

Deloitte.

2026 Deloitte Global
Automotive Consumer Study
Key findings: Indian market

February 2026



Foreword



Rajat Mahajan
Partner and Automotive
Sector Leader
Deloitte India

India's domestic passenger vehicle market reached unprecedented heights in 2025. While the surge in sales is an encouraging headline indicator, the real story lies in shifting consumer trends signalling a market that remains value-driven but is increasingly shaped by digital experiences, advanced features and performance. Buyers are assessing the full mobility ecosystem – charging access, software, services and trust – placing the industry at a defining moment to shape a more consumer-centric future.

Powertrain choices mirror this pragmatism. ICE remains the anchor, with hybrids strengthening their position as the preferred transition pathway. Interest in BEVs remains steady, supported by operating cost benefits and a better driving experience. However, public charging availability and charging time continue to constrain adoption. Home charging remains the primary choice, and fast charging is the most critical expectation, underscoring the need for reliable residential and high-throughput public infrastructure.

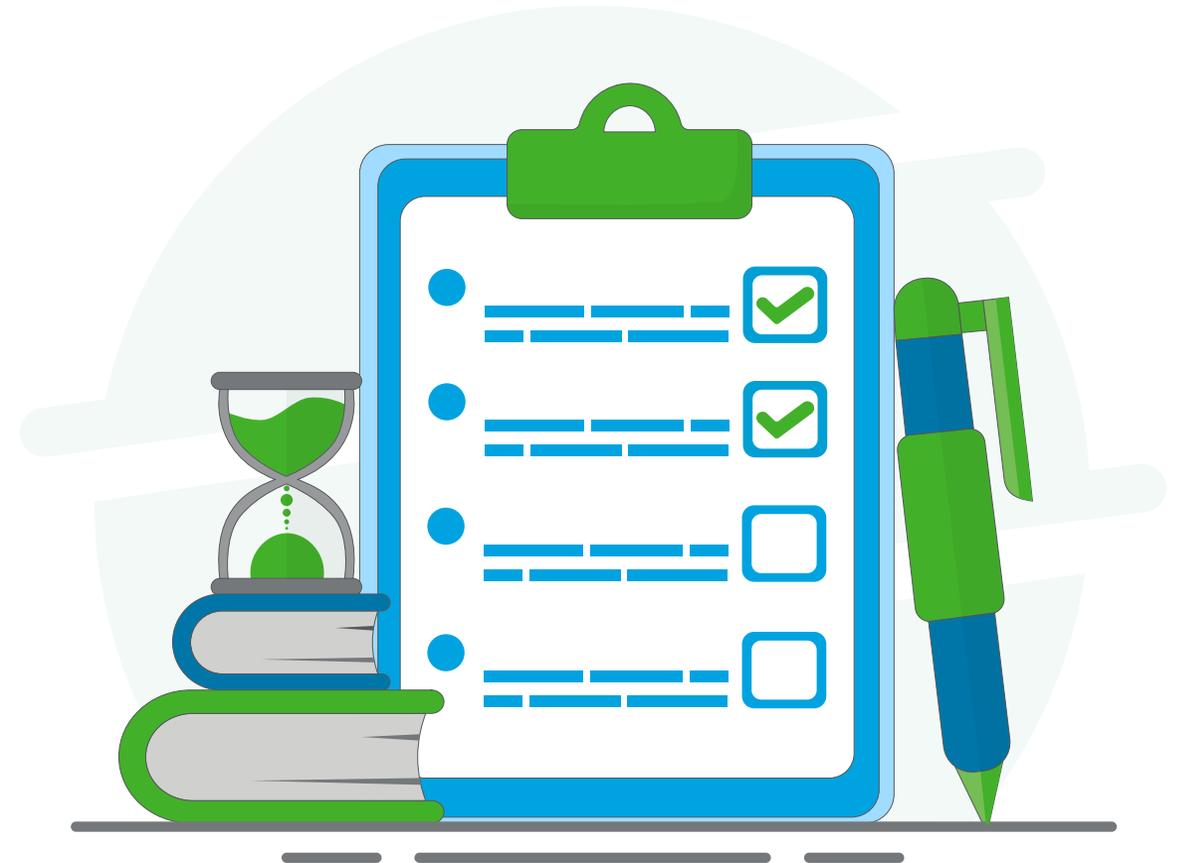
Affordability remains a dominant consideration, with 51 percent of buyers staying within the INR15 lakh range and many preferring longer loan tenures to manage EMIs. Research and discovery are increasingly digital, with social platforms, online portals and OEM websites shaping shortlists. UPI/QR remains the preferred method for public charging payments, reflecting India's digital public infrastructure's influence on mobility behaviour.

Consumers are also becoming more discerning about connected features - while 85 percent are willing to pay for safety-led connected features, 70–73 percent express concern about sharing location, biometric and in-cabin data. This rising tension between digital convenience and data protection underscores the need for privacy-first design in future mobility offerings.

Recognising the evolving dynamics in the automotive industry, the Global Automotive Consumer Study was initiated over a decade ago to understand market trends from a consumer-driven perspective. This report provides key insights and analysis across EV adoption, purchasing preferences, connectivity, mobility and service to equip players in the automotive ecosystem to navigate and shift gears on the road ahead.

Table of contents

1	Vehicle electrification	4
2	Future vehicle intentions	12
3	Connectivity	23
4	Software-defined vehicles	27
5	Vehicle servicing	33
6	Study overview	38

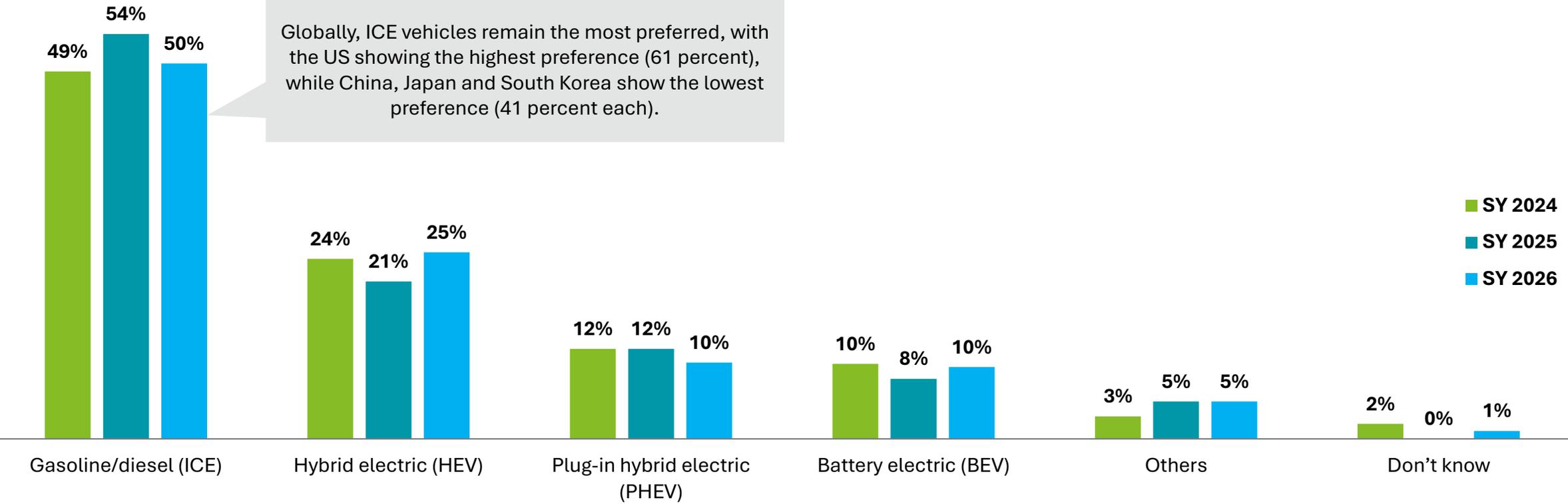


1. Vehicle electrification



For Indian consumers, ICE remains the dominant choice for the next vehicle, while hybrids rank second. Interest in BEVs is evident and sustained, and has risen slightly compared to last year.

Preference for the type of engine in the next vehicle



Note: "Other" includes vehicles with engine types such as compressed natural gas, ethanol and hydrogen fuel cells; percentages may not add up to 100 due to rounding, SY- Study Year.

Q41. What type of engine would you prefer in your next vehicle?

Sample size: n=864 [2024]; 882 [2025], 1346 [2026]

A better lifestyle experience and lower fuel costs remain the top reasons consumers in India prefer EVs, indicating demand is driven more by value and operating economics than by sustainability alone.

Reasons for choosing an EV for next vehicle

While lifestyle experience is the top cited reason among Indian consumers, lower fuel costs are the top reason for respondents from the US, the UK, Southeast Asia, Japan and South Korea.

Concern for the environment was the #1 reason in India last year (63 percent), signalling a **shift from a niche, climate-conscious consumer base to the mainstream.**

#1
49%
 Better lifestyle experience beyond driving

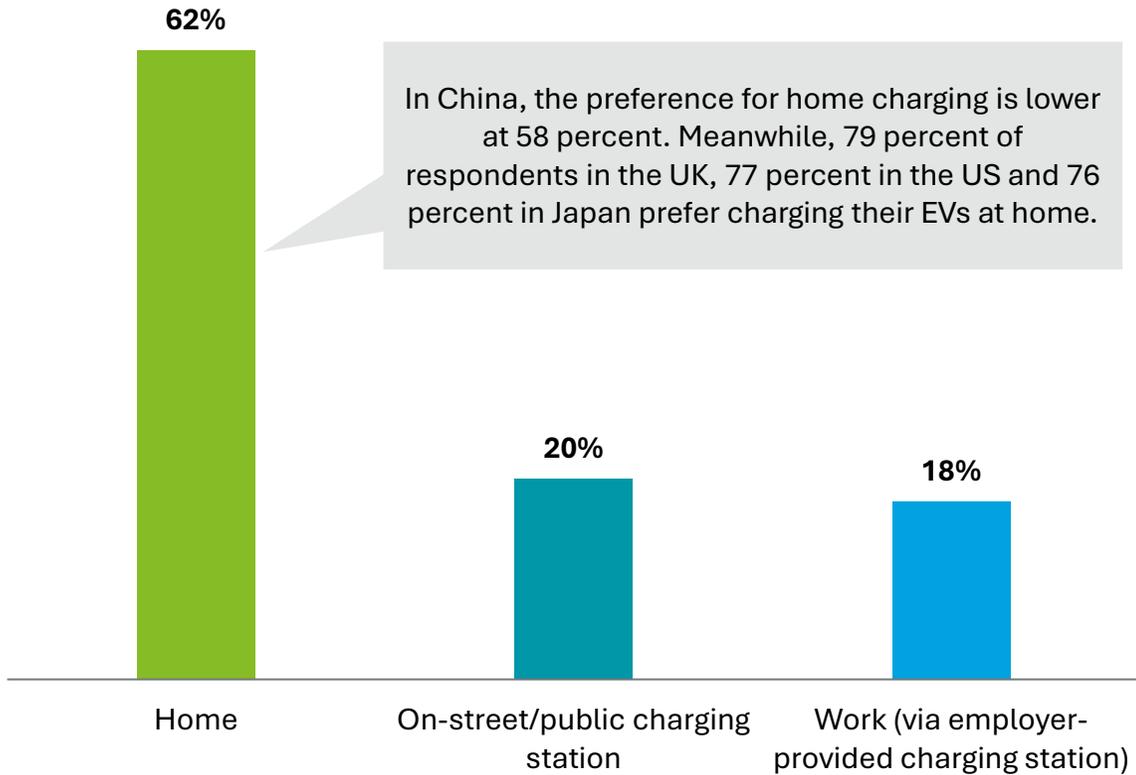
	47% Lower fuel cost		43% Driving experience		43% Concern for the environment
	43% Faster charging capability		38% Availability of charging stations		35% Less maintenance
	34% Ability to use the vehicle as a backup battery/power source		33% Concern about personal health		33% Government incentives/subsidies/stimulus programmes
	29% Brand image		27% Potential for extra taxes/levies applied to ICE vehicles (diesel)		23% Potential ban on sale of new internal combustion vehicles

Q42. Which of the following factors have had the greatest impact on your decision to acquire an EV? Please select all that apply.

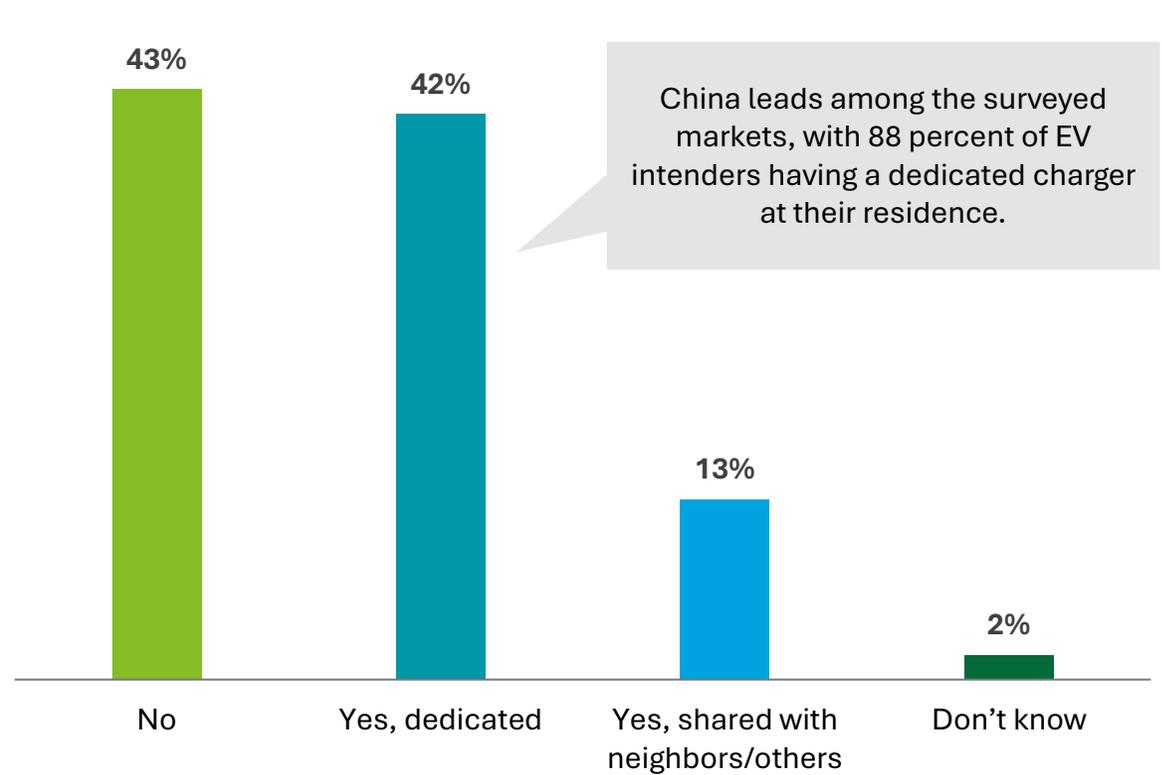
Sample size: n= 601 [India];

Home charging remains the preferred option for 62 percent of EV owners, driven by cost and convenience. However, limited access to charging infrastructure underscores the need to accelerate residential charging infrastructure development.

Expecting to charge an electrified vehicle most often at...



EV charger access among consumers who plan to charge their vehicle at home



Note: Percentages may not add up to 100 due to rounding.

Q43. Where do you expect to charge your electrified vehicle most often?;

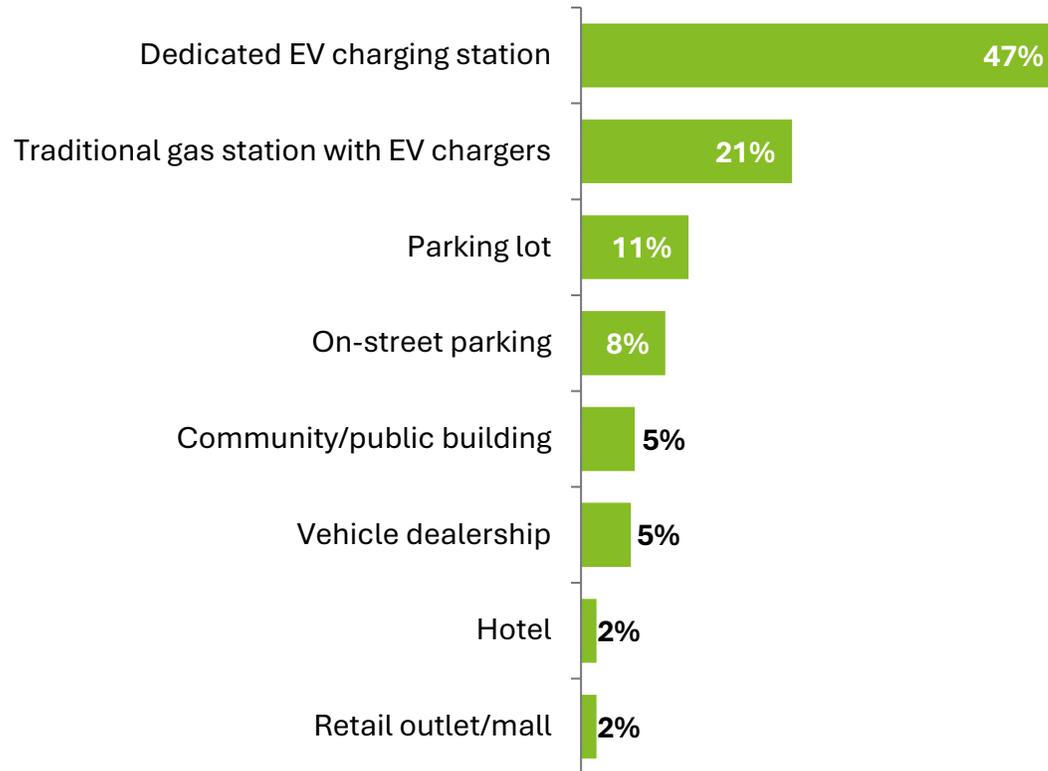
Sample size: n= 266 [India]

Q44: Do you already have access to a charger at your residence?

Sample size: n= 166

Most EV intenders prefer dedicated charging stations over traditional fuel stations or other public charging facilities, indicating a stronger demand for reliable, purpose-built charging environments.

Preference for public EV charging station

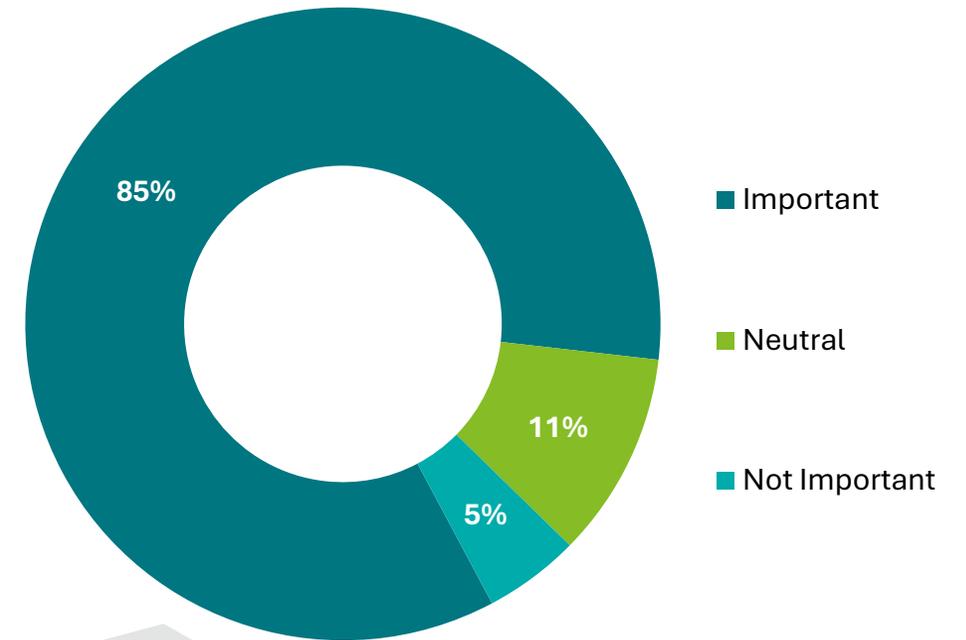


Note: Percentages may not add up to 100 due to rounding.

Q45. Where would you most want to charge your EV when you are away from home?

Sample size: n= 266

Importance of charging cost when choosing public EV charging

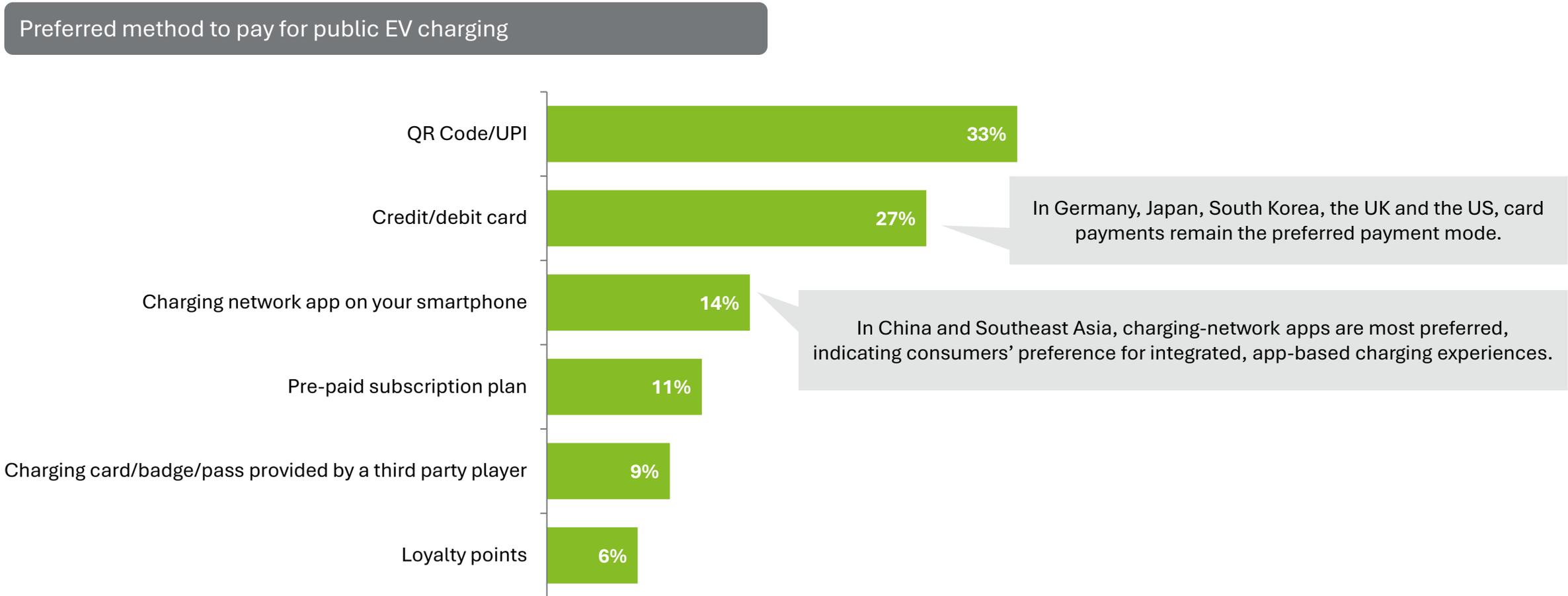


India has the **highest share of respondents for whom the cost of charging at public stations is important**, followed by Japan (84 percent), the UK (83 percent) and China and Southeast Asia (both at 81 percent).

Q46. How important is charging cost when it comes to choosing a public location to charge your vehicle?

Sample size: n= 266

QR code-based/UPI payments are the most preferred methods for paying for public EV charging in India, followed by credit and debit cards.



Note: Percentages may not add up to 100 due to rounding.

Q47. How would you most prefer to pay for public EV charging?

Sample size: n= 266 [India]

EV adoption is constrained by charging-ecosystem anxiety, such as concerns about public-charging availability and charging time, followed by battery-related issues, including safety, range, lifecycle costs and sustainability.

Concerns regarding battery-powered EVs

43%

Lack of public EV charging infrastructure

41%

Time required to charge

38%

Safety concerns with battery technology

36%

Driving range

34%

Cold weather performance

34%

Cost to eventually replace the battery

34%

End-to-end sustainability (i.e., battery manufacturing/recycling)

32%

Cost/price premium

31%

Lack of charger at home

30%

Lack of knowledge or understanding about EVs/EV technology

28%

Lack of alternate power source (e.g., solar) at home

27%

Ongoing charging and running costs

27%

Potential for extra taxes/levies associated with BEVs

26%

Increased need to plan my trips

25%

Uncertain resale value

24%

Lack of choice regarding brands/models

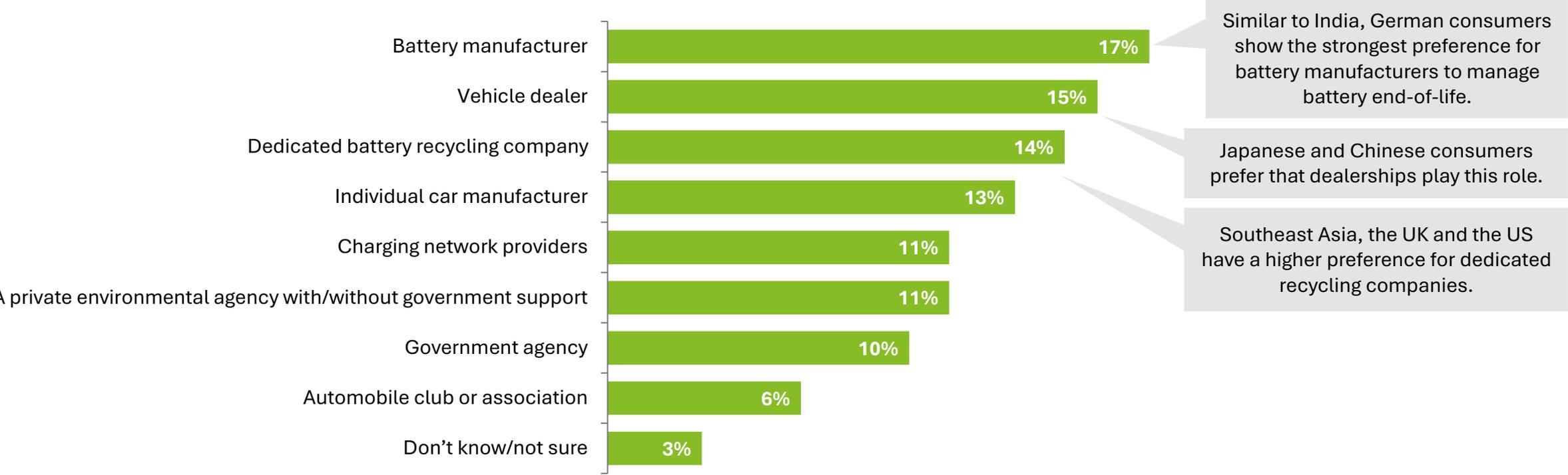
Note: The sum of the percentages exceeds 100% as respondents can select multiple options.

Q48. What are your biggest concerns regarding all battery-powered EVs? (Please select all that apply.)

Sample size: n= 1,346 [India]

Divergent views on EV battery recycling underscore the nascent nature of the ecosystem. The absence of a dominant stakeholder underscores the need for clear ownership and action on this critical aspect.

Consumer preference for the entity responsible for collecting, storing and recycling EV batteries after their useful lives



Note: Percentage for “Other” not shown. Total percentages may not add up to 100 as “Other” percentage is not shown and/or due to rounding.

Q49. Who do you think should be responsible for collecting, storing and recycling electric vehicle batteries after their useful lives?

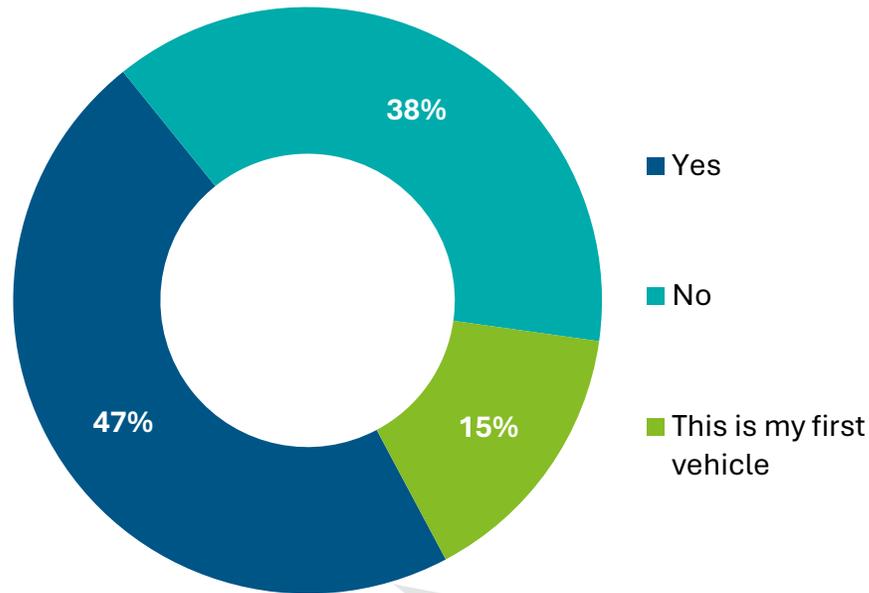
Sample size: n= 1,346 [India]

2. Future vehicle intentions



While many Indian car owners remain loyal to their current brand, a significant proportion are considering a switch. This highlights the need for brands to continue strengthening engagement and retention strategies to deepen customer loyalty.

Percentage of consumers whose prior vehicle was from the same brand as current vehicle



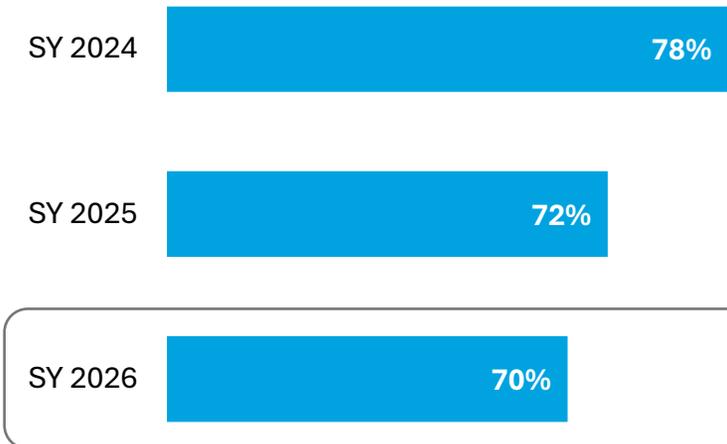
About 47 percent of surveyed customers in India own the same brand as their previous vehicle, a trend that is slightly more prevalent in Japan (51 percent).

Note: Percentages may not add up to 100 due to rounding.

Q9. Was your prior vehicle from the same brand?

Sample size: n= 1048

Percentage of consumers who intend to switch vehicle brands

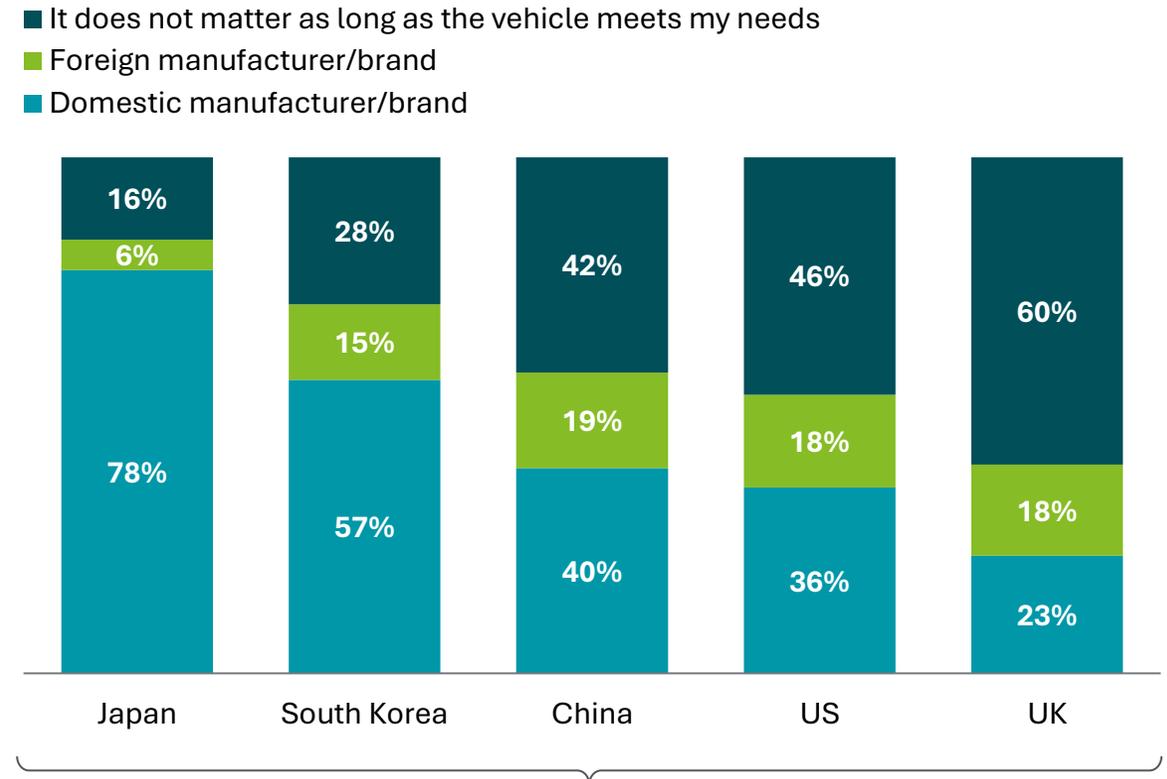
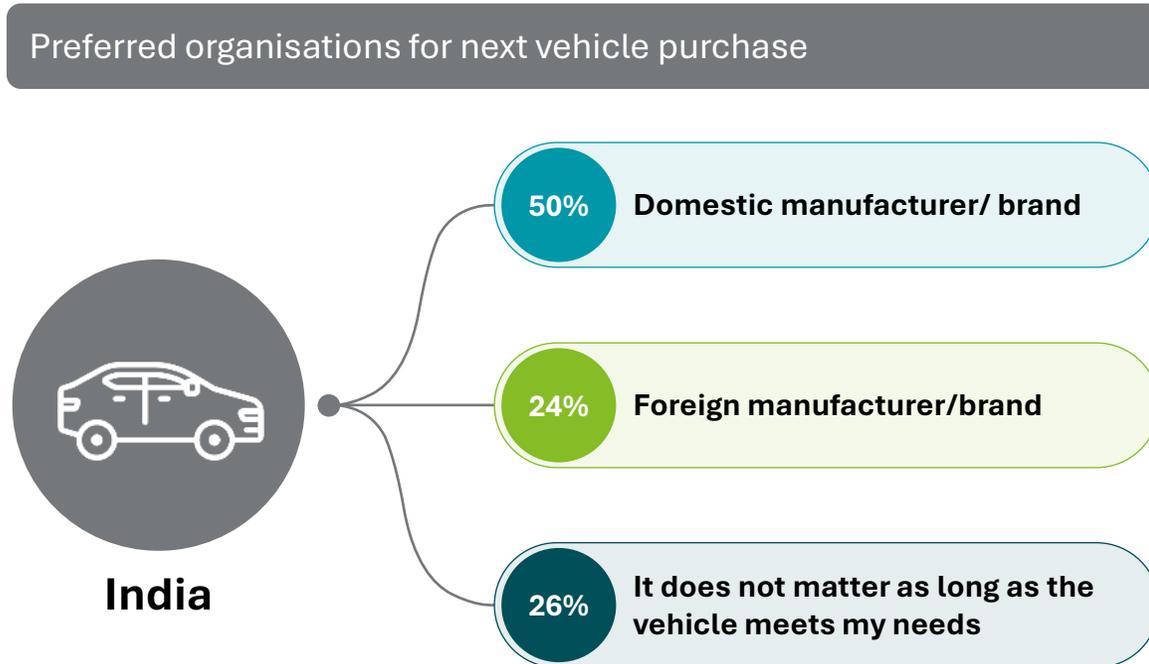


While the intention to switch vehicle brands among Indian consumers has declined from 78 percent two years ago to 70 percent this year, it remains high compared with other markets.

Q5. What brand is the vehicle you drive most often?; Q26. What brand are you considering most for your next vehicle? [Brand switching percentage is based on a calculation involving these two questions.]

Sample size: n= 1,021

Half of the surveyed Indian customers prefer domestic brands, with 26 percent of buyers being agnostic of brands if the vehicle meets their needs.



Japan exhibits the strongest skew towards domestic brands, followed by South Korea. In comparison, consumers in the US and the UK demonstrate greater brand flexibility, prioritising utility and need over brand origin.

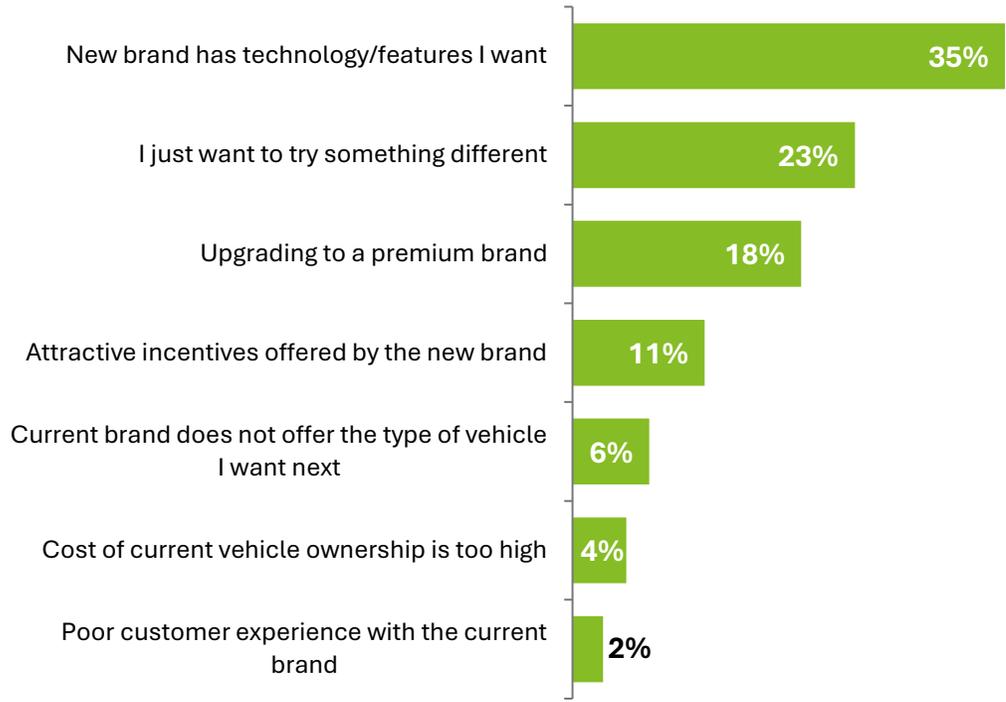
Note: Percentages may not add up to 100 due to rounding.

Q50. From which of the following are you most interested in acquiring your next vehicle?

Sample size: n= 1346

Product quality, vehicle performance and vehicle features/technology are the key factors influencing Indian consumers' choice of brand for their next vehicle.

Key reasons for switching to another brand of vehicle

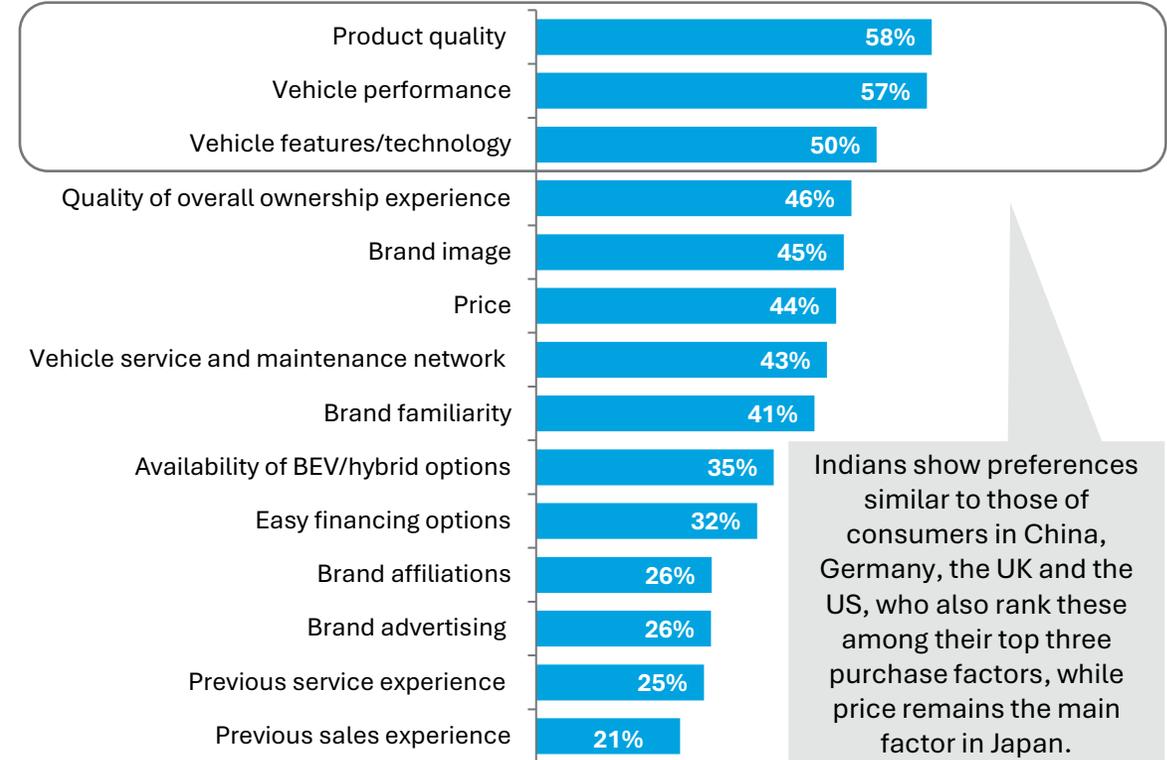


Note: Sum of the percentages exceed 100% as respondents can select multiple options; "Other" not shown due the low response rate.

Q28. What is the main reason you plan to switch to another vehicle brand?

Sample size: n= 694

Most important factors driving the choice of brand for next vehicle

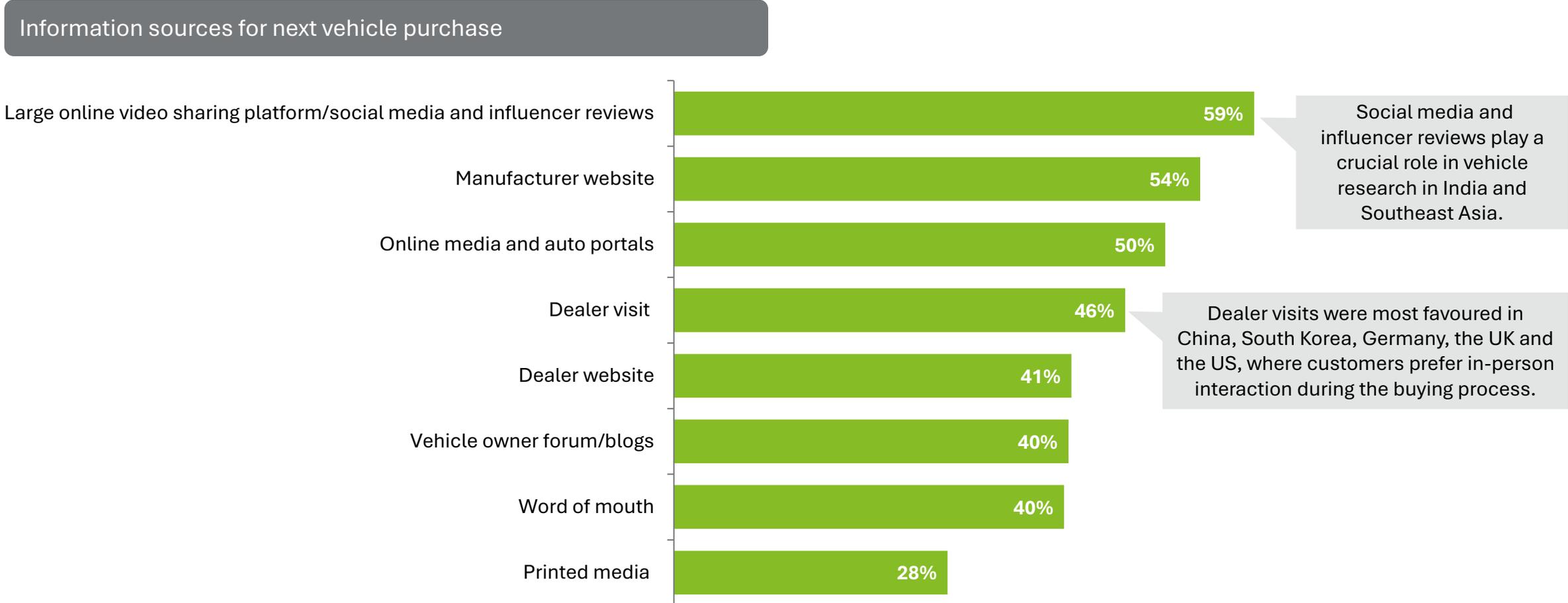


Indians show preferences similar to those of consumers in China, Germany, the UK and the US, who also rank these among their top three purchase factors, while price remains the main factor in Japan.

Q29. What are the most important factors driving the choice of brand for your next vehicle? Please select all that apply.

Sample size: n= 1,346

Digital platforms such as social media and manufacturer websites dominate vehicle research, signalling a shift towards influencer-driven recommendations and online portals for trusted information.

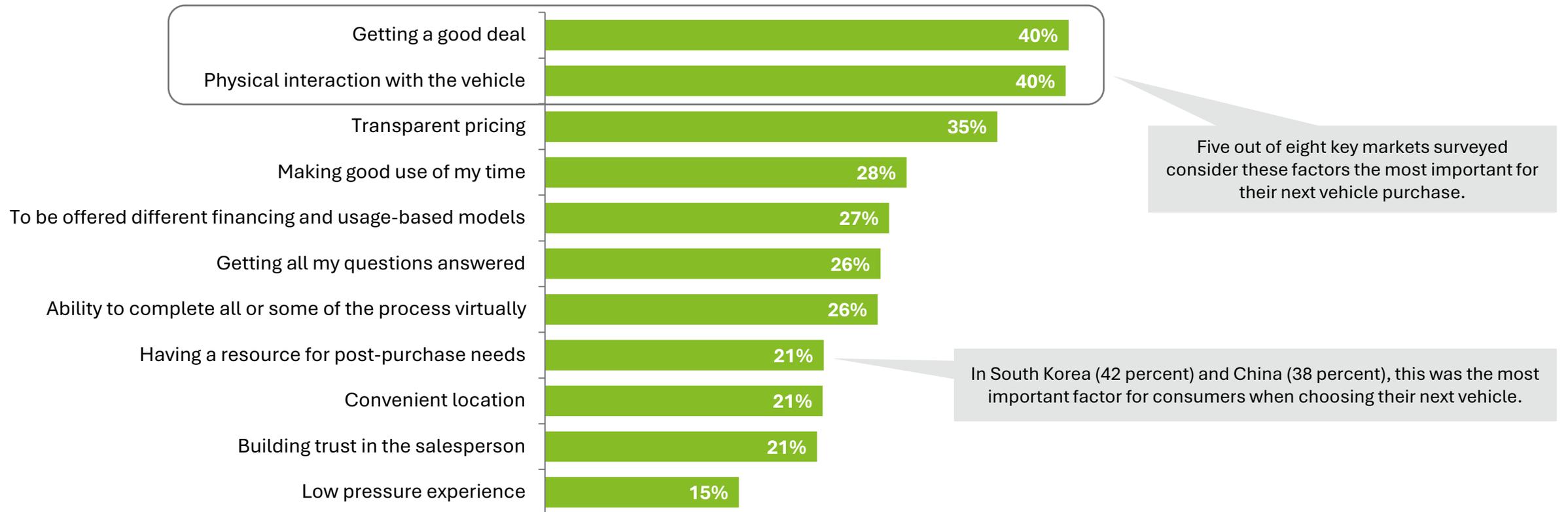


Q30. Which of the following sources would you use to gather information about your next vehicle? Please select all that apply.

Sample size: n= 1346

A good deal and pricing transparency are key to the overall purchase experience, along with physical vehicle interaction, such as test drives, being equally important.

Most important aspects of next vehicle purchase experience



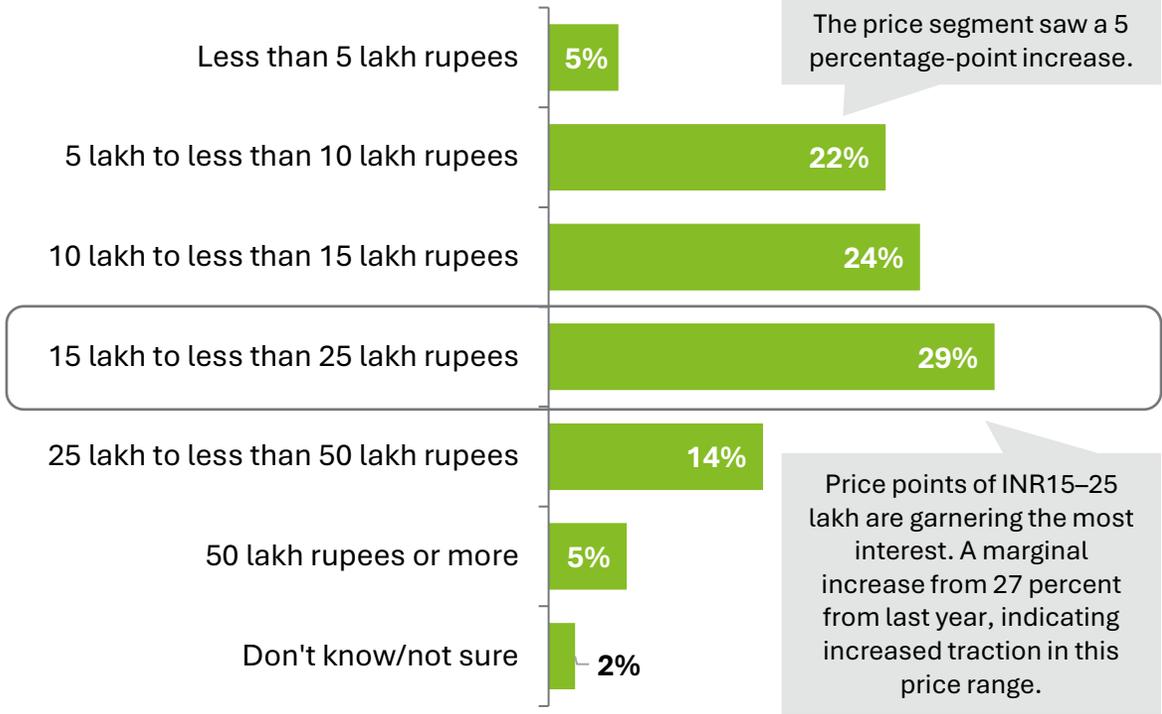
Note: Sum of the percentages exceeds 100% as respondents can select multiple options.

Q51. What are the top three most important aspects of your next vehicle purchase experience?

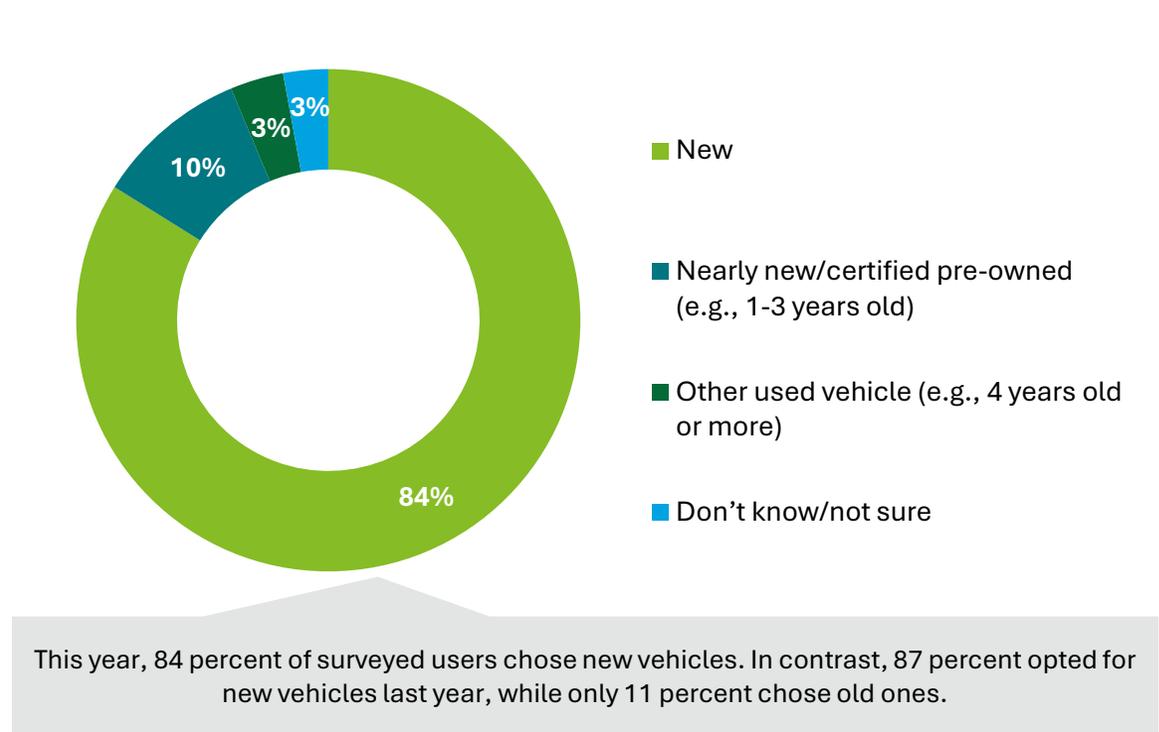
Sample size: n= 1346

Over three-quarters of customers willing to spend under INR25 lakh on their next vehicle. About 84 percent of vehicle owners in India plan to buy a new vehicle, with used buyers preferring models under three years old.

Preferred price ranges for next vehicle



Next vehicle type by current vehicle type



Q31. In which of the following price ranges will you be shopping for your next vehicle? (Please indicate what you would expect to pay after any discounts and/or incentives, but before taxes, registration, or other fees)

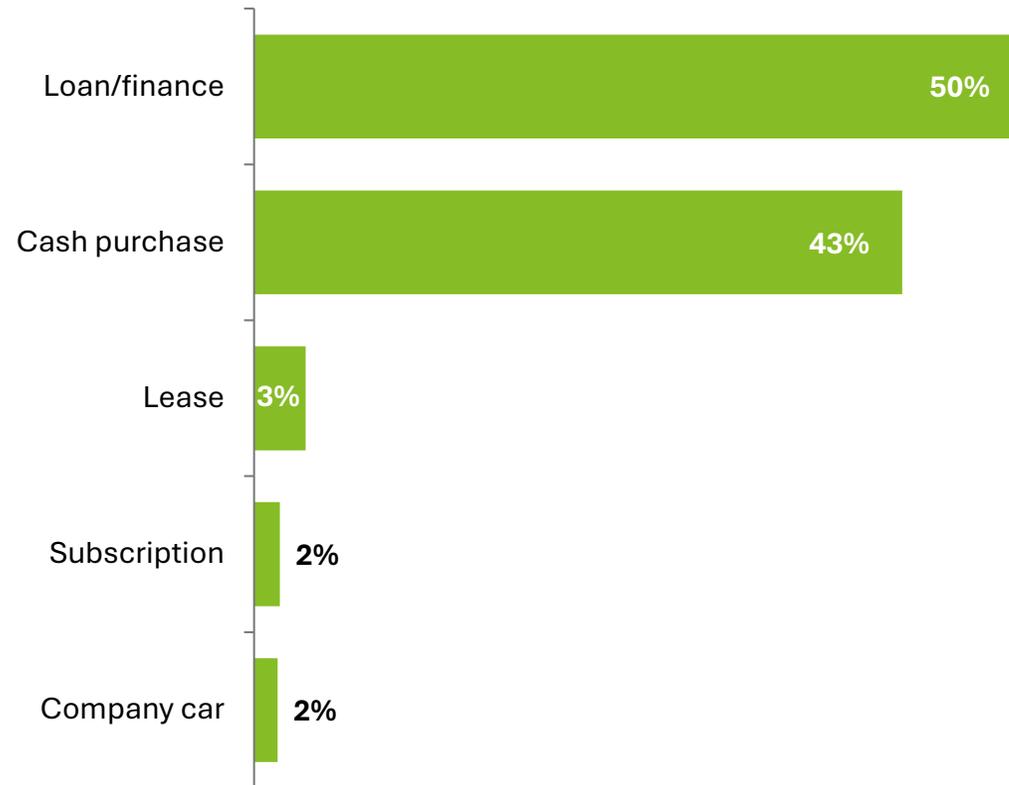
Sample size: n= 1346

Q24. Will your next vehicle be new or used?

Sample size: n= 1,346

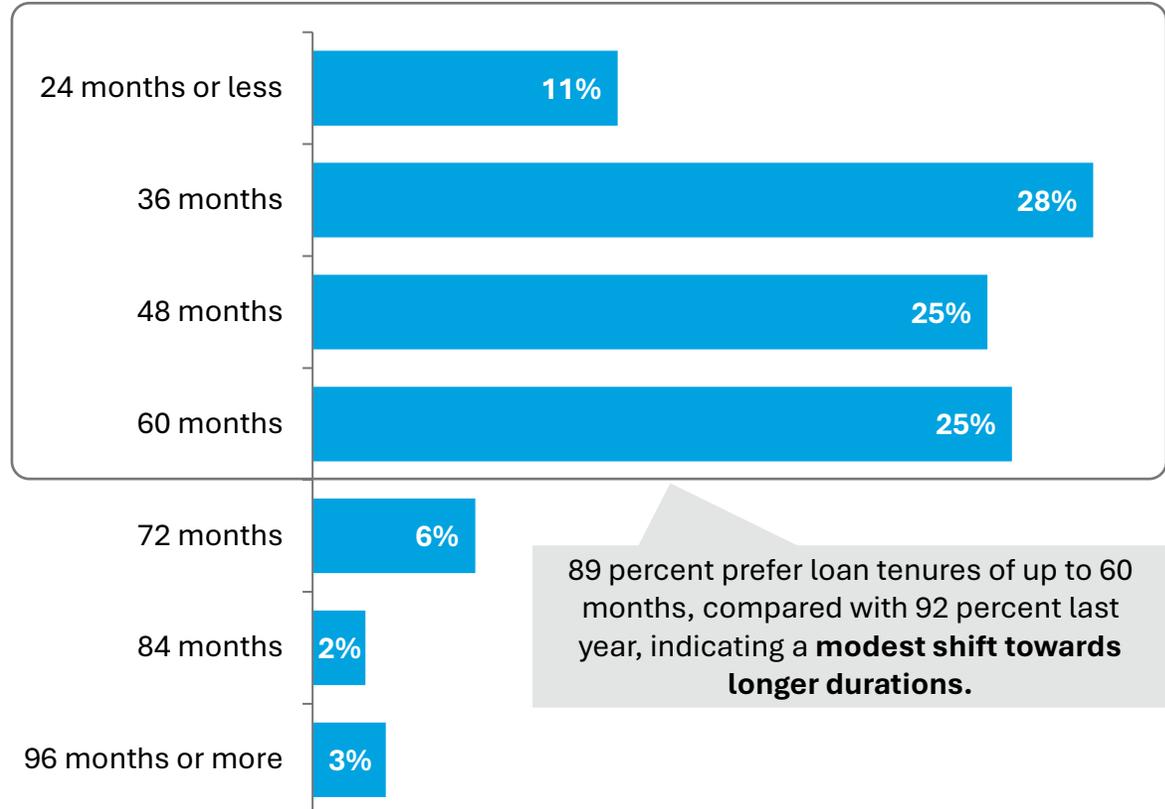
About 50 percent of consumers in India plan to finance their next vehicle through a loan, the highest among the eight key markets surveyed. Meanwhile, 89 percent prefer loan tenures of up to 60 months.

Preferred intention of acquiring new vehicle



Q33. How do you intend to acquire your next vehicle?
Sample size: n= 1346

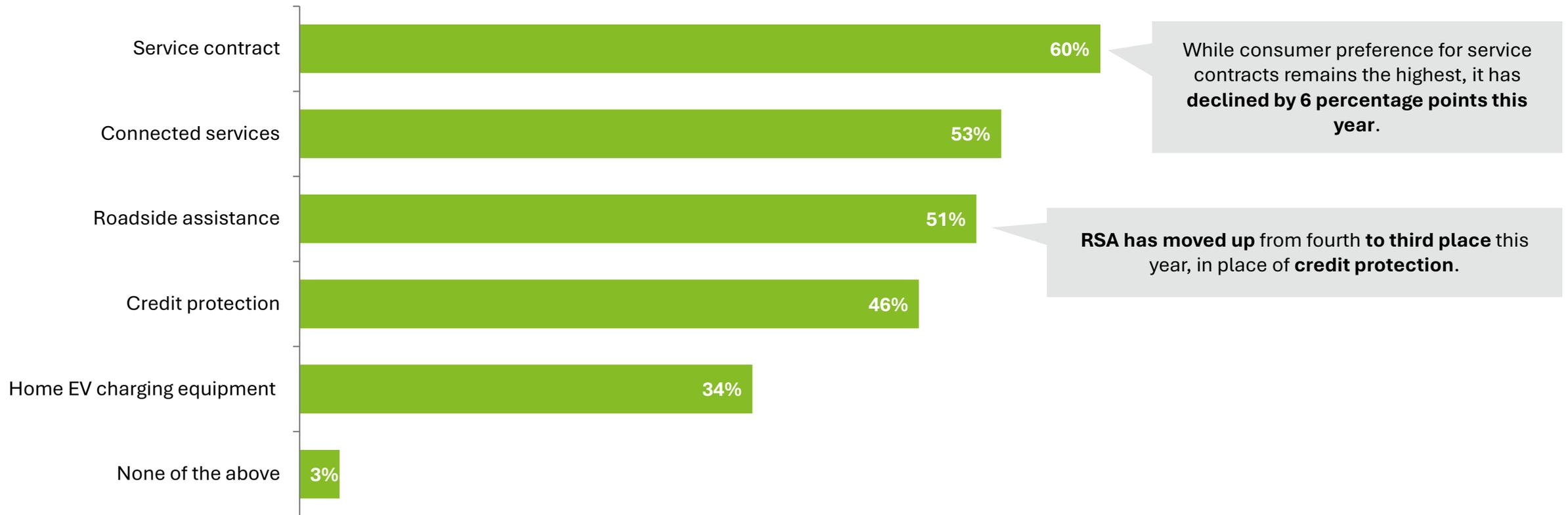
Preferred loan duration



Q34. What is your preferred loan duration (in months)?
Sample size: n= 1,346

When acquiring their next vehicle, Indian customers increasingly prioritise maintenance contracts, connected services and roadside assistance, signalling a shift to bundled services and added value.

Key additional services consumers plan to purchase or subscribe to when acquiring their next vehicle

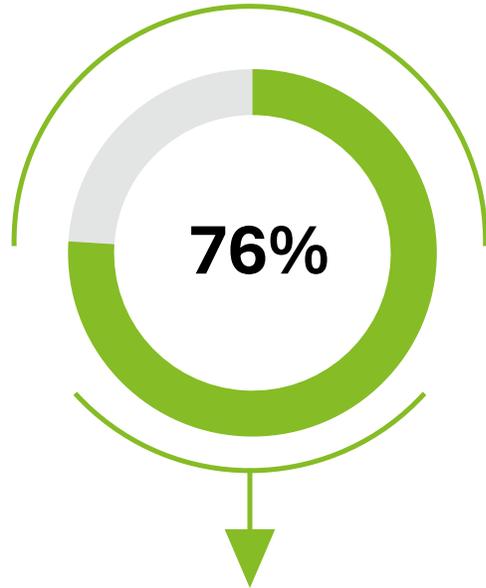


Note: Sum of the percentages exceeds 100% as respondents can select multiple options.

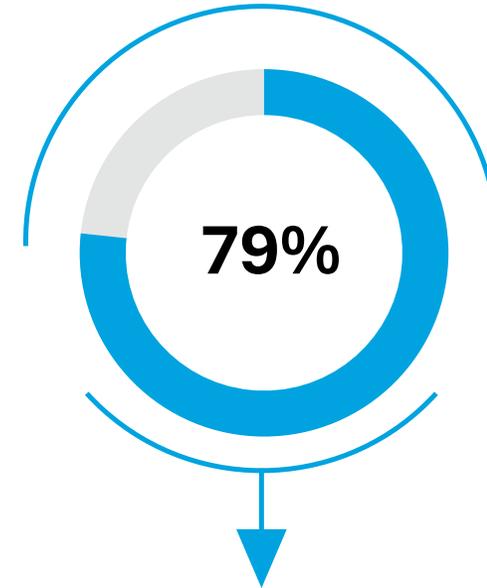
Q36. Which of the following additional services do you plan to purchase, or subscribe to, when acquiring your next vehicle?

Sample size: n= 1346

Indian customers are increasingly interested in buying vehicles and insurance directly from manufacturers, indicating growing acceptance of the direct-to-consumer approach.



of Indian customers are interested in purchasing vehicles directly from manufacturers, the highest among surveyed markets, followed by China at 74 percent.



of Indian customers are interested in purchasing insurance directly from the manufacturer, the highest among surveyed markets, followed by China at 73 percent.

Q39. The next time you acquire a vehicle, how interested would you be in purchasing insurance directly from the vehicle manufacturer?

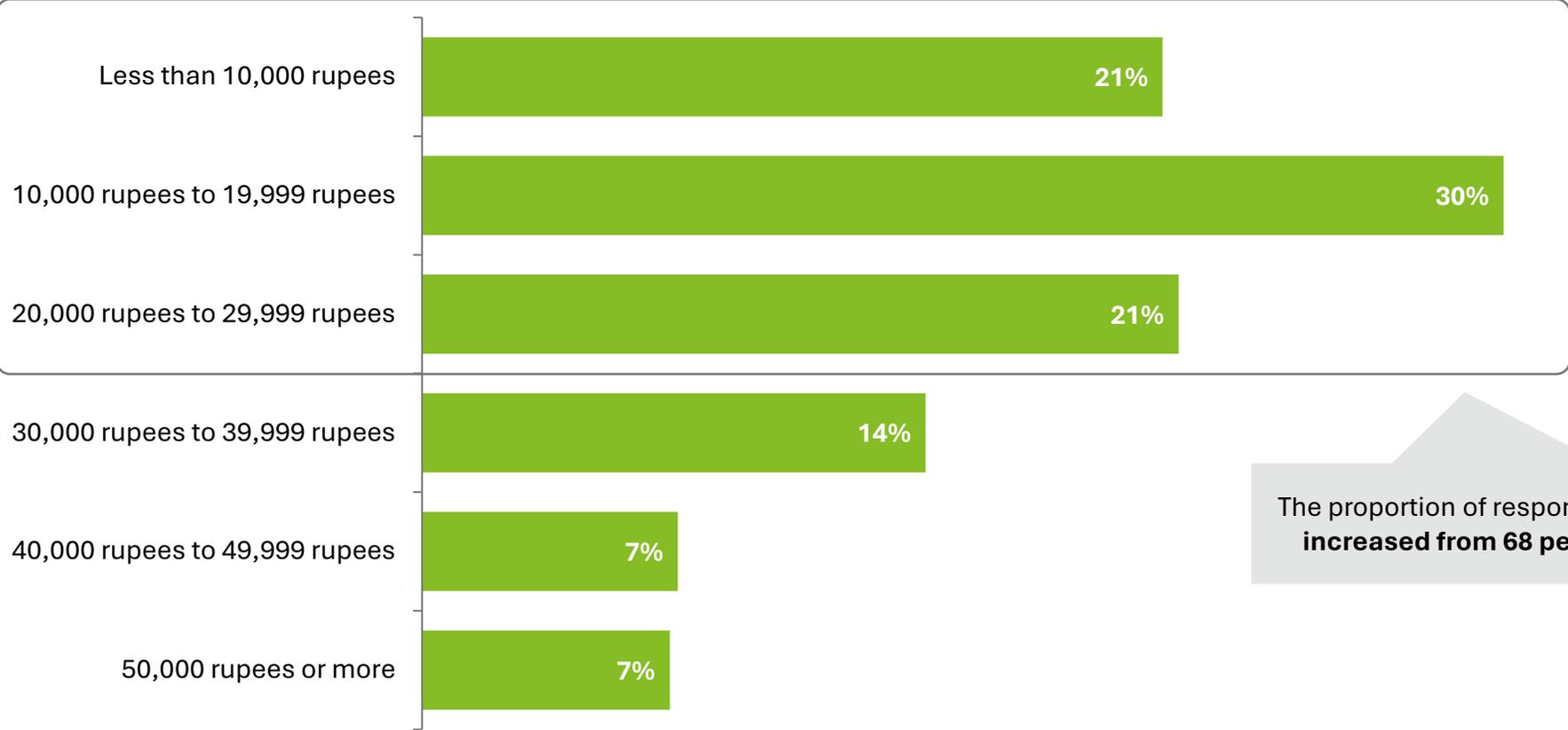
Sample size: n= 1346

Q40. To what extent are you interested in acquiring your next vehicle directly from the manufacturer (via an online process)?

Sample size: n= 1,346

Over two-thirds of consumers are willing to pay less than INR30,000 per month for vehicle payments and bundled services. The share of consumers in this bracket has grown, indicating lower monthly outlays driven by longer tenures and competitive subscriptions.

Consumer expectations regarding monthly vehicle payment



The proportion of respondents willing to pay up to **INR30,000** has increased from **68 percent** last year to **72 percent** this year.

Q38. How much do you intend to spend on a monthly vehicle payment/subscription (including all bundled products and services)?

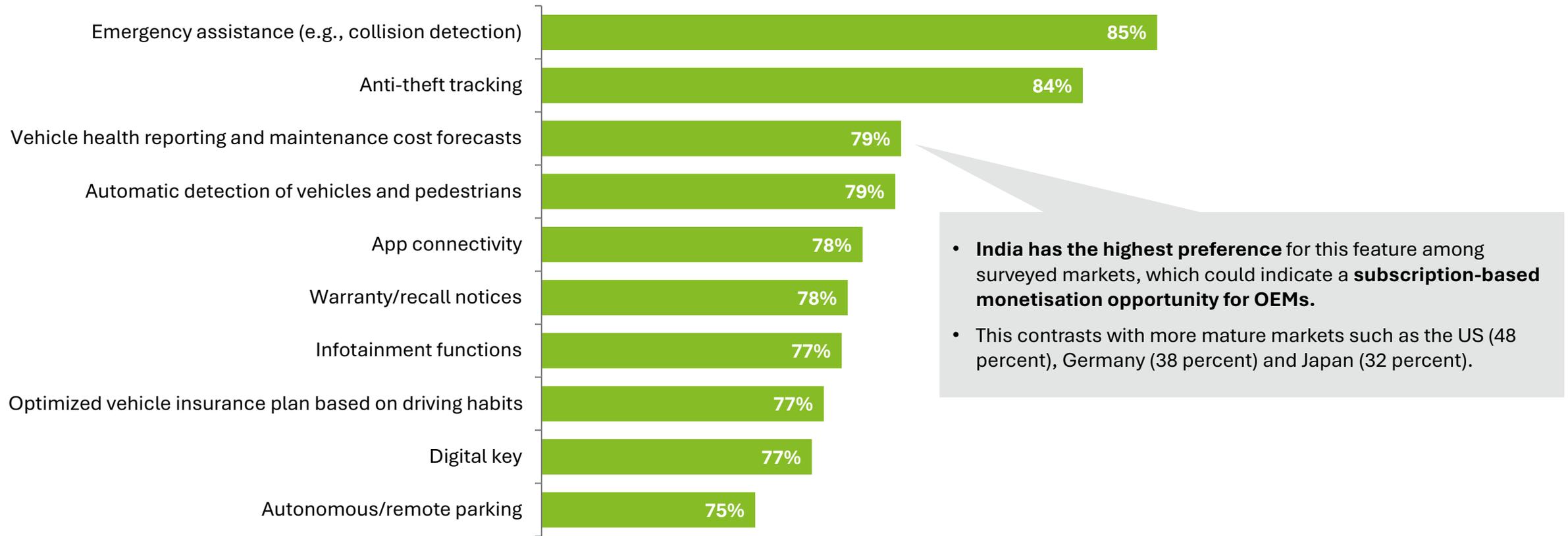
Sample size: n= 1,346

3. Connectivity



Consumers prioritise safety and security when paying for connected vehicle technologies. Emergency assistance, anti-theft tracking and automatic vehicle and pedestrian detection outrank convenience and entertainment features.

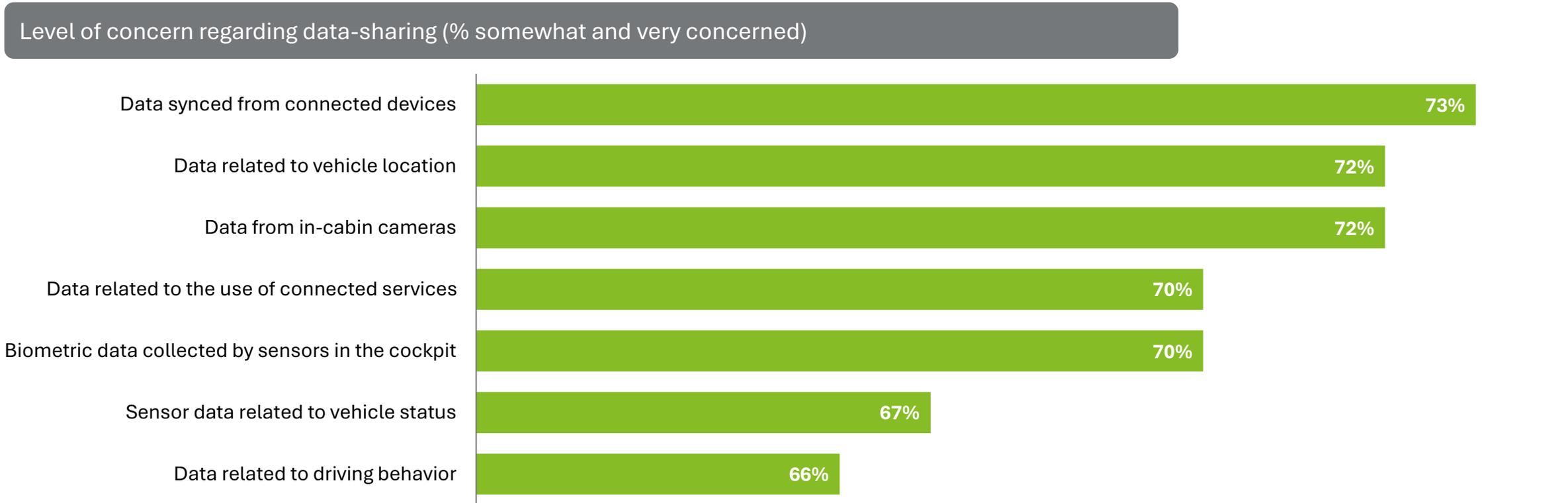
Readiness to pay extra for connected features (% somewhat/very willing)



Q52. To what extent would you be willing to pay extra for each of the following connected vehicle services?

Sample size: n= 1346

India has the highest global concern about sharing vehicle location data, highlighting the need for stronger privacy controls.



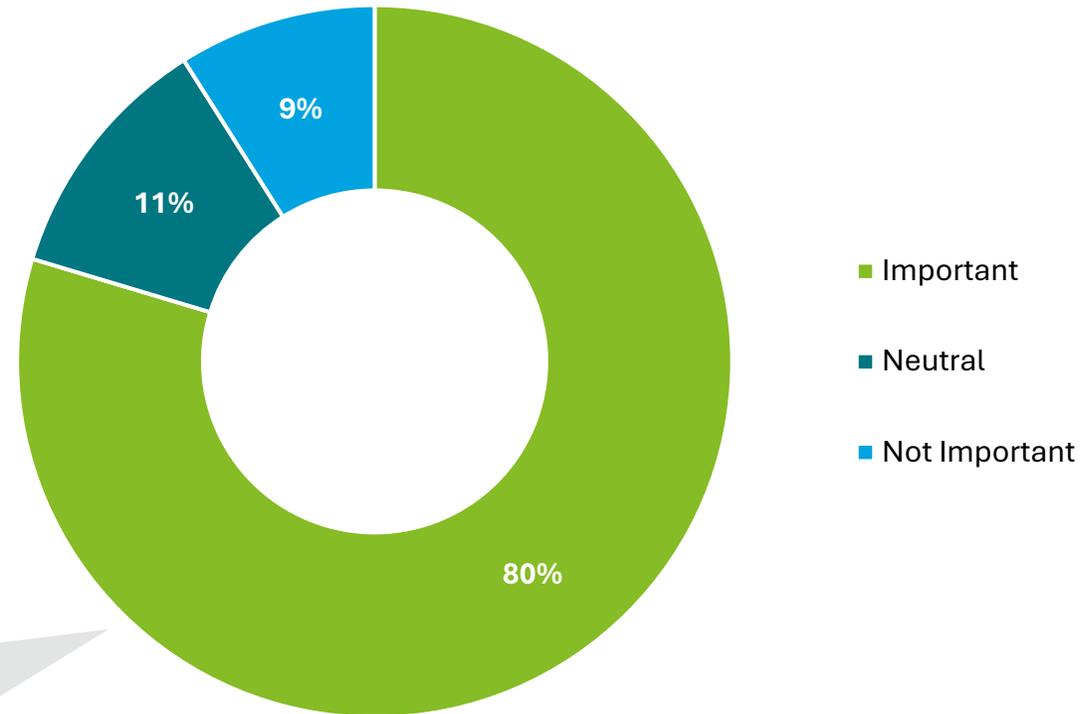
Indian consumers show the **highest level of concern globally** when it comes to sharing connected vehicle data, especially sensitive and personally identifiable information. While they are willing to share data to improve services, their expectations for **stronger privacy controls and greater transparency** far exceed those in markets such as the US, the UK, Germany and Japan, indicating the growing awareness amongst Indian consumers.

Q53. As vehicles become more and more connected to the internet, how concerned would you be if the following types of data were shared with your vehicle manufacturer, dealer, insurance company and/or other third parties?]

Sample size: n= 1346

The Indian market shows strong demand for local-language voice-command functionality, indicating that OEMs must prioritise localisation to meet user expectations.

Importance of next vehicle to support voice commands in local languages



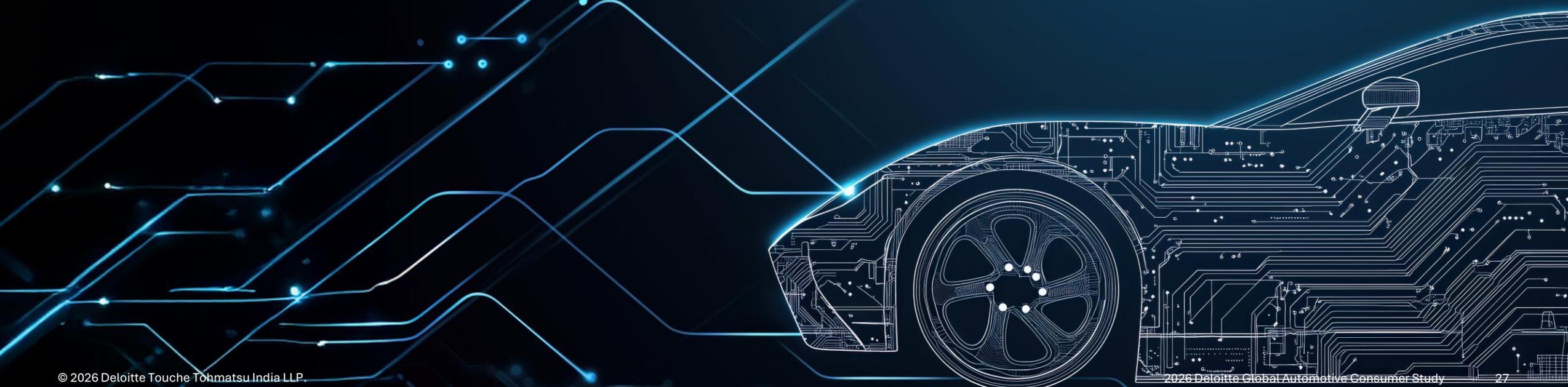
This feature is important in the **Asia-Pacific markets**, but interest is much lower in **Western markets** such as the US (43 percent), the UK (37 percent) and Germany (31 percent), **signalling a regional difference in digital engagement expectations.**

Note: “Not important” is the sum of not at all important and not very important while “important” is the sum of somewhat important and very important.

Q54. How important is it for your next vehicle to support voice commands in local languages?

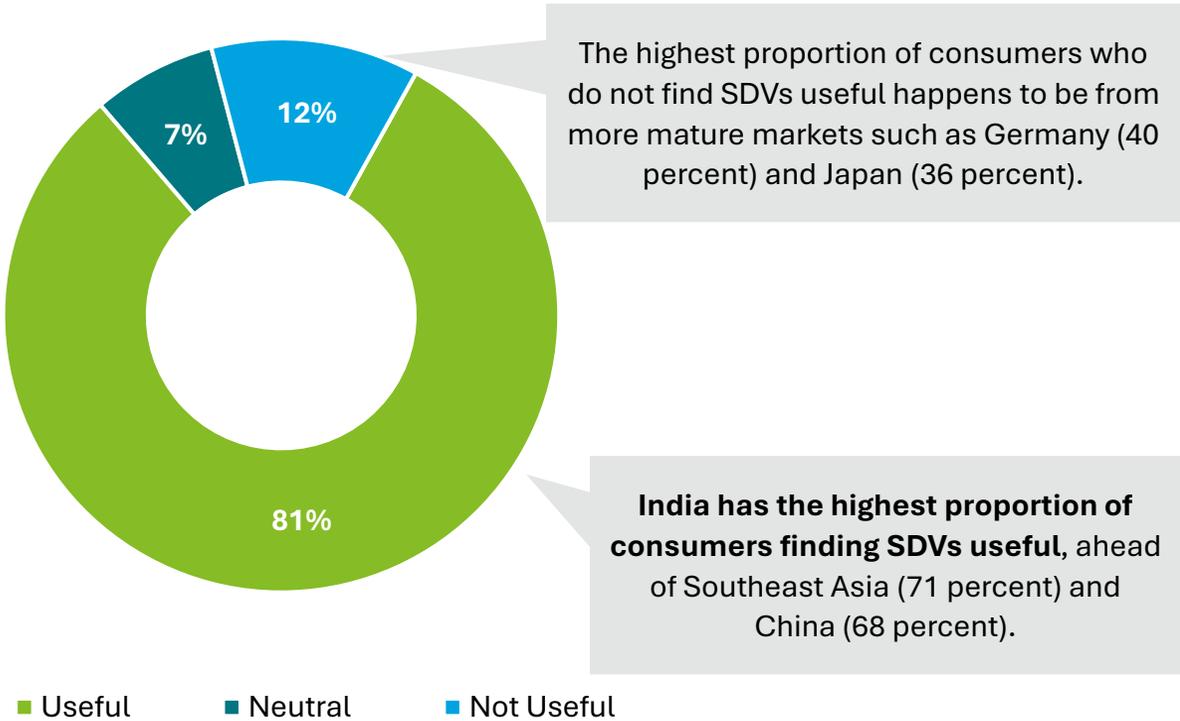
Sample size: n= 1346

4. Software-defined vehicles



With broad acceptance of Software-defined Vehicles (SDVs) and growing interest in integrated digital services, India is well-positioned to scale SDVs as the core of its connected-mobility future.

Perceived usefulness of SDVs

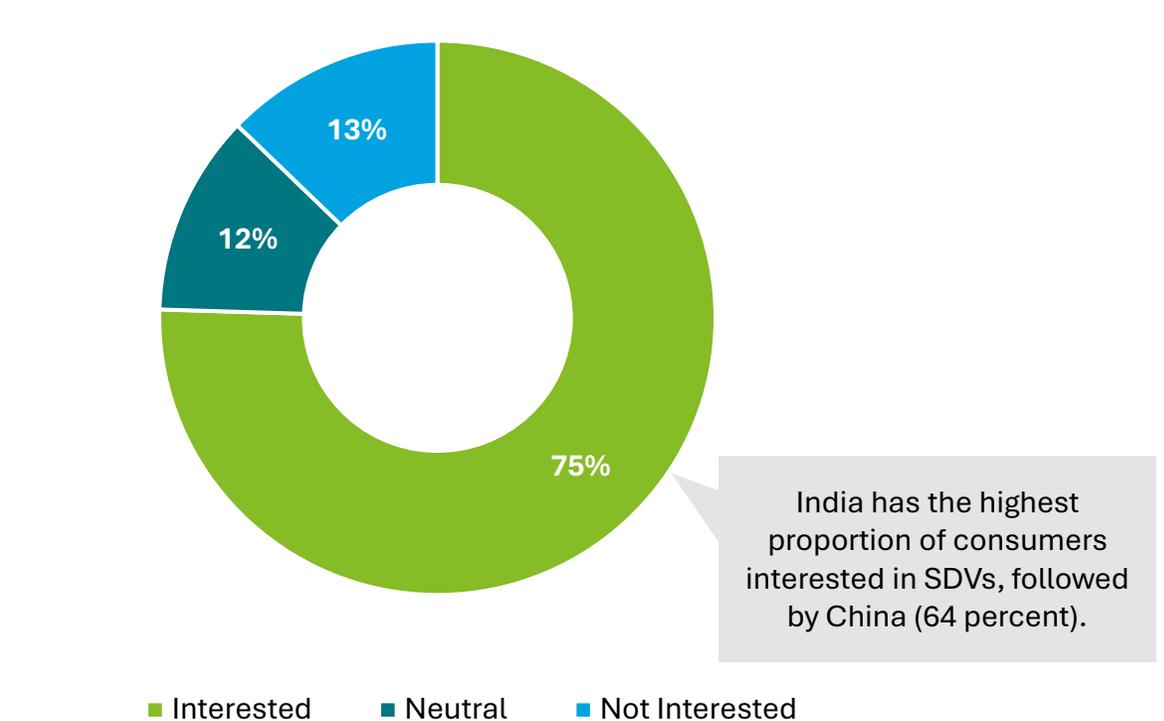


Note: "Not useful" is the sum of not at all useful, slightly useful and somewhat useful while "useful" is the sum of useful, very useful and extremely useful.

Q55. Software-defined vehicles allow customisation and feature expansion not only before purchase, but throughout the vehicle's lifecycle. How useful do you find the idea of your next vehicle being primarily software-defined?

Sample size: n= 1346 (For Qs 55 and 57)

Consumer interest in using vehicles as platforms for integrated services

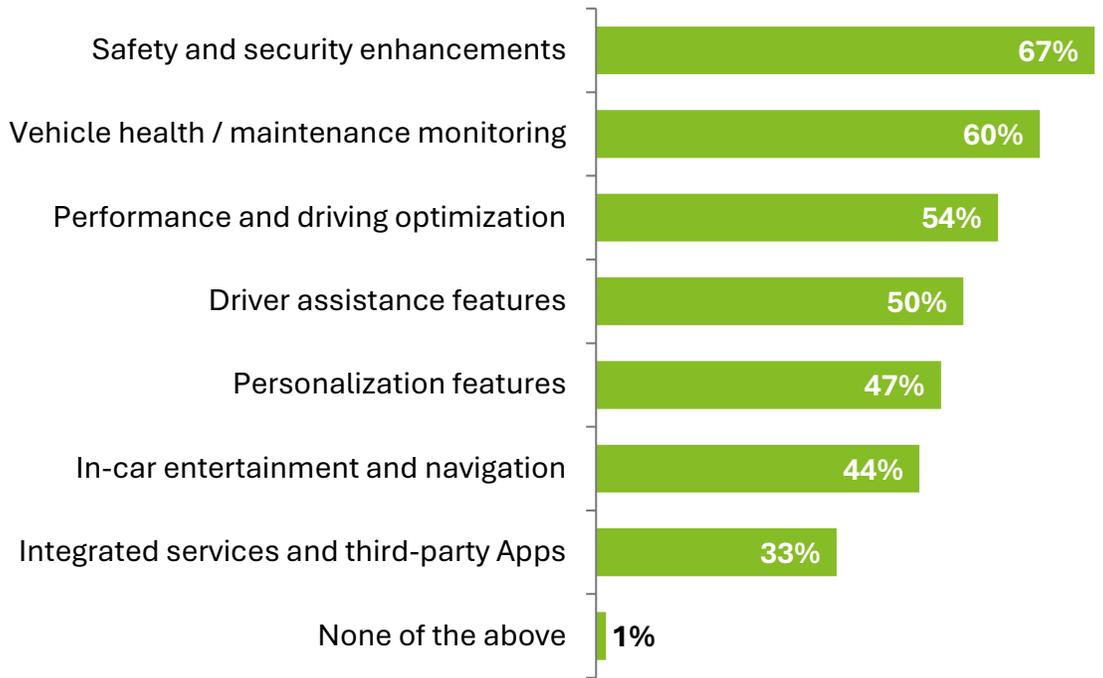


Note: "Not interested" is the sum of not at all interested, slightly interested and somewhat interested, while "Interested" is the sum of interested, very interested and extremely interested.

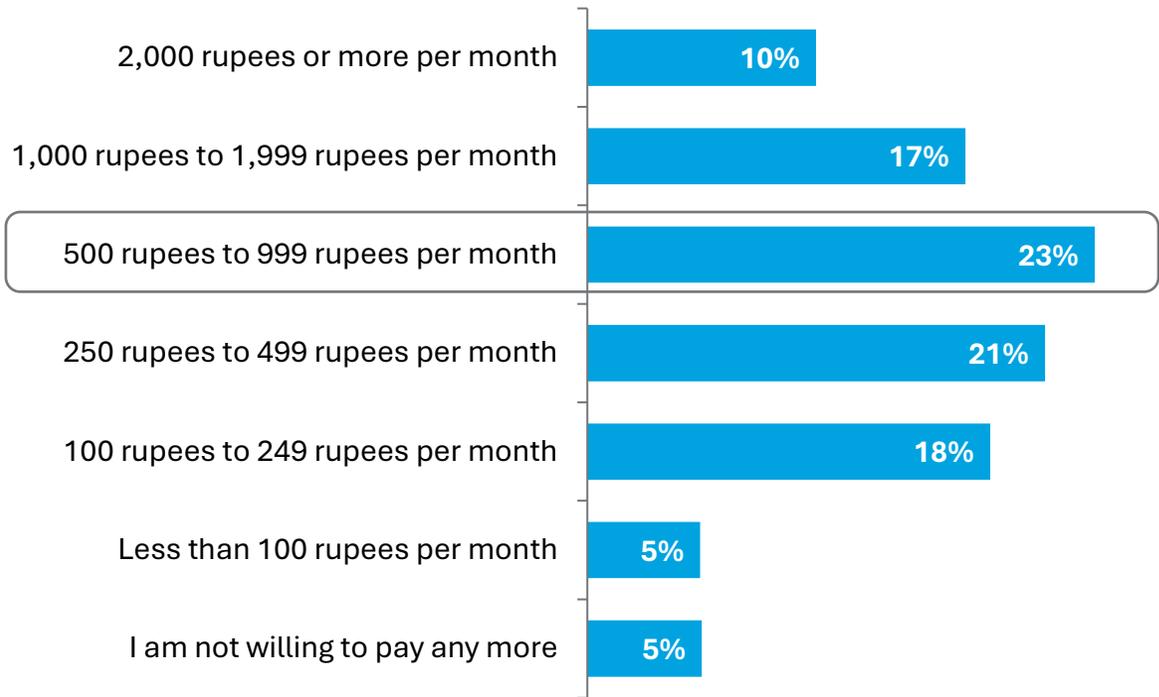
Q57. Software-defined vehicles can serve as platforms for services such as package delivery, grocery drop-off, valet parking, dynamic insurance pricing, or on-demand autonomous rides. How interested are you in using your vehicle to access such integrated services?

About 95 percent of customers are willing to pay for software-defined vehicles (SDVs), with safety, security and continuous vehicle health reporting being the top features. This highlights a strong opportunity for subscription-based monetisation.

Readiness to pay extra for software-defined features (Selected %)



Willingness to pay for added SDV features on a monthly basis



The **median monthly subscription** amount consumers are willing to pay is **INR500–999**, though expectations for the breadth of features included in these subscriptions are high.

Q58. Which of the following software-defined features would you be willing to pay extra for in your next vehicle? Please select all that apply.

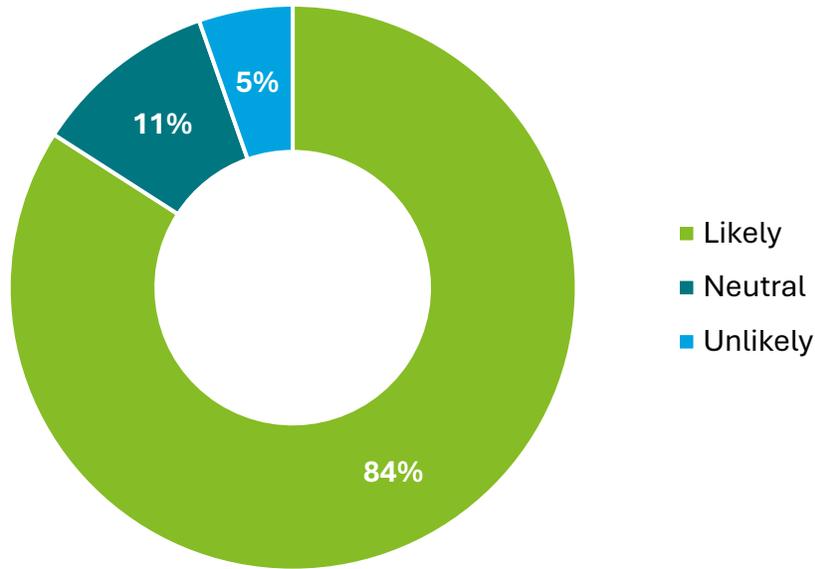
Sample size: n= 1346

Q59. How much would you be willing to pay for added software-defined vehicle features on a monthly basis?

Sample size: n= 1,328

India embraces the car as a ‘Smartphone on Wheels’, prioritising an in-vehicle ecosystem over the smartphone.

Likelihood of using AI-enabled vehicle customisation features



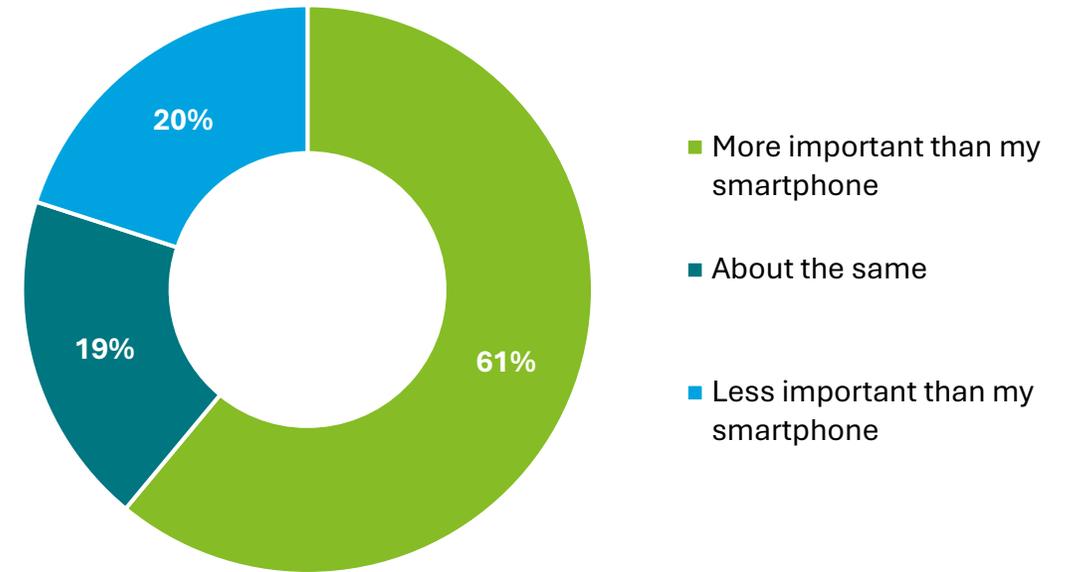
Consumers in **India (84 percent)**, **China (76 percent)** and **Southeast Asia (70 percent)** show a significantly higher likelihood of using AI-enabled vehicle customisation features compared with Western markets.

Note: Likelihood percentage is the sum of slightly likely, likely and very likely and Unlikely is the sum of unlikely, slightly unlikely and very unlikely.

Q60. AI-enabled customisation allows your vehicle to recognise and adapt to your preferences without manual input (e.g., adjusting climate settings, seat positions, cabin lighting). How likely would you be to use such AI-enabled features in your next vehicle?

Sample size: n= 1346

Perceived importance of in-vehicle ecosystems compared with smartphones



India leads, with **61 percent** rating the **in-vehicle ecosystem** as more important than their smartphone, **well ahead of APAC peers** and Western markets.

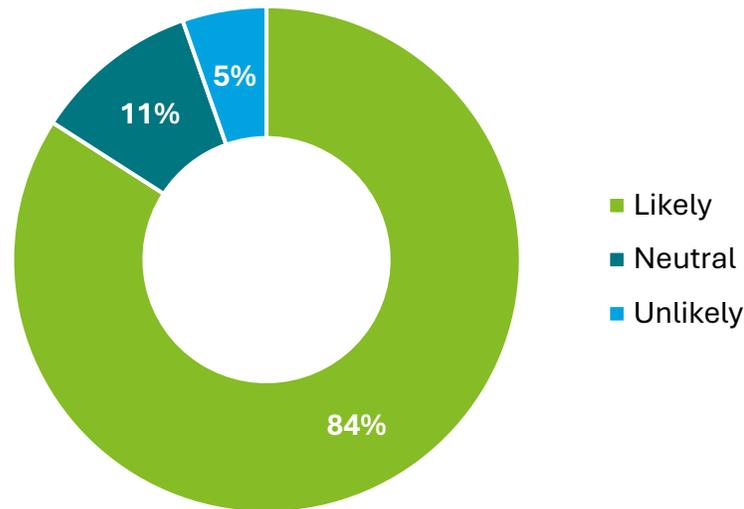
Note: Less important is the sum of much less important, less important and slightly less important, while “more important” is the sum of slightly more important, more important and much more important.

Q61. If an in-vehicle ecosystem offered features like advanced driving assistance, additional comfort functions, or integrated third-party services (e.g., insurance, repair shops), how would you compare its importance to that of your smartphone?

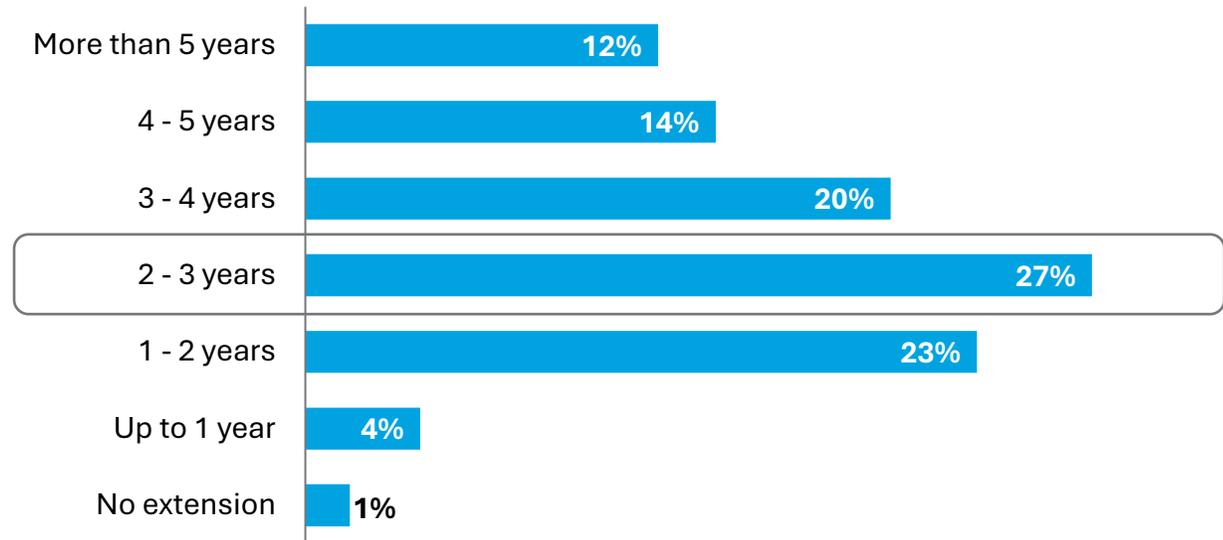
Sample size: n= 1,346

Frequent OTA updates drive higher retention by keeping vehicles modernised and delaying planned obsolescence. As cars become increasingly software-driven, these updates encourage many consumers to keep their vehicles for longer.

Likelihood of keeping a vehicle longer if regular OTA updates enhance the mobility experience



Number of additional years consumers would keep their vehicle with OTA enhancements



The **median life of a vehicle can be extended by 2-3 years** based on the 84 percent of respondents who are **likely to keep their vehicles longer if regular OTA updates** enhance mobility experience. Though India is the highest, China (72 percent) and Southeast Asia (72 percent) are just behind it.

Note: Likelihood percentage is the sum of slightly likely, likely and very likely and Unlikely is the sum of unlikely, slightly unlikely and very unlikely.

Note: Sum of these scenarios is 100%

Q62. How likely would you be to keep a vehicle longer if it received regular OTA updates to help enhance your mobility experience (e.g., new features, safety improvements, performance enhancements)?

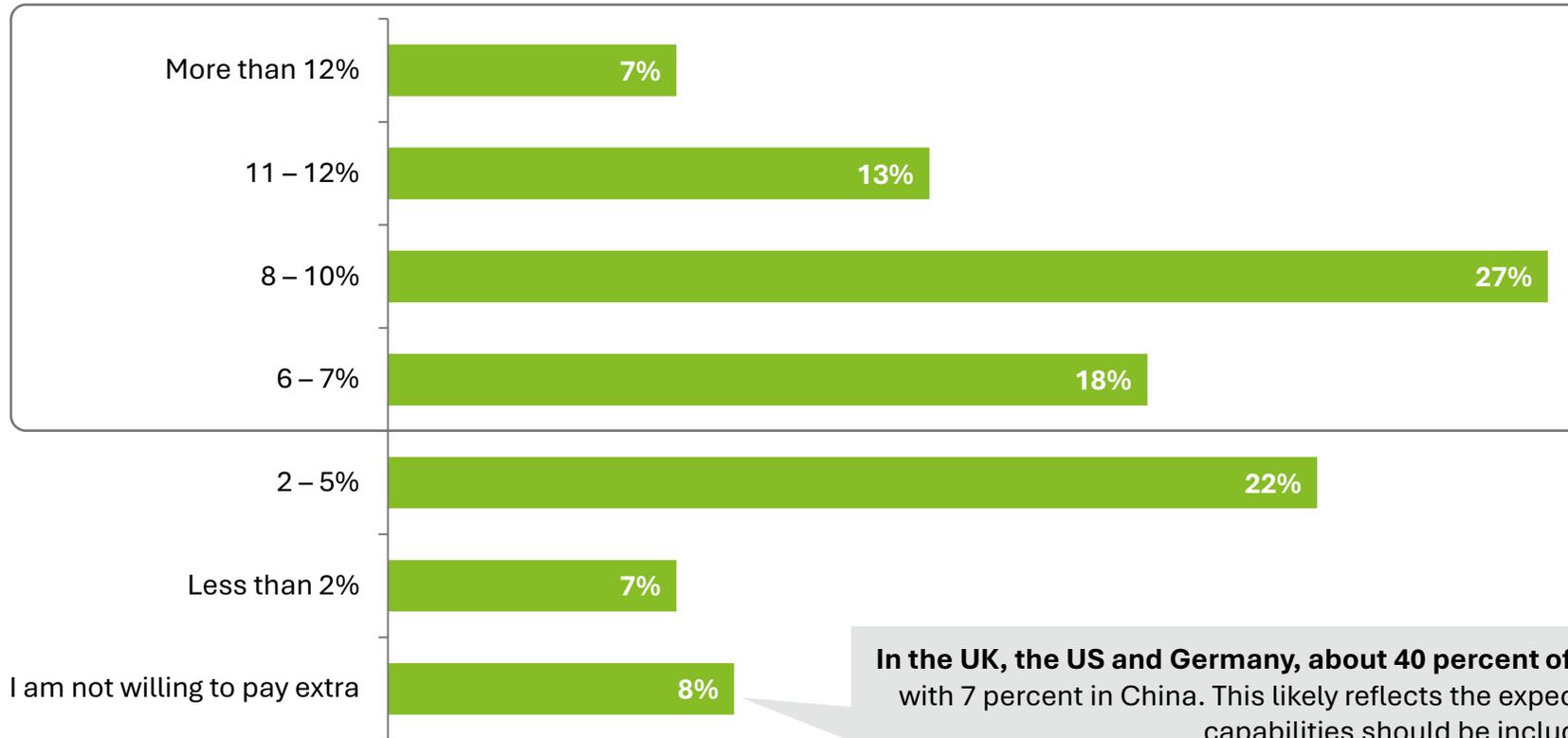
Q63. How many additional years would you expect to extend your ownership of the vehicle?

Sample size: n= 1,346

Sample size: n= 1,135

To delay the planned obsolescence of today's increasingly technology-rich vehicles, 92 percent of consumers are willing to pay over and above the ex-showroom price for OTA update capabilities, creating an opportunity for premiumisation.

Willingness to pay above vehicle list price for OTA update capability



65 percent of consumers are willing to pay **6 percent or more** for OTA update capabilities.

In the UK, the US and Germany, about 40 percent of consumers are unwilling to pay extra, compared with 7 percent in China. This likely reflects the expectation in these Western markets that OTA update capabilities should be included as a standard feature.

Q56. Over-the-air (OTA) software updates downloaded directly to a vehicle can eliminate the need for workshop visits. How much more would you be willing to pay for a vehicle that includes automated OTA updates versus a traditional vehicle requiring workshop visits? Please indicate the amount as a percentage above the vehicle's list price.

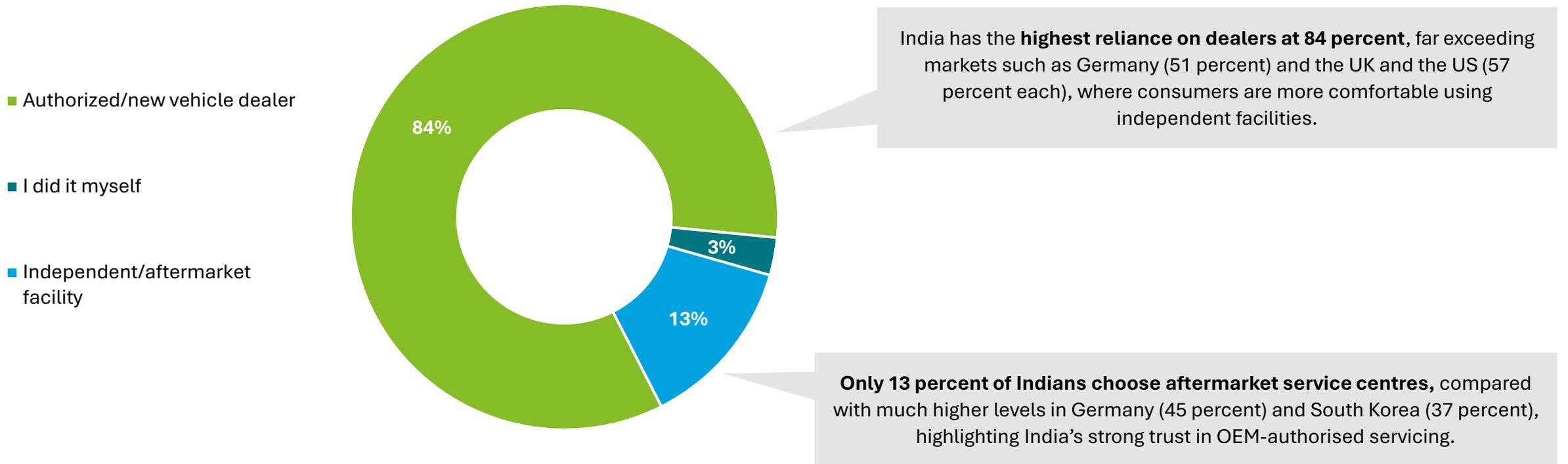
Sample size: n= 1,346

5. Vehicle servicing



Surveyed consumers predominantly choose authorised or new-vehicle dealerships as their service provider, indicating a higher level of trust and credibility they associate with the channel.

Most recent vehicle service experience by type of facility



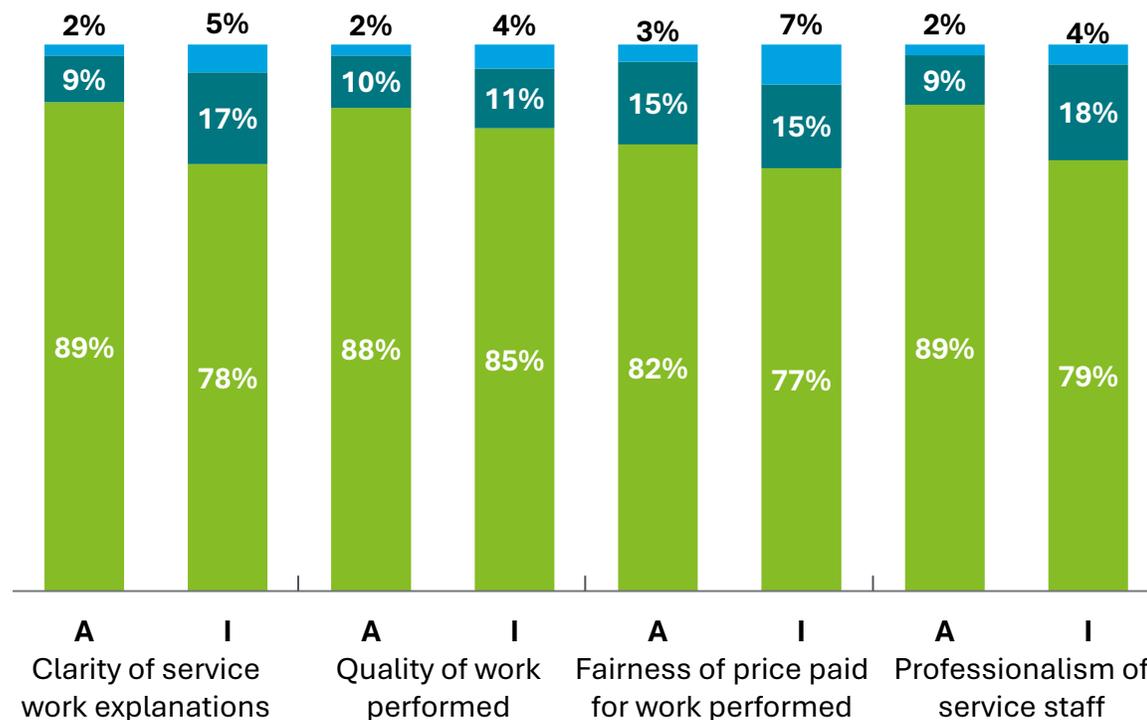
Note: Percentages may not add up to 100 due to rounding.

Q16. Where was your most recent vehicle service experience?

Sample size: n= 1,048

Authorised dealers lead on service experience, outperforming aftermarket facilities across key parameters. This creates strong opportunities to drive customer retention and after-sales revenue growth.

Most recent service experience rating by following parameters



A = Authorised new vehicle dealers; n= 881
 I = Independent/aftermarket facility; n= 137

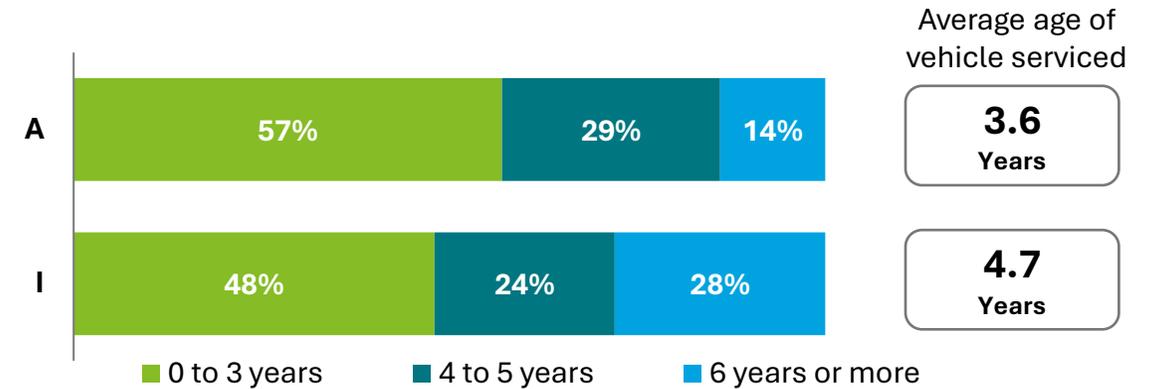
■ Good ■ Fair ■ Poor

Note: "Good" is the sum of very good and good; "Poor" is the sum of poor and very poor. 'I did it myself' or DIY customers not applicable to this analysis.

Q18. On a scale from 1-5 where 1 is very poor and 5 is very good, please rate your most recent vehicle service experience on the following criteria.

Sample size: n= 1,048

Distribution of vehicles by age across channels



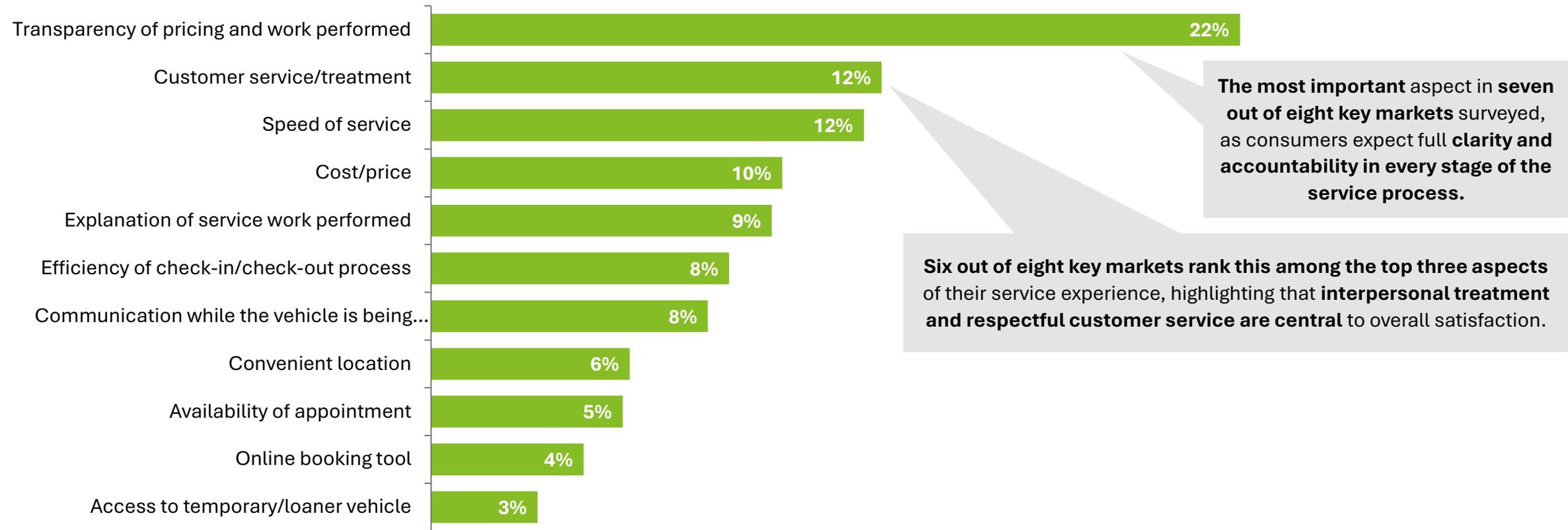
Authorised dealers lead on service experience, outperforming aftermarket facilities across key parameters. This creates strong opportunities to drive customer retention and after-sales revenue growth.

Q10. How long have you owned, leased, or subscribed to the vehicle you drive most often?

Sample size: n= 1,048

Transparency around pricing and the work performed ranks as the most important aspect of the vehicle service experience, highlighting consumers' desire for clear, fair and well-explained servicing outcomes.

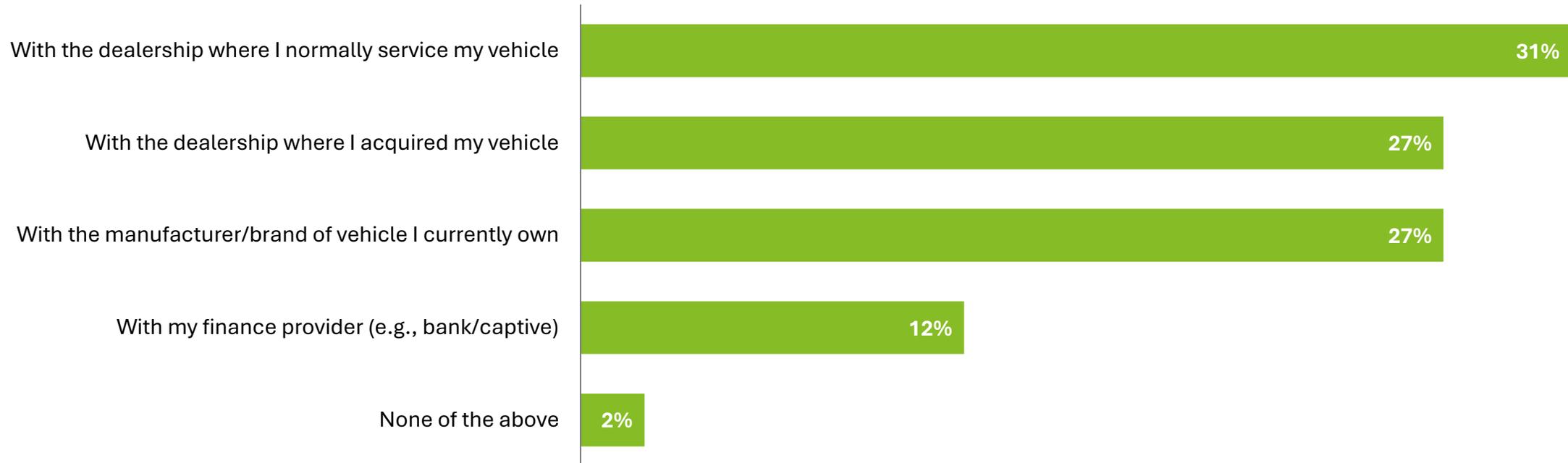
Most important aspect of a vehicle service experience



Q21. What is the most important aspect of a vehicle service experience?
Sample size: n= 1018

Dealerships command the highest trust among vehicle owners and remain the most effective channel for OEMs to drive customer lifetime value.

Who do vehicle owners most trust?



- **About 58 percent of vehicle owners in India trust their dealerships the most**, with China (59 percent) and Southeast Asia (60 percent) showing a similar pattern.
- **Japan** is higher at 68 percent, while **South Korea** is a clear outlier at 37 percent due to **stronger trust in OEMs**.

Note: Percentages may not add up to 100 due to rounding.

Q22. With whom do you have the most trusted relationship?

Sample size: n= 1048

6. Study overview



About the study

Demographics

Survey timing

October to November 2025

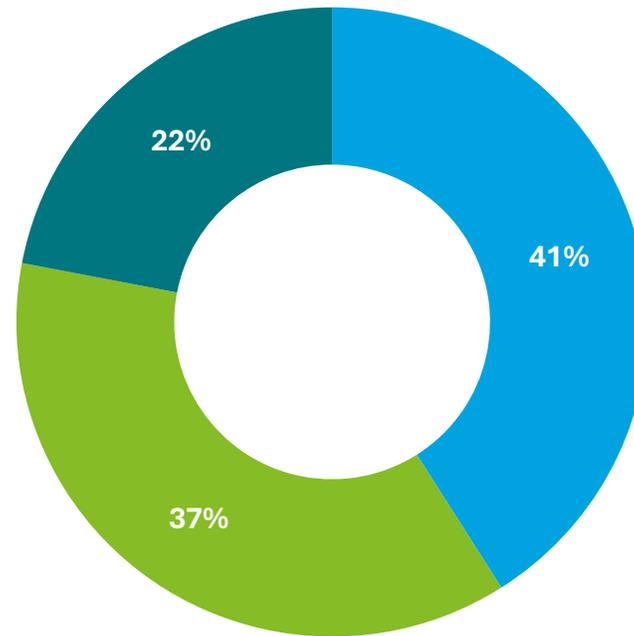
Sample

The survey polled a sample of 1,501 consumers in India.

Methodology

The study was fielded from October through November 2025 and used an online panel methodology, in which consumers of driving age were invited to complete the questionnaire (translated into local languages) via email.

Age group



■ 18-34 ■ 35-54 ■ 55 or above

Gender



Location



■ Urban ■ Suburban + Rural

Connect with us

Rajat Mahajan

Partner and Auto Sector Leader
Deloitte India
rajatm@deloitte.com

Atul Jairaj

Partner
Deloitte India
ajairaj@deloitte.com

Contributors

Arnav Singh Bisht
Aanchal Behl
Bharti Miglani
Shahnawaz Sarkar
Ankit Kasare

Acknowledgements

Rishi Malhotra
Mou Chakravorty
Chirag Chopra
Harsh Trivedi
Rahul Dhuria
Ruchira Thakur



Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited (“DTTL”), its global network of member firms, and their related entities (collectively, the “Deloitte organization”). DTTL (also referred to as “Deloitte Global”) and each of its member firms and related entities are legally separate and independent entities, which cannot obligate or bind each other in respect of third parties. DTTL and each DTTL member firm and related entity is liable only for its own acts and omissions, and not those of each other. DTTL does not provide services to clients. Please see www.deloitte.com/about to learn more.

Deloitte Asia Pacific Limited is a company limited by guarantee and a member firm of DTTL. Members of Deloitte Asia Pacific Limited and their related entities, each of which is a separate and independent legal entity, provide services from more than 100 cities across the region, including Auckland, Bangkok, Beijing, Bengaluru, Hanoi, Hong Kong, Jakarta, Kuala Lumpur, Manila, Melbourne, Mumbai, New Delhi, Osaka, Seoul, Shanghai, Singapore, Sydney, Taipei and Tokyo.

This communication contains general information only, and none of DTTL, its global network of member firms or their related entities is, by means of this communication, rendering professional advice or services. Before making any decision or taking any action that may affect your finances or your business, you should consult a qualified professional adviser.

No representations, warranties or undertakings (express or implied) are given as to the accuracy or completeness of the information in this communication, and none of DTTL, its member firms, related entities, employees or agents shall be liable or responsible for any loss or damage whatsoever arising directly or indirectly in connection with any person relying on this communication.