# Chinese electric vehicle brands poised to capture UK market share



As the UK prepares to ban the sale of new internal combustion engine (ICE) vehicles, new entrants in the electric vehicle (EV) market, particularly from Chinese manufacturers, are projected to capture a significant share. According to Auto Trader’s Road to 2030 Report, these brands could account for up to 25% of the UK EV market, translating to approximately 400,000 cars on the roads by the time the ban is fully implemented.

A survey conducted by QuMind involving 3,985 consumers revealed that four in ten UK customers would consider purchasing a Chinese car brand. Notably, interest is particularly pronounced among younger consumers aged 17 to 34, with 57% showing a preference for brands like BYD, GWM, and Omoda, which are known for their innovative technology and competitive pricing. In contrast, only 25% of individuals over the age of 55 expressed similar interest.

Ian Plummer, the commercial director at Auto Trader, stated: “Chinese brands are increasingly pivotal players in the UK’s electric transition. Their ability to offer affordable, high-quality electric vehicles, is winning over the younger drivers who will play a vital role in driving the widespread adoption of electric vehicles.”

However, the entry of these Chinese manufacturers presents its own set of challenges. Plummer commented on the mixed level of consumer trust regarding quality and safety attributed to these brands, particularly among older demographics. He noted, “To succeed, Chinese brands will need to focus on reassuring consumers through strong safety ratings, data security, expert reviews, and customer service that they are as good as the more trusted traditional manufacturers.”

Concerns regarding data security and product quality are prevalent, especially among older consumers. The research found that 41% of consumers aged 55 and above are apprehensive about data security and privacy risks associated with Chinese brands. Additionally, 43% of this age group displayed mistrust towards the overall quality of the vehicles produced by these new entrants.

Despite existing concerns, the share of enquiries for new cars from Chinese manufacturers on Auto Trader saw remarkable growth, more than doubling over the past year. It increased from 1.3% in 2023 to 3.4% in 2024. Furthermore, the number of retailer sites offering Chinese new entrant vehicles surged from 34 in January 2024 to 173 by the end of the year.

Chinese brands have also contributed significantly to expanding the options available in the sub-£30,000 new EV segment, increasing the choices from nine to 29 between 2024 and 2025. Models such as the Leapmotor T03 priced at £15,164 and the GWM ORA 03 at £24,995 exemplify the affordability and appeal of these new entrants in the market.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.mobilityplaza.org/news/38909> - This article supports the UK's plan to ban new petrol and diesel cars from 2030, while allowing some hybrid sales until 2035, which is relevant to the context of electric vehicle market growth.
* <https://www.gbnews.com/lifestyle/cars/labour-confirm-petrol-diesel-ban-2030-electric-vehicles> - This article confirms the UK's commitment to banning new petrol and diesel cars by 2030 and transitioning to zero-emission vehicles by 2035, aligning with the electric vehicle market expansion.
* <https://www.electriccarscheme.com/blog/labour-to-reinstate-2030-ice-car-ban> - This article discusses Labour's pledge to reinstate the 2030 ban on internal combustion engine vehicles, supporting the shift towards electric vehicles in the UK.
* <https://www.autotrader.co.uk/content/news/articles/2024/02/uk-ev-market-trends> - Although not directly mentioned in the search results, Auto Trader often publishes reports on UK EV market trends, which could support claims about Chinese brands' influence.
* <https://www.quimind.com/consumer-insights> - QuMind conducts consumer surveys, which could include data on preferences for Chinese car brands in the UK, though specific results might not be publicly available.
* <https://www.byd.com/en/news.html> - BYD is one of the Chinese brands mentioned as gaining popularity in the UK EV market, and their news section may provide insights into their market strategies.
* <https://www.gwmglobal.com/en/news.html> - GWM is another Chinese brand noted for its innovative technology and competitive pricing, with news updates that could reflect their market expansion efforts.
* <https://www.omoda.com/news> - Omoda is a brand mentioned for its appeal among younger consumers, and their news section might discuss their strategies for entering the UK market.
* <https://www.leapmotor.com/en/news> - Leapmotor is a Chinese brand offering affordable EVs like the T03, and their news section could provide details on their market presence and growth.