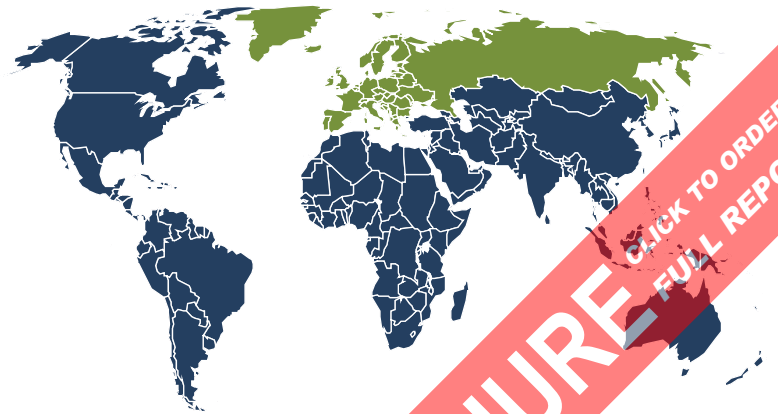




Freedonia Focus Reports  
Global Collection

# Hybrid & Electric Vehicles: Europe

May 2022



**BROCHURE**  
CLICK TO ORDER  
FULL REPORT

[www.freedoniafocusreports.com](http://www.freedoniafocusreports.com)

# Table of Contents

---

<b>1. Highlights</b>	<b>3</b>
<b>2. Market Environment</b>	<b>4</b>
Historical Trends	4
Key Economic Indicators	6
COVID-19 Impact	7
Regulations	9
Demand by Country	11
<b>3. Segmentation &amp; Forecasts</b>	<b>13</b>
Powertrain	13
Full Hybrid	15
Plug-in Hybrid	16
Electric	17
Vehicle Type	19
Light Vehicles	20
Medium & Heavy Vehicles	21
Supply & Demand	23
<b>4. Industry Structure</b>	<b>25</b>
Industry Characteristics	25
Market Leaders	26
Bayerische Motoren Werke	28
Toyota Motor	28
Volkswagen	29
<b>5. About This Report</b>	<b>30</b>
Scope	30
Sources	31
Industry Codes	31
Freedonia Methodology	32
Resources	33

# List of Tables & Figures

---

Figure 1   Europe: Key Trends in Hybrid & Electric Vehicle Demand, 2021 – 2026	3
Figure 2   Europe: Hybrid & Electric Vehicle Demand Trends, 2011 – 2021	5
Table 1   Europe: Key Indicators for Hybrid & Electric Vehicle Demand, 2011 – 2026 (2020US\$ bil)	6
Figure 3   Europe: Hybrid & Electric Vehicle Demand by Country, 2021 (%)	11
Figure 4   Europe: Hybrid & Electric Vehicle Demand by Powertrain, 2011 – 2026 (mil units)	13
Table 2   Europe: Hybrid & Electric Vehicle Demand by Powertrain, 2011 – 2026 (000 units)	13
Figure 5   Europe: Hybrid & Electric Vehicle Demand by Powertrain, 2011 – 2026 (%)	18
Figure 6   Europe: Hybrid & Electric Vehicle Demand by Vehicle Type, 2011 – 2026 (mil units)	19
Table 3   Europe: Hybrid & Electric Vehicle Demand by Vehicle Type, 2011 – 2026 (000 units)	19
Figure 7   Europe: Hybrid & Electric Vehicle Demand by Vehicle Type, 2011 – 2026 (%)	22
Table 4   Europe: Hybrid & Electric Vehicle Supply & Demand, 2011 – 2026 (000 units)	24
Table 5   Europe: Selected Suppliers to the Hybrid & Electric Vehicle Market	26
Table 6   Countries in Western Europe	30
Table 7   Countries in Eastern Europe	31
Table 8   HS Codes Related to Hybrid & Electric Vehicles	31
Table 9   NACE Codes Related to Hybrid & Electric Vehicles	31

# About This Report

## Scope

This report forecasts to 2026 hybrid and electric vehicle demand and production in units in Europe. Total demand is segmented by powertrain in terms of:

- full hybrid
- plug-in hybrid
- electric (including battery- and fuel cell-powered vehicles)

Total demand is also segmented by vehicle type as follows:

- light vehicles
- medium- and heavy-duty vehicles

To illustrate historical trends, total demand is provided in annual series from 2011 to 2021; production and the various segments are reported at five-year intervals for 2011, 2016, and 2021.

Excluded from the scope of this report are micro hybrids, in which vehicle propulsion is generated from an internal combustion engine, but some technological features found in hybrid vehicles – specifically start-stop systems – are used to improve fuel economy. However, because these vehicles do not use an electric motor for propulsion, they fall outside the scope of this report. Electric motorcycles and e-bikes are also excluded from this report.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading companies, are covered in this report. A full outline of report items by page is available in the Table of Contents.

For the purposes of this report, Europe encompasses the following countries:

Andorra	Germany*	Italy*	Portugal
Austria*	Gibraltar	Jersey	Saint Pierre and Miquelon
Belgium*	Greece	Liechtenstein	San Marino
Channel Islands	Greenland	Luxembourg	Spain*
Denmark	Guernsey	Malta	Sweden*
Faeroe Islands	Iceland	Monaco	Switzerland
Finland	Ireland	Netherlands*	United Kingdom*
France*	Isle of Man	Norway*	Vatican City

\*Major hybrid and electric vehicle markets.

Source: The Freedonia Group

Table 7 | Countries in Eastern Europe

Albania	Czech Republic	Macedonia	Russia
Belarus	Estonia	Moldova	Serbia
Bosnia and Herzegovina	Hungary	Montenegro	Slovakia
Bulgaria	Latvia	Poland	Slovenia
Croatia	Lithuania	Romania	Ukraine

Source: The Freedonia Group

## Sources

*Hybrid & Electric Vehicles: Europe* (FE85023) is based on *Global Hybrid & Electric Vehicles*, a comprehensive industry study published by The Freedonia Group. Reported findings represent the synthesis and analysis of data from various primary, secondary, macroeconomic, and demographic sources, such as:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- intergovernmental and non-governmental organizations
- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other reports and studies by The Freedonia Group

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

## Industry Codes

Table 8 | HS Codes Related to Hybrid &amp; Electric Vehicles

HS Code	Definition
870340	Vehicles; with both spark-ignition internal combustion reciprocating piston engine and electric motor for propulsion, incapable of being charged by plugging to external source of electric power
870350	Vehicles; with both compression-ignition internal combustion piston engine (diesel or semi-diesel) and electric motor for propulsion, incapable of being charged by plugging to external source of electric power
870360	Vehicles; with both spark-ignition internal combustion reciprocating piston engine and electric motor for propulsion, capable of being charged by plugging to external source of electric power
870370	Vehicles; with both compression-ignition internal combustion piston engine (diesel or semi-diesel) and electric motor for propulsion, capable of being charged by plugging to external source of electric power
870380	Vehicles; with only electric motor for propulsion

Source: United Nations Statistics Division

Table 9 | NACE Codes Related to Hybrid &amp; Electric Vehicles

NACE Code	Definition
29.10	Manufacture of motor vehicles

Source: European Commission

## Freedonia Methodology

The Freedonia Group, a subsidiary of MarketResearch.com, has been in business for more than 30 years and in that time has developed a comprehensive approach to data analysis that takes into account the variety of industries covered and the evolving needs of our customers.

Every industry presents different challenges in market sizing and forecasting, and this requires flexibility in methodology and approach. Freedonia methodology integrates a variety of quantitative and qualitative techniques to present the best overall picture of a market's current position as well as its future outlook: When published data are available, we make sure they are correct and representative of reality. We understand that published data often have flaws either in scope or quality, and adjustments are made accordingly. Where no data are available, we use various methodologies to develop market sizing (both top-down and bottom-up) and then triangulate those results to come up with the most accurate data series possible. Regardless of approach, we also talk to industry participants to verify both historical perspective and future growth opportunities.

Methods used in the preparation of Freedonia market research include, but are not limited to, the following activities: comprehensive data mining and evaluation, primary research, consensus forecasting and analysis, ratio analysis using key indicators, regression analysis, end use growth indices and intensity factors, purchase power parity adjustments for global data, consumer and end user surveys, market share and corporate sales analysis, product lifespan analysis, product or market life cycle analysis, graphical data modeling, long-term historical trend analysis, bottom-up and top-down demand modeling, and comparative market size ranking.

Freedonia quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or  $r^2$ . The most stable data series relative to the trend carries an  $r^2$  value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

## Copyright & Licensing

The full report is protected by copyright laws of the United States of America and international treaties. The entire contents of the publication are copyrighted by The Freedonia Group.

## Resources

### The Freedonia Group

*Global Hybrid & Electric Vehicles*

### Freedonia Industry Studies

*Global Automotive Coatings*

*Global Batteries*

*Global Buses*

*Global Engine Oils*

*Global Flat Glass*

*Global Lubricants*

*Global Motor Vehicle Outlook 2020*

*Global Motorcycle Lubricants*

*Global Motorcycles*

*Global Off-Road Equipment Technology 2022*

*Global Thermoplastic Elastomers: Motor Vehicle Market*

*Global Tires*

### Freedonia Focus Reports

*Batteries: Europe*

*Car & Truck Rental: United States*

*Energy: United States*

*Global Light Vehicles*

*Global Medium- & Heavy-Duty Trucks & Buses*

*Lubricants: Europe*

*Medium- & Heavy-Duty Trucks & Buses: United States*

*Motor Vehicle Biofuels: United States*

*Motor Vehicle Leasing: United States*

*Motor Vehicles: Europe*

*Power Transmission Components: United States*

*Public Transport: United States*

*Semiconductors: United States*

*Transport Equipment: United States*

### Freedonia Custom Research

## Trade Publications

*CleanTechnica*

*Green Car Congress*

*Green Car Reports*

*HybridCars.com*

*WardsAuto*

## Agencies & Associations

Austrian Ministry of Transport

European Alternative Fuels Observatory

European Automobile Manufacturers Association

European Commission

Eurostat

International Council on Clean Transportation

International Energy Agency

International Monetary Fund

Organisation for Economic Co-operation and Development

United Nations Comtrade

World Bank