



Market Report

A Snapshot of your Marketing Sector

Electric Vehicles & EV Charging

This pack has been designed to provide information on setting up a business in the **Electric Vehicle and EV Charging** 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), including an interactive template and tips to get you started.

This market report was updated by Business Gateway in "[month/year last updated]" .

What do I need to know about the Electric Vehicle and EV Charging 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:

- ◆ Interest in electric and hybrid vehicles is rising, with [54%](#) of potential buyers interested in 2025. However, [high costs](#) and concerns over charging infrastructure remain significant barriers. Addressing these issues is crucial for accelerating market adoption and meeting government emission targets. (Mintel, *Electric and Hybrid Cars UK*, December 2025)
- ◆ The electric vehicle charging station revenue is forecast to grow steadily through 2029, and is projected to reach around 639.1 million Great British pounds that year. This would be more than triple the revenue estimated for 2023, which stood at some 164.2 million Great British pounds. (Statista, *Mobility Market Insights*, November 2024)
- ◆ As of December, in 2025 there were **426,209 new BEV** (battery electric vehicle) cars registered on UK roads, as well as a further **208,245 PHEV** (plug-in-hybrid) and **261,755 HEV** (hybrid) cars in the same time period. These figures represent a growth in registrations of **26%, 34.8%. and 7.5%** respectively. (SMMT, [Vehicle Data: New Car Registrations](#), November 2025)
- ◆ In spite of some uncertainties, 2025 has brought many positives: the EV market is on track to reach the ZEV mandate target for this year of 28% target after OEM flexibilities while the Electric Car Grant (ECG) scheme, launched in July, now covers 43 different models that meet sustainability and affordability criteria, offering up to £3,750 towards their list price. The impact of the ZEV mandate can be seen in the volume of new EV registrations, with more than 426,000 new EVs sold to date; a significant uplift on 2024 registrations (381,970) and bringing the overall EV car parc to 1.75m. This year has also seen growth in the used car market, as BEVs from three years ago returned to sale: 4% of all used cars sold in Q3 2025 were BEVs (Zapmap, [Industry Review 2025](#), December 2025)
- ◆ Data from the December Startline Used Car Tracker shows a projected net increase of 47% in used electric vehicle sales and a 45% rise in stock availability. The survey, which asked participants to assess prospects for various business factors over the coming year, found that 30% of dealers expect margins on used cars. Additionally, 25% foresee higher consumer confidence, and 22% anticipate lower preparation costs for vehicles. (Motor Finance Online, *Used car market to witness 47% rise in electric vehicle sales in 2026*, December 2025)
- ◆ The national organisation for this industry is the [Society of Motor Manufacturers and Traders](#). Other industry bodies include the [Renewable Energy Association](#), [ChargePlace Scotland](#) and the [Electric Vehicle Association Scotland](#).

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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.

- ◆ **IBISWorld - Alternately fuelled vehicle manufacturing in the UK, November 24:** “Alternatively Fuelled Vehicle (ATF) Manufacturing industry is forecast to expand at a compound annual rate of 7.9% to £18.4 billion over the five years through 2029-30. While public concern for the environment has boosted sales of ATFs, sales are hindered by a lack of charging points. The industry is also facing challenges from the ending of certain subsidies along with the introduction of road tax for all-electric vehicles in 2025”

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

- ◆ [ChargePlace Scotland](#) is Scotland’s national Electric Vehicle (EV) charging network. They are owned and have been developed by the Scottish Government and funded in partnership through a public grant from Local Authorities and other organisations. They publish a summary of the number of public EV chargers, tickets, power drawn and sessions per month for the charge points within each of Scotland’s Local Authority areas.
- ◆ [The Energy Saving Trust – Electric Vehicles](#) offers information about electric vehicles and links to maps of charge points in UK and Scotland, including a summary of the difference between types of EV.
- ◆ [SMMT Vehicle data](#) provides useful and up-to-date data on new vehicle registrations and automotive manufacturing in the UK, including month by month data on electric vehicle registrations.
- ◆ [Transport Scotland – Electric Vehicle Infrastructure Fund](#) gives an overview of government investment into Scotland’s public EV charging network. It includes a breakdown of the eight regional programs; the areas covered; the amount of money invested into each; expected dates for delivery; and the approaches taken by the respective local authorities in each area.

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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 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 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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