

ENTREPRENEURSHIP, TRADE AND EXCHANGE ACTIVITIES

**Inna Shevchenko, Doctor of Economic Sciences, Professor,
Professor at the Department of Economics and Entrepreneurship,
Dean of the Faculty of Management and Business
*Kharkiv National Automobile and Highway University
Kharkiv, Ukraine***

DOI: <https://doi.org/10.30525/978-9934-26-603-4-35>

ECO-VECTOR IN THE SALE OF CARS: EXPERIENCE OF THE EUROPEAN UNION

Just 10 years ago, Ukraine was among the 40 largest automobile manufacturing countries in the world, specializing in the production of cars, trucks and buses [1], but socio-economic and military crises led to the decline of the Ukrainian automotive industry.

Today, Ukrainian buyers' demand for cars is mainly met by foreign-made cars – from the European Union, USA, Japan and China. At the same time, taking into account the traditional high demand of Ukrainian buyers for used cars from the European Union, new cars that Europeans are buying today will be of interest to Ukrainian buyers in 5-7 years.

Understanding the current vectors of development of the European Union cars sale market is important for building a strategy for Ukrainian automobile manufacturing enterprises in the context of price competition between new domestically produced cars and used cars from the European Union.

This study will focus on the eco-vector in the sale of cars in the European Union.

The eco-vector is now clearly visible in the three largest cars sale markets in the world (Fig. 1). At the same time, the European Union is the second largest buyer of electric vehicles after China.

Despite the impressive volume of electric vehicles sold in the European Union in 2024, the share of classic electric vehicles in total cars sale is not that high at 13.6% (Fig. 2).

Although it is fair to note the significant popularity of electric vehicles in hybrid versions (HEV, PHEV) among Europeans.

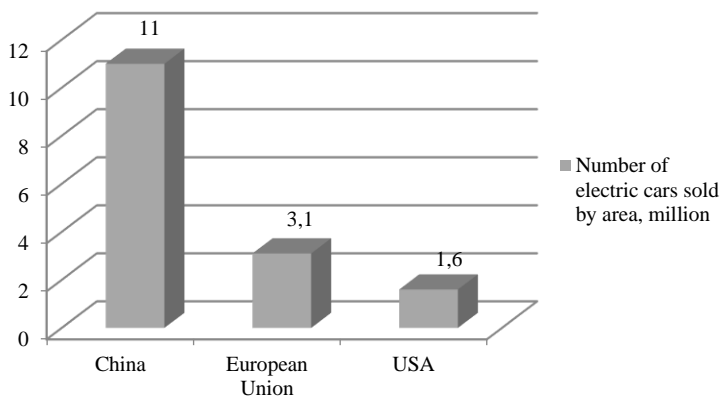
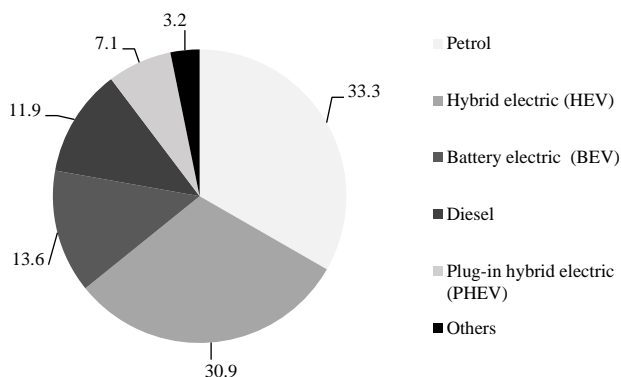


Figure 1. Top-3 largest electric vehicle markets in world in 2024

Source: constructed by the author based on data from [2]



**Figure 2. Structure of cars sale in the European Union in 2024
by power source, %**

Source: constructed by the author based on data from [3]

At the same time, despite the significant capacity of the eco-car market in the European Union, experts are currently noting the stagnation of the electric vehicle market in European countries: this is due to both the natural achievement of a high level of electrification of automobile rolling stock (as, for example, in Norway and Sweden), and the decline in demand from buyers for electric vehicles due to the current lower intensity of state support (including subsidy payments), which was implemented in previous years in accordance with the goals and objectives of the European carbon neutrality

policy (as, for example, in Germany and France). While, for example, in the UK, where active state support for the eco-vector of the cars sale market continues, in 2024 the share of electric vehicle sales reached 30%.

The example of the European Union car market now clearly demonstrates that although the future of the global car market lies in electric vehicles, the implementation of the eco-vector still requires comprehensive state support.

Thus, state support for domestic manufacturers of electric vehicles should, in the long term, ensure their competitiveness in the national automobile market in competition with used electric cars from the European Union.

References:

1. Dmitriiev I., Shevchenko I. Problems and prospects of development of the automotive industry in Ukraine. *Scientific Journal of Polonia University*. 2017. Vol. 20. No 1. Pp. 11–23. DOI: <https://doi.org/10.23856/2001>
2. Global EV Outlook 2025. Available at: <https://www.iea.org/reports/global-ev-outlook-2025>
3. Economic and Market Report Global and EU auto industry: Full year 2024. Available at: <https://www.acea.auto/publication/economic-and-market-report-global-and-eu-auto-industry-full-year-2024/>