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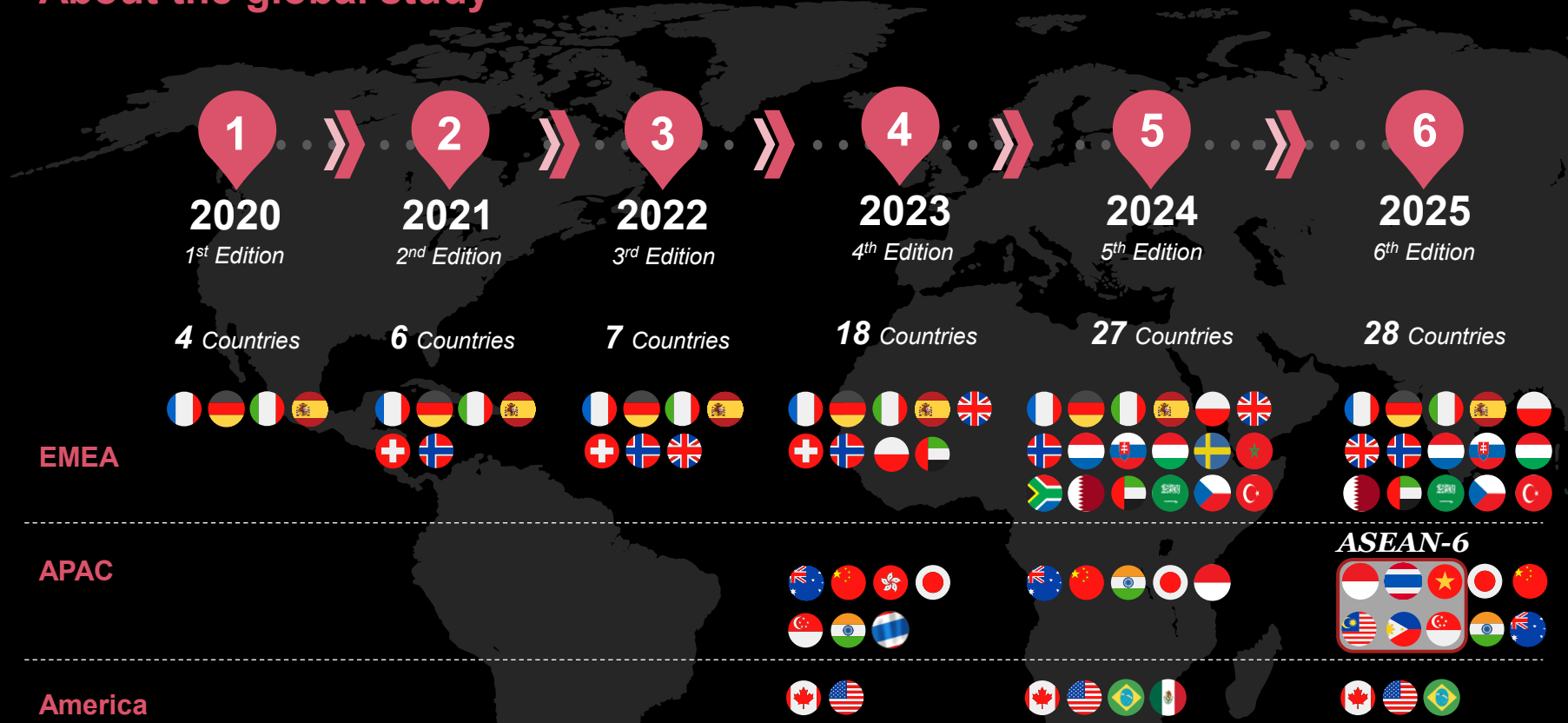
ASEAN-6 eReadiness 2025

Survey report

November 2025

This report is an excerpt about ASEAN-6 from the 6th edition of our global eReadiness Study 2025

About the global study



Customer type — **Private customers** *representative of the driving population*

Product segment — **Passenger cars**

Technology — **BEV + PHEV**

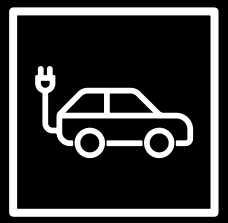
Survey — **1. 18,000 CAWI interviews (Global)**
2. 4,000 CAWI interviews (ASEAN-6)

**Please find the full global report here* →

eReadiness 2025 Global Report

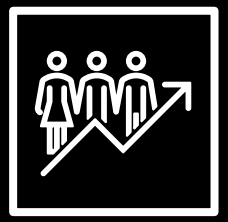
eReadiness 2025 Summary Article

ASEAN-6 key market takeaways



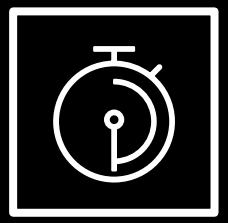
ASEAN-6 TIV growth of LV primarily in xEV, where Chinese OEMs lead the charge

- **ASEAN-6 overall LV sales appear to be stabilising with a 1.5% decline in TIV as of 3Q25:** significant xEV growth with a slowdown in ICE vehicles across most markets
- **Dynamic shift: Chinese and local EV OEM newcomers gaining ground,** challenging conventional dominance of Japanese, Korean and Continental OEMs



EV ownership in the region nascent but primed for growth

- **Overall ASEAN-6 ownership relatively nascent** (c.11% of study sample own an EV); SG and VN clearly lead the region in ownership, while MY is the most EV-sceptical
- **Primed for growth, with prospects high:** majority of respondents in ASEAN-6 plan to buy an EV in 5 years (c.76% of sample), a resounding sentiment across all markets
- **EV sceptics remain, but may ease:** increasing EV affordability and improving EV infrastructure may increase acceptability among lower-income and suburban (non-city-centre) sceptics

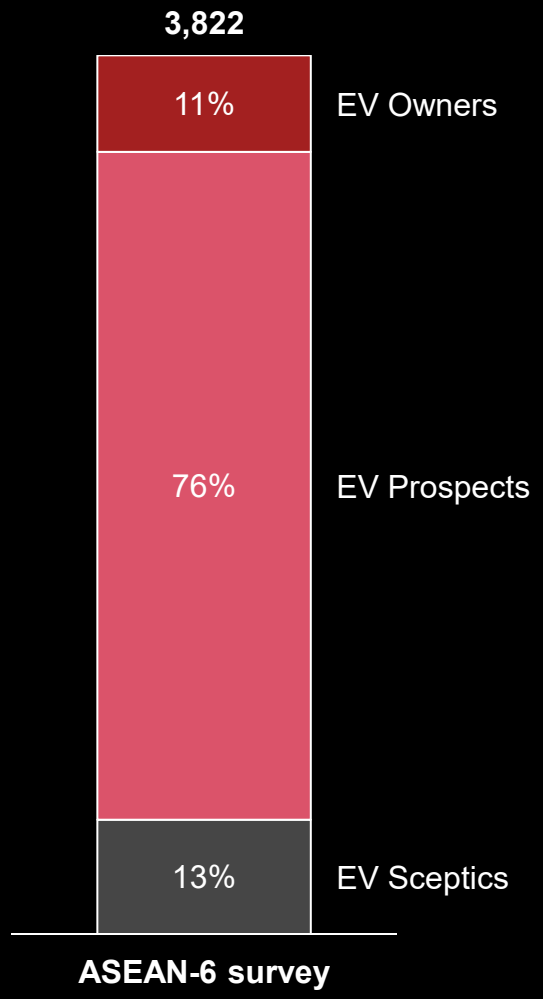


Regional eReadiness at halfway point; further infrastructure and supply needed

- **ASEAN-6 is at "middle of the road" for eReadiness** versus other regions, but notable outliers exist: SG is leading in eReadiness globally (second only to Norway), while the Philippines lags behind
- **EV demand and government incentives score well** (> 2.5 score), but Infrastructure and supply remain to be areas of improvement for most ASEAN-6 markets (< 2.5 score), excluding SG

ASEAN-6 consumer characteristics

ASEAN-6 consumer survey,
% of respondents (n = 3,822)

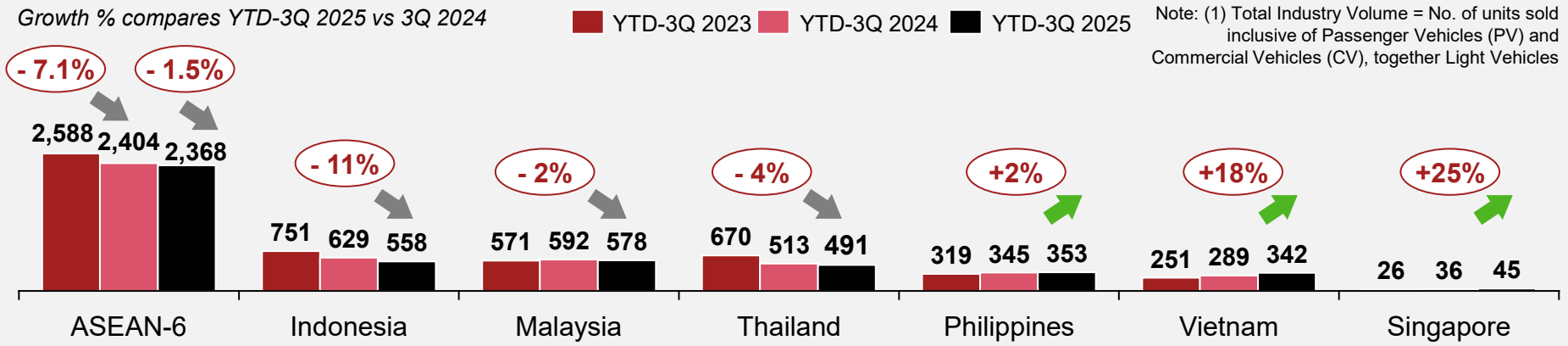


1. **EV owners are mostly satisfied with purchase, but ICE reversion still possible**
   - **Most owners satisfied with their current EV purchase** (c.90%), particularly with charging time, battery range and lower-than-expected operating costs (costs during use, e.g. refuelling); dissatisfaction mostly stems from a lack of charging infrastructure and locations, and pricing tariffs
   - However, **a notable proportion of EV owners would still consider reverting to ICE** (c.37%) for their next purchase, citing higher-than-expected maintenance cost and driving experience—an opinion most strongly observed in ID and VN
2. **EV prospects' adoption intent is overall low, with cost of ownership appearing to be the "make-or-break" decision factor; prospects more prominent among the affluent/passionate personas**
   - **Overall prospect appears low:** fewer than 35% of all personas intend on EV purchase
   - **EV prospects higher among the affluent and/or passionate personas:** the 'Luxurious', 'Tech Enthusiast' and 'Dreamer' groups are most keen on EV purchase (c.30% of them intend to purchase an EV in the near future)
   - **Conventional mainstream prospects lower:** only c.20% of 'Mainstream' & 'Frugal' personas intend to buy an EV in near future
   - **ASEAN-6 is the most concerned with ownership cost:** the biggest group in the sample (c.15%) expects to pay < USD 11K for an EV, the highest proportion among all regions; fuel economy is the top decision factor for ASEAN-6 respondents (mentioned by c.62% of sample)
3. **EV sceptics' primary reasons for rejection revolve around inconvenience of usage**
   - Recharging time, uncertain battery lifetime and limited range are top 3 reasons for EV rejection
   - However, the top reason (among these 3) varies significantly across each ASEAN-6 market

Section

YTD-3Q 2025 TIV (LV) in ASEAN-6 stabilised and dropped only slightly at 1.5% amid slowdown in ID, MY and TH markets

ASEAN-6 Total Industry Volume ("TIV")*
('000 units sold, YTD-3Q 2023 vs 3Q 2024 vs 3Q 2025)



Note: (1) Total Industry Volume = No. of units sold inclusive of Passenger Vehicles (PV) and Commercial Vehicles (CV), together Light Vehicles

Indonesia

-11% contraction in sales

Higher Luxury Sales Tax, lower government spending, and a weaker rupiah reduced purchasing power, prompting consumers to delay buying amid slower economic growth and some social unrest

Malaysia

-2% contraction in sales

Normalisation due to shrinking order backlogs, following the record-high TIV in 2024 (817k): strong economy is supporting the automotive market; PV stronger than CV

Thailand

- 4% contraction in sales

Stricter bank loan approvals led to lower ICE vehicle sales, but BEV/PHEV sales growing driven by price cuts, purchase subsidies and excise tax cuts; turn around possible in 2H25

Philippines

2% growth in sales

Stable economic growth, low inflation and continued interest rate cuts in 1H2025 have improved consumer confidence towards purchasing vehicles, slight slowdown in 3Q with some decline in sales

Vietnam

18% growth in sales

Growth supported by introduction of more affordable EV models, registration fees exemptions, interest rate cuts, and ongoing economic strength; growth will continue perhaps at slower pace

Singapore

25% growth in sales

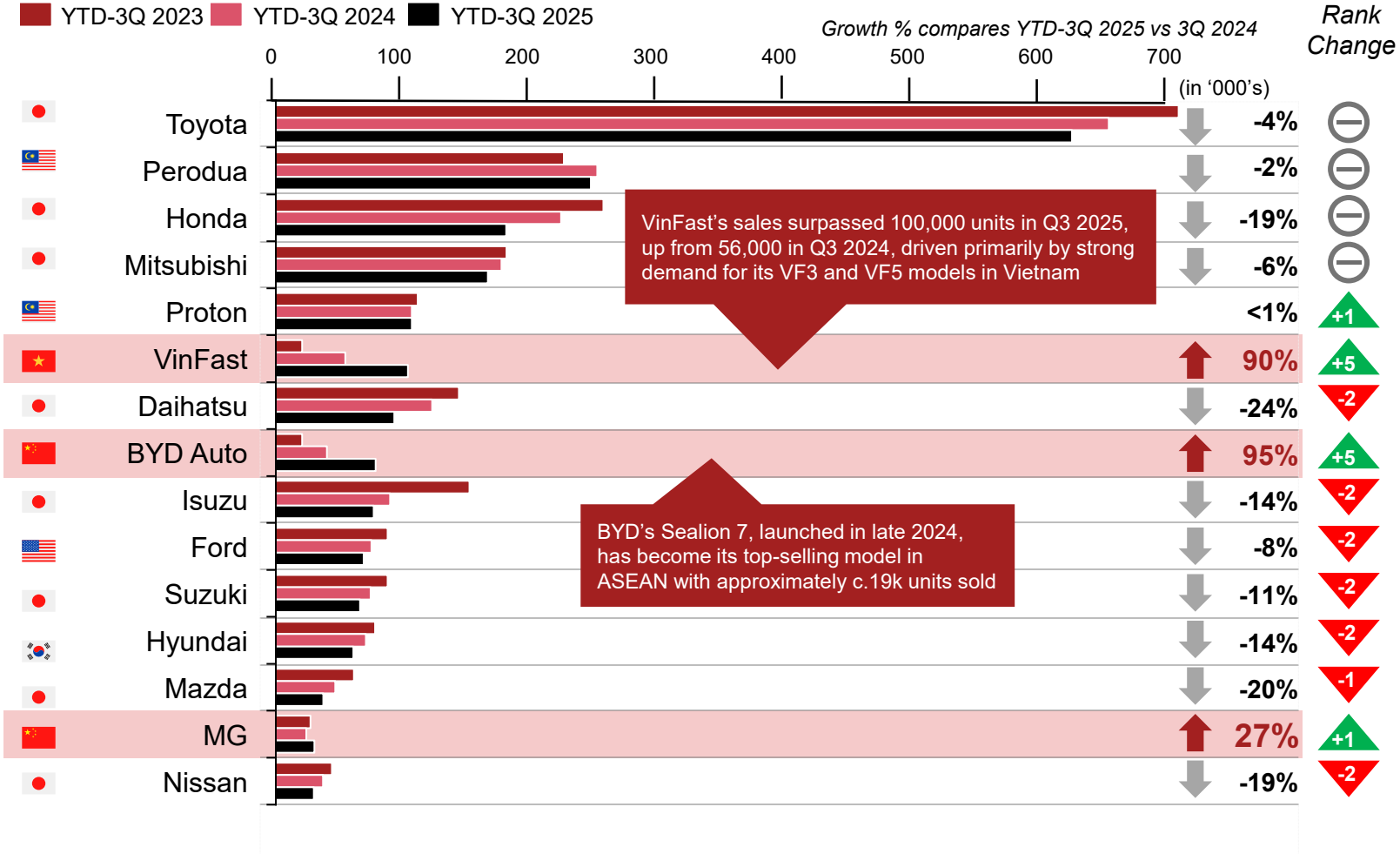
Growth on the back of additional COEs being added across vehicle categories over the next few years from 2025

Source: Marklines, PwC Analysis

Dynamic shifts in ASEAN-6 total Light Vehicle market, with Chinese OEMs rapidly gaining market share at the expense of Japanese brands

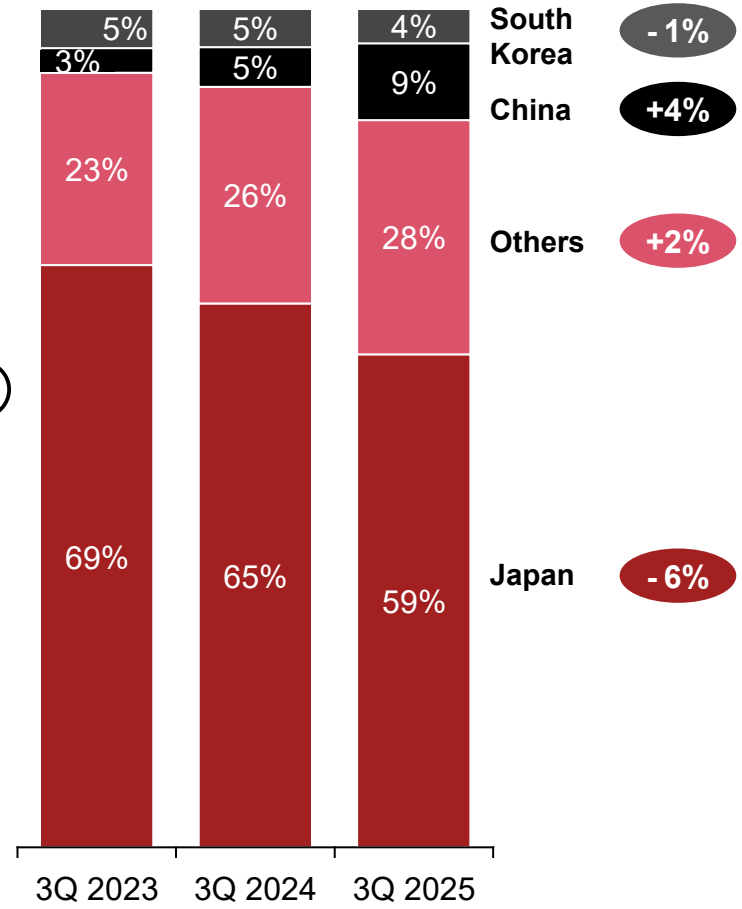
Top 15 automotive brands in ASEAN-6

YTD-3Q 2023 vs 3Q 2024 vs 3Q 2025 sales volumes by brands



OEM market share in ASEAN-6 by origin

YTD-3Q 2023 vs 3Q 2024 vs 3Q 2025



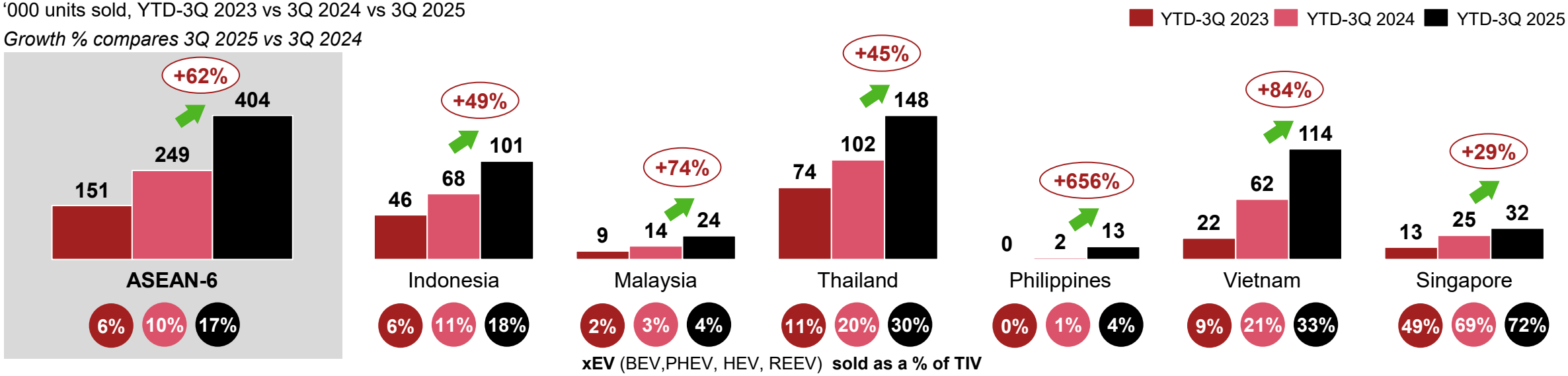
Source: Marklines, PwC Analysis

YTD-3Q 2025 showed strong growth for xEV of 62% across all markets leading to an average xEV adoption of 17% in ASEAN-6

xEV Sales Volume

'000 units sold, YTD-3Q 2023 vs 3Q 2024 vs 3Q 2025

Growth % compares 3Q 2025 vs 3Q 2024



xEV (BEV,PHEV, HEV, REEV) **sold as a % of TIV**

Indonesia

- 100% luxury sales tax (PPnBM) exemption for the import and sale of EVs throughout 2025
- Aims to build fully integrated EV battery ecosystem by 2027-2028, backed by major investments, targeting 600k EVs by 2030

Malaysia

- EV demand continues to grow on a small scale
- MY automotive policy targets for EVs to make up 20% of the total industry volume by 2030 and 80% by 2050

Thailand

- EV 3.5 scheme offers tax cuts and up to USD 2,700 subsides, pushing BEV adoption
- Targets to have 30% of its annual vehicle production to EVs by 2030, which equates to 725k EV cars and 675k electric motorcycles

Philippines

- Zero tariff rate and import duties exemptions for EVs until 2028
- Forecasted that the number of EVs will increase to 6.6 million by 2030, out of which 5% are electric cars

Vietnam

- 100% registration fee exemption for EVs through February 2027
- Combined EVs sales (2W & 4W) are projected to grow from under 1 million in 2024 to over 2.5 million by 2036 (+8% CAGR)

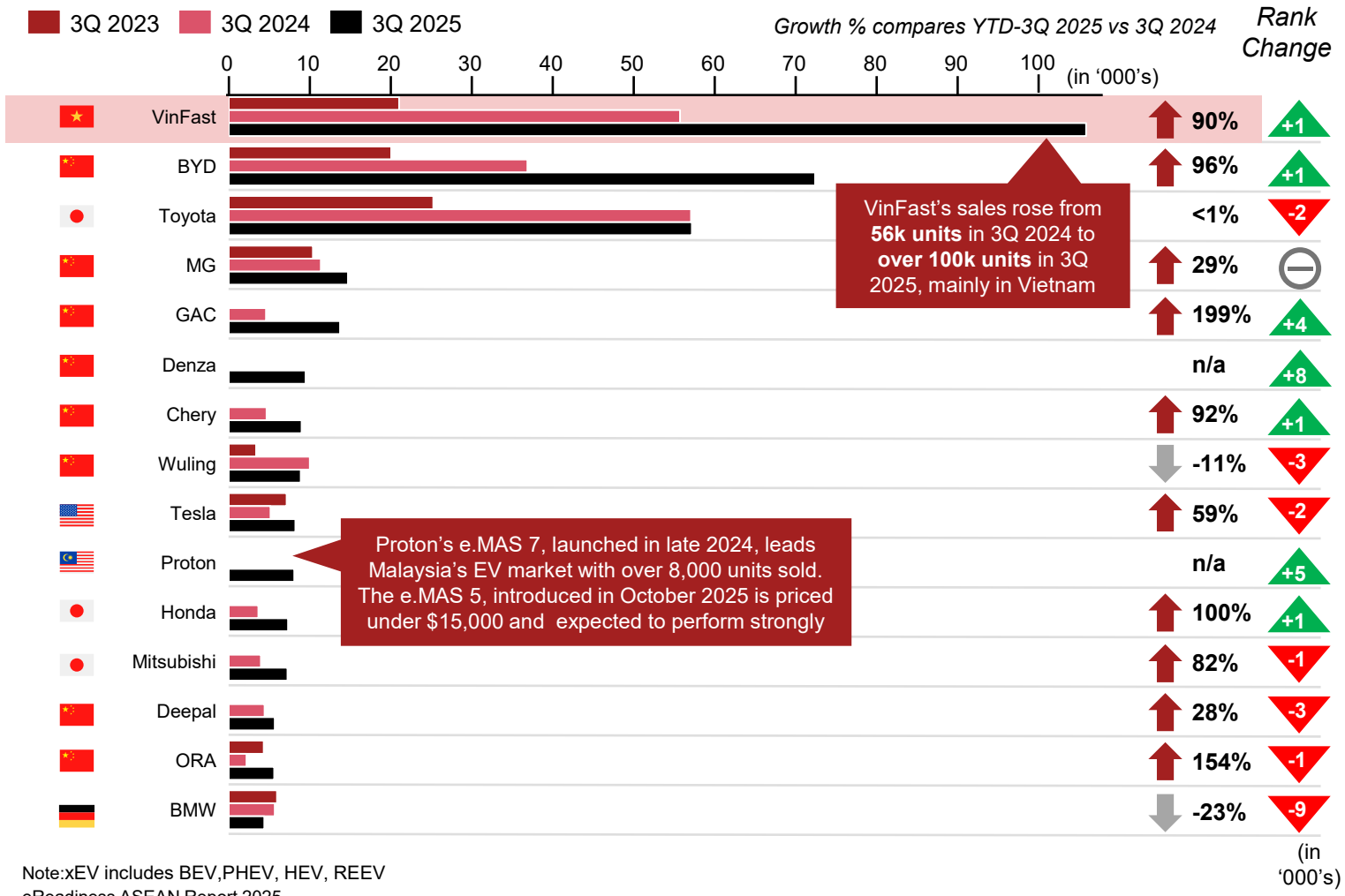
Singapore

- 45% Additional Registration Fee (ARF) rebate for EVs extended through 2025
- Targets for 60k EV charging points by 2030 and a fully electric bus fleet by 2040

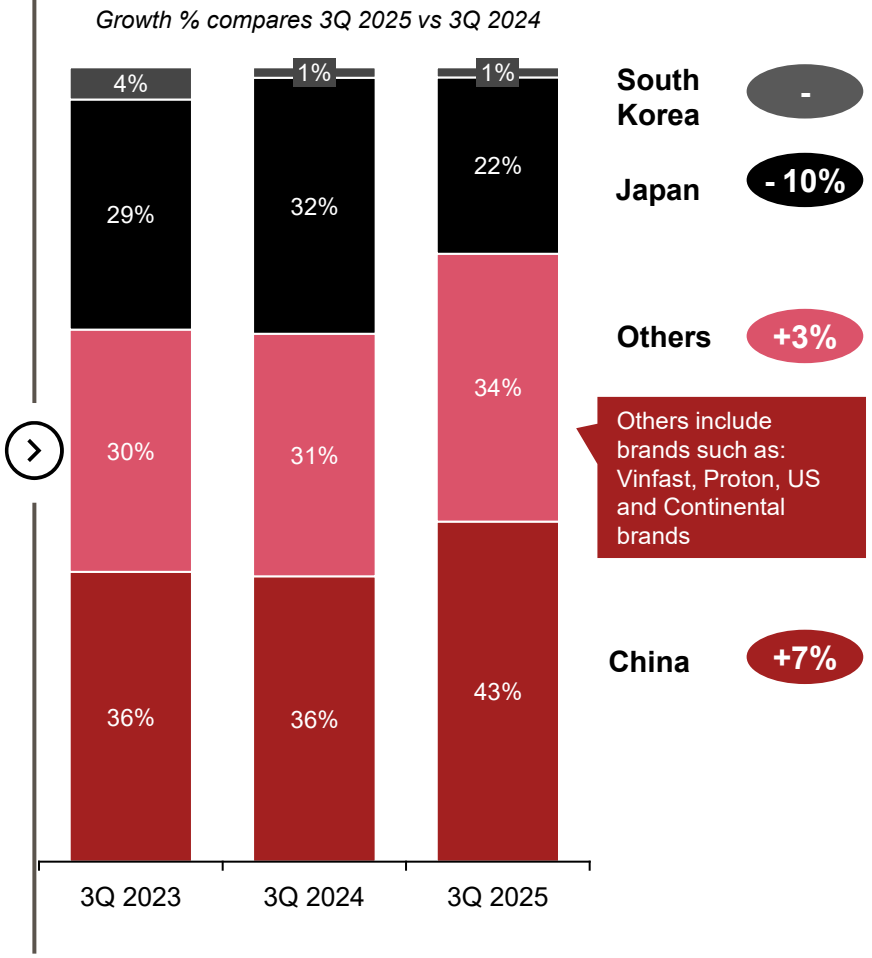
Source: Marklines, PwC Analysis

In the growing segment of xEV, Chinese brands and Vinfast have already overtaken traditional brands from Japan, US, Europe, and Korea

Top 15 xEV automotive brands in ASEAN-6
YTD-3Q 2023 vs 3Q 2024 vs 3Q 2025 sales volumes by brands



OEM xEV market share in ASEAN-6 by origin
YTD-3Q 2023 vs 3Q 2024 vs 3Q 2025



Note:xEV includes BEV,PHEV, HEV, REEV
eReadiness ASEAN Report 2025
PwC - Strategy&

Source: Marklines, PwC Analysis

Section

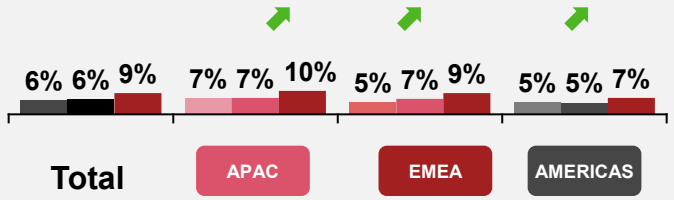
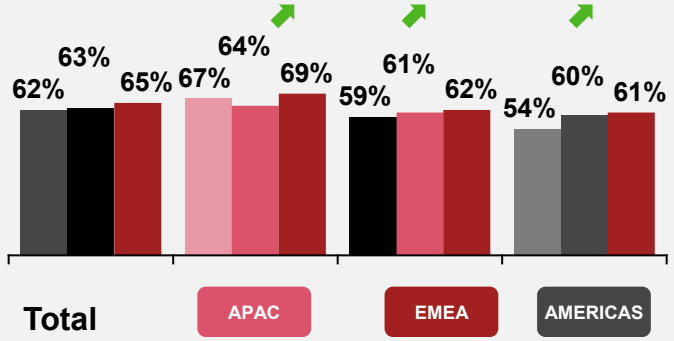
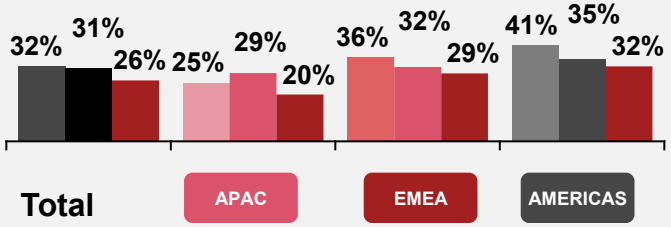
1. ASEAN-6 Market Snapshot
2. **Consumers Viewpoint**
3. eReadiness Index
4. Contacts

Consumers have been grouped into 3 main clusters within 3 regions: EV owners, EV prospects, and EV sceptics; ASEAN-6 is part of APAC

Consumer survey – Clusters and investigation areas

17,948 respondents (Global)

Vs. 2023

	1 EV owners	2 EV prospects	3 EV sceptics
Description / Size	*People who currently own an EV*	*People who have declared their intention to buy an EV in the next 5 years*	*People who have declared their intention not to buy an EV in the next 5 years*
			
Focus area	• EV owners profile • Customer journey and usage habits	• Personas and distinctive traits • Key reasons to buy	• EV sceptics profile and distinctive traits • Key reasons rejecting EVs
Outcome	Best practices and lessons learnt to be leveraged to define EV specific customer journeys	Key customer profiles, with associated demographics and needs, to support targeting actions of OEMs	Concerns and purchasing barriers to be addressed by OEMs communication to stimulate intention to buy

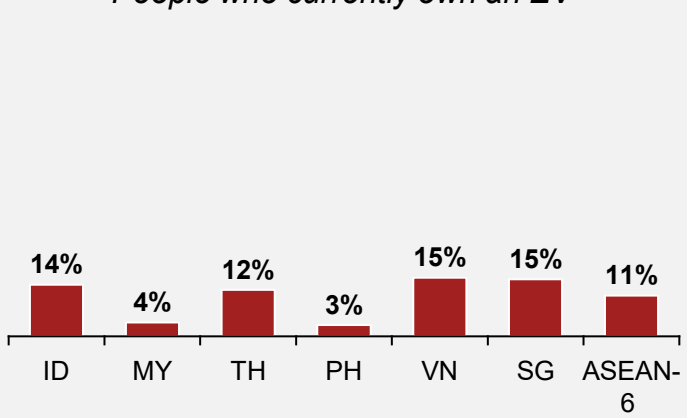
Source: Strategy& analysis on feedback from consumer survey

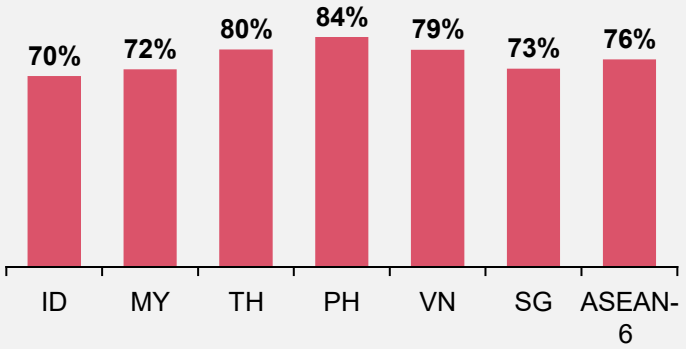
The consumer groups vary significantly in ASEAN-6. VN and SG have the most EV owners while MY has the most EV sceptics

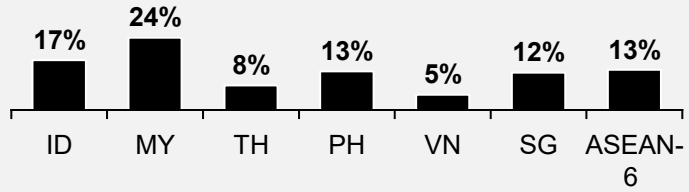
Consumer survey – Clusters and investigation areas

3,822 respondents (ASEAN-6)

	1	2	3
Description / Size	**EV owners** *People who currently own an EV*	**EV prospects** *People who have declared their intention to buy an EV in the next 5 years*	**EV sceptics** *People who have declared their intention not to buy an EV in the next 5 years*
Focus area	• EV owners profile • Customer journey and usage habits	• Personas and distinctive traits • Key reasons to buy	• EV sceptics profile and distinctive traits • Key reasons rejecting EVs
Outcome	ASEAN-6 has above global (9%) and above APAC (10%) average EV owners driven by VN, SG and ID	ASEAN-6 is very EV-friendly with above global (63%) and above APAC (69%) average EV prospects	MY is by far the most sceptic country in ASEAN-6 but still below global average (26%)





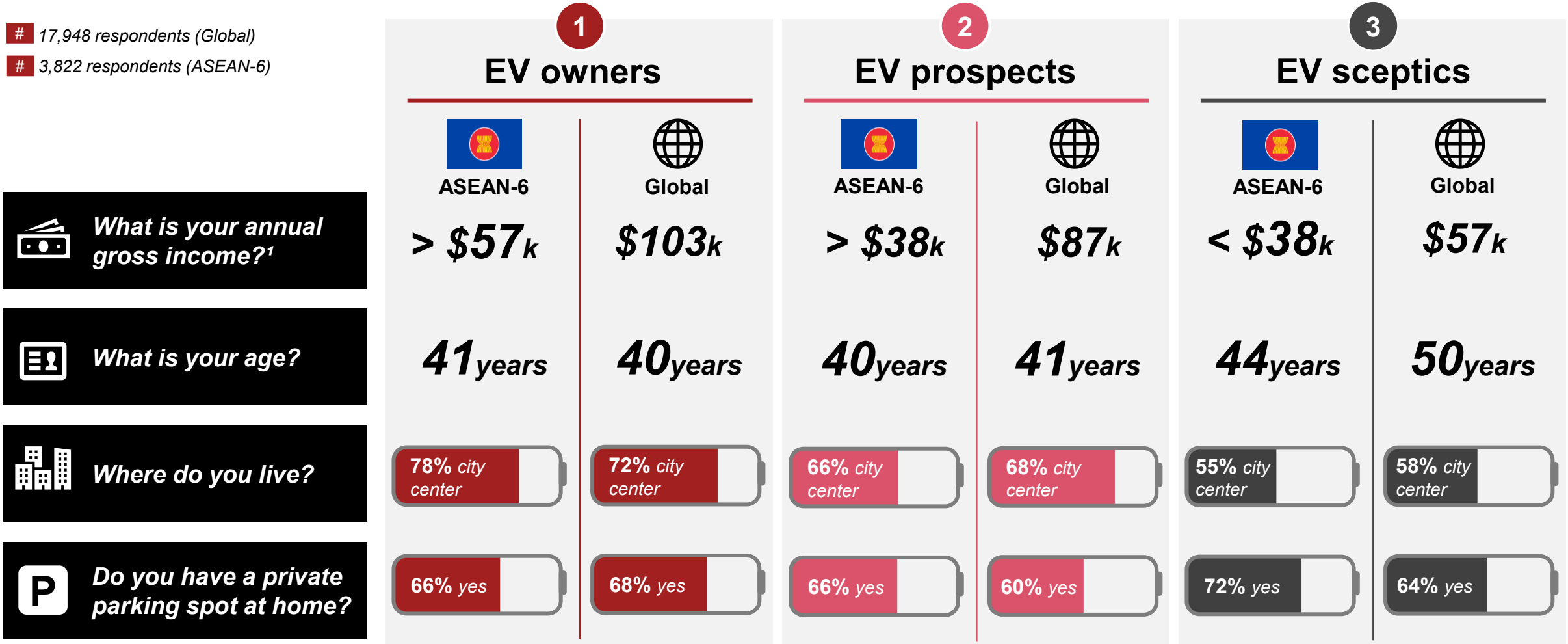


Source: Strategy& analysis on feedback from consumer survey

EV owners, prospects, and sceptics in ASEAN-6 exhibit distinct characteristics in terms of income, mobility requirements, and demographic profiles

Consumer survey – Cluster profiles (1/2)

17,948 respondents (Global)
3,822 respondents (ASEAN-6)

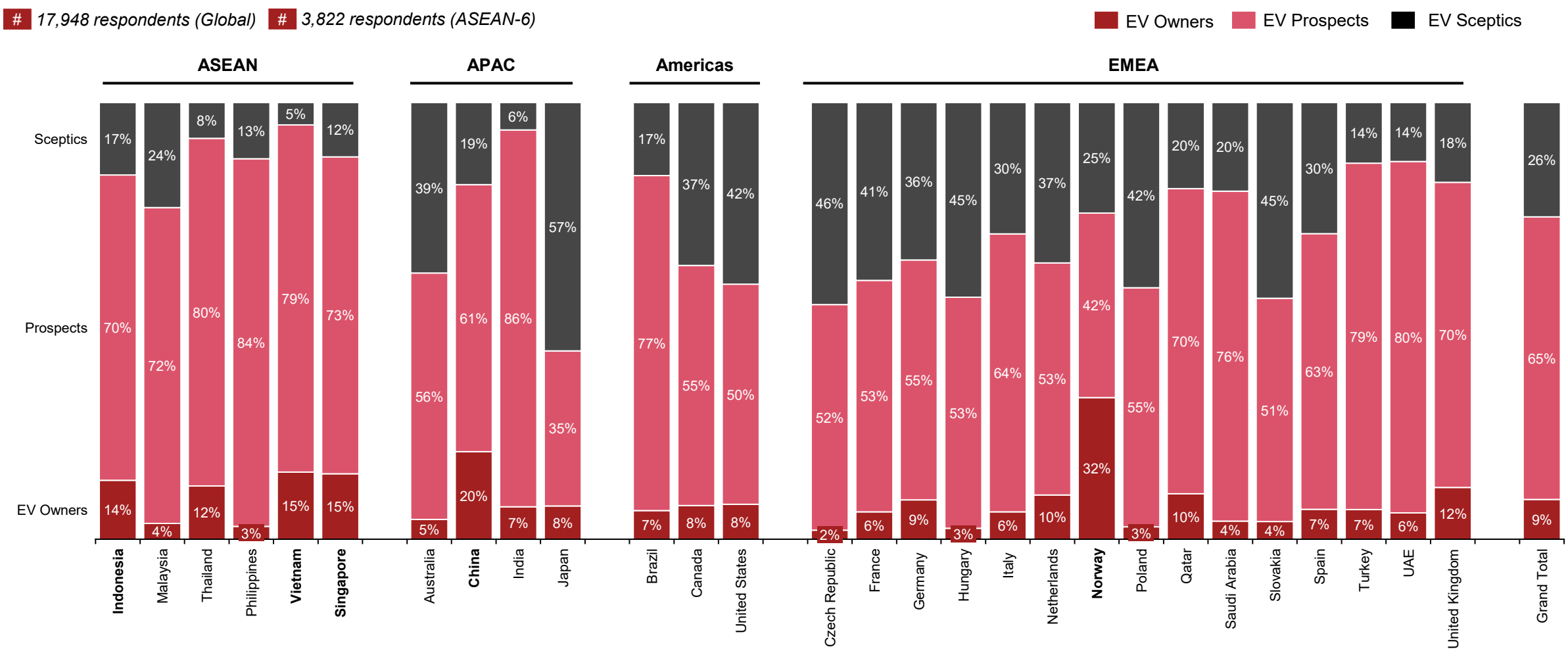


Source: Strategy& analysis on feedback from consumer survey
¹Based on PwC estimates and income data of the Department of Statistics of Malaysia; Malaysia taken as average of ASEAN-6

Norway and China have the highest share of EV owners, with Singapore, Vietnam and Indonesia following. Malaysia and the Philippines are among the lowest EV owners, though not the most sceptical globally

Consumer survey – Cluster profiles (2/2)

17,948 respondents (Global) # *3,822 respondents (ASEAN-6)*



Source: Strategy& analysis on feedback from consumer survey

2. Consumer Viewpoints

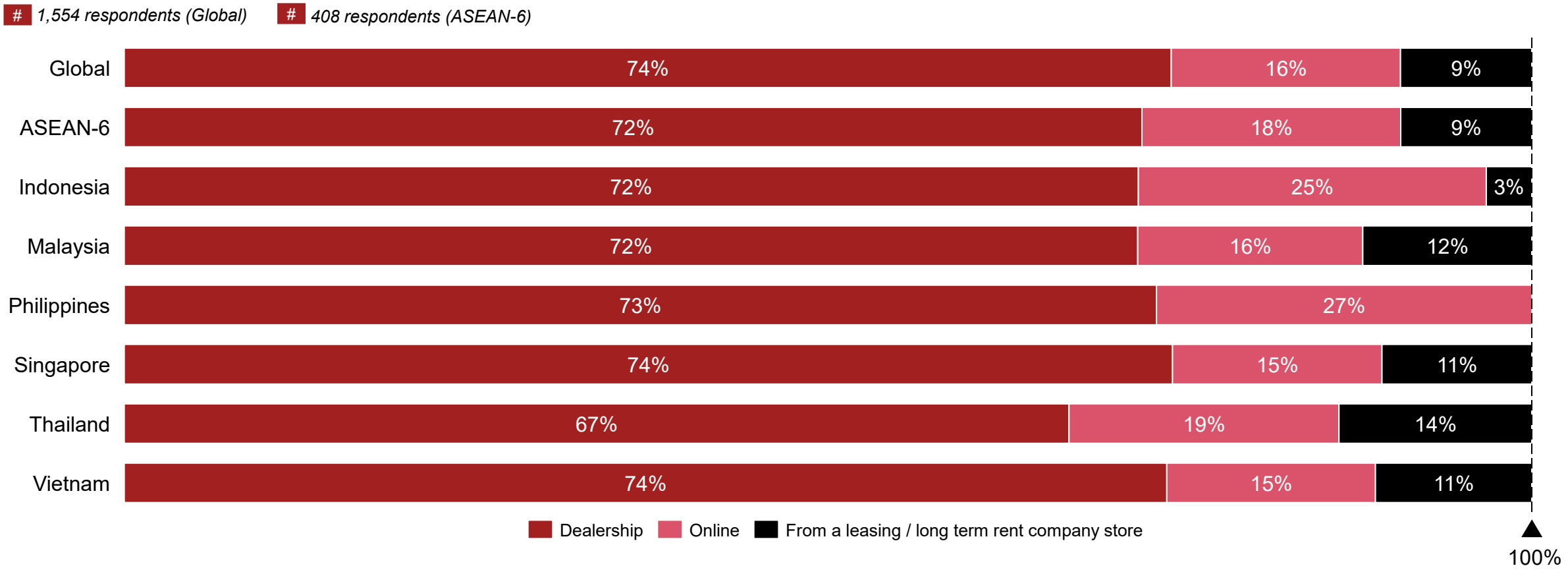
1. EV owners

Consumers that already own an Electric Vehicle, either plug-in hybrid or fully electric

Dealerships remain the primary source for buying EVs, but online platforms companies are also relevant, especially in PH, ID, and TH

Purchase method

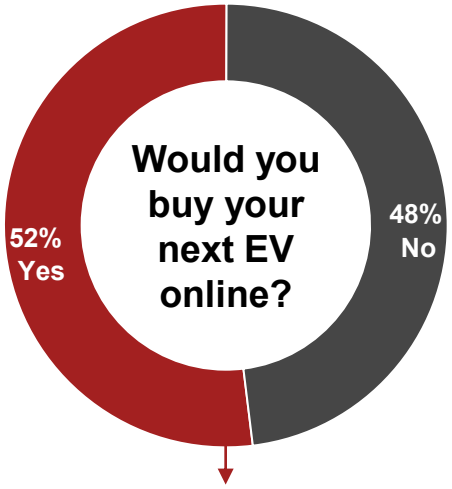
Where did you buy it?



Note: percentages may not total 100% due to rounding; 1) TD: Test Driver
Source: Strategy& analysis on feedback from consumer survey

52% of EV owners would purchase their next car online, especially in Malaysia

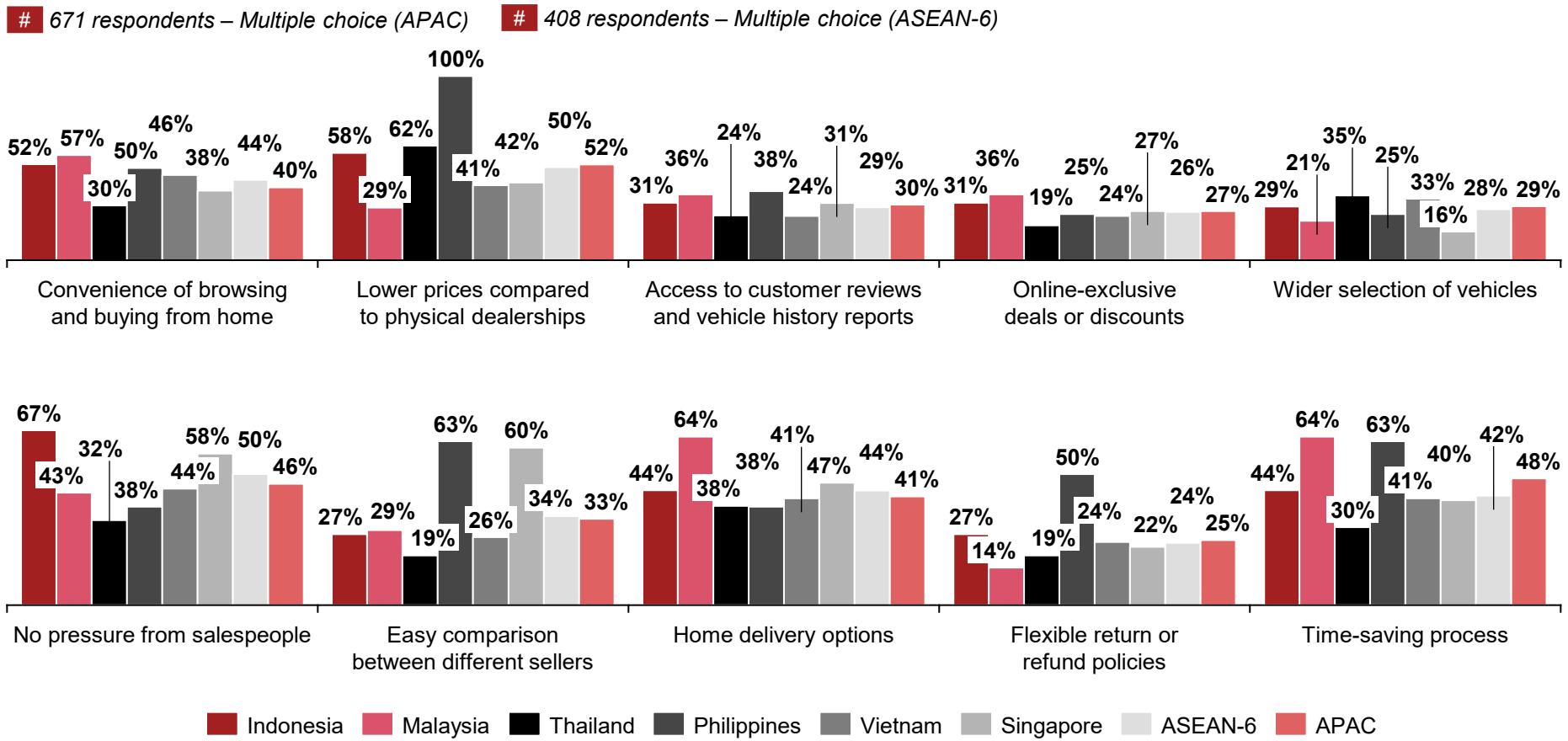
Online purchase intention



% of Yes

52% ID	56% MY	51% TH
50% PH	53% VN	48% SG

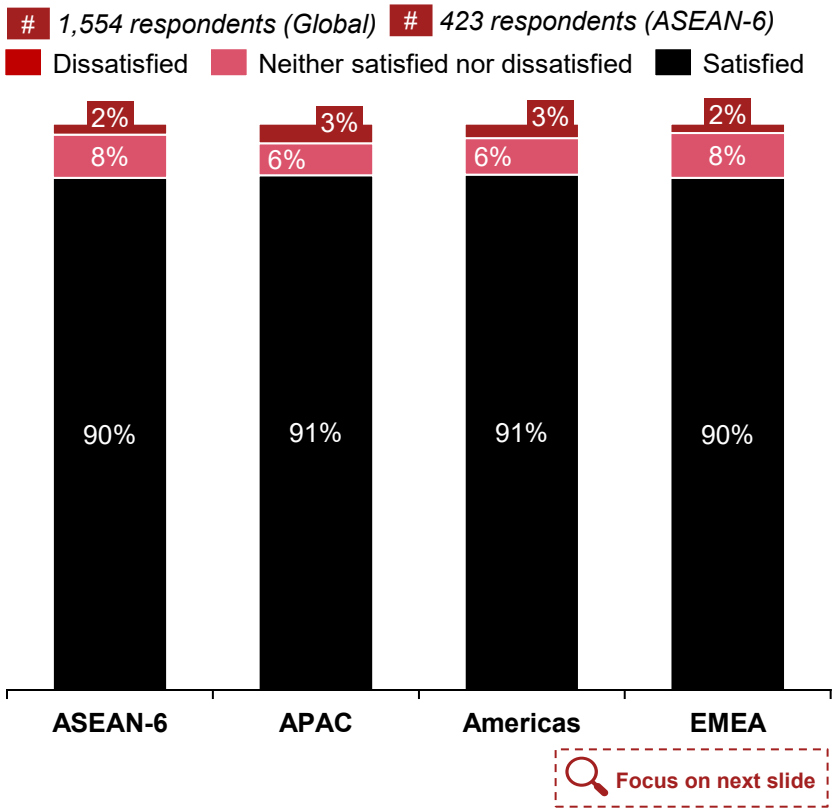
What are the main reasons to buy an EV online?



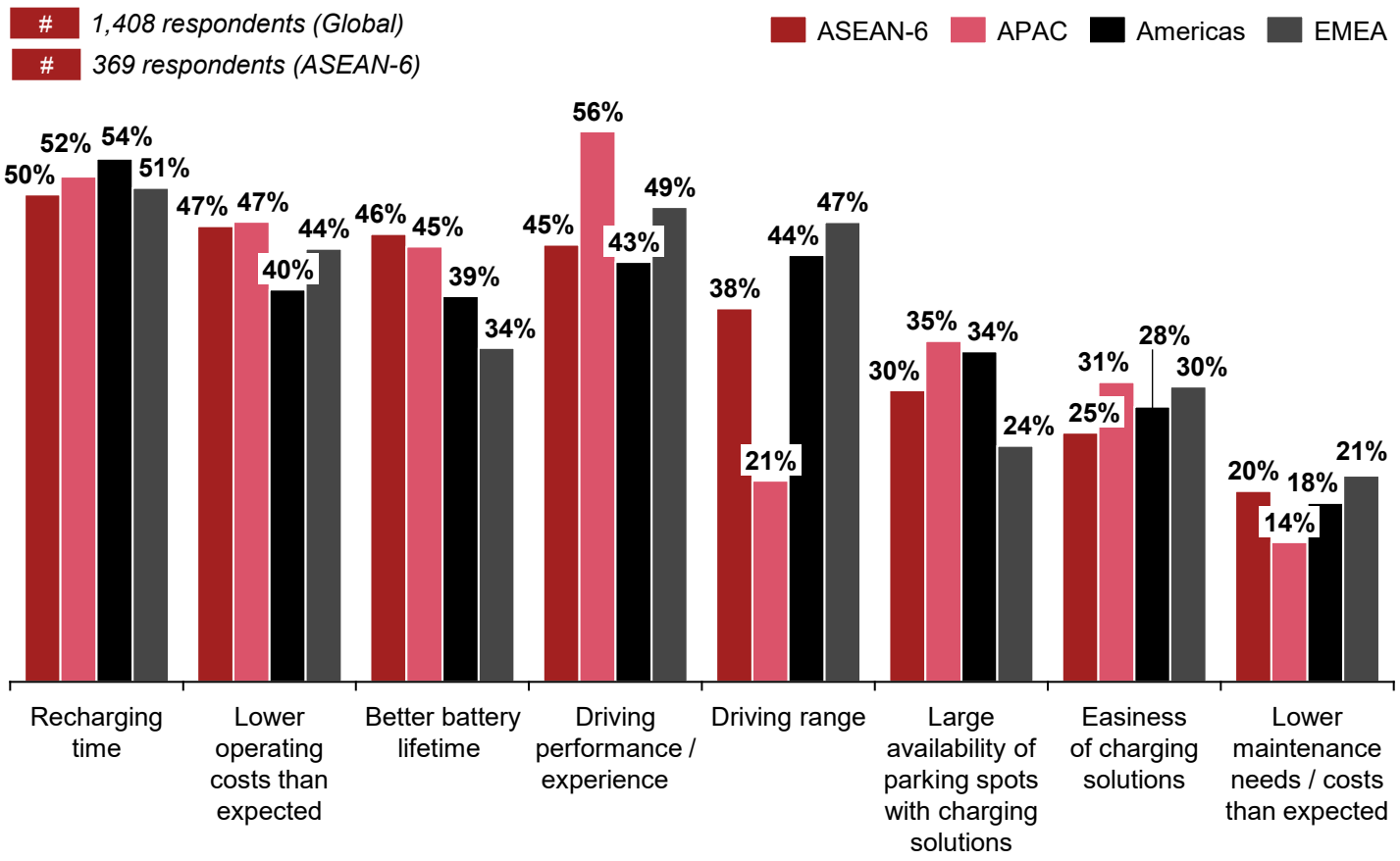
EV owners' satisfaction with their current EV is high and mainly driven by the recharging duration, lower costs, and battery lifetime

Customer satisfaction – Focus on product

How satisfied are you with your current EV?



What are the main reasons of your satisfaction?

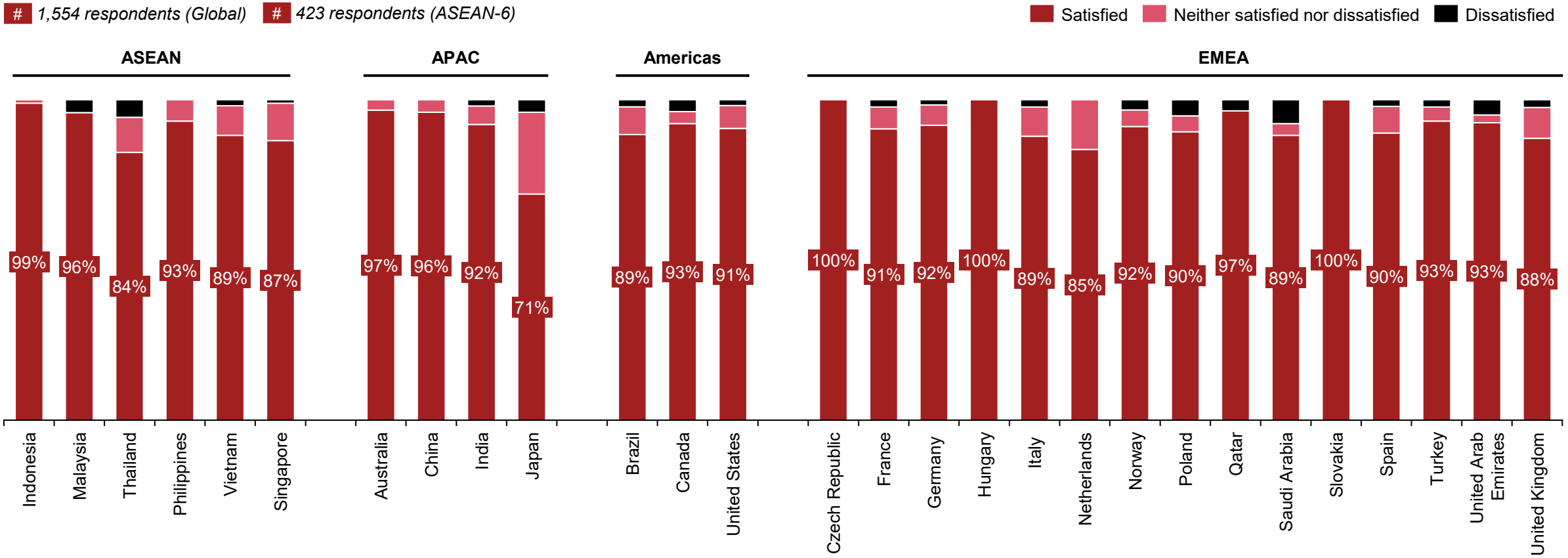


Source: Strategy& analysis on feedback from consumer survey

EV Owners' satisfaction is generally high across all countries, except for Japan. ASEAN-6 is within average, except for Thailand

Customer satisfaction – Focus on product

How satisfied are you with your current EV?

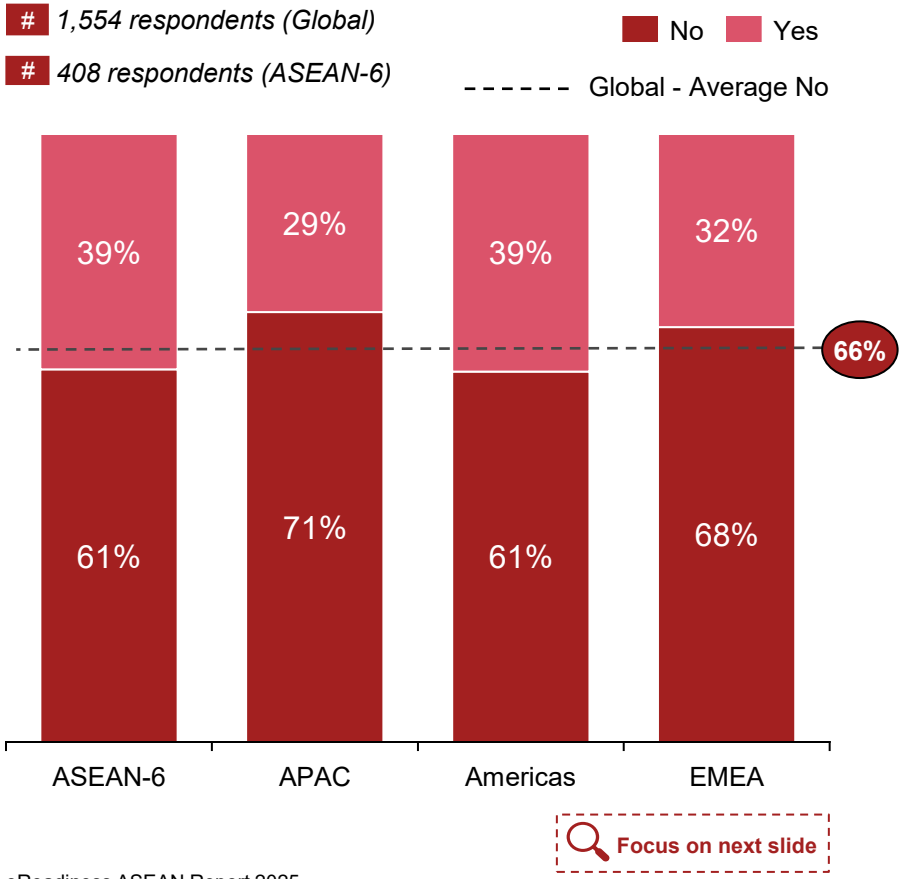


Source: Strategy& analysis on feedback from consumer survey

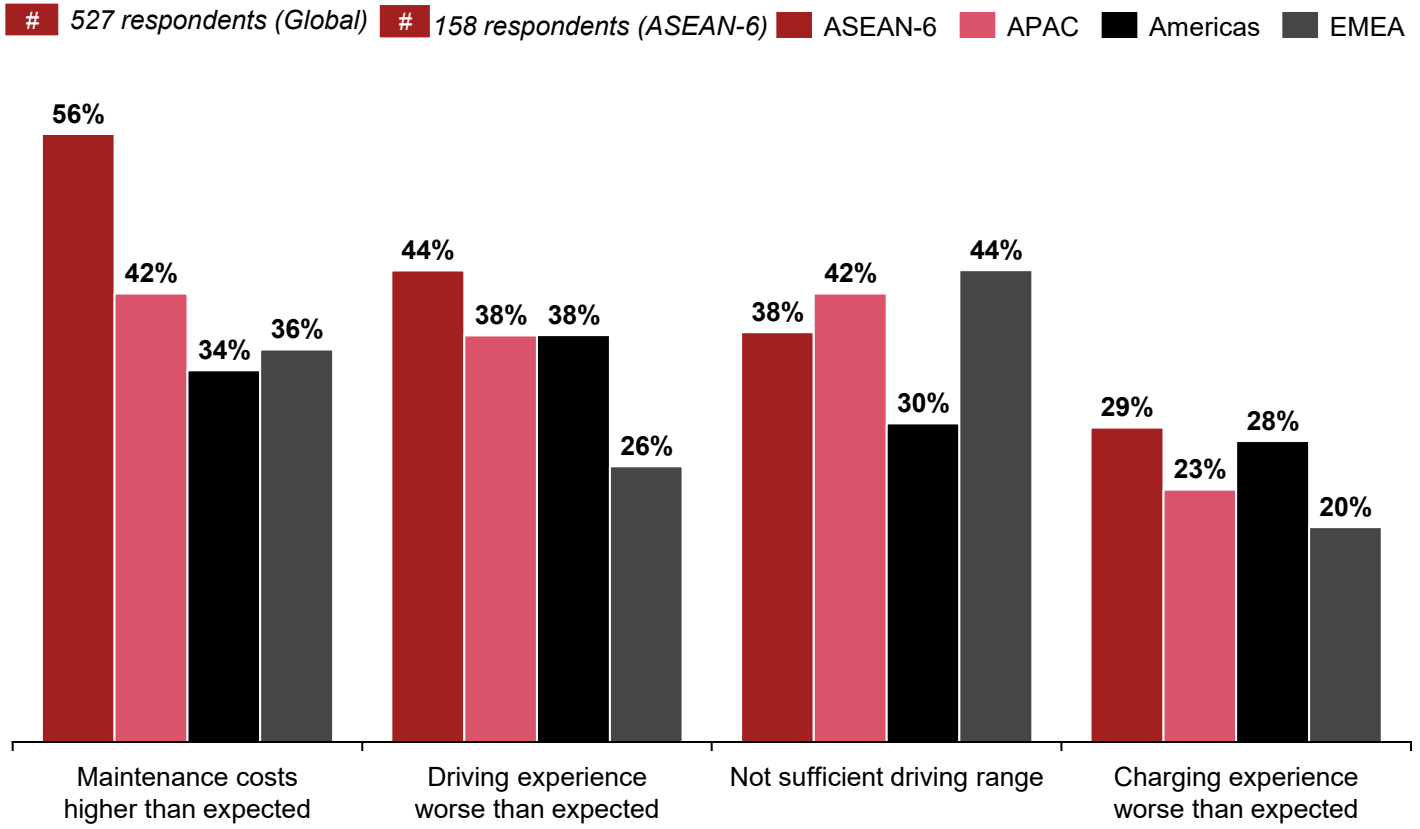
However, 39% of EV owners in ASEAN-6 would still consider reverting to ICEs due to unexpected costs and driving experience

Customer satisfaction – Focus on product

Would you switch back to ICE?



What are the main reason to switch back to ICE?

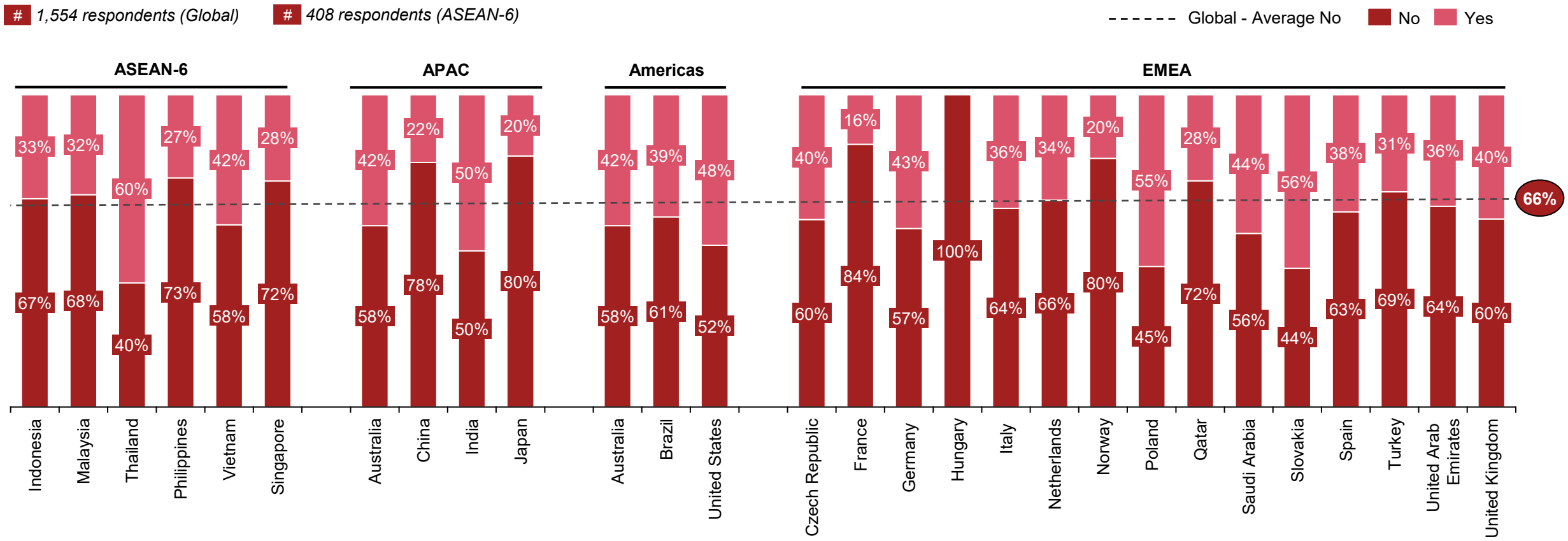


Source: Strategy& analysis on feedback from consumer survey

In ASEAN-6, Thailand and Vietnam show above global average (34%) share of EV owners who would consider switching back to ICE

Customer satisfaction – Focus on product

Would you switch back to ICE?



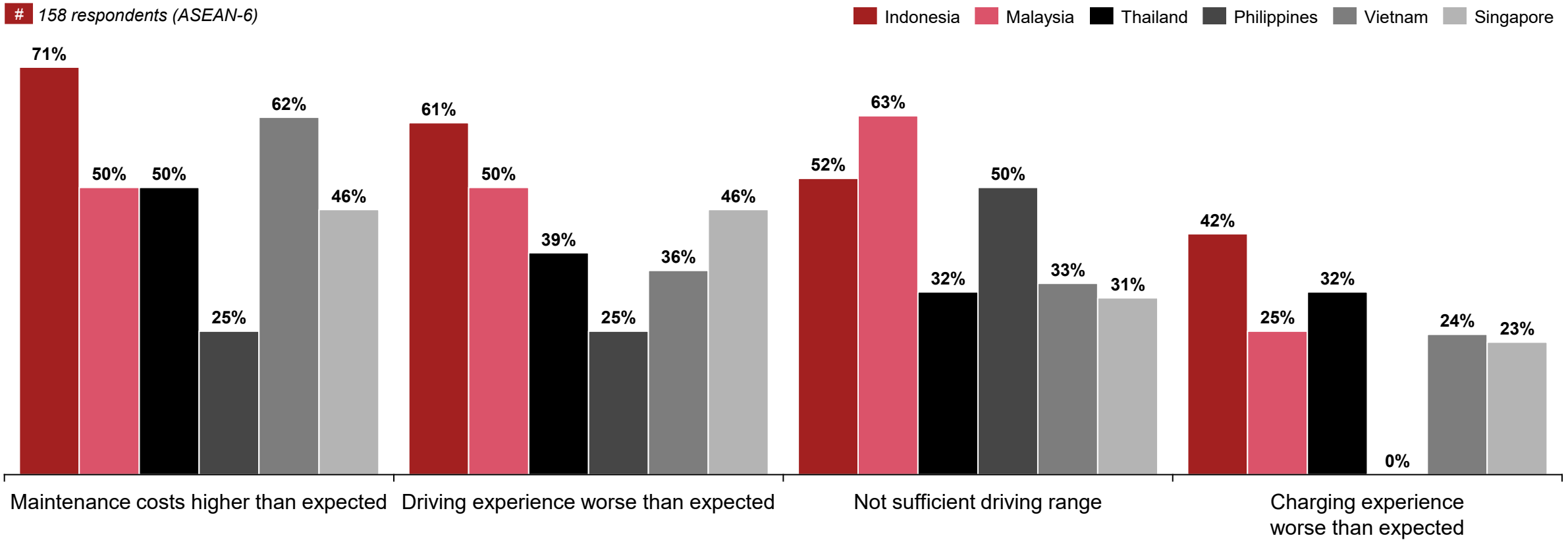
Source: Strategy& analysis on feedback from consumer survey

1 EV owners

Indonesia, Vietnam, and Thailand lead in EV reversion due to high maintenance costs

Customer satisfaction – Focus on product

What are the main reasons to switch back to ICE?



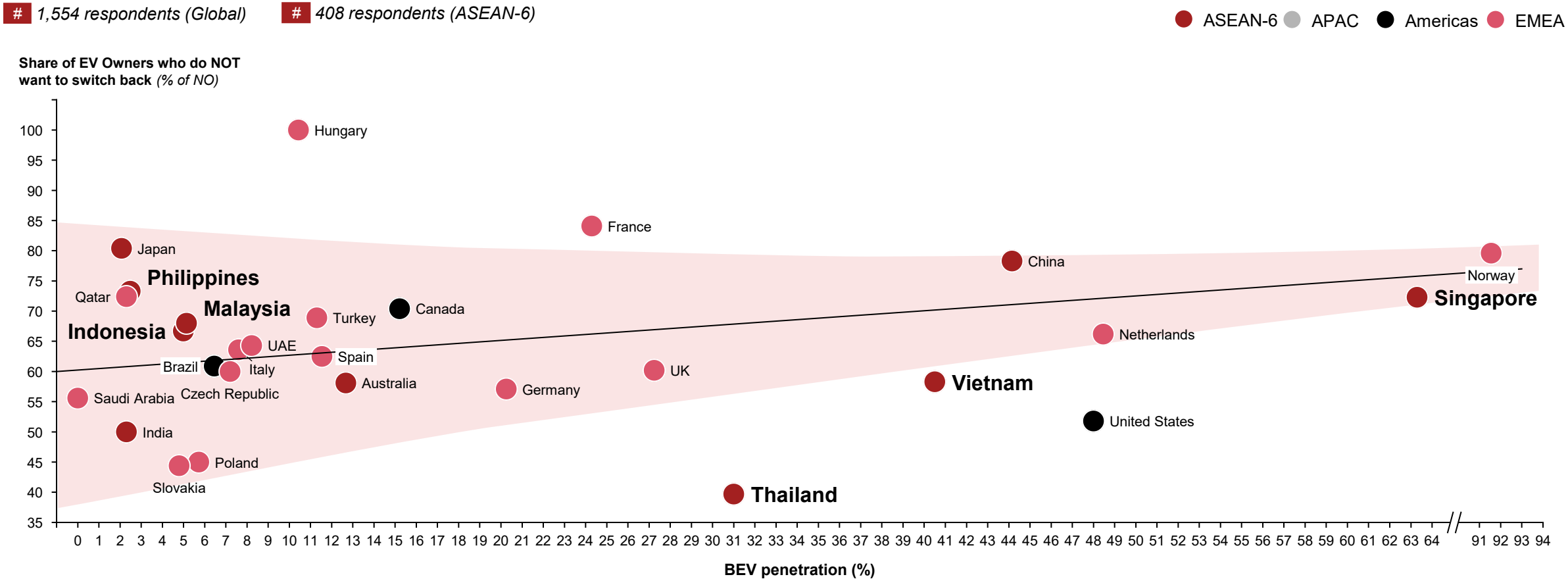
Source: Strategy& analysis on feedback from consumer survey

Countries with the highest BEV penetration typically see 75–80% of EV owners unwilling to return to ICE vehicles

Customer satisfaction – Focus on product

Would you switch back to ICE?

1,554 respondents (Global) # *408 respondents (ASEAN-6)*



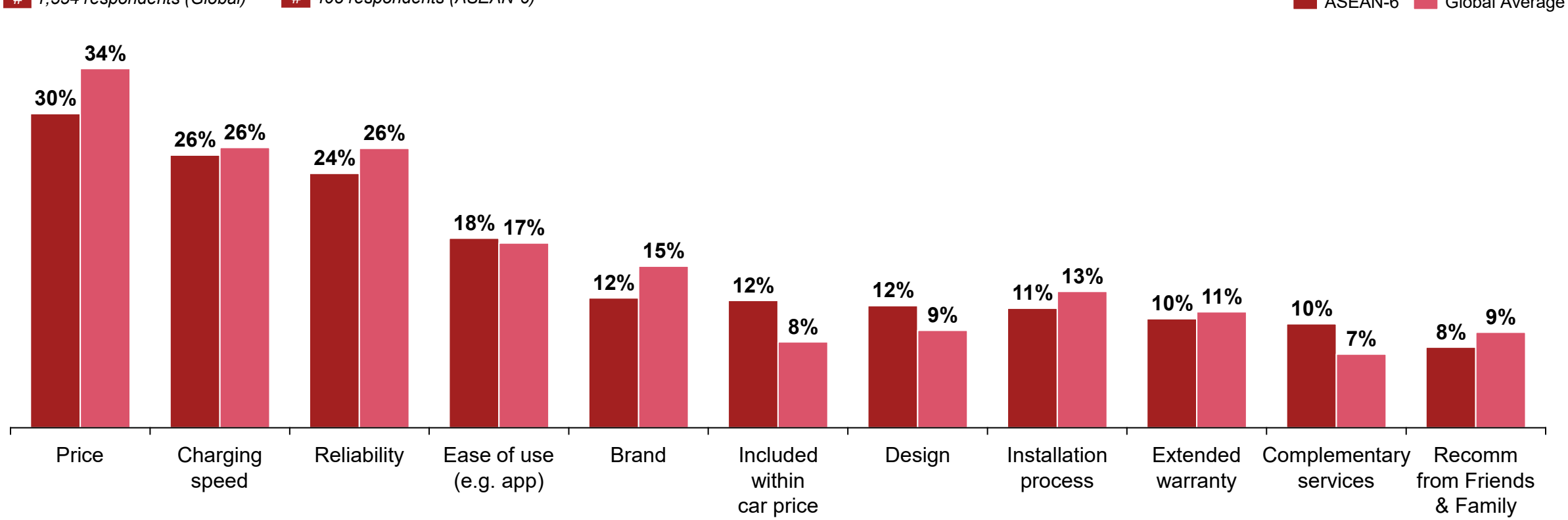
Source: Strategy& analysis on feedback from consumer survey

When purchasing a private charging infrastructure, the primary considerations are price, charging speed, and reliability

Charging solution

What are the key driving factors when buying the charging infrastructure?

1,554 respondents (Global) # *408 respondents (ASEAN-6)*



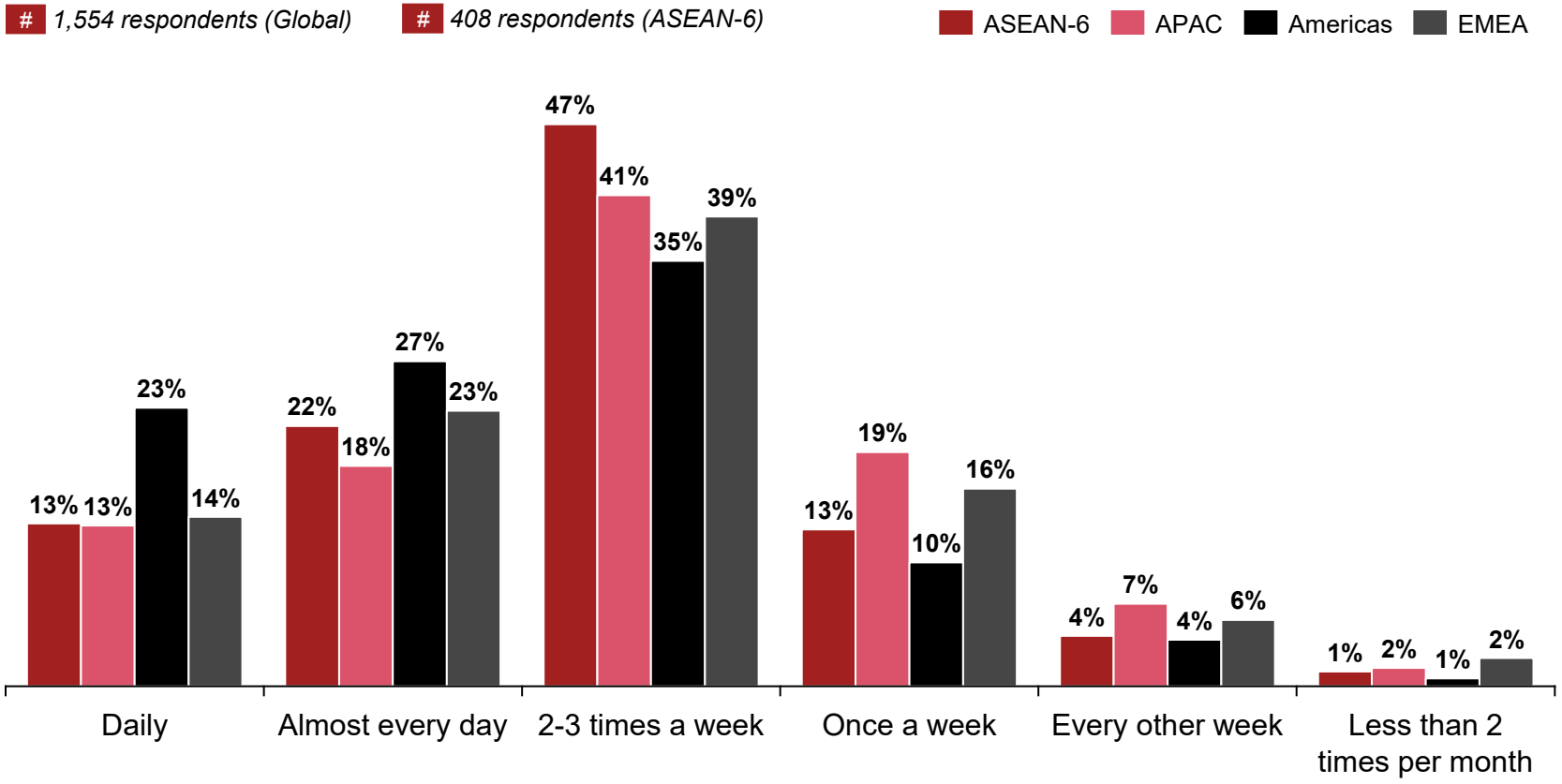
Source: Strategy& analysis on feedback from consumer survey

The majority of EV owners tend to charge their vehicles two to three times a week, primarily utilising grey energy

Charging preferences

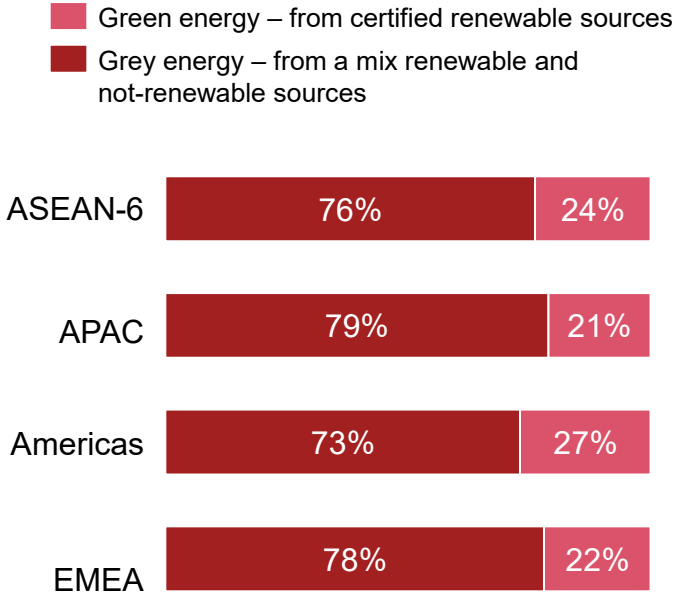
How often do you charge your EV?

1,554 respondents (Global) # 408 respondents (ASEAN-6)



Which energy source do you use at home?

955 respondents (Global)
239 respondents (ASEAN-6)



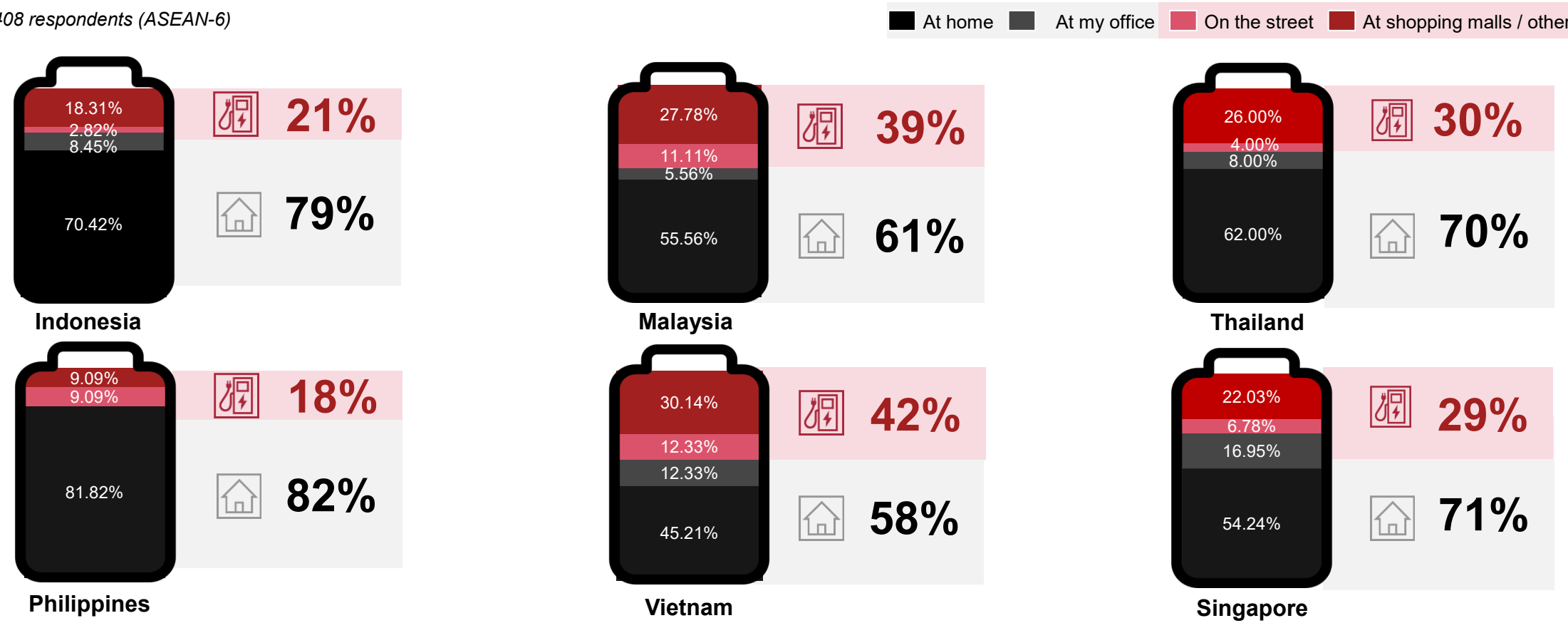
Source: Strategy& analysis on feedback from consumer survey

EV owners charge their vehicle primarily at home or at their working location, with significant differences in ASEAN-6

Charging preferences – ASEAN-6

Which is the primary location where you charge your EV?

408 respondents (ASEAN-6)



Note: 1) Other includes at shopping malls, supermarkets, and restaurants
Source: Strategy& analysis on feedback from consumer survey

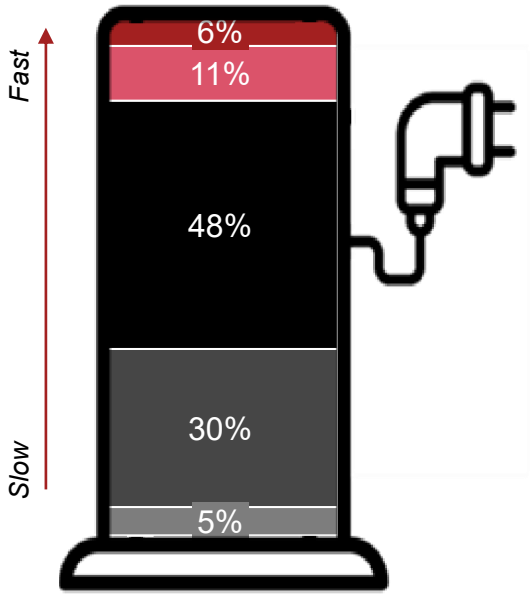
Fast charging solutions remains the preferred choice in ASEAN-6 while subscription plan are in decline

Public charging – ASEAN-6

Which charging power do you typically use?

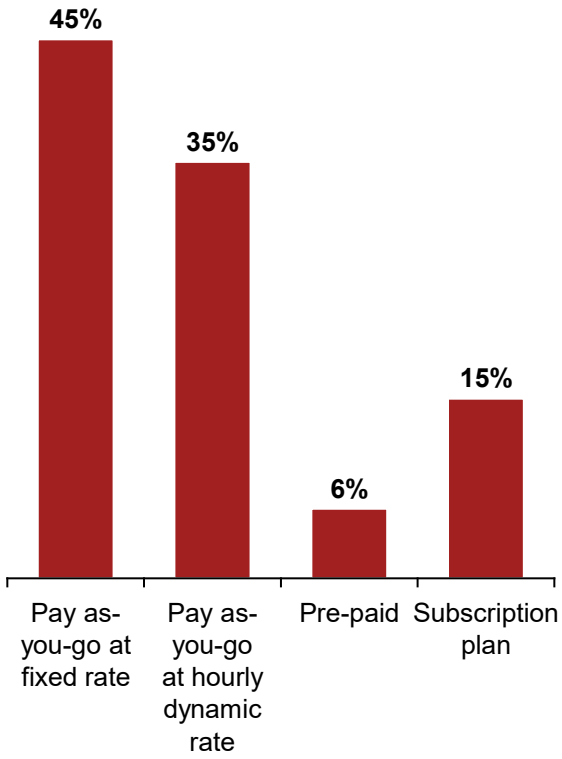
295 respondents

Slow charge (< 7 kW)
Quick charge (7 - 22kW)
Fast charge (22 - 50 kW)
Ultrafast charge (> 50kW)
I use what is available



Which tariff do you use?

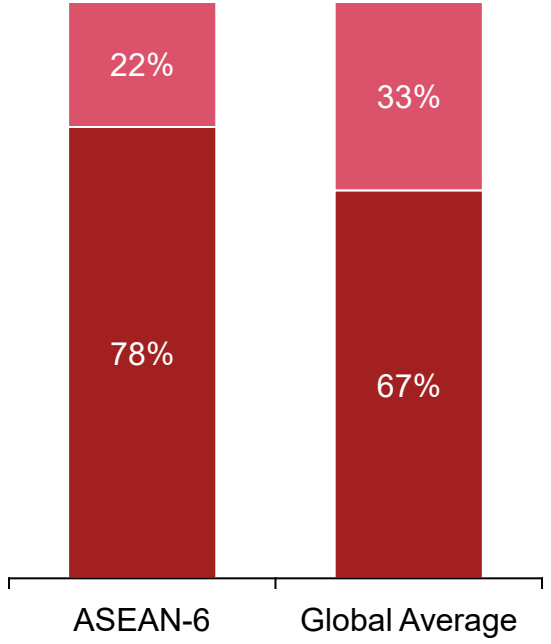
295 respondents



Do you always use the same charging provider on-the-go?

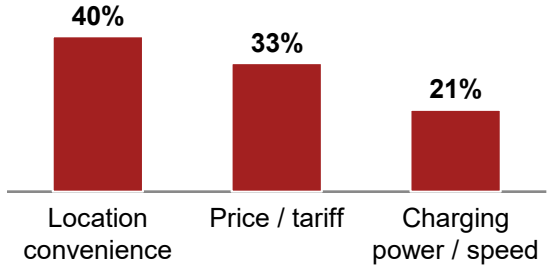
815 respondents

No
Yes



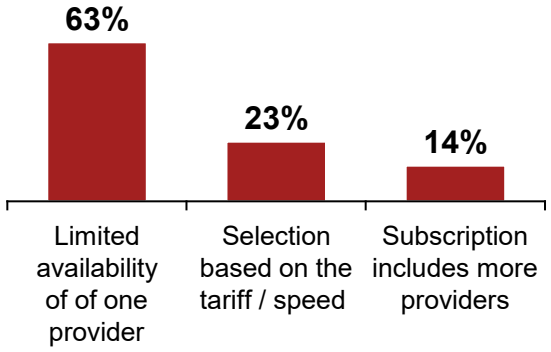
Which are the top 3 reasons to choose the same provider?

546 respondents



Which are the top 3 reasons to use different providers?

269 respondents

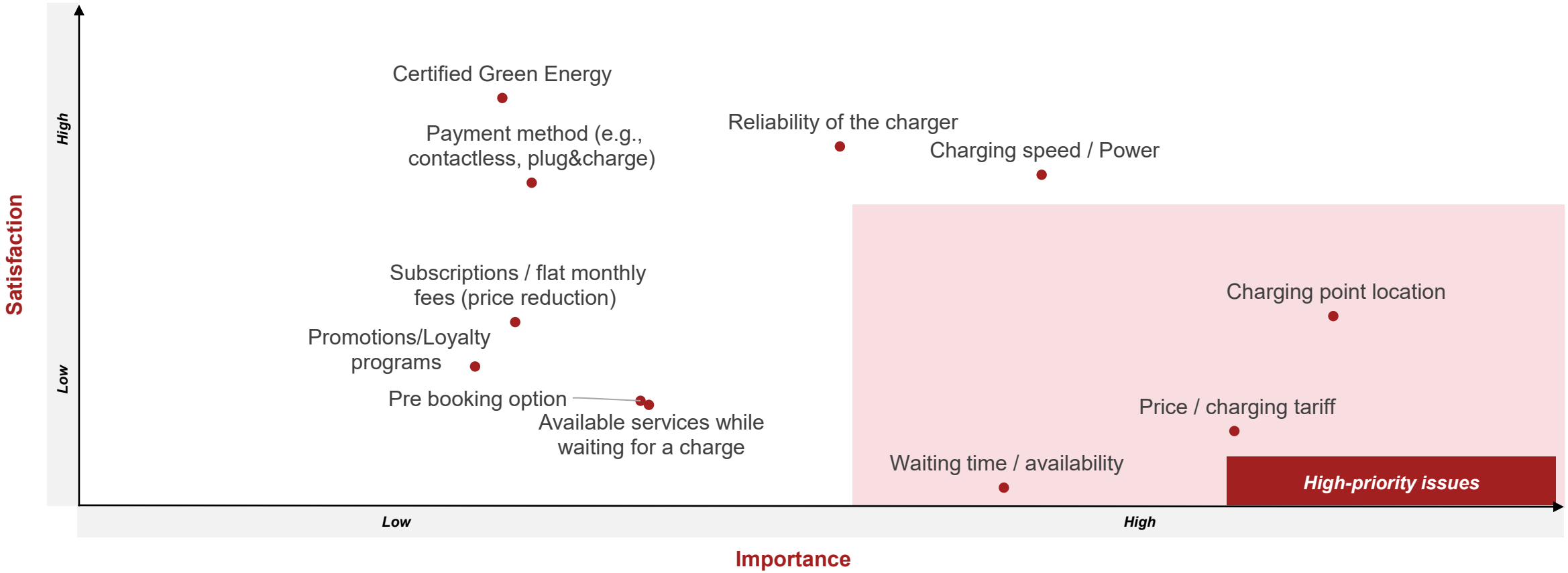


Source: Strategy& analysis on feedback from consumer survey

Availability of charging infrastructure, location, and tariffs are the key dissatisfaction area for EV owners in ASEAN-6

Public charging – ASEAN-6

408 respondents (ASEAN-6) – Multiple choice



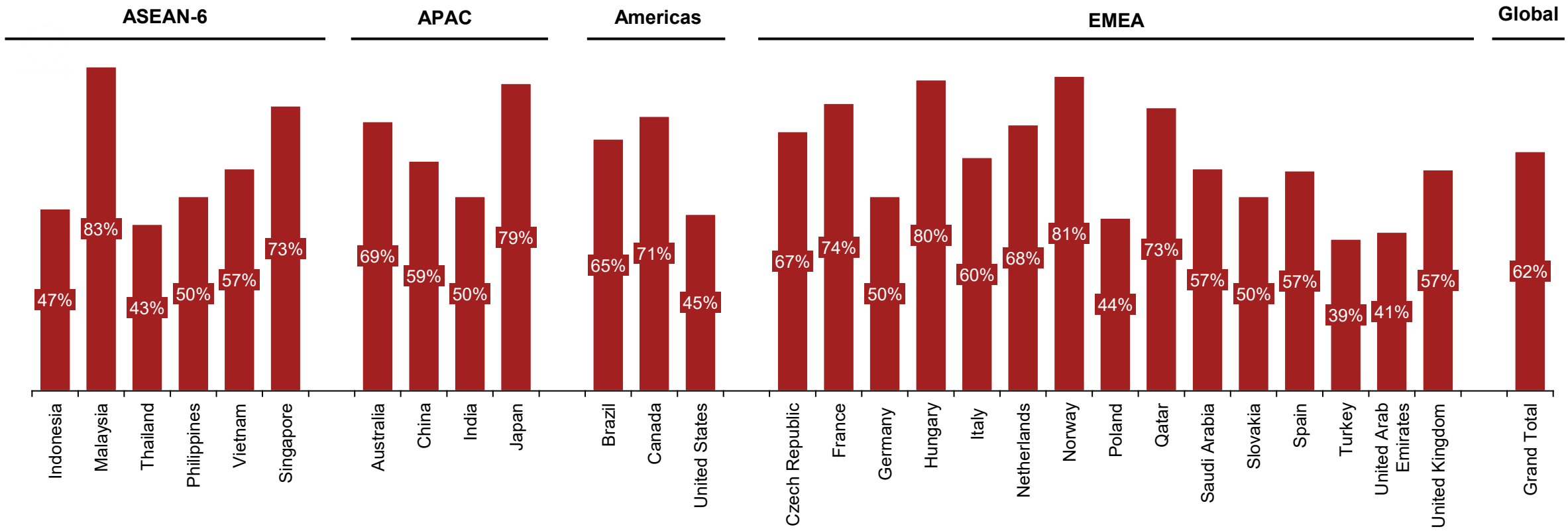
1) Services such as restaurants, shops, vending machines and other services located nearby the charging station
Source: Strategy& analysis on feedback from consumer survey

Malaysia and Singapore are among the countries with the highest propension towards used EVs. Other ASEAN countries rather low

Used EV

Would you buy a used EV as your next car? *(% of yes)*

1,554 respondents (Global) # *408 respondents (ASEAN-6)*



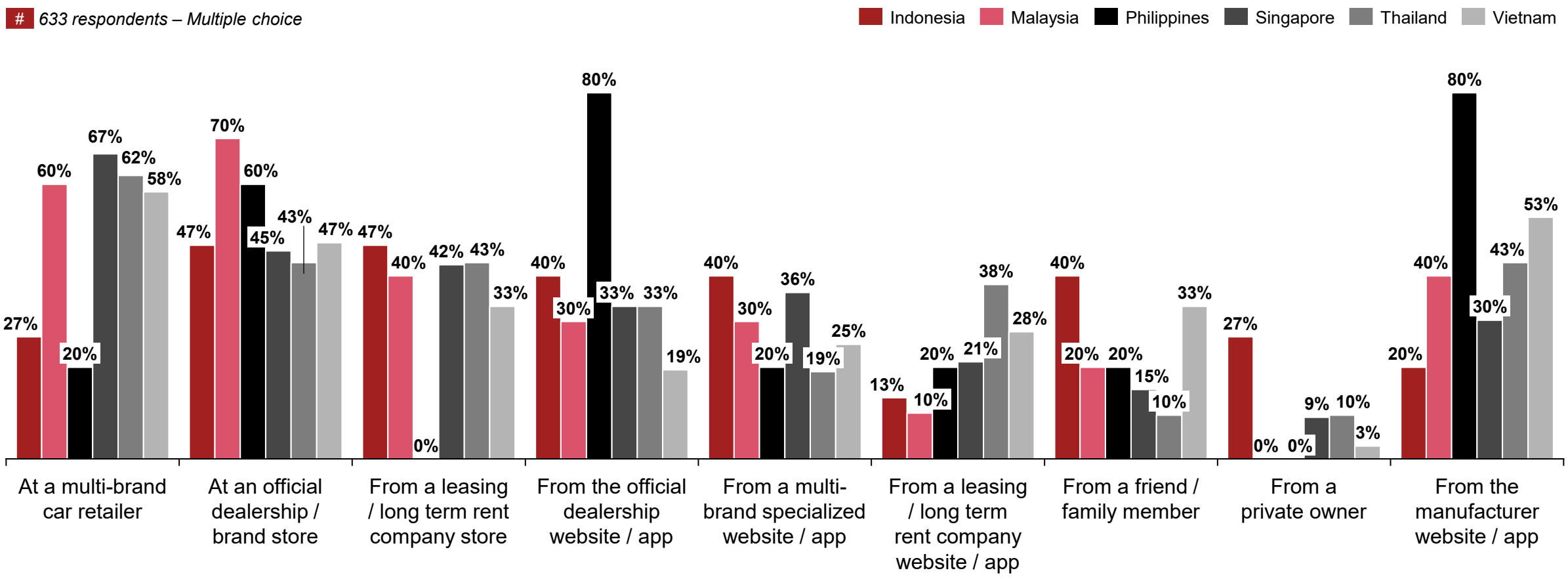
Source: Strategy& analysis on feedback from consumer survey

Physical stores are the preferred purchasing channel for used EVs, whether from official dealers, LTR providers, or multi-brand retailers

Used EV – Purchase preferences (ASEAN-6)

Where would you purchase your next used EV from?

633 respondents – Multiple choice



Source: Strategy& analysis on feedback from consumer survey

2. EV prospects

Consumers who have declared their intention to buy an Electric Vehicle (BEV or PHEV) in the next 5 years

We have identified five personas amongst future EV customers based on four behavioural dimensions

Key personas





	Tech Enthusiast	Dreamers	Mainstream	Luxurious	Frugal
Environmental Conscience	Concerned about the environment, but not their top priority	Environment and climate change are top priorities	Not particularly concerned about the environment	Environment is among the lowest priorities	Concerned about the environment but outweighed by pricing considerations.
Technology Confidence	Early adopter, has high confidence with technology	Digital native, feels comfortable with technology	Digital native, feels comfortable with technology	Buys mainstream technology, but uses basic functionalities	Not addicted to technology, uses it to find opportunities
Price Sensitivity	Willing to pay extra to gain early access to technologies	Is willing to pay a higher price for a good cause	Important but not a priority, seeks good price/quality ratio	Price is not a concern	Price conscious, always looking for bargains
Car Usage	Combines the car with other means of transport	Doesn't use cars whenever possible	Combines the car with other means of transport	Uses the car as primary transportation	Minimises car usage, preferring cheaper alternatives

degree of fulfilment

Source: Strategy& analysis on feedback from consumer survey

Luxurious, Tech Enthusiasts and Dreamers demonstrate the strongest intent to make a purchase in the near future

Focus on key personas – EV purchase intention

10,485 respondents (Global)

2,904 respondents (ASEAN-6)

APAC | EMEA | AMERICA | ASEAN-6

Tech Enthusiast

Cluster size: 36% | 21% | 30% | 33%

Dreamers

19% | 17% | 19% | 20%

Mainstream

42% | 55% | 47% | 40%

Luxurious

3% | 4% | 3% | 5%

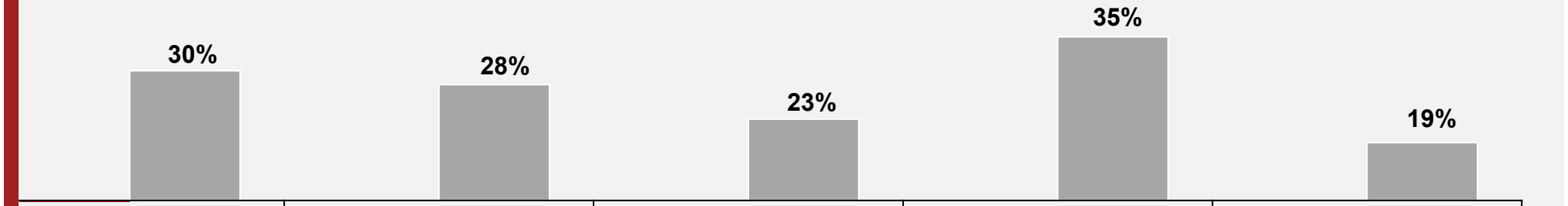
Frugal

1% | 3% | 2% | 1%

Focus on next slide

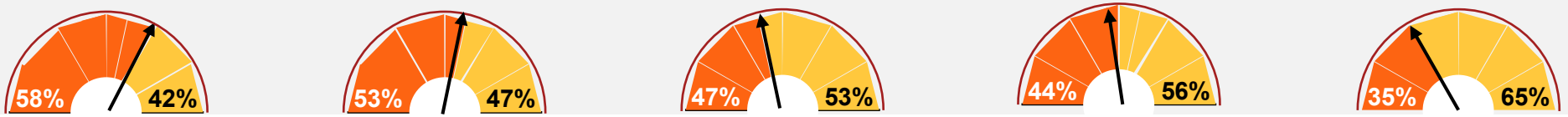
ASEAN-6 EV Prospects

Intention to buy EV



EV Preference

BEV | PHEV — Persona's preference



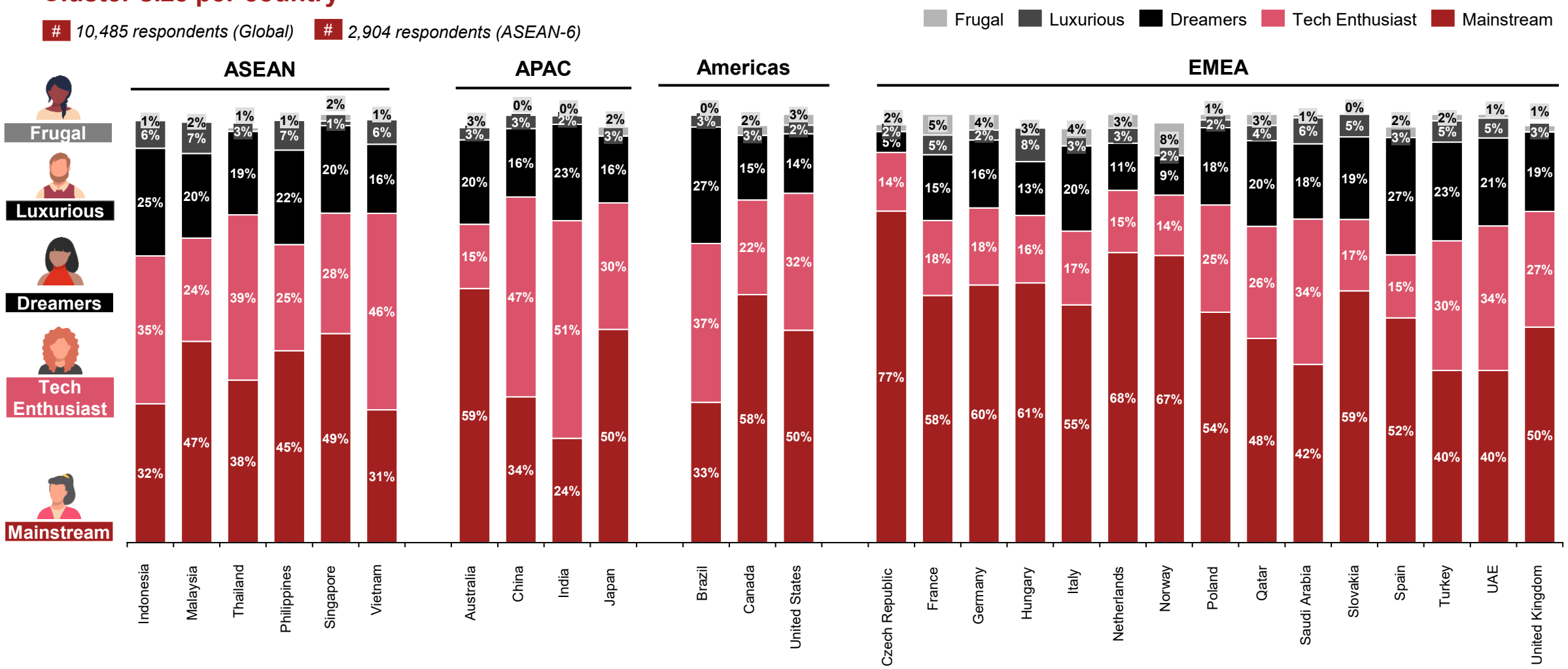
eReadiness ASEAN Report 2025

Source: Strategy& analysis on feedback from consumer survey

China and India lead for Tech Enthusiasts and Dreamers, while ASEAN-6 stands out in Mainstream and Tech Enthusiast clusters

Cluster size per country

10,485 respondents (Global) # 2,904 respondents (ASEAN-6)



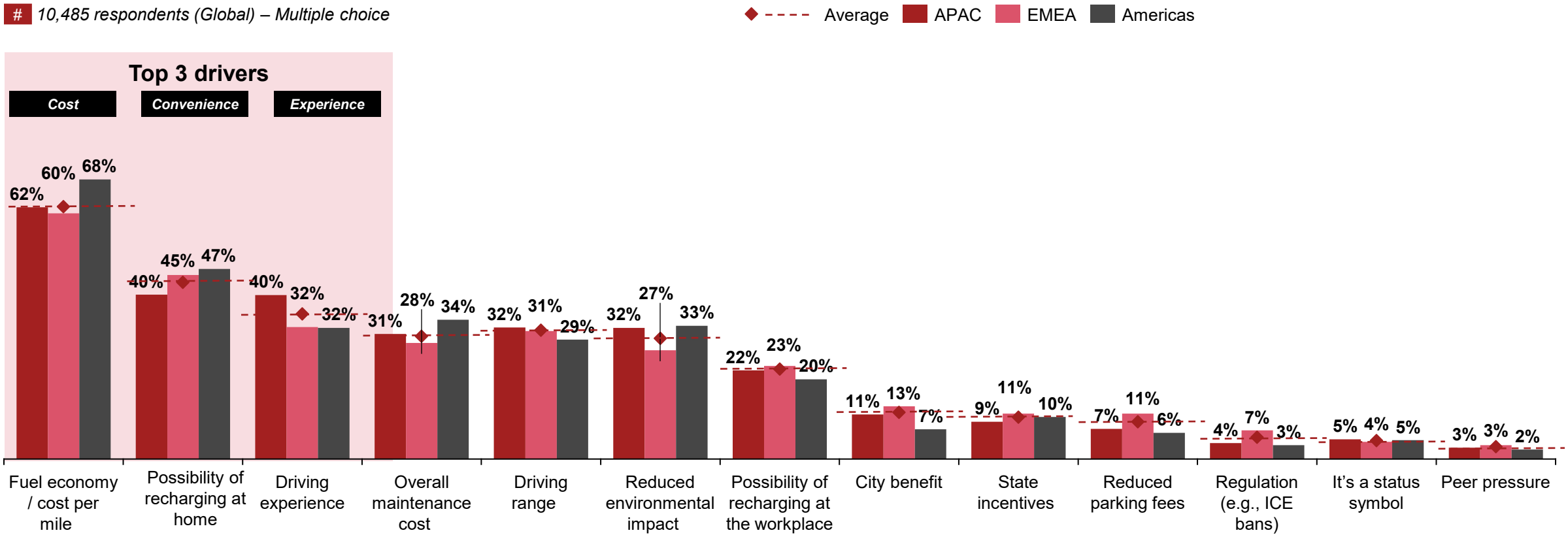
Source: Strategy& analysis on feedback from consumer survey

The primary motivations to consider an EV are lower cost per mile, convenience, and driving experience

Key purchasing drivers

What are main reasons that drive you to buy an EV?

10,485 respondents (Global) – Multiple choice

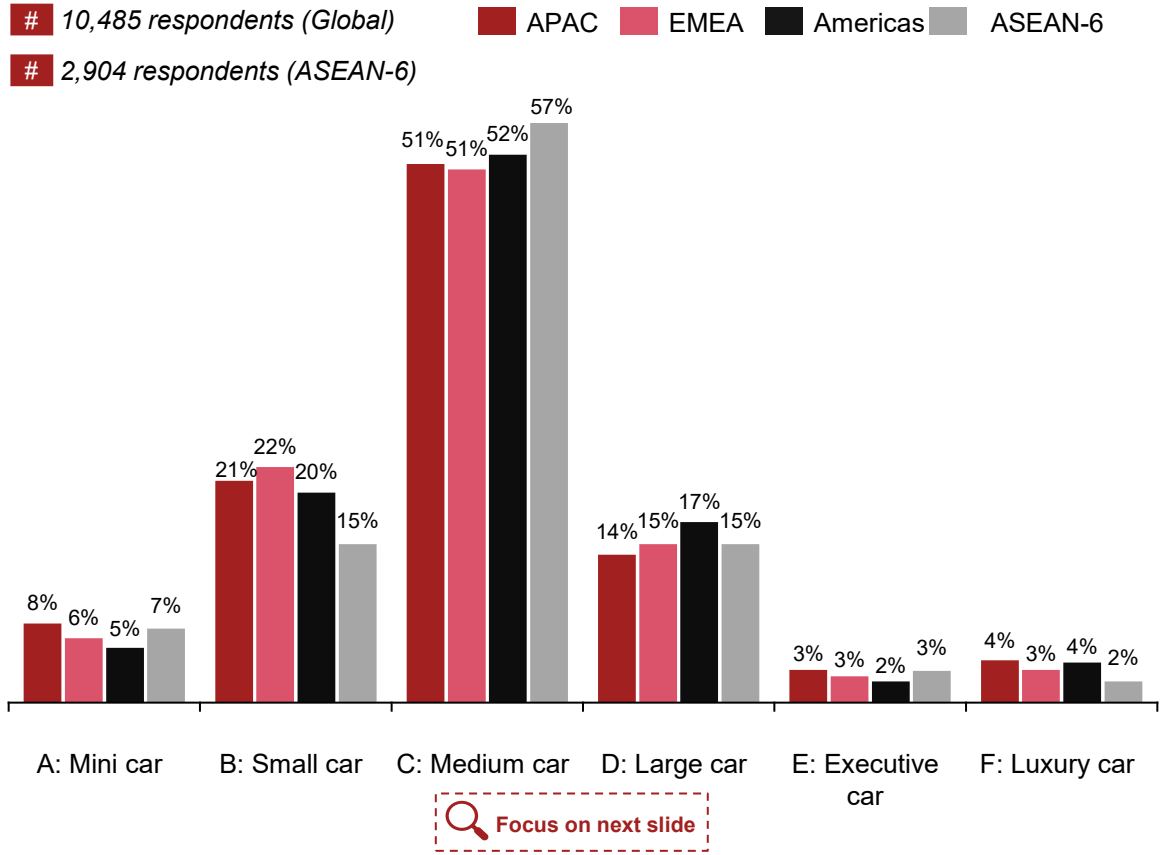


Note: percentages may not total 100% due to rounding
Source: Strategy& analysis on feedback from consumer survey

ASEAN-6's interest lies mainly in medium cars and SUVs, with a consistent distribution across all regions

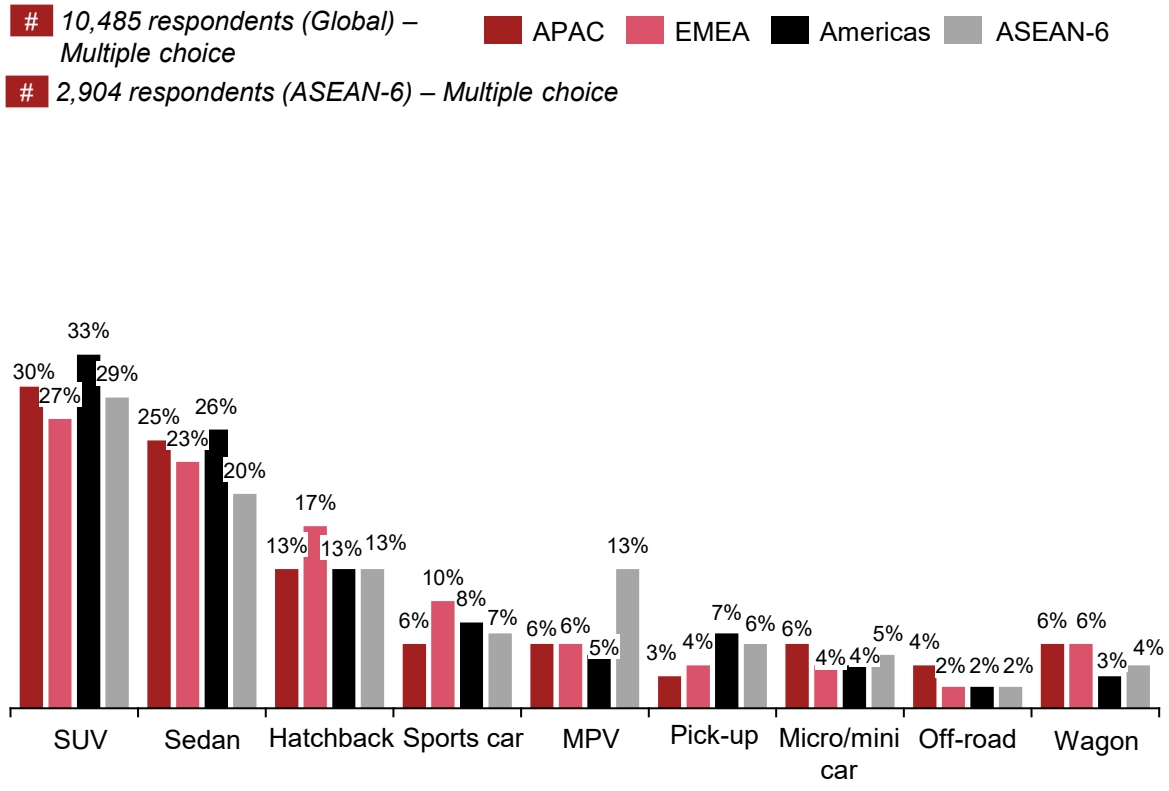
Purchasing preferences

What type of EV would you buy?



Focus on next slide

What type of body type?

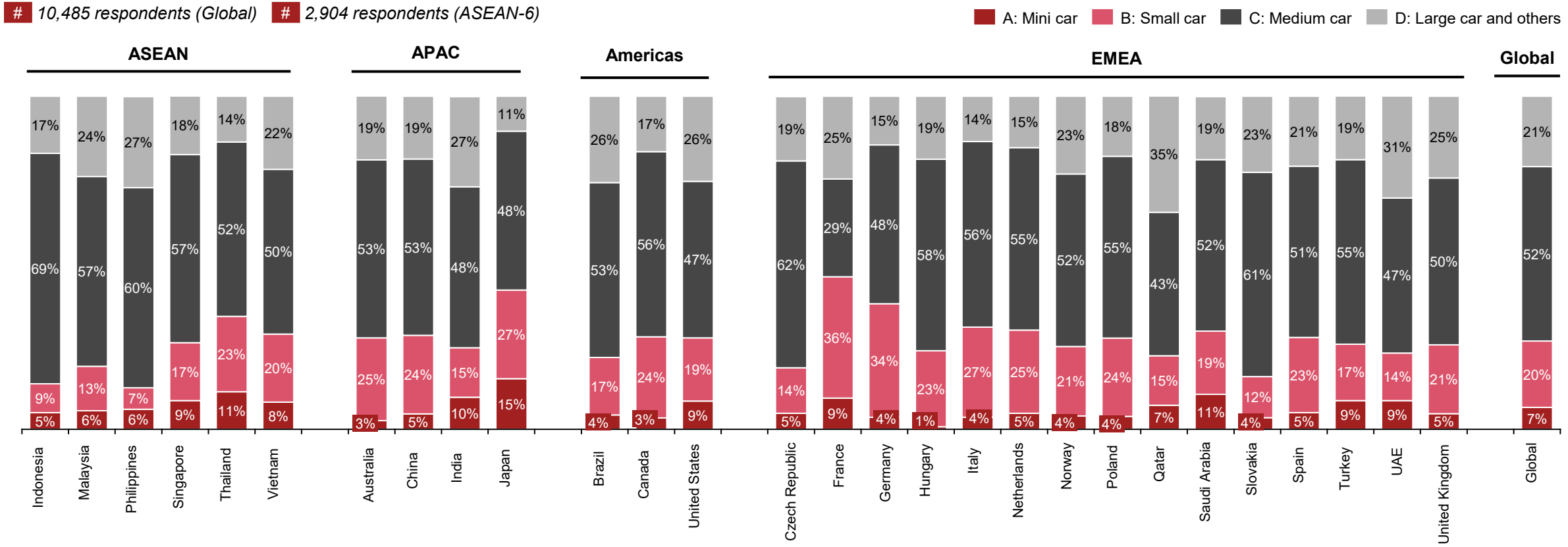


Source: Strategy& analysis on feedback from consumer survey

For EVs, the-medium car segment dominate across ASEAN-6 and most regions, while the large cars and other segments are preferred in the Middle East

Purchasing preferences

What type of EV would you buy?

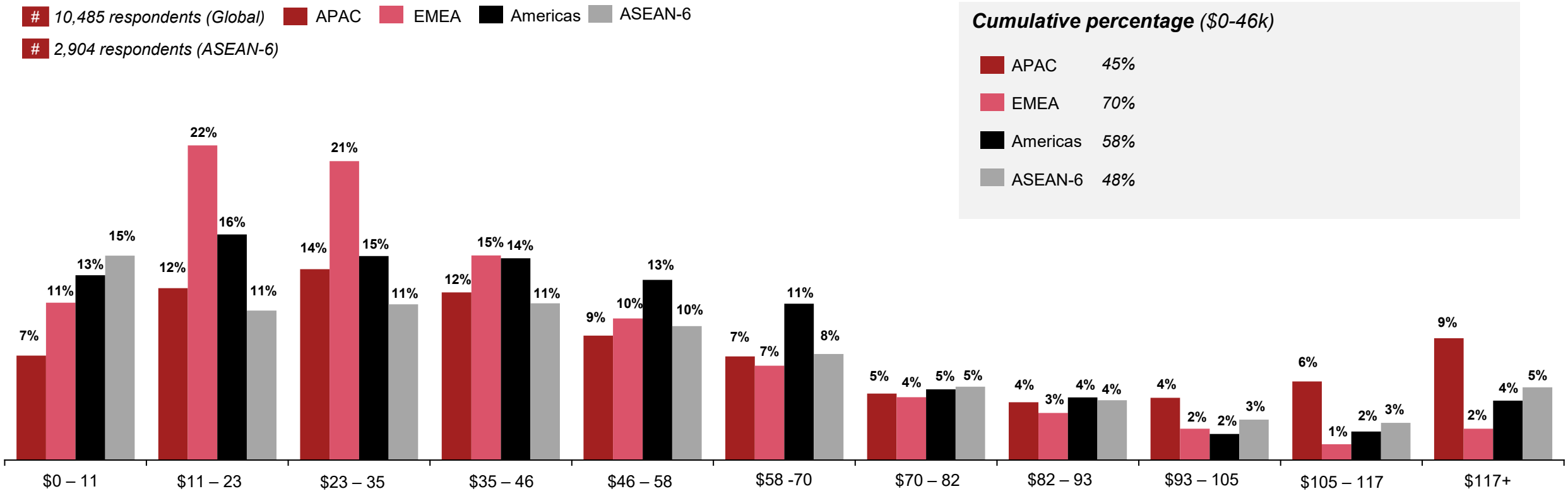


Source: Strategy& analysis on feedback from consumer survey

45-70% of EV prospects expect EV prices to be below $46K, with ASEAN-6 leading in the up to $11K preference

Purchasing preferences

How much are you expecting to pay for your next EV? ($'000)



Source:
1.) Strategy& analysis on feedback from consumer survey
2.) European Central Bank reference rate as of 19 Sep 2025: 1 EUR =1.1736 USD

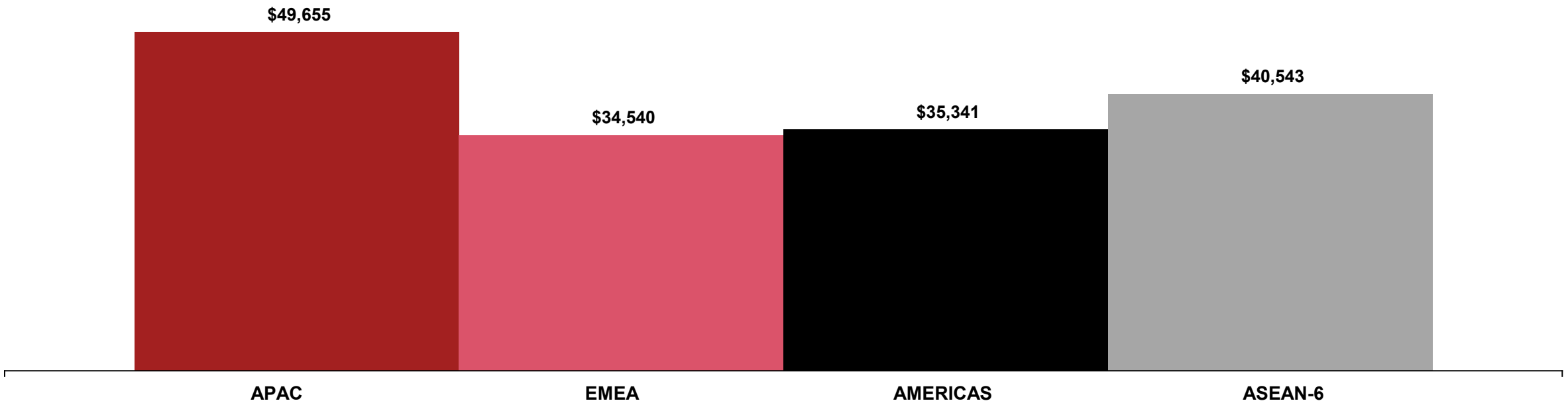
On average, APAC respondents expect to pay more than other regions for the next EV. ASEAN-6 expects a relatively high price, too

Purchasing preferences

How much are you expecting to pay for your next EV?

10,485 respondents (Global)

2,904 respondents (ASEAN-6)



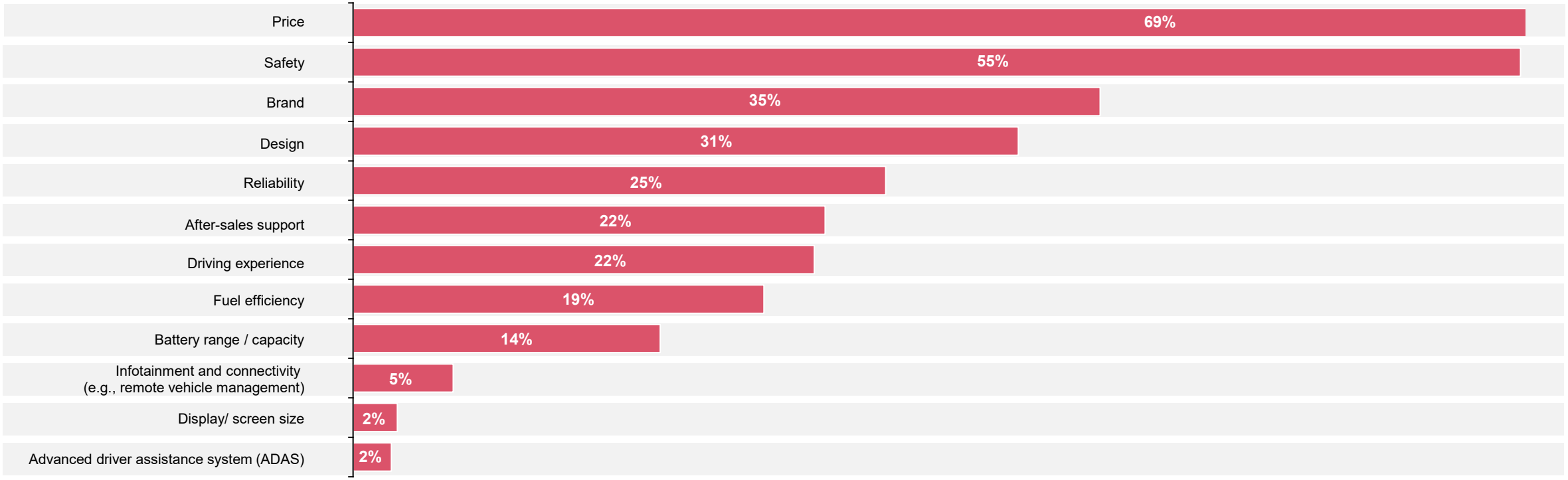
Source:
1.) Strategy& analysis on feedback from consumer survey
2.) European Central Bank reference rate as of 19 Sep 2025: 1 EUR =1.1736 USD

Price and safety top the criteria list for EV prospects in the ASEAN-6 while brand considerations still matter, as well

Purchasing criteria – ASEAN-6

Which are the most important criteria when purchasing a new electric car?

2,904 respondents (ASEAN-6) – Multiple choice



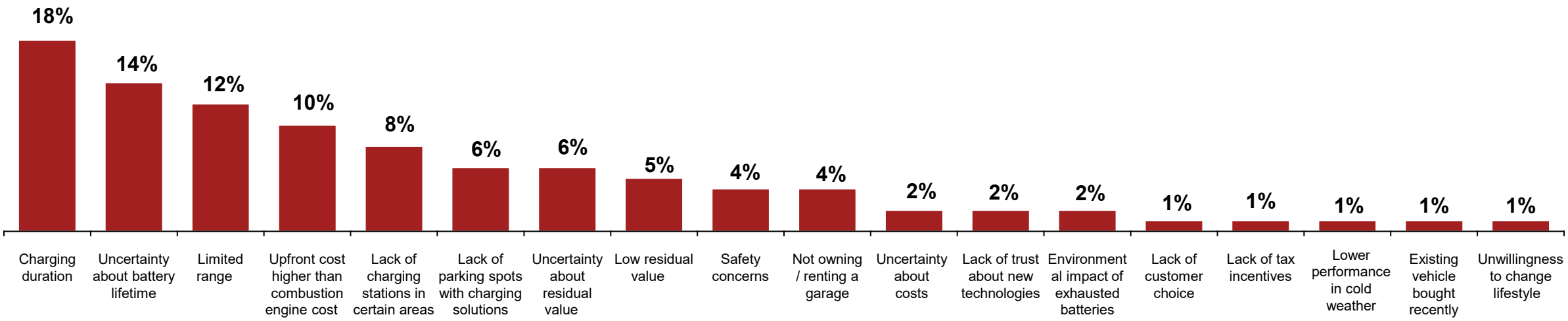
Note: percentages may not total 100% due to rounding
Source: Strategy& analysis on feedback from consumer survey

EV prospects in ASEAN-6 face challenges with charging speed, battery durability, and range limitations

Key purchasing barriers – ASEAN-6

What are the key factors that discouraged you to buy an electric vehicle up until now?

2,904 respondents (ASEAN-6) – Multiple choice

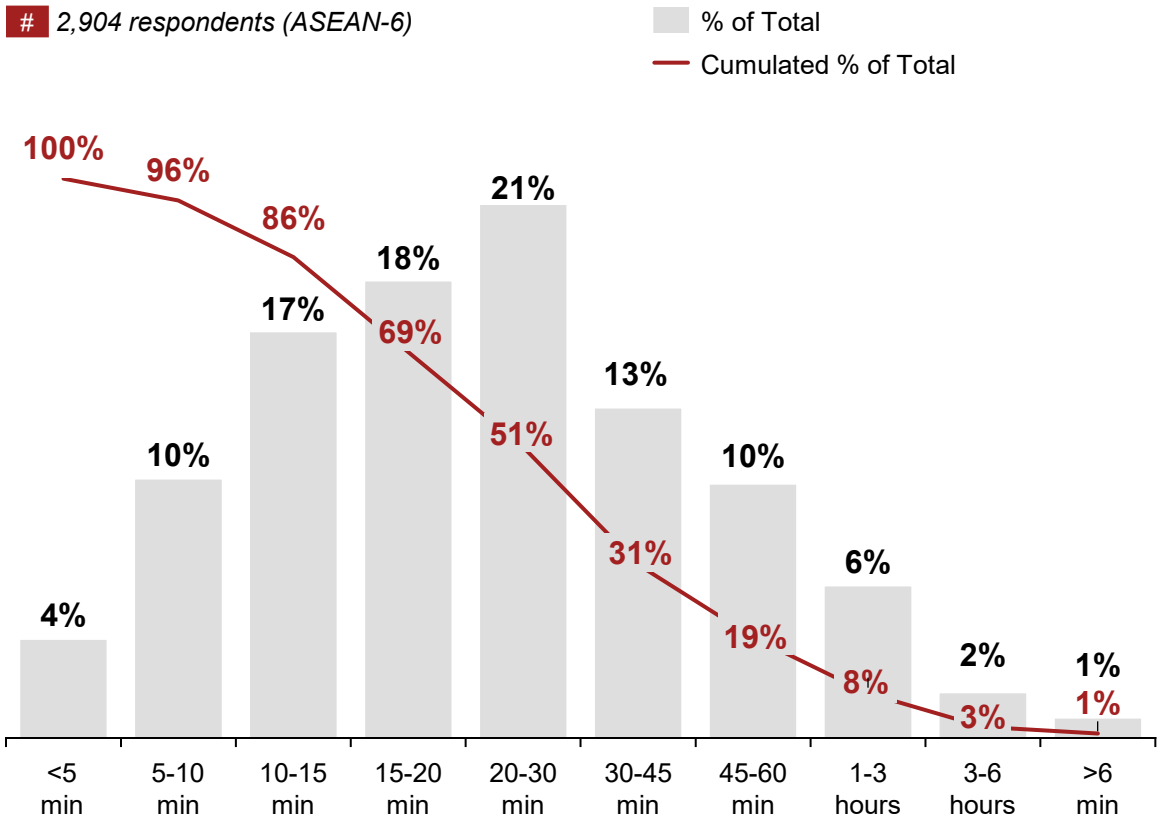


Source: Strategy& analysis on feedback from consumer survey

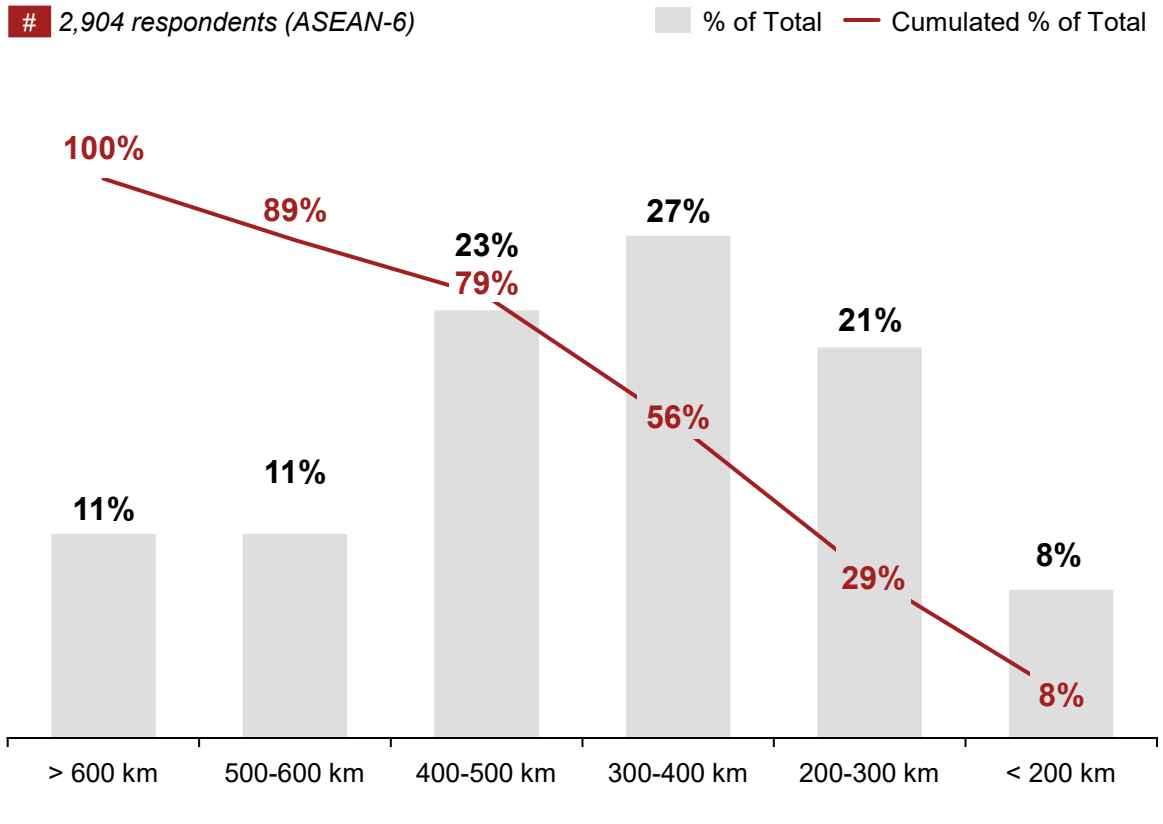
EV prospects in ASEAN-6 prefer 300–400 km driving range and charging time under 30 minutes

Charging time and driving range expectations – ASEAN-6

How long would you consider acceptable to charge your car?



What would you consider an acceptable driving range?



Note: percentages may not total 100% due to rounding
Source: Strategy& analysis on feedback from consumer survey

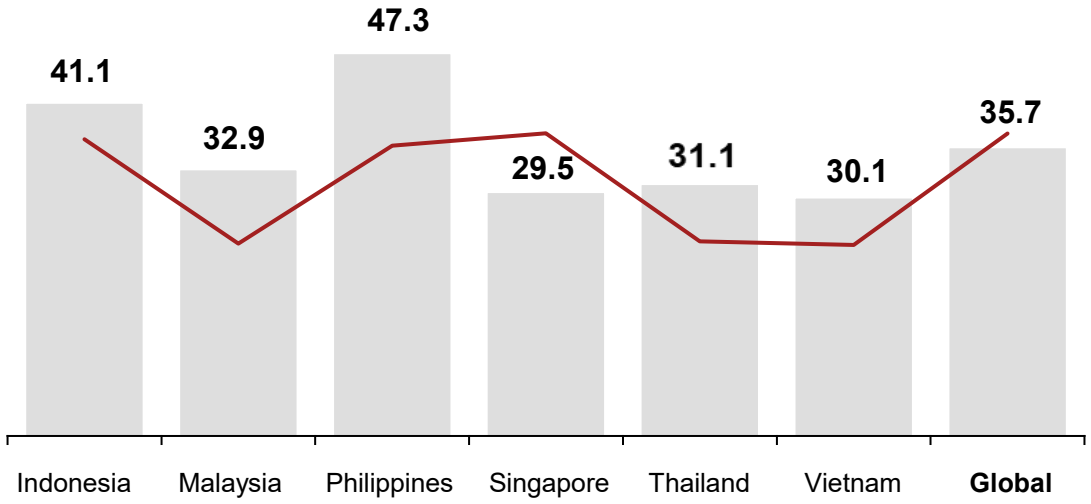
Charging time and driving range differ somewhat in ASEAN-6 countries but are in line with global average

Charging time and driving range expectations in ASEAN & Global

How long would you consider acceptable to charge your car?

10,485 respondents (Global)
2,904 respondents (ASEAN-6)

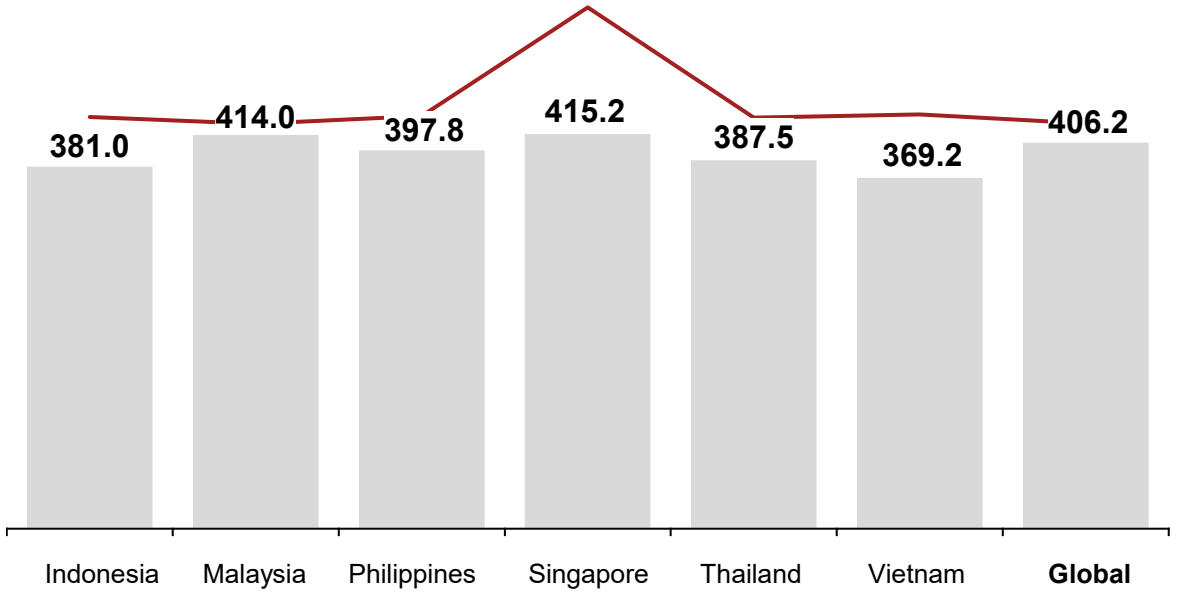
Average time (Minutes)
Time satisfying for 50% of customers



How long would you consider an acceptable driving range for your car?

10,485 respondents (Global)
2,904 respondents (ASEAN-6)

Average distance (Kilometre)
Distance to satisfy 50% consumer



Note: percentages may not total 100% due to rounding
Source: Strategy& analysis on feedback from consumer survey

2. Consumer Viewpoints

3. EV sceptics

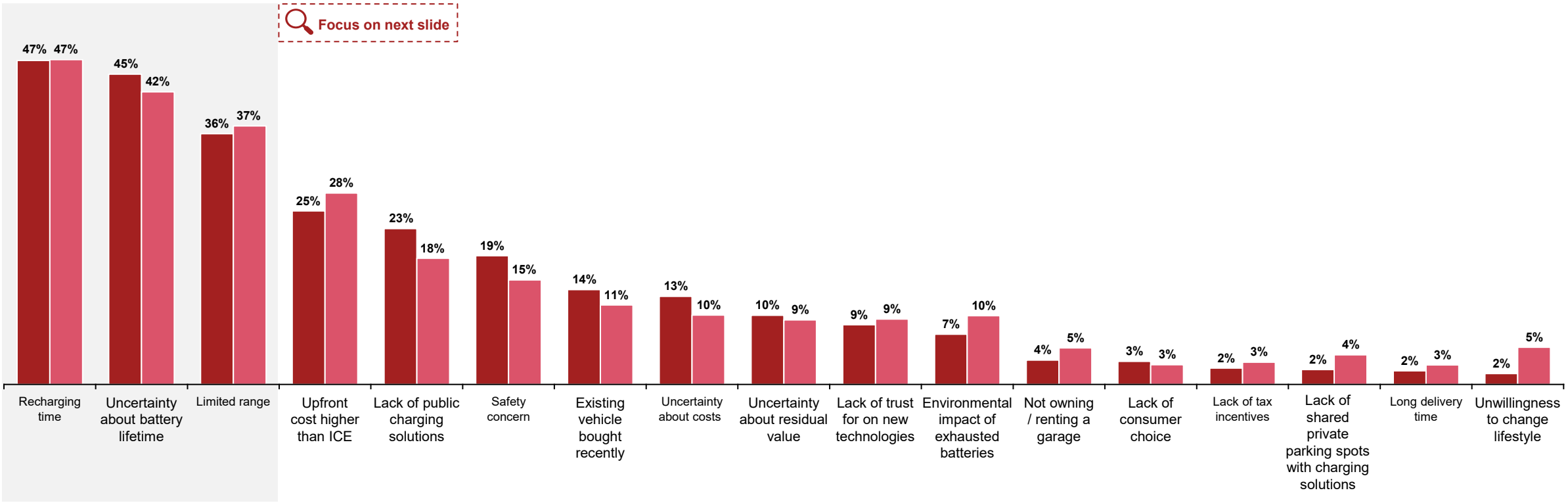
Consumers who have declared their intention not to buy an Electric Vehicle (BEV or PHEV) in the next 5 years

Key inhibitors to buy an EV are primarily the charging time, battery lifespan, and limited range. ASEAN-6 are largely in line with global average

Main reasons for rejection

What are the main reasons that discourage you from buying an EV?

4,472 respondents (Global) # *510 respondents (ASEAN-6)*

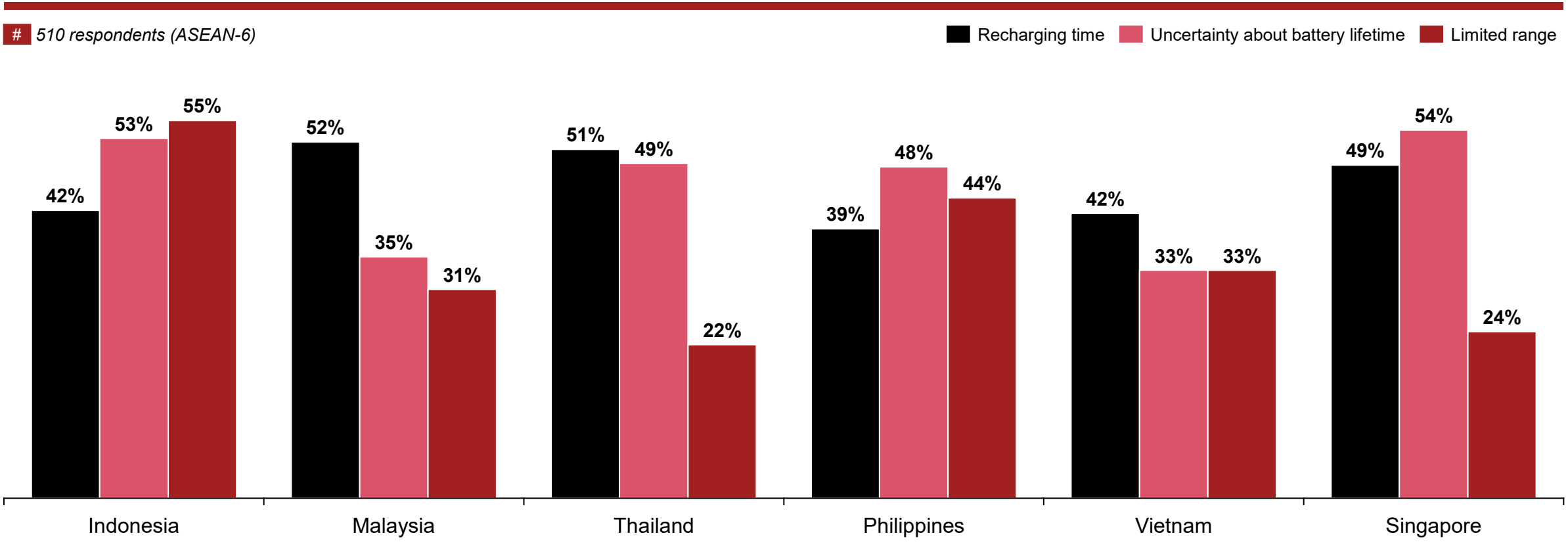


Note: percentages may not total 100% due to rounding
Source: Strategy& analysis on feedback from consumer survey

Consumers in ASEAN-6 have significantly different reasons to reject considering an EV

Deep dive on top 3 main reasons for rejection – ASEAN-6

What are the main reasons that discourage you from buying an EV?



Note: Percentages may not total 100% due to rounding
Source: Strategy& analysis on feedback from consumer survey

Section

1. ASEAN-6 Market Snapshot
2. Consumers Viewpoint
3. **eReadiness Index**
4. Contacts

The eReadiness Index comprises 14 KPIs grouped into four main dimensions for each country in scope

eReadiness Index dimensions, KPIs and weighting

Main dimensions

Government incentives

Analysis of specific government incentives with focus on:

- Grants (purchase subsidies, national grants, scrapping bonus)
- VAT reduction
- Registration tax reduction
- Annual ownership tax exemption

Infrastructure

- Installed public charging points per thousand cars (total circulating EV and non-EV fleets)
- Installed public fast charging points (>150kW) per highway km
- Share of renewable energy generation
- Ratio of gasoline to electricity driving cost

Supply

- EV share of total registrations
- Depreciation rate of a country's top selling EVs
- Number of pure EV players present in the market

Demand

- Consumers' willingness to buy an EV within the next two years
- Share of short distance (<30km per day) drivers
- Average household income

Weighting[1]

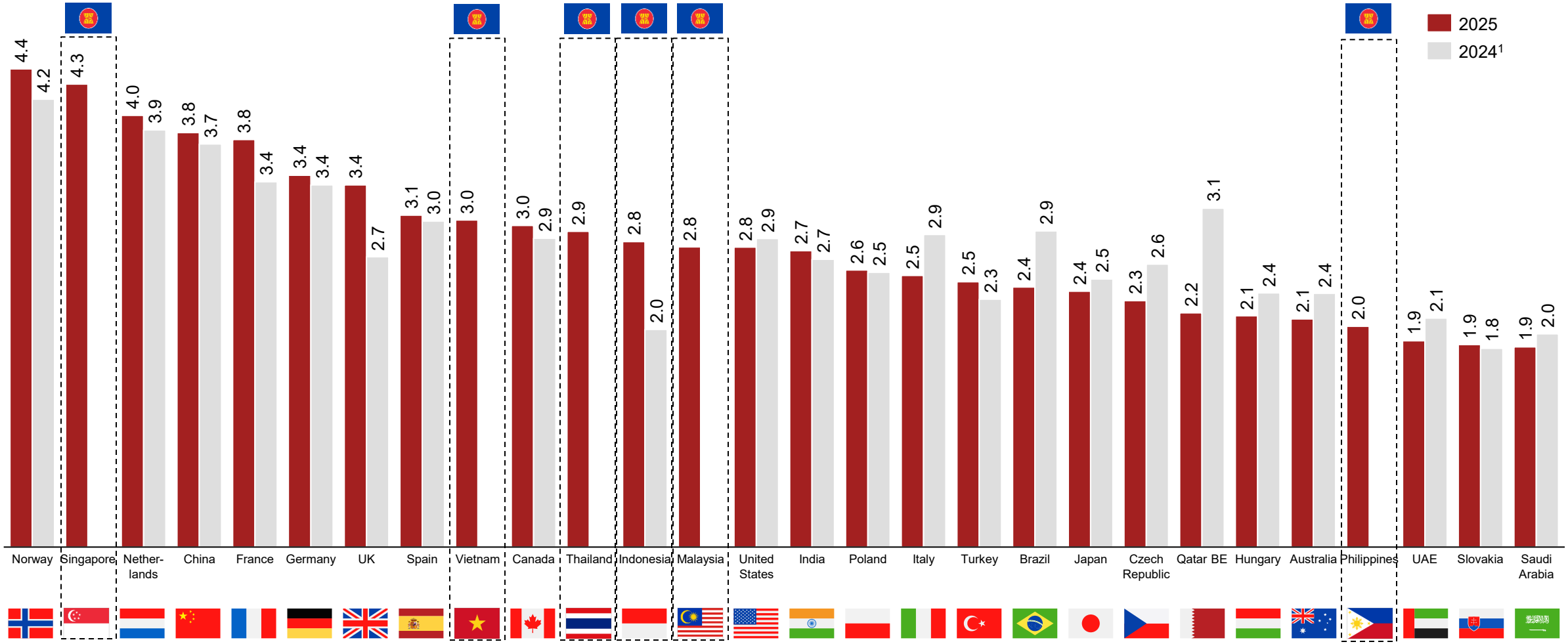
Since government incentives serve as an **external factor** influencing the other three dimensions, the weighting of the primary dimensions is determined through a three-step process:

- **1) Non-incentive index** is calculated for each country (average of Infrastructure, Supply and Demand dimension)
- **2) Global non-incentive index** is calculated as average across all participating countries
- **3) Weighting of eReadiness index** as follows:
  - If *country non-incentive index* < *global non-incentive index* , each main dimension is weighted with 25%
  - If *country non-incentive index* > *global non-incentive index*, Government incentives is weighted with 10%, while Infrastructure, Supply and Demand are weighted with 30%

1) In previous years, each dimension was weighted 25 % across all nations; Notes: Using official OECD data for gross income;
Source: Strategy& analysis

ASEAN-6 countries are mainly positioned in the middle of the eReadiness index while SG has a leading and PH a lagging position

eReadiness Index



1) The above shown 2024 data was calculated with the weighting system of this 2025 study and therefore slightly differs from the results published in 2024, where each dimension was weighted 25 % across all nations; Notes: Using official OECD data for gross income
Source: Strategy& analysis

Within ASEAN-6, Singapore is the most e-ready country while regional peers show very different profiles

eReadiness Index – ASEAN-6

( ) = 2024

Vs. 2024

Legend:

1 – low eReadiness

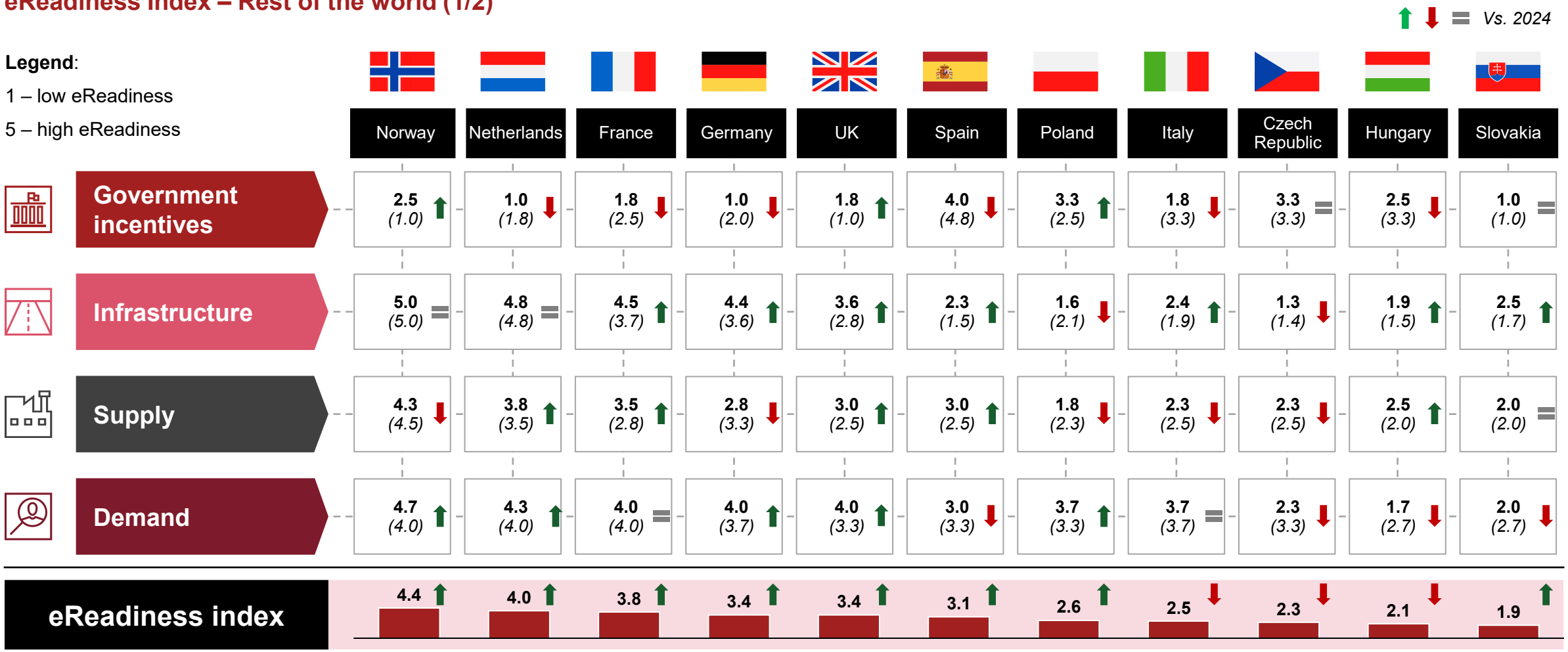
5 – high eReadiness

	Indonesia	Malaysia	Thailand	Philippines	Vietnam	Singapore
Government incentives	**4.0** *(1.0)* ↑	**4.3**	**2.0**	**2.0**	**4.0**	**4.0**
Infrastructure	**1.4** *(1.4)* =	**1.3**	**2.5**	**1.1**	**2.1**	**4.3**
Supply	**2.3** *(2.0)* ↑	**2.3**	**3.3**	**1.8**	**3.0**	**4.0**
Demand	**3.7** *(3.7)* =	**3.3**	**3.3**	**3.3**	**3.7**	**4.7**
eReadiness index	**2.8** ↑	**2.8** new	**2.9** new	**2.0** new	**3.0** new	**4.3** new

Notes: Using official OECD data for gross income: The above shown 2024 data was calculated with the weighting system of this 2025 study and therefore slightly differs from the results published in 2024, where each dimension was weighted 25 % across all nations;
Source: Strategy& analysis

In Northwestern Europe, Norway ranks at the top, confirming its readiness for e-mobility while Eastern Europe is lagging behind

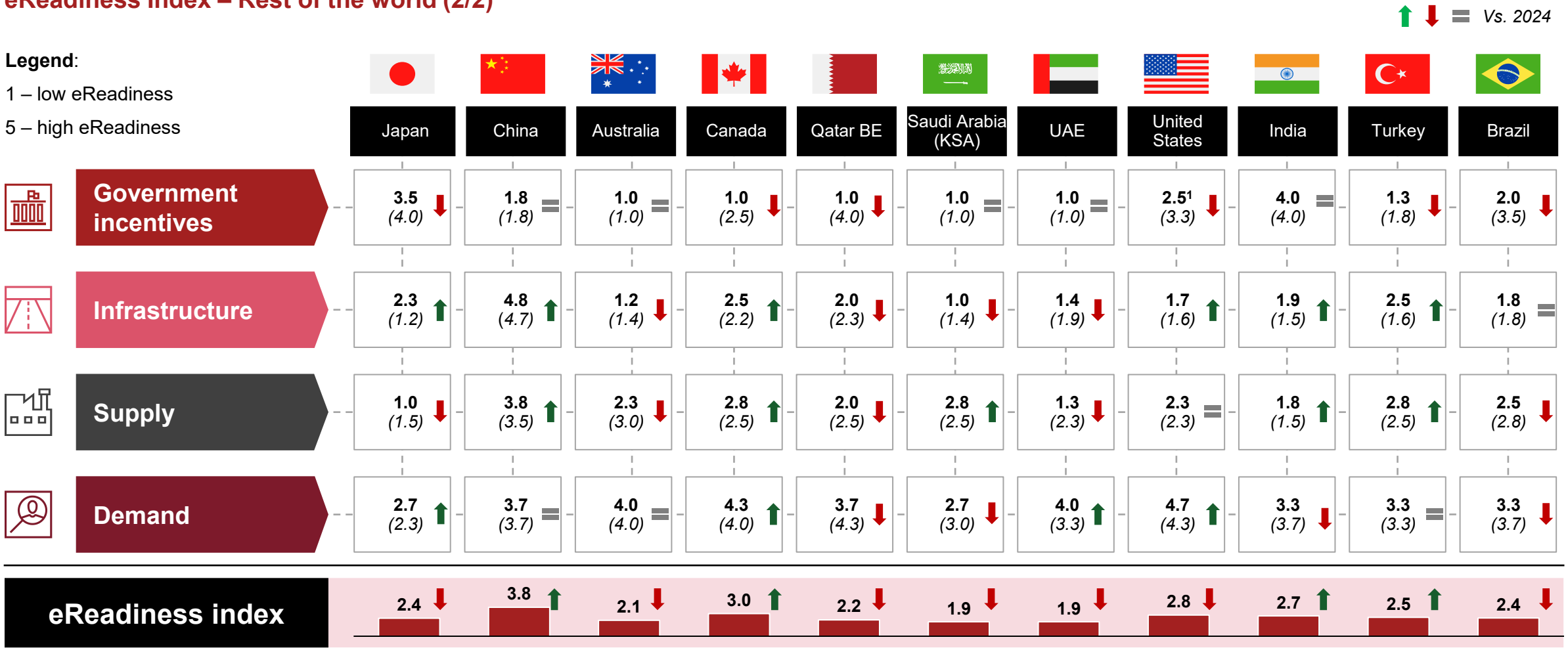
eReadiness Index – Rest of the world (1/2)



Notes: Using official OECD data for gross income: The above shown 2024 data was calculated with the weighting system of this 2025 study and therefore slightly differs from the results published in 2024, where each dimension was weighted 25% across all nations;
Source: Strategy& analysis

For the other countries, China is the most eReady country while Saudi Arabia and UAE are the least mature for e-mobility

eReadiness Index – Rest of the world (2/2)



Key incentives will be discontinued effective September 30, 2025; this change is not reflected in this year's Index

Notes: Using official OECD data for gross income: The above shown 2024 data was calculated with the weighting system of this 2025 study and therefore slightly differs from the results published in 2024, where each dimension was weighted 25% across all nations;
Source: Strategy& analysis

Government incentives are measured based on consumer fiscal savings and weighted within the index according to each country's eReadiness maturity[1]

Dimension overview

KPI	Weight	Definition	Scoring
Grants	75%	Total amount of maximum **purchase subsidies**, **national grants**, **scrapping bonus** per EV granted to a consumer by the government	**Low** (1): 0–3,000€/BEV **High** (5): > 15,000€/BEV
VAT reduction		Exemption or maximum reduction on **VAT granted** to a consumer when buying an EV	
Registration tax reduction		Exemption or maximum reduction on **one-off registration taxes, import taxes** or CO2/NOx taxes	
Annual ownership tax exemption	25%	Total maximum amount of **annual ownership tax reductions** granted to a consumer by the government	**Low** (1): 0–333€/BEV **High** (5): > 1,000€/BEV

1) Weighting of eReadiness index: Less e-mobility–mature countries: Each main dimension is weighted with 25%; More e-mobility–mature countries: Government incentives is weighted with 10%, while Infrastructure, Supply and Demand are weighted with 30%
Source: Strategy& analysis

The Infrastructure dimension measures the availability of public charging infrastructure as well as the sources and cost of electricity

Dimension overview

KPI	Weight	Definition	Scoring
Charging points per thousand cars	**50%**	Number of **public charging points** per thousand cars (total circulating EV and non-EV fleet)	**Low** (1): < = 1 **High** (5): > = 3
Penetration of public fast charging points	**30%**	Ratio of **public fast charging points** (over 150 kW) per km of motorway	**Low** (1): < = 0,1 **High** (5): > = 1
Renewable energy share	**10%**	Share of **renewable energy produced**[1]	**Low** (1): < = 40% **High** (5): > = 80%
Gasoline vs. electricity cost	**10%**	Ratio of **driving costs**[2] per 100 km of ICE vs. BEV (considering gasoline for ICE and slow charging for EVs)	**Low** (1): < = 2,5 **High** (5): > = 3,5

1) According to IEA, the following types are included within the renewable energy category: Solar PV, wind energy, hydro energy, and bio energy
2) Assuming consumption of 15 kWh or 8 litre of gasoline per 100km
Source: Strategy& analysis

The Supply dimension measures the supply of EVs and their market penetration

Dimension overview

KPI	Weight	Definition	Scoring
BEV penetration	50%	Share of **BEVs based on total cars** sold (2024)	**Low** (1): < = 10% **High** (5): > = 50%
Top models annual depreciation	25%	**Depreciation rate**[1] of top 4 selling models by country from 2020 to 2024[2]	**Low** (1): < = -15% **High** (5): > = -5%
Pure EV players	25%	Pure **EV players**[3] **with active sales in country**	**Low** (1): < = 1,00 **High** (5): > = 4,00

1) Within the past 5 years, based on reference prices (not transaction prices) 2) Reference prices for Renault Zoe, Nissan Leaf, Tesla Model S, BMW i3 on selected platforms with search terms of 1st year of registration 2020-2024 and mileage (0, 10K, 20K, 30K and above 40K km) 3) Selection of Aion; Aiways; e.GO; Farizon; Fisker; Genesis; GWM ORA; Hiphi, Hongqi; Lucid; Lynk&Co; Neta; NIO; Polestar; Rivian; Tesla; VinFast; Voyah; Wuling; Xpeng; Zeekr
Source: Strategy& analysis

The Demand dimension leverages the Strategy& eReadiness survey, drawing on first hand data

Dimension overview

KPI	Weight	Definition	Scoring
Willingness to buy	**33%**	Consumer **willingness to buy a BEV** in the next two years (% of respondents)	**Low** (1): < = 20% **High** (5): > = 35%
Share of short distance drivers	**33%**	Share of respondents driving **30km or less** per day	**Low** (1): < = 50% **High** (5): > = 75%
Household income	**33%**	Average **income of consumer** respondents to the Strategy& survey	**Low** (1): < = 40 €k **High** (5): > = 60 €k

Source: Strategy& analysis

Enhancing eReadiness: Strategic actions for OEMs and stakeholders to accelerate eMobility adoption

Recommendation for OEMs and eMobility key stakeholders

	OEMs	eMobility Key Stakeholders e.g. Municipalities, Infrastructure Providers
Mature markets	**Focus on innovation and cost optimisation:** • Enhance product features and shift towards cost-reduction strategies to remain competitive as subsidies phase out. **Strengthen customer loyalty through portfolio diversification:** • Develop a broader range of models to appeal to diverse consumer needs and build lasting customer relationships.	**Expand fast-charging infrastructure:** • Increase the availability of fast-charging stations to improve accessibility and upgrade the network to shorten charging times. **Regulate EV transition and support consumer confidence:** • Implement stricter emission regulations, support fleet electrification, and ensure transparency to maintain public confidence in EVs.
Immature markets	**Introduce affordable entry-level EVs:** • Develop and offer affordable, entry-level electric vehicles designed for first-time EV buyers. **Enhance market entry visibility**: • Strengthen brand presence through targeted local marketing and strategic partnerships to build awareness and visibility in new markets.	**Prioritise charging infrastructure:** • Focus on expanding charging stations in high-density urban areas to improve accessibility and reduce range anxiety for urban EV owners. **Offer government incentives for EV adoption:** • Implement financial incentives to encourage consumers and businesses to adopt EVs and invest in charging infrastructure.

Source: Strategy& analysis

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PwC's ASEAN Automotive Centre of Excellence (CoE) is ready to support you

The ASEAN CoE led by **Patrick Ziechmann**, includes 50+ participants* from **6 ASEAN countries** - Malaysia, Indonesia, Thailand, Vietnam, Philippines, and Singapore. The ASEAN CoE is embedded in a strong network of **APAC representation** from China, India, Japan, and South Korea with 1,000+ automotive experts. Contact us at: **patrick.oliver.ziechmann@pwc.com**

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Thank you