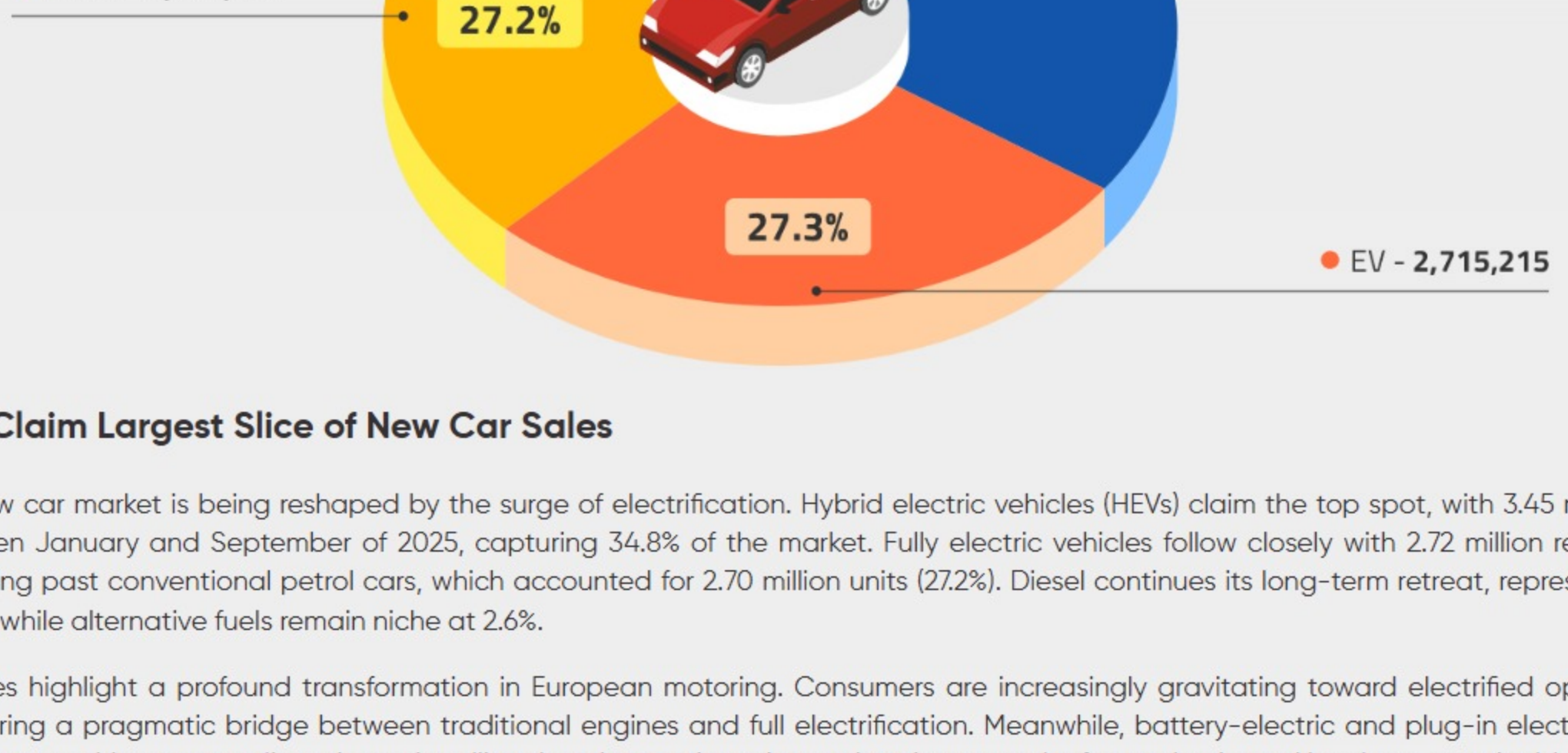
The ratio of battery electric vehicles (BEVs) to plug-in hybrids (PHEVs) is a strong indicator of a country's EV maturity. A higher BEV share reflects advanced infrastructure, strong zero-emission policies, and higher incomes, while PHEV dominance points to transitional markets with weaker charging networks or affordability barriers. In essence, this balance captures both economic readiness and policy commitment to full electrification.

Among Europe's wealthiest, most-funded incentive schemes, and dense charging coverage, together, these factors illustrate how economic strength and policy consistency translate into faster, deeper decarbonisation of road transport.

PHEV-heavy markets such as Ireland, Spain, and Italy highlight uneven infrastructure development and lingering consumer hesitation toward full electrification. Sweden stands out as a high-income+electricity, where PHEV adoption (510 per 100,000) nearly matches BEV uptake (678 per 100,000), a balance shaped by generous company-car incentives and the practical advantages hybrids offer in colder climates.

In Southern and Eastern Europe, PHEVs are often viewed as a practical middle ground between traditional and fully electric vehicles. BEV adoption remains limited by price sensitivity, slower infrastructure rollout, and uneven policy support, underscoring the region's more cautious and affordability-driven transition toward electrification.

Europe New Car Sales by Type in 2025

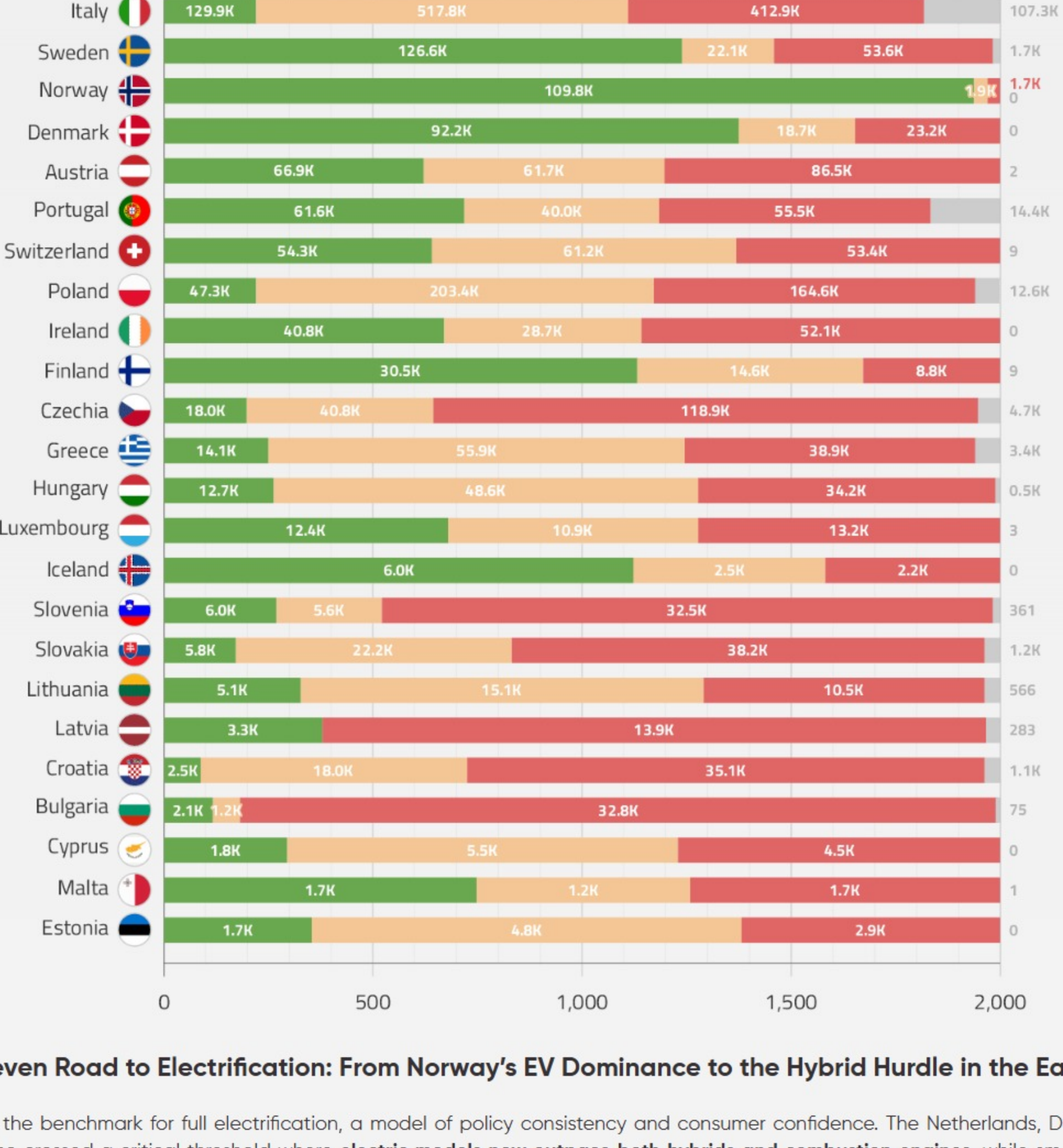


## Hybrids Claim Largest Slice of New Car Sales

Europe's new car market is being reshaped by the surge of electrification. Hybrid electric vehicles (HEVs) claim the top spot, with 3.45 million units sold between January and September of 2025, capturing 34.8% of the market. Fully electric vehicles follow closely with 2.72 million registrations (27.3%), edging past conventional petrol cars, which accounted for 2.70 million units (27.2%). Diesel continues its long-term retreat, representing just 8% of sales, while alternative fuels remain niche at 2.6%.

These figures highlight a profound transformation in European motoring. Consumers are increasingly gravitating toward electrified options, with hybrids offering a pragmatic bridge between traditional engines and full electrification. Meanwhile, battery-electric and plug-in electric vehicles are rapidly encroaching on petrol's territory, signalling that the continent is accelerating toward a future dominated by clean, sustainable mobility.

Countries' New Car Registrations by Type (Jan-Sep 2025)



## Europe's Uneven Road to Electrification: From Norway's EV Dominance to the Hybrid Hurdle The East

Norway remains the benchmark for full electrification, a model of policy consistency and consumer confidence. The Netherlands, Denmark, and Sweden have also crossed a critical threshold where electric models now outpace both hybrids and combustion engines, while smaller, affluent markets such as Luxembourg and Iceland approach near-parity between EVs and traditional vehicles.

In contrast, large economies like Germany, the UK, and France remain in transition. The UK has already seen EV sales surpass ICE vehicles, whereas France still leans on hybrids as a cautious, policy-led bridge. Austria, Portugal, and Switzerland mirror this balance, signaling steady but incomplete progress.

Further south and east, the shift is more gradual. In markets such as Italy, Spain, Greece, and Hungary, hybrids dominate as consumers balance affordability with limited charging options. Central European countries like Poland and Czechia follow a similar trajectory, relying on HEVs as an interim step.

Countries like Bulgaria, Croatia, Slovakia, and Lithuania remain largely ICE-dependent, with EVs still below 10% of registrations. Here, electrification advances at a measured pace, constrained by income disparities, infrastructure gaps, and weaker policy support.

## Legacy Automakers Take Charge as Tesla Falls Behind in European EV Sales

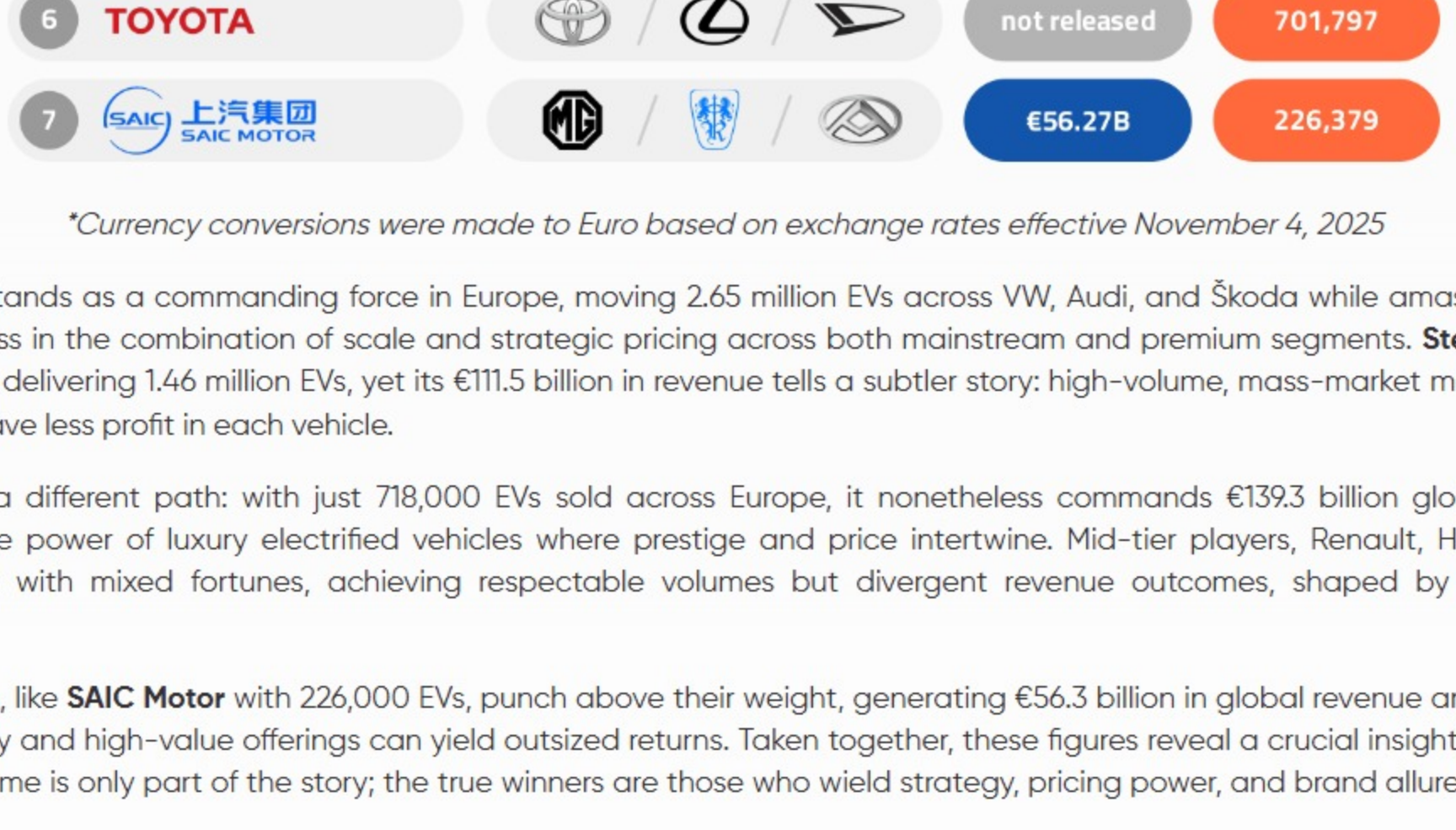
In 2025, Germany asserts its dominance over Europe's electric vehicle market. Volkswagen is at the forefront with more than 1.08 million units sold between January and September. BMW, Mercedes-Benz, and Audi reinforce the country's supremacy, all comfortably occupying the top-ten positions. Škoda's 620,000 units further highlight the breadth and cohesion of the Volkswagen Group's portfolio, while French stalwarts Renault, Peugeot, and Citroën collectively contribute over 1.3 million EVs, demonstrating that Western Europe's legacy automakers remain formidable players in the transition to electrification.

Top-Selling Car Brands by EV sales in 2025



Meanwhile, Asian manufacturers continue to hold significant ground, with Toyota, Hyundai, Kia, and Nissan securing influential positions in the rankings. Yet perhaps the most striking narrative is Tesla's relative underperformance: the brand long synonymous with the EV revolution lands only in 18th place, with 173,694 units. The contrast underscores a fundamental shift in the European market: scale, production networks, and established consumer trust are proving decisive, positioning legacy automakers, rather than EV newcomers, as the true architects of the continent's electric future.

Top-Selling Automotive Groups by EV Sales in 2025



\*Currency conversions were made to Euro based on exchange rates effective November 4, 2025

Volkswagen Group stands as a commanding force in Europe, moving 2.65 million EVs across VW, Audi, and Škoda while amassing €238.7 billion in revenue, a mastery in the combination of scale and strategic pricing across both mainstream and premium segments. Stellantis occupies the second rung in sales, delivering 1.46 million EVs, yet its €111.5 billion in revenue tells a subtler story: high-volume, mass-market models may dominate the road, but they leave less profit in each vehicle.

BMW Group charts a different path: with just 718,000 EVs sold across Europe, it nonetheless commands €139.3 billion globally, illustrating the extraordinary revenue power of luxury electrified vehicles where prestige and price intertwine. Mid-tier players, Renault, Hyundai, and Toyota, navigate this terrain with mixed fortunes, achieving respectable volumes but divergent revenue outcomes, shaped by regional focus and positioning.

Even smaller entrants, like SAIC Motor with 226,000 EVs, punch above their weight, generating €56.3 billion in global revenue and proving that well-crafted brand identity and high-value offerings can yield outsized returns. Taken together, these figures reveal a crucial insight: in Europe's evolving EV market, sheer volume is only part of the story; the true winners are those who wield strategy, pricing power, and brand allure to convert ambition into profit.

## Methodology

To analyse global electric vehicle sales, we used new car registration data published by the European Automobile Manufacturers' Association (ACEA) for the period January–September 2024 and 2025. Revenue figures for the ranked brands were sourced directly from their official financial reports. Currency conversions were made to euros based on exchange rates effective November 4, 2025

Data Sources: European Automobile Manufacturers' Association

Presented by: tradingpedia