

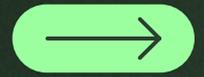
THE GREAT ACCELERATION

Consumer EV Interest Surges Across Five Markets

Data Insights from OLX | March 2026



EXECUTIVE SUMMARY



In the three weeks following the start of the Iran conflict on February 28, 2026, OLX Automotive Vertical platforms recorded significant increases in electric vehicle (EV) lead generation across five key markets - France, Romania, Portugal, Poland and South Africa.

Key findings:

- **EV interest surged between 9% and 31% in the first week of the conflict** across **Portugal, Poland, France, and Romania**, with accelerated growth in subsequent weeks.
- **South Africa saw a 50% surge in EV interest** despite having the lowest starting baseline and a burgeoning EV infrastructure.
- **Portugal saw nearly 1 in 4 automotive searches shift to EVs** – up from 1 in 7 before the conflict.
- Year-on-year comparisons show EV demand **growth far outpacing 2025 trends**, with **France recording a 145% increase** compared to March 2025.
- **Diesel and petrol leads declined** across all markets, with diesel interest dropping as much as **49% in Romania**.

This data suggests that geopolitical instability tied to energy supply is accelerating consumer transitions to electric mobility faster than policy incentives alone have achieved.

Data period: February 22 – March 22, 2026

THE DATA: MARKET-BY-MARKET BREAKDOWN

The following table shows EV lead performance across OLX Group's leading automotive vertical platforms in five markets:

Market	Platform	% of overall leads for EVs before conflict	EV Demand Increase (Since Conflict Start)	Week 2 vs Week 1	Week 3 vs Week 2	Diesel Change	Petrol Change	% of overall leads for EVs in Week 3	YoY March 2026 vs 2025
France	La Centrale	5.17%	50%	9%	30%	-	-	7.91%	145%
Romania	Autovit	2.81%	40%	15%	49%	-15%	-	5.15%	47%
Portugal	Standvirtual	14.14%	54%	31%	30%	-11%	-3%	23%	29%
Poland	Otomoto	1.54%	39%	26%	16%	-2%	-	2.19%	12%
South Africa	AutoTrader	0.29%	50%	-3%	28%	-18%	3%	0.41%	67%

THE DATA: MARKET-BY-MARKET BREAKDOWN

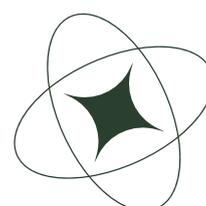
France: EV leads jumped 50% since the conflict began, reaching nearly 8% of all automotive interest by week three. The 145% year-on-year increase signals this is not a seasonal variation but a structural shift.

Romania: The steepest decline in diesel interest (down 49%) coincided with a 40% surge in EV leads. Romania's EV share of leads nearly doubled from pre-conflict levels, reaching 5.15% by week three.

Portugal: Already the most EV-ready market in the dataset, Portugal saw the most dramatic shift: EVs now represent 23% of all automotive leads, up from 14% pre-conflict. The 54% spike since the beginning of the conflict represents the fastest acceleration of EV interest OLX has recorded in this market.

Poland: While starting from a smaller base, Poland's initial 26% surge demonstrates that EV consideration is broadening even in markets with lower pre-existing adoption rates. Growth continued through week three with a total of 39% increased inquiries.

South Africa: South African consumers appeared to react slower than their European counterparts, with the first major shift in interest registered in the week commencing 16 March 2026, but year-on-year data shows EV interest is up 67% compared to March 2025 - indicating sustained long-term momentum independent of short-term shocks.



SUPPLY-SIDE RESPONSE

When comparing the war period with the same days prior to it, we observe, based on daily average values, a growth in the number of diesel car listings (total stock - listings) across three platforms in Europe. However, this increase is primarily driven by private users. This trend is not yet reflected in listings made by professional dealer customers and is not reflected in the South African market.

While consumer demand for EVs surged, sellers on OLX platforms responded by increasing inventory of both electric and diesel vehicles. However, the response differed significantly between private sellers (C2C) and professional business sellers (B2C).

Private sellers increased listings across both fuel types, with electric vehicle listings growing 12-29% and diesel listings up 11-27% across the three European platforms. This suggests individual sellers were capitalising on heightened buyer interest in both categories.

Business sellers showed a more cautious approach. While most increased EV inventory (up 6.89% in Portugal, 8% in Poland), diesel stock grew minimally or declined. Romania's business segment saw a slight drop in electric inventory (<-1%), potentially reflecting supply constraints or strategic repositioning.

Market	Platform	Private Sellers		Business Sellers	
		Diesel	Electric	Diesel	Electric
Romania	Autovit	11%	12%	2%	1%
Poland	Otomoto	27%	29%	1.6%	8%
Portugal	Standvirtual	15%	14%	-0.4%	7%
South Africa	AutoTrader	-12%	33%	0%	1%





ANALYSIS: WHAT'S DRIVING THE SHIFT

The correlation between the Iran conflict's start date and the immediate spike in EV interest across geographically diverse markets points to a shared driver: concern over energy security and fuel price volatility.

Three factors emerge from the data:

01 Economic calculation

Consumers are reassessing the total cost of ownership for internal combustion engine vehicles in an environment where fuel prices are unpredictable. EVs offer insulation from oil market shocks.

02 Energy independence

Geopolitical events that threaten energy supply chains make electricity - especially from renewable sources - a more attractive and controllable energy source for personal mobility.

03 Accelerated decision-making

The speed of the shift suggests that many consumers were already considering EVs but were pushed off the fence by external events. The conflict didn't create interest; it converted latent demand into action.

IMPLICATIONS

- **For policymakers:**
EV infrastructure investment needs to accelerate now to meet surging demand
- **For investors:**
Consumer EV adoption may be years ahead of forecasts
- **For the industry:**
Supply chain readiness is the new competitive advantage



EXPERT PERSPECTIVE

Christian Gisy, CEO, OLX Group:



We're tracking millions of automotive leads each month across our platforms, and what we're seeing right now is striking: **EV interest has doubled in less than a month in some markets**, with demand surging as much as 54% in just three weeks.

This tells us something important. Geopolitical uncertainty is fundamentally shifting how consumers think about energy independence. And that shift is happening fast.

This is the moment for our professional customers to lean in. We're seeing some hesitation in business inventory decisions, which is natural. But the buyers are here now. The dealers who stock EVs today will capture this demand tomorrow. This isn't a prediction. It's what the data is showing us in real time.

What this tells me is that the tipping point is closer than most people think. The consumer appetite for EVs is clearly there. The real question is whether infrastructure and policy frameworks can keep pace. Because if supply chains and charging networks don't catch up now, we risk losing this momentum.



METHODOLOGY

Data source: OLX Group motors platforms across five markets (La Centrale in France, Autovit in Romania, Standvirtual in Portugal, Otomoto in Poland, Auto Trader in South Africa)

Timeframe: 22 February – 22 March 2026

Metrics: Percentage of total automotive leads by fuel type (EV, diesel, petrol) measured weekly when available.

Sample size: OLX platforms are the largest or leading automotive marketplaces in each market listed, processing millions of user inquiries monthly.

Leads definition: Unique user inquiries expressing purchase intent for a specific vehicle listing.

Conflict reference date: February 28, 2026 (start of Iran conflict).

ABOUT OLX GROUP

OLX is a global digital marketplace leader that builds platforms to facilitate trade, serving tens of millions of professional sellers and consumers across Europe and South Africa every month. Leveraging scale and powerful AI innovation across its trusted brands (including AutoTrader, OLX, Otomoto, Property24, and more), OLX helps people sell and buy cars, find housing, get jobs, buy and sell household goods, and much more. OLX Group is the classifieds business of Prosus, a global technology company and the power behind the leading lifestyle ecommerce brands in Latin America, Europe and India. For more information on OLX, visit www.olxgroup.com.

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