



# PwC's eReadiness study shows consumers have strong interest to buy an electric vehicle

Diminishing government incentives and price concerns could reduce enthusiasm

Within the Netherlands, many people are looking to buy an Electric Vehicle (EV).

- Our global survey, eReadiness, surveyed **over 17,000 respondents in 27 countries** to investigate their mobility needs and readiness towards Electric Vehicles, up to 7% of which are EV owners.
- According to our study, consumers have shown a strong interest in e-mobility, with **over 60% declaring their intention to purchase an EV within the next 5 years.**

However, the research indicates a price-sensitive market as well. In which costs are a point of high dissatisfaction for consumers.

- Despite EV owner's high satisfaction of 93%, **31% of EV owners would consider reverting to ICEs (Internal Combustion Engine Vehicle) due to limited range and higher-than-anticipated costs.**
- 75% of respondents within the EMEA region mention that price is one of the most important criteria when purchasing a new electric car.
- 51% of consumers report that overall price was the deciding factor that led to buying an EV.
- 64% of consumers report that price was a key driving factor when buying charging infrastructure.
- **Within EV packages, price was priority number one** among respondents.
- 51% of consumers within EMEA expect to pay less than 40k for their electric car.

Additionally, government policy is consistently decreasing monetary EV incentives.

- Subsidies for purchasing an EV will cease to exist in 2025.
- **Tax advantages will similarly disappear based on MRB adjustments in 2026** and the benefit in kind ('bijtelling') to be paid for EV company cars is slowly but steadily rising to the same rate as petrol/diesel cars.

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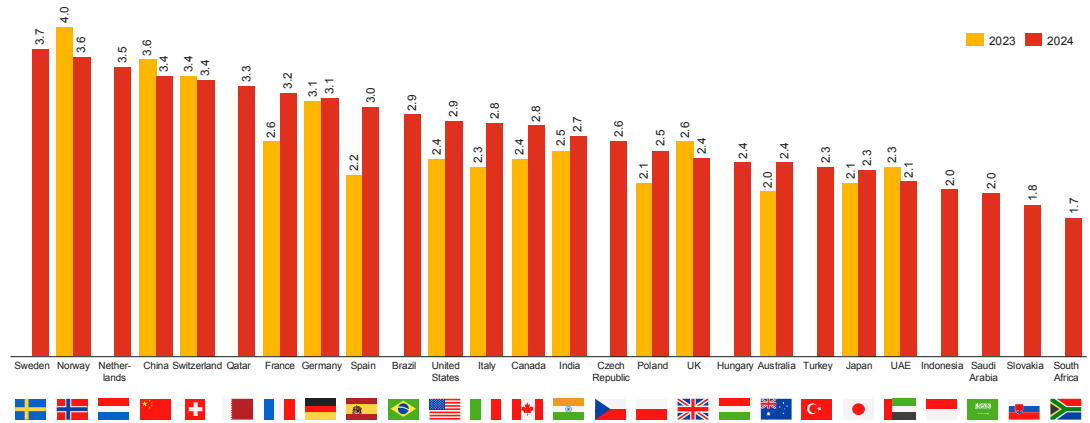
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According to PwC Research, the Netherlands already has one of the lowest-ranked government incentive programs compared to the rest of the world.

The Netherlands scores 3rd in terms of being “eReady” which means being well adapted and ready for the change to electric vehicles.

Northern EU countries are the most eReady ones while Middle East, Slovakia and South Africa are least mature for e-mobility

**eReadiness Index**

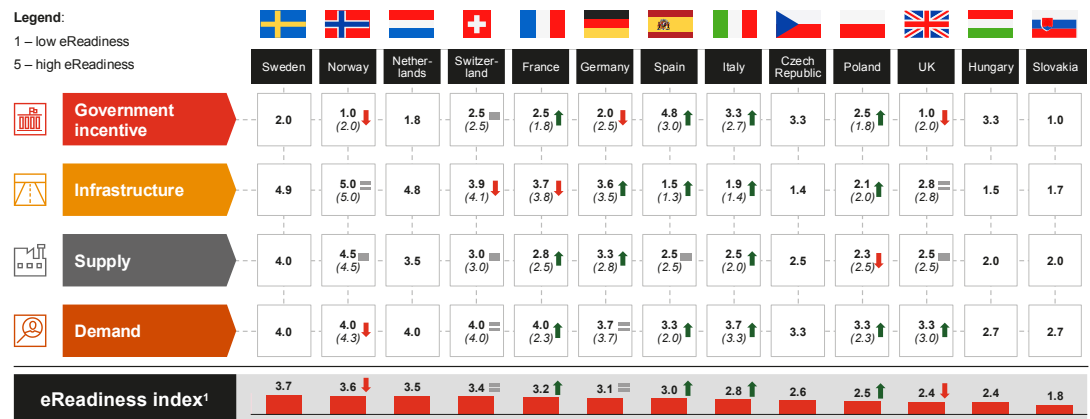


Source: Strategy& Analysis

However, being eReady is calculated as a composite score of the quality of infrastructure, supply, demand, and government incentive. In which the Netherlands scores excellently on infrastructure, supply and demand combined with a low government incentive score.

Nordics confirm their readiness for e-mobility, UK loses ground due to grants reduction while Eastern Europe is lagging behind

**eReadiness Index – Focus on Europe**



1) Calculated as average out of all four dimensions; Notes: Using official OECD data for gross income  
Source: Strategy& Analysis

The Netherlands ranks 4th lowest in Europe in terms of government incentives (10th out of 13 surveyed). Worldwide, the Netherlands scores a shared 18th place out of 26 countries surveyed (shared place with China and Turkey).

Within such a price sensitive market, one might wonder why existing government incentives are further reduced when this is one of the key aims of the energy transition.

