



Press Release

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Contacts Nguyen Mai Huong, PwC Vietnam, Marketing & Communications
Email: nguyen.mai.huong@pwc.com
Tel: (+84) 28 3823 0796; Mobile: (+84) 986930 631

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PwC's ASEAN-6 eReadiness- 2025 Report: Vietnam emerges as a hyper-growth-EV market

Vietnam, 9 January 2026 – PwC Vietnam announced the launch of the **ASEAN-6 eReadiness 2025 Report**, providing the most comprehensive analysis to date on electric vehicle (EV) readiness, consumer behaviour, and infrastructure maturity across the region's six major automotive markets: Indonesia, Malaysia, Thailand, the Philippines, Vietnam and Singapore.

The report highlights a region undergoing rapid transformation, where electrification is accelerating at an unprecedented pace and consumer interest continues to surge, even as major variations persist across markets. While Singapore maintains its position as ASEAN's most e-ready country, and the Philippines remains in the early stages of maturity, Vietnam has emerged as the most dynamic and high velocity outlier in the region.

ASEAN's accelerating shift toward electrification

Across the survey report, EV adoption continues its upward trajectory, with xEV sales rising 62% year on year as of 3Q2025. The region's EV prospects remain strong, with 76% of consumers planning to buy an EV in the next 5 years, although infrastructure and affordability constraints vary widely across markets.

Singapore remains the most e-ready market in ASEAN with an index score of 4.3/5.0, while the Philippines sits at the lower end of the maturity spectrum.

Vietnam stands out as one of the region's fastest expanding automotive and EV markets. Supported by strong government incentives, including 100% registration fee exemption for EVs through 2027 - the country is experiencing an electrification wave unmatched in ASEAN. Vietnam's 33% xEV share is well above the ASEAN-6 average (17%) and second only to Singapore (72%). Thailand stands at 30%; Indonesia at 18%; Malaysia and the Philippines at 4% each.

Hyper-concentrated momentum led by a local champion

Vietnam's total vehicle sales surged 18% year on year, outpacing most regional markets. The most striking development is the 84% growth in electrified vehicle (xEV) sales, which now account for 33% of all vehicles sold, one of the highest shares in ASEAN. VinFast has emerged as the leading xEV brand in ASEAN-6; its sales rose from 56,000 units in Q3 2024 to over 100,000 in Q3 2025, driven primarily by demand in Vietnam.

The enthusiastic but wary consumer

Consumer sentiment towards EVs in Vietnam is among the most positive in the world. However, our data reveals a critical vulnerability in the post-purchase experience that threatens long-term adoption. 15% of consumers already own an EV (highest in ASEAN) and EV sceptics account for only 5% (lowest in ASEAN).

While Vietnamese consumers are eager to buy EVs (79%), the actual ownership experience is falling short for a significant portion of them. The high rate of owners considering a return to ICE vehicles due to maintenance costs is a major red flag, indicating that winning the initial sale is only half the battle. A concerning 42% of current Vietnamese EV owners would consider switching back to an ICE vehicle for their next purchase, with 62% citing higher than expected maintenance costs as the primary driver of dissatisfaction. This represents one of the highest reversion risks in the region.

Ambition vs. infrastructure: the strategic gap to close

Despite strong incentives (Government Incentives score: 4.0/5.0) and high consumer demand (3.7/5.0), Vietnam's physical infrastructure lags behind, with an Infrastructure score of 2.1/5.0. Regarding infrastructure readiness, it lags significantly in relative to Thailand (2.5) and Singapore (4.3).

For Vietnamese EV sceptics, the top concerns are: limited driving range (54%), uncertainty around battery lifetime (49%) and recharging time (35%). This imbalance threatens to constrain the market's longterm momentum despite its strong head start.

The report also highlights a mismatch between consumer charging habits and infrastructure maturity. Fast charging solutions are preferred across ASEAN-6, with availability, location, and pricing/tariffs ranking as the top dissatisfaction areas for EV owners. In Vietnam, a significant portion of EV owners in Vietnam do not have access to private home charging, making them heavily reliant on a public network that is still underdeveloped. 70% of Vietnamese EV owners charge primarily at their office, on the street, or at other public locations like shopping malls, the highest rate in ASEAN. Furthermore, consumer expectations for charging speed are high, creating a potential friction point with the current infrastructure's capabilities. The time satisfying 50% of consumers is approximately 35.7 minutes, and acceptable driving range for 50% of consumers is around 387.5 km.



Vietnam stands out as the fastest growing and most electrification driven market in ASEAN

Patrick Ziechmann, Head of Automotive ASEAN Centre of Excellence, PwC Malaysia, commented:

“Vietnam’s electric vehicle story is one of remarkable acceleration. No other market in ASEAN is experiencing this degree of hypergrowth, driven in large part by a strong local OEM that has sparked

nationwide momentum. However, Vietnam is also at a crossroads: consumer enthusiasm is high, but infrastructure and ownership experience must improve to sustain adoption. The next phase of growth will depend on how quickly stakeholders can close the gap between ambition and on the ground readiness.”

Ends.

Note to editors

About the ASEAN-6 eReadiness 2025 Study

The ASEAN-6 eReadiness 2025 Report forms part of PwC’s global eReadiness Study, now in its sixth edition and covering 28 markets worldwide. The study assesses countries across four dimensions: government incentives, infrastructure, supply, and consumer demand, drawing insights from over 18,000 global consumer interviews, including more than 4,000 across the ASEAN-6 region. As the automotive landscape undergoes profound transformation, the report provides evidencebased guidance for OEMs, policymakers, and infrastructure providers seeking to accelerate emobility adoption across Southeast Asia.

Read the [full survey report here](#).

About PwC’s ASEAN Automotive Centre of Excellence

PwC’s ASEAN Automotive CoE brings together 50+ practitioners across Malaysia, Indonesia, Thailand, Vietnam, the Philippines, and Singapore, connected to a wider APAC network of 1,000+ automotive experts in China, India, Japan, and South Korea.

About PwC

At PwC, we help clients build trust and reinvent so they can turn complexity into competitive advantage. We’re a tech-forward, people-empowered network with more than 360,000 people in 136 countries. Across audit and assurance, tax and legal, deals and consulting we help build, accelerate and sustain momentum. Find out more at www.pwc.com.

PwC Vietnam established offices in Hanoi and HCMC in 1994. With strong industry knowledge, our team of more than 1,000 local and expatriate professionals bring a breadth of skills and depth of resources to effectively address and solve issues that matter to our clients, wherever they do business.

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