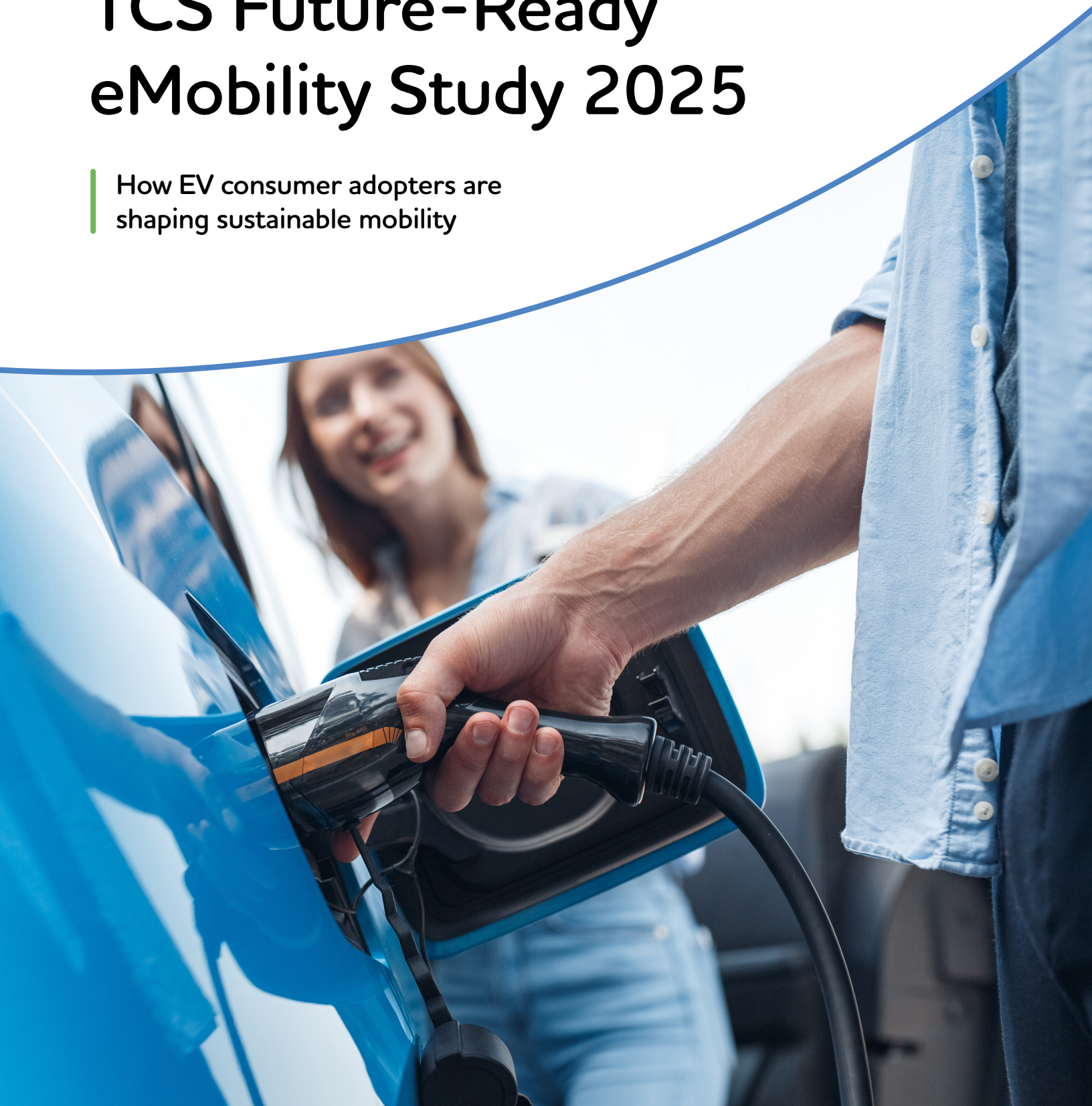


TCS Future-Ready eMobility Study 2025

How EV consumer adopters are
shaping sustainable mobility



Executive summary

EV consumers are the ultimate drivers of sustainable mobility adoption. As they navigate the transition from traditional to electric vehicles, their preferences and concerns are shaping product development, infrastructure deployment, and policy initiatives in the evolving EV marketplace.

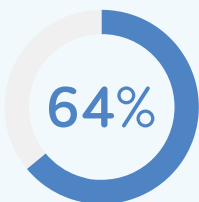
To better understand how consumer adopters and other key stakeholders are navigating the transition, TCS conducted a global survey. We asked consumers of all ages:



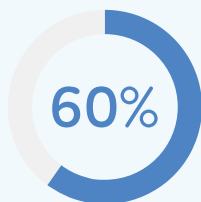
- Which EV factors are most important when shopping or buying?
- How important are incentives and which ones are most attractive?
- Would you purchase a used EV?
- What is the maximum you're willing to spend on an EV?

The TCS Future-Ready eMobility Study shows that many consumer adopters are clear on the barriers to adoption, particularly around high upfront costs. Despite these worries, they're increasingly embracing EVs, spurred by improving technology, expanding model choices, and growing awareness.

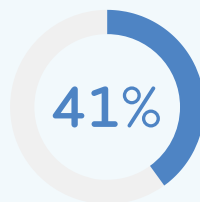
Essential takeaways



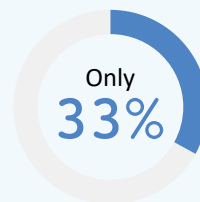
64%
of consumers are likely to consider an EV for their next purchase



60%
identify inadequate charging infrastructure as a significant factor to adoption



41%
of consumers say a 200-300-mile range per charge is acceptable



Only 33%
say they're likely to purchase a used EV



An evolving outlook on mobility

The consumer adopters' outlook has enormous influence on the pace of the EV transition. Fluctuating confidence – pulled one way by high costs, infrastructure and range concerns, and another by tempting incentives – can make it difficult to predict where sentiment will settle.

Our study reveals a mix of encouraging signs and persistent challenges that comprise the current mindset. On the positive side, the majority of consumer adopters – nearly two-thirds – say they are likely or very likely to consider purchasing EVs as their next vehicle (see Figure 1). Increased interest could signal a shift beyond early adopters as EVs become a more practical choice for everyday consumers.

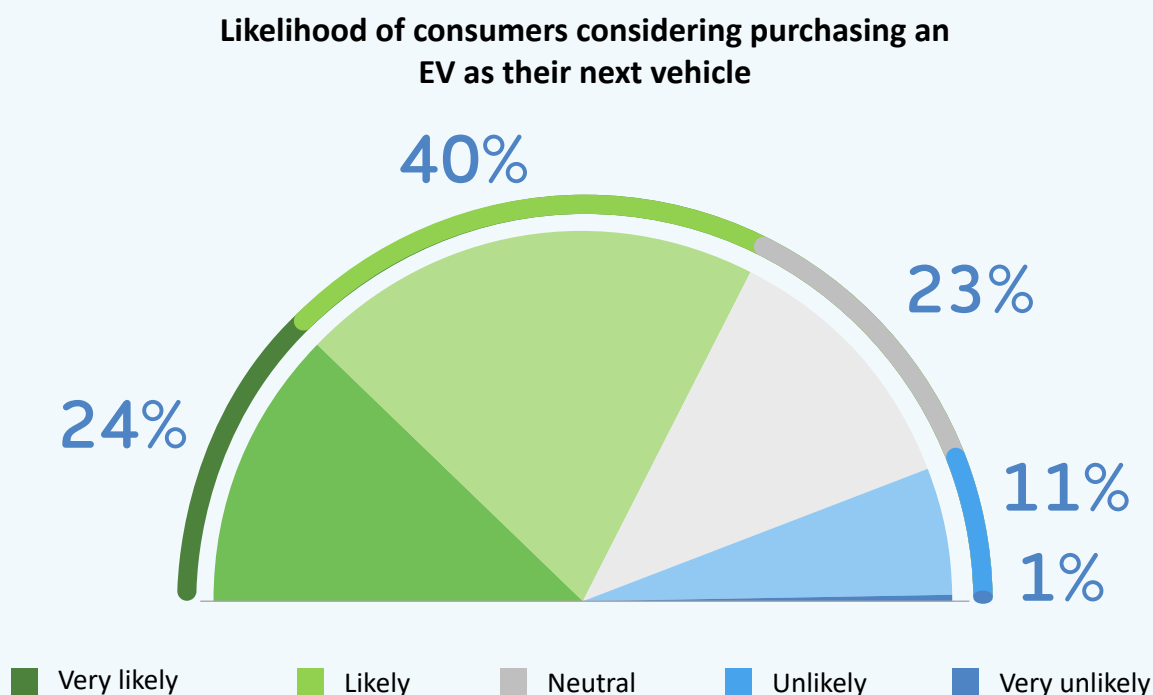
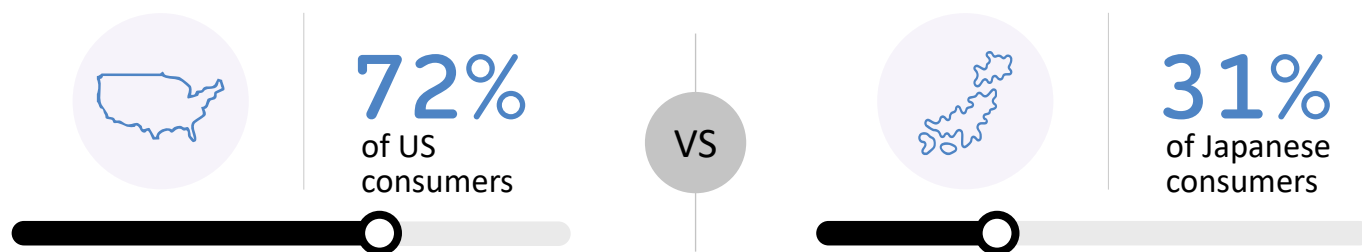


Figure 1. How likely are you to consider purchasing an electric vehicle as your next vehicle?

However, this interest does not indicate a clear shift in preference to EVs globally. Consumers in the US, for example, are much more inclined to purchase EVs than their counterparts in Japan.



say they are likely or very likely to consider an EV as their next vehicle purchase

With less-developed public transportation, US consumers may be more eager to purchase EVs, particularly as range limitations become less of a concern. In fact, more than a quarter of Japanese consumers (26%) reported they will rely on public transport or rideshares instead of purchasing a new vehicle, compared to just 4% for US consumers.

Similar variance in preferences can be seen across age groups, with younger demographics showing the highest likelihood of making the transition (see Figure 2).

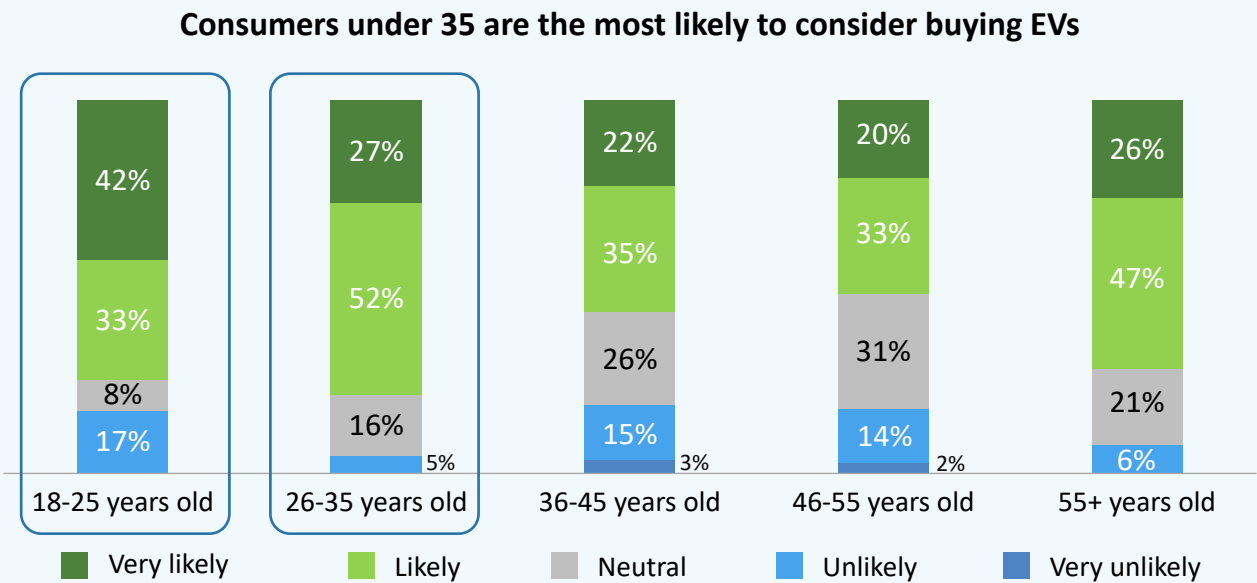


Figure 2. How likely are you to consider purchasing an electric vehicle as your next vehicle?

While consumers show a growing willingness to consider EVs, this openness does not extend to used EVs. Despite cost being a major concern, only just over a third of consumer adopters say they’re likely or very likely to purchase a used EV (see Figure 3).

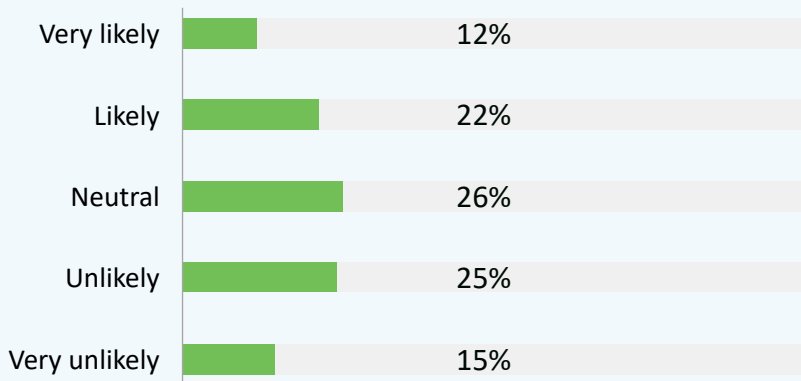


Figure 3. How likely are you to consider purchasing a used electric vehicle?

When it comes to regions and age groups, United Kingdom & Ireland and younger demographics show the strongest willingness to purchase a used EV (see Figures 4 and 5).

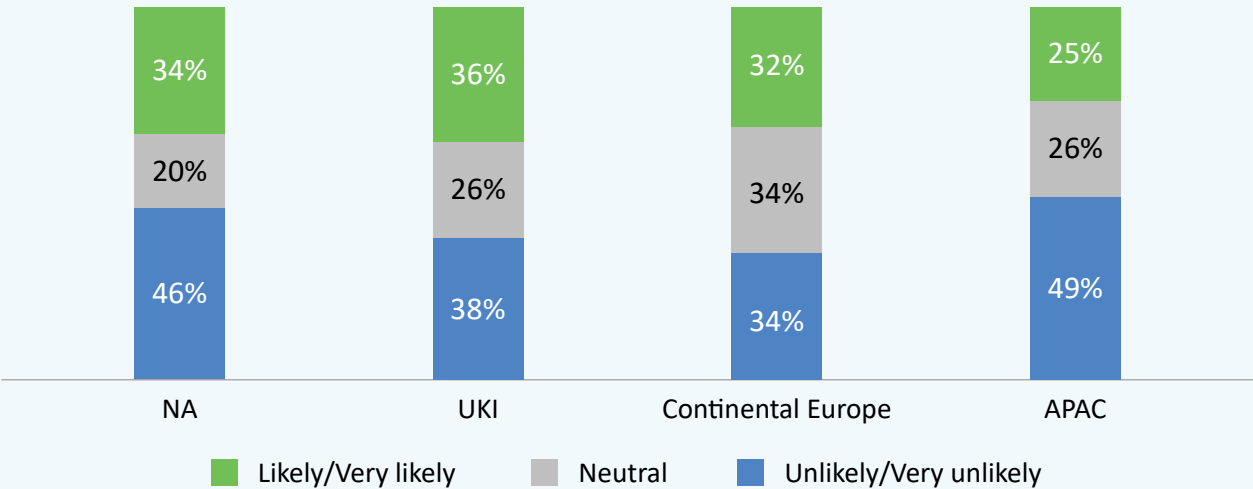


Figure 4. Regional outlook: How likely are you to consider purchasing a used electric vehicle?

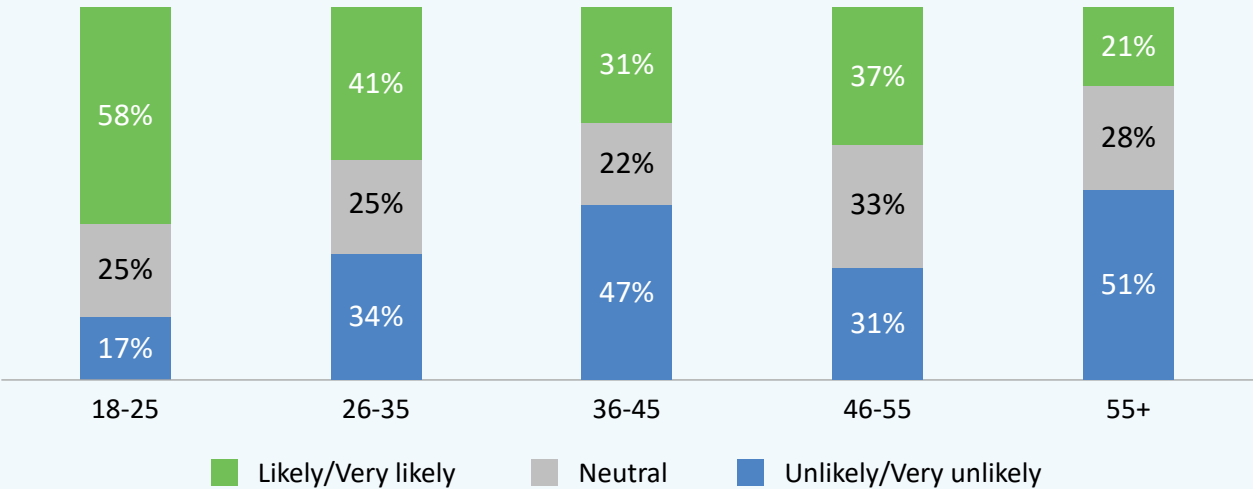


Figure 5. Age outlook: How likely are you to consider purchasing a used electric vehicle?



Younger demographics also express greater satisfaction with the EV choices available in the market (see Figure 6).

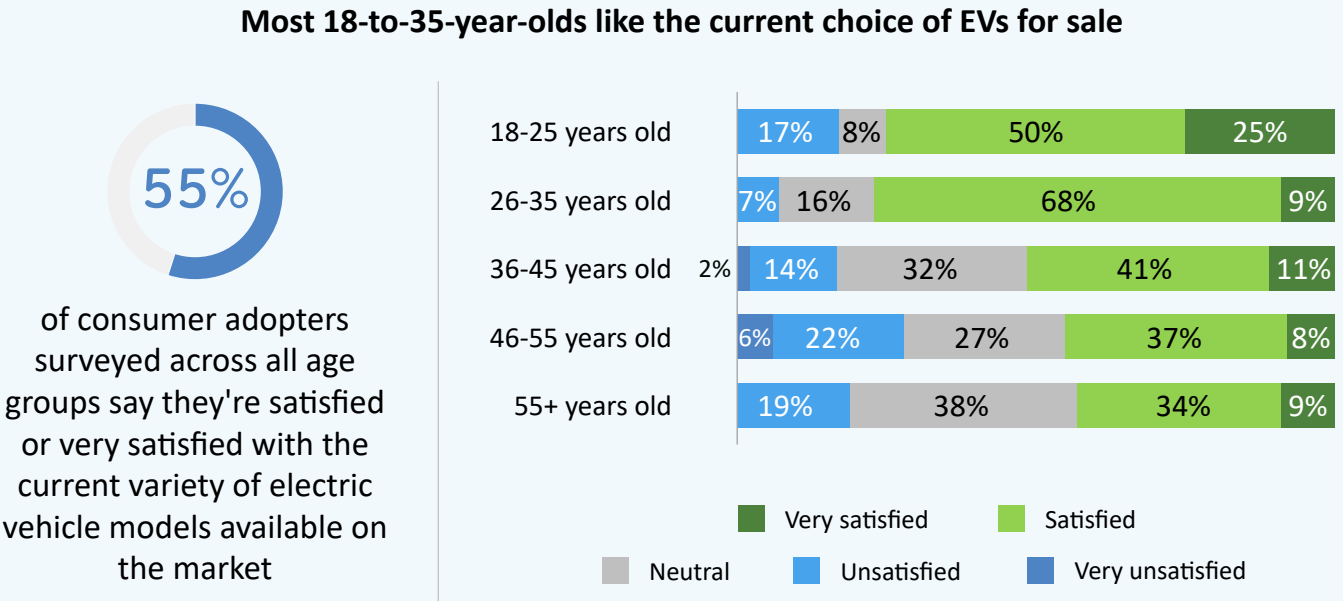


Figure 6. How satisfied are you with the current variety of electric vehicle models available on the market?

While appealing to a younger market is a positive sign for the future, the industry needs to overcome key challenges for acquisition, including cost and charging, and range issues (see Figure 7).

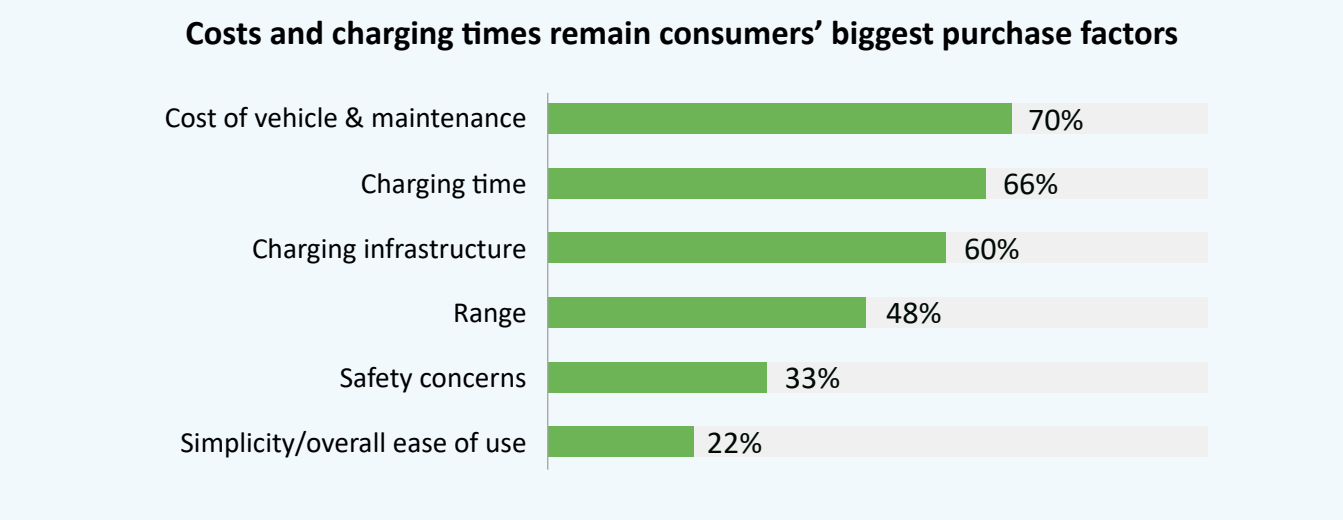


Figure 7. Which of the following factors is most important to you when considering purchasing an electric vehicle?

Foremost among these challenges, the cost of ownership is a critical factor when considering EV purchases. The older the consumer, the more important the cost of vehicle purchase and maintenance becomes, with 81% of over-55s citing this as a critical factor (see Figure 8).

Vehicle and maintenance costs are especially important for older consumers

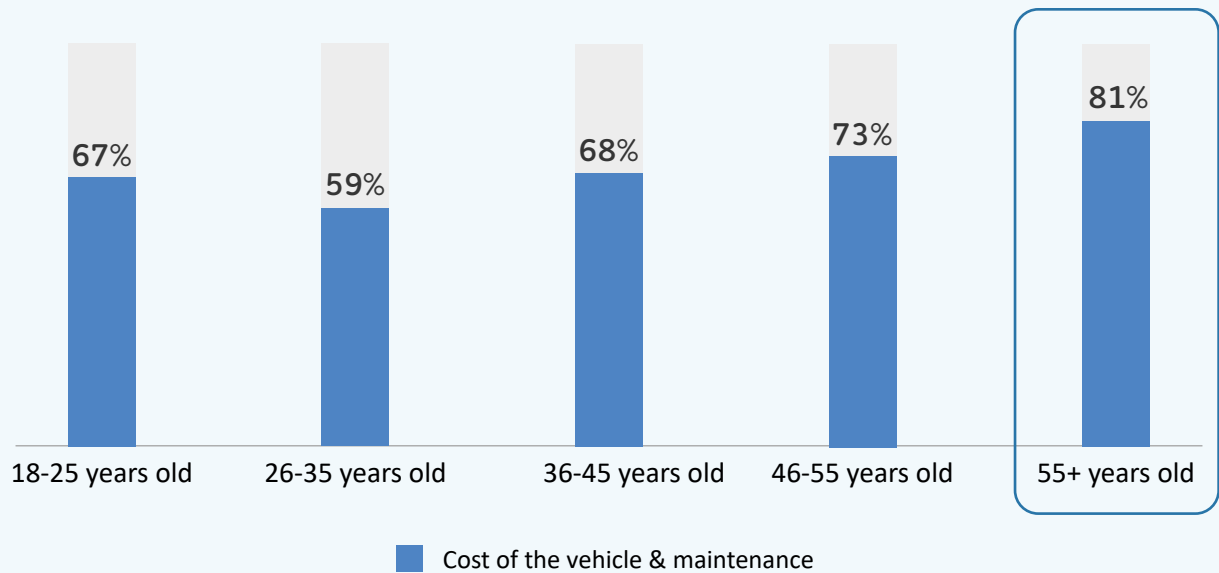


Figure 8. Which of the following factors is most important to you when considering purchasing an electric vehicle?



With cost top of mind for consumers, how much are they ultimately willing to spend on an EV? Most state they are only willing to pay up to \$40k, just slightly above the [average global price of a new vehicle](#) (see Figure 9).

A majority of consumers will pay up to \$40K for an EV

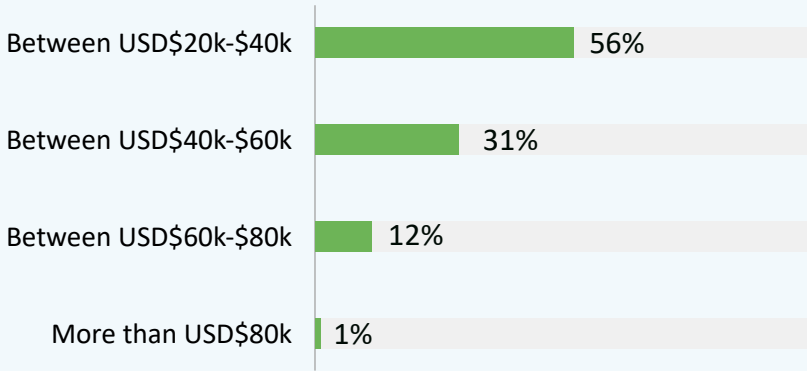


Figure 9. What is the maximum amount you would be willing to pay for an electric vehicle, considering your budget and financial constraints?

Over a third of North American respondents indicated some willingness to pay higher maximum amounts, as well as younger demographics (see Figures 10 and 11).

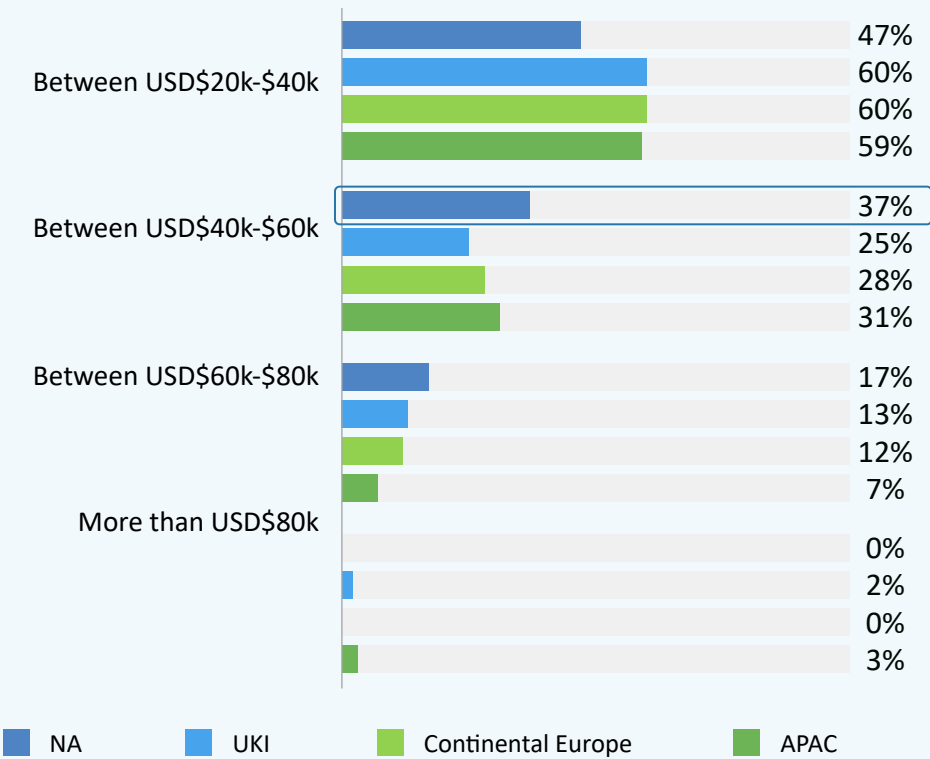


Figure 10. Regional outlook: What is the maximum amount you would be willing to pay for an electric vehicle, considering your budget and financial constraints?

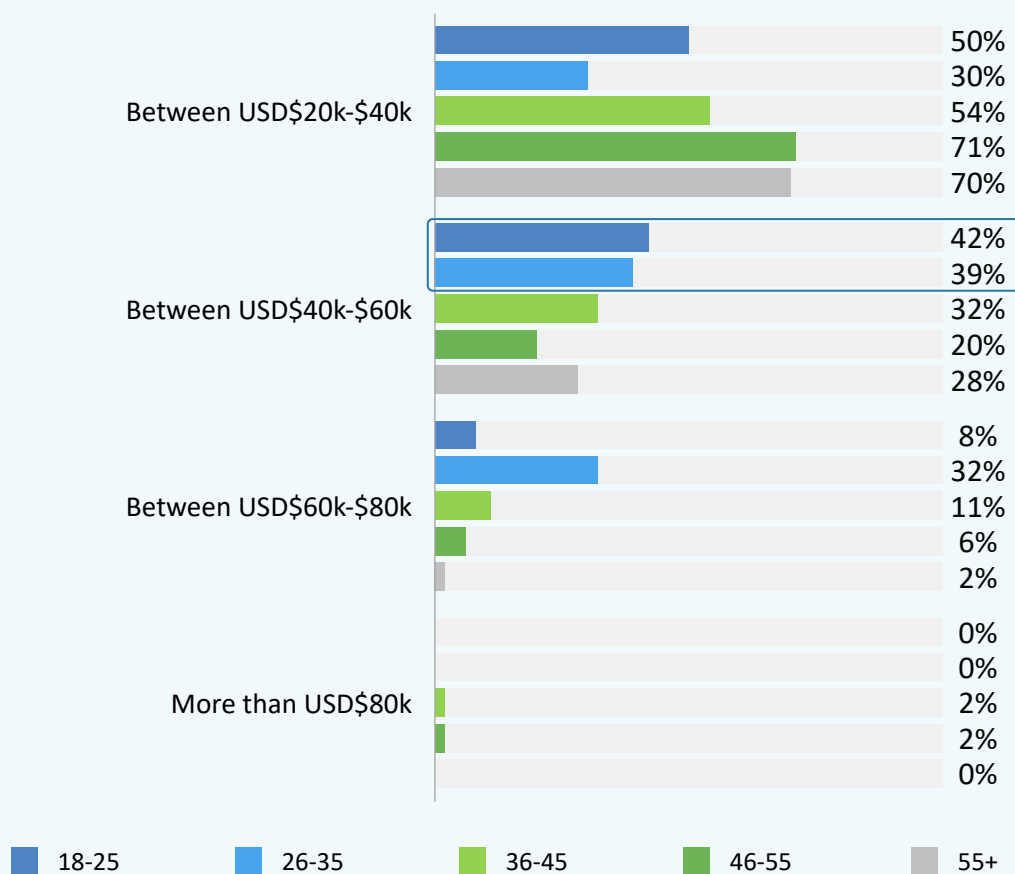


Figure 11. Age outlook: What is the maximum amount you would be willing to pay for an electric vehicle, considering your budget and financial constraints?

The maximum amount consumers are willing to pay for an EV could reflect a hard limit based on their budget and desired features. When it comes to premiums, few consumers say they would be willing to pay one for an EV over its ICE counterpart.



Only
5%



say they would **definitely be willing to pay a premium for an EV** compared to a similar ICE



Only
31%



say **"yes, maybe"** to paying a premium for an EV

This reluctance to pay higher premium prices suggests that consumers have not fully accepted the belief that EVs offer long-term cost savings over the vehicle lifecycle, particularly as unpredictable costs and access to charging systems make it more challenging to validate lower cost of ownership. Easy and equitable access to affordable charging systems could be a vital factor in consumers' willingness to pay a premium for EVs over similar ICEs.

The majority of consumer respondents say the sweet spot for an acceptable EV range on a single charge is 200-300 miles, which is easily accommodated by newer EV models (see Figure 12). Yet that still leaves nearly half (49%) of consumers that say they don't yet have EV options with sufficient range (300 or miles or more on a single charge).

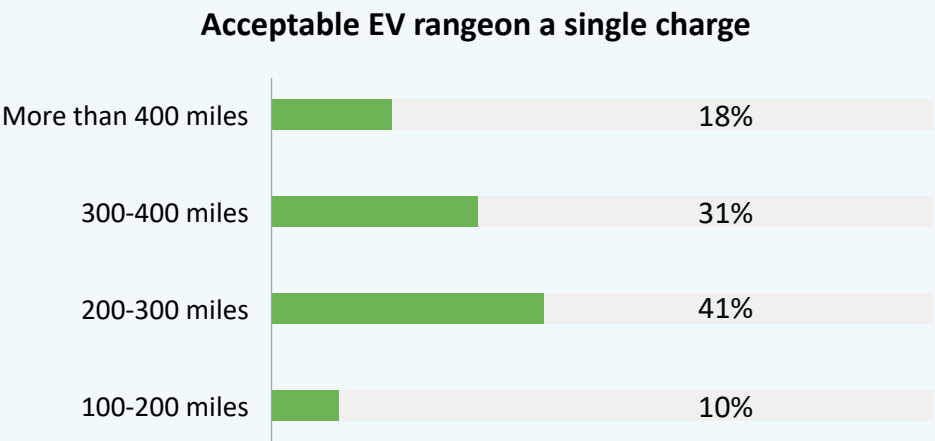


Figure 12. What would you consider an acceptable range for an electric vehicle to meet your regular needs on a single charge?

Another significant alignment concerns the role of governments in continuing to incentivize EV adoption until it has reached critical mass. Most consumer adopters surveyed say financial perks impact their purchasing decisions, more so than other incentives (see Figure 13).

Financial considerations top the list of consumer adopter incentives to switch to an EV

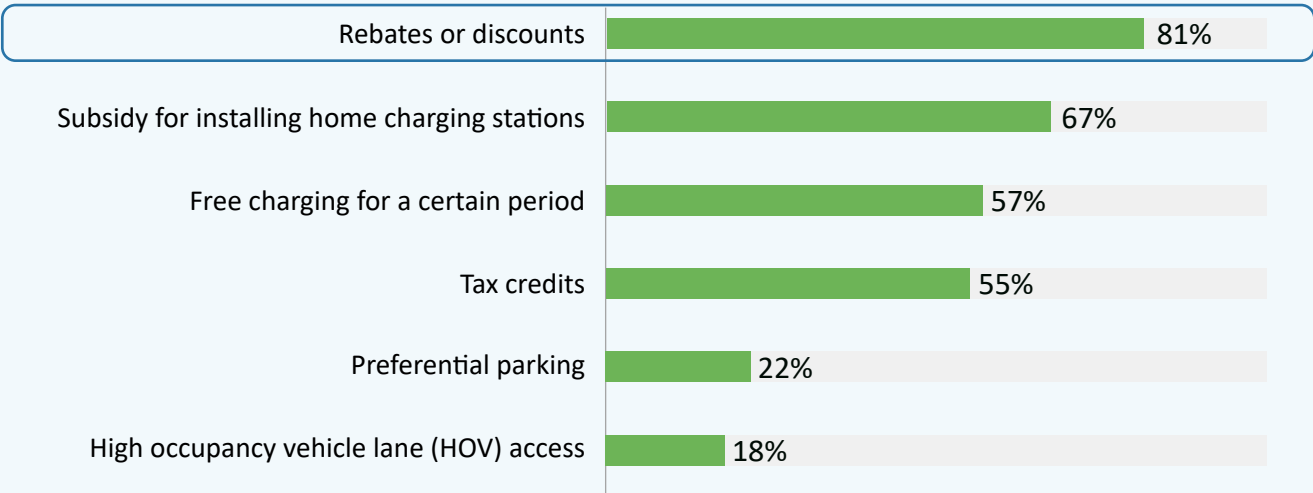


Figure 13. Which type of incentive would be most likely to persuade you to switch to an electric vehicle?

Transition models: Accelerating EV adoption

Though they may slow BEV sales in the short term, hybrids may be the stepping-stone to mobility electrification. With the potential for lower emissions and fewer fossil fuels without requiring a full commitment to the uncertainty of the existing BEV infrastructure, many consumer respondents see hybrids as an attractive gateway option. When asked about the specific type of vehicle they're likely to select for their next purchase, consumers across all age groups said they were likely to choose a hybrid over a pure BEV (see Figure 14).

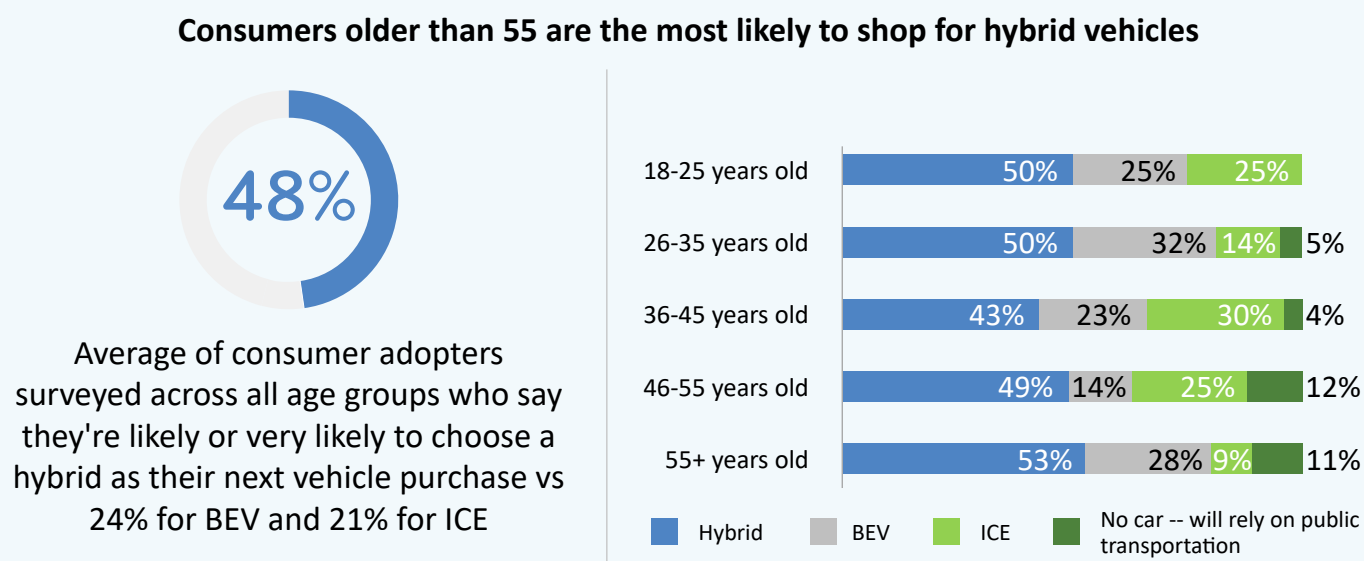


Figure 14. Which type of vehicle are you most likely to choose for your next purchase?

Charging ahead to an electric future

Our analysis of the survey results shows that consumer adopters are increasingly open to transitioning to EVs. However, concerns around charging infrastructure and range anxiety continue to shape their decisions. For many, hybrids will serve as a practical middle route between fueling convenience and the uncertainties of electrification.

To win them over, the industry must continue to evolve the infrastructure, making EVs as seamless and compelling as traditional ICEs. Clearer incentives, expanded charging networks, and improved battery efficiency will be key to easing consumer hesitation. The EV stakeholders that can simplify the journey and eliminate compromise will shape the future of mobility.

Study Demographics

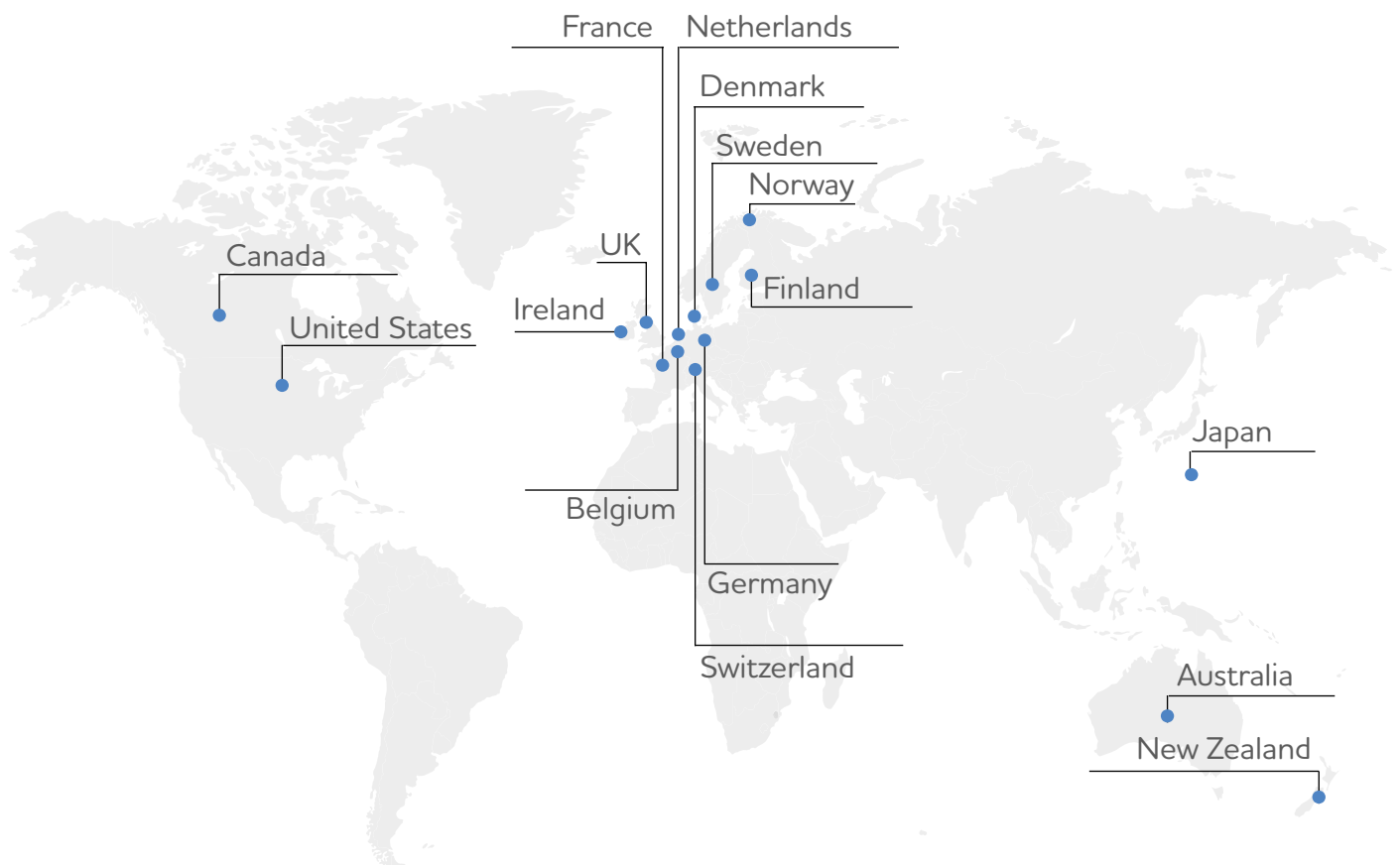


EV Consumer Adopters

Consumer Adopters
"the Shoppers" (n=233)

The general consumer population (at least 18 years old) who choose to purchase or use electric vehicles

Country representation



Executive champions

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About the study

The TCS Future-Ready eMobility Study surveyed five segments that play a critical role in shaping a successful EV transition. The 1,300+ respondents from across 18 countries and 12 industries ranged from manufacturers and charging infrastructure builders to consumer and commercial adopters and industry influencers. Comprising 200 of the 1,308 respondents, the EV consumer adopter segment – the ‘Shoppers’ – represents a global, cross-generational consumer population who choose to purchase or use electric vehicles.

TCS Future-Ready Mobility

As the world accelerates toward electric mobility, TCS is committed to enabling manufacturers and other EV stakeholders to navigate the evolving landscape and thrive in this defining era. Our future-ready mobility vision is rooted in technological innovation, strategic collaboration, and deep domain expertise.

TCS drives transformative change across the mobility value chain, spanning vehicle design and development, gigafactory planning and execution, digital platform enablement, deployment of generative AI solutions, and hyper-personalized customer experiences. With a focus on driving sustainable mobility and delivering measurable value, TCS partners with customers to shape a bold and sustainable future. For more information, visit: tcs.com/what-we-do/industries/manufacturing

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