



# Market Report

A Snapshot of your Marketing Sector

## Low Carbon Transport

This pack has been designed to provide information on setting up a business in the **Low Carbon Transport** industry in Scotland, as well as helping to inform the market research section of your business plan. You can find more information on how to write a business plan from the Business Gateway website ([www.bgateway.com/businessplan](http://www.bgateway.com/businessplan)), including an interactive template and tips to get you started.

This market report was updated by Business Gateway in **May 2026**.

## What do I need to know about the Low Carbon Transport market?

The following summary statistics have been taken from market research reports and reliable resources that the Information Service uses to compile industry information. They should give you an indication of how your industry is faring at present and whether there is demand for your type of business:

- ◆ The UK **hybrid & electric cars market grew by 12.8% in 2024 to reach a value of \$44,917million**. In 2029, the UK hybrid & electric cars market is **forecast to have a value of \$96,218.4 million, an increase of 114.2%** since 2024. In 2029, the United Kingdom hybrid & electric cars market is forecast to have a **volume of 1,922,347 units, an increase of 116.1% since 2024**. Hybrid is the largest segment of the hybrid & electric cars market in the United Kingdom, accounting for 52.8% of the market's total value in 2024. (GlobalData Explorer, *United Kingdom – Hybrid & Electric Cars*, June 2025). This content is reproduced under license from GlobalData PLC, Copyright 2026.
- ◆ The United Kingdom **EV charging infrastructure market contracted by 26.93% in 2025 to reach a value of \$2,209.4 million**. In 2030, the UK EV charging infrastructure market is **forecast to have a value of \$3,750.4 million, an increase of 69.8% since 2025**. The growth of the UK EV charging infrastructure market over the forecast period is driven by significant government investments and newly introduced consumer support measures. The UK government maintains its commitment to a £1.6 billion (\$2.1 billion) Electric Vehicle Infrastructure Strategy, which targets an expansion of the public charging network to **300,000 chargers by 2030**. (GlobalData Explorer, *United Kingdom - EV Charging Infrastructure*, April 2026). This content is reproduced under license from GlobalData PLC, Copyright 2026.
- ◆ **Transportation carbon dioxide (CO<sub>2</sub>) emissions in the UK decreased by 1.5% in 2024** to 110 million metric tons (MtCO<sub>2</sub>). The energy supply sector was once the largest source of emissions in the UK, but a shift away from coal use and a transition to cleaner energy sources has significantly cut emissions from this sector. As a result, energy supply emissions have fallen below those emitted by **transportation, which is now the largest source of UK emissions**. (Statista, *Energy & Environment - Emissions*, January 2026).
- ◆ The UK Government's main policy for encouraging the use of low-carbon fuels is the Renewable Transport Fuel Obligation. In August 2025, the government published a statutory review as well as an outline for the future of the review ([RTFO statutory review and future of the scheme - GOV.UK](#)).
- ◆ There are several national organisations and associations you might wish to approach for more information. The [Electric Vehicle Alliance](#), [Renewable Transport Fuel Association](#), [Zemo Partnership](#), and the various member organisations of the [Sustainable Transport Alliance](#) might all have some additional information or resources.

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## Where can I find more information on my market?

The Information Service has access to a number of databases which can offer more detail on this industry. Some of these reports are listed below - if you would like to be sent extracts from any of these reports, please contact us on **0300 013 4753** or email [info@bgateway.com](mailto:info@bgateway.com).

- ◆ **GlobalData Explorer – United Kingdom Hybrid & Electric Cars (June 2025).** The UK hybrid & electric cars market is highly concentrated, with a few manufacturers offering a limited number of models relative to market size. Competition is segmented into standard non-plug-in hybrids (HEVs), plug-in hybrids (PHEVs), extended-range electric vehicles (EVs), and battery all-electric vehicles (BEVs), each further divided by size (sub-compact, compact, mid-size, full-size, SUVs). Price and features like range capacity and battery efficiency heavily influence competitive strategies, making supply chain management crucial. Each player targets different segments with models tailored to varying price points and features, resulting in distinct competitive advantages. The UK market is largely dominated by Tesla, Toyota, BMW, and Volkswagen. (This content is reproduced under license from GlobalData PLC, Copyright 2026.)
- ◆ **Statista – Electric Vehicle Industry in the United Kingdom (2024).** According to a December 2024 survey, nearly a quarter of consumers in the United Kingdom would need a battery-electric vehicle to have a range of between 300 and 399 miles in order to consider purchasing it. In contrast, 13% of respondents mentioned they would never consider acquiring a BEV. When asked in an online survey about "Propulsion systems in consideration by type", 38% of UK respondents picked "Hybrid" as an answer, and 31% picked "Electric".

There are also a number of online resources you may find helpful:

- ◆ The **Energy Demand Research Centre (EDRC)** published a report in June 2025 ([Headwinds - Transport Decarbonisation in a Storm](#)) which analyses the progress made towards the surface transport decarbonisation pathway set out by the Climate Change Committee. Quote: "The purpose of the report is to match what is expected from the sector with the current delivery commitments, particularly in the light of the Spending Review 2025 which has set the funding envelope out to 2029/30."
- ◆ The **Scottish Government's** [Climate Change Plan: monitoring report 2025](#) is the fifth annual monitoring report on Scotland's progress against the 2018 Climate Change Plan. Chapter 3 of the report looks specifically at the transport sector.
- ◆ The **House of Commons** released a report from the Committee of Public Accounts on the state of [Public charge points for electric vehicles](#) in the UK. The report looks at the geographical distribution of charging points; the Local Electric Vehicle Infrastructure program; ultra rapid charging on the strategic road network; the next steps in the future of developing the network; and driver experiences of using public charge points (and how these experiences can be improved).

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## How can I find out about my competitors?

Business Gateway's online guide to [Competitor Analysis](#) explains how to find your competitors, how to research what they're doing and how to act on what you learn about them.

Immediate competition will be from other businesses in your local area. There are several online directories which can be used to find company information and generate lists easily and at no expense. Many Local Authorities also publish local business directories on the web. Below are some key web resources:

- ◆ General business directories such as [Yell](#) ,[Thomson Local](#) or [Google Maps](#)
- ◆ Trade specialists like [EuroPages](#) (European directory), [The Wholesaler](#) or [Free Index](#)
- ◆ Business to business (B2B) specialists such as [Kompass](#)

Likewise, your local Chamber of Commerce may publish a members' directory; find your local Chamber on the [Scottish Chambers](#) website.

Once you've identified who your competitors are, the next step is to gather information on the way they do business. Which services do they provide? How do they market themselves? How much do they charge?

To learn about your competitors:

- ◆ Look for articles or adverts in local newspapers, trade press and directories.
- ◆ Try to read their marketing material; if the company has an online presence, visit the company's website as a first port of call. Not only does it give you a better understanding of the company's activities, it can also offer a wealth of information such as a company history or staff biographies, as well as the company's partners or suppliers
- ◆ Search for information on limited UK companies via the [Companies House](#) website
- ◆ Gain an insight into your competitor's performance using credit checks and the accounts that limited companies are required to submit to Companies House each year.

We can provide credit checks free of charge; if you are interested in using this resource, or looking for us to help you find relevant publications, please contact us by emailing [info@bgateway.com](mailto:info@bgateway.com) or by calling **0300 013 4753**



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## What about suppliers?

[Choosing and Managing Suppliers](#) can help you decide what you need from a supplier, how to identify one and how to choose one to deal with.

Trade associations or industry specific organisations may also be able to recommend suppliers or contacts. You can also use the aforementioned resources for finding competitors to find suppliers.

Once you have decided on a supplier, we can run a credit check on the company to help assess their financial stability. We provide credit checks free of charge; if you are interested in using the resource please [info@bgateway.com](mailto:info@bgateway.com) or by calling **0300 013 4753**.

## Who are my customers?

Your business plan should include information about the customers you would expect. Business Gateway's guides on [Market and customer research](#) will help you to identify new trends, opportunities, customers and competitors.

It can be useful to group your customers by geographical location, age or lifestyle. The websites listed below are freely available and can provide most of this information. If you can't find what you're looking for from these websites, please contact us and one of the team will be happy to help:

- ◆ Access the latest population estimates from the [National Records of Scotland \(NRS\)](#). NRS also offers demographic factsheets for each council area in Scotland, which can provide summary statistics for the area you will be based in.
- ◆ Information from the most recent census in 2011 is released via the official website. See in particular the [Census Area Profiles](#). Clicking on your area of interest will give the latest population figures, including estimates by age.
- ◆ [Understanding Scottish Places](#) has interactive profiles of towns and cities across Scotland. It can be useful for understanding the interrelationships and flows between towns, and also gives comparisons between two or more places.
- ◆ [Scottish Government Statistics](#) provide accurate and up-to-date statistics on Scotland, covering population, health, education and housing.
- ◆ [The Scottish Household Survey](#) provides information on the structure, characteristics, attitudes and behaviour of Scottish households, both at a national and local level.
- ◆ [Office for National Statistics \(ONS\)](#) is the recognised national statistical body for the UK. ONS covers a wide range of demographic, economic and social issues at a UK level.



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## How can you help me with other aspects of starting my business?

The Business Gateway website has guides, videos, online tutorials and tips on all aspects of starting up a business in Scotland. Follow the links below to explore each resource:

### Accountancy

Institute of Chartered Accountants of Scotland's (ICAS) "[Find a Chartered Accountant](#)" tool

### Funding

[Practical information](#) on finance and funding for starting and growing your business

### Insurance

[Business insurance guide](#)

### Legal Help

Gov.uk "[Licence Finder](#)" tool

Law Society of Scotland's "[Find a Solicitor](#)" tool

### Pricing

Business Companion [Pricing & payment guide](#).

**Please note:** the most effective way to research pricing is to conduct your own research – visit wholesalers or suppliers to obtain price lists, find quotes from similar companies and work out what other businesses in your area are charging

### Promotion

[BG guides to Marketing](#)

### Training

[Skills Development Scotland's My World of Work](#)

[Funding for training](#)

[Small Business Bonus Scheme \(Scotland\)](#)

Your local Business Gateway can offer events, workshops and 1:2:1 support on all aspects of starting and developing your business. Call the helpline on **0300 013 4753** to find out what is available in your area.

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You must not rely on the information in the report as an alternative to advice from an appropriately qualified professional. If you have any specific questions speak to your Business Gateway Advisor or consult an appropriately qualified professional.

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