

## 2025 Consumer Monitor shows growing interest in electric vehicles

**Four out of five Europeans are positive or neutral about electric vehicles** according to a perception survey conducted by the [European Alternative Fuels Observatory 2025 Consumer Monitor](#), based on responses from over 3,000 respondents across the EU. Attitudes toward, and perceived compatibility with, battery electric vehicles (BEVs) are the most important factors in determining potential consideration.

The findings highlight a growing awareness among consumers of the advantages of BEVs, particularly their positive climate impact, improved driving performance, and lower operating costs. At the same time, ongoing technological progress and a broader range of models are reinforcing the practicality of BEVs for everyday use that may also contribute to the decline of cited consumer barriers – notably of the vehicle price, driving range, and the availability of public charging infrastructure.

The report concludes that a key step in advancing the adoption funnel is convincing the large “movable middle” of neutral consumers that BEVs can meet their day-to-day needs.

The study was [presented during a public webinar](#), where speakers highlighted five key recommendations:

1. Charging policy should focus both on expanding infrastructure and on solutions addressing the needs of users without access to private parking.
2. Converting neutral interest into perceived everyday feasibility is essential to addressing a key commercial and policy challenge.
3. Affordability remains central: lower upfront costs, a stronger second-hand market, and more predictable total cost of ownership (TCO) are needed.
4. The e-mobility industry should reduce friction through bundled vehicle and charging offers, transparent pricing, clear warranties and support, and a reliable fast-charging experience.
5. Incentives matter, but their communication and transparency determine whether they effectively influence uptake.

[Download the 2025 Consumer Monitor survey here.](#)

[View the Consumer Monitor factsheet here.](#)