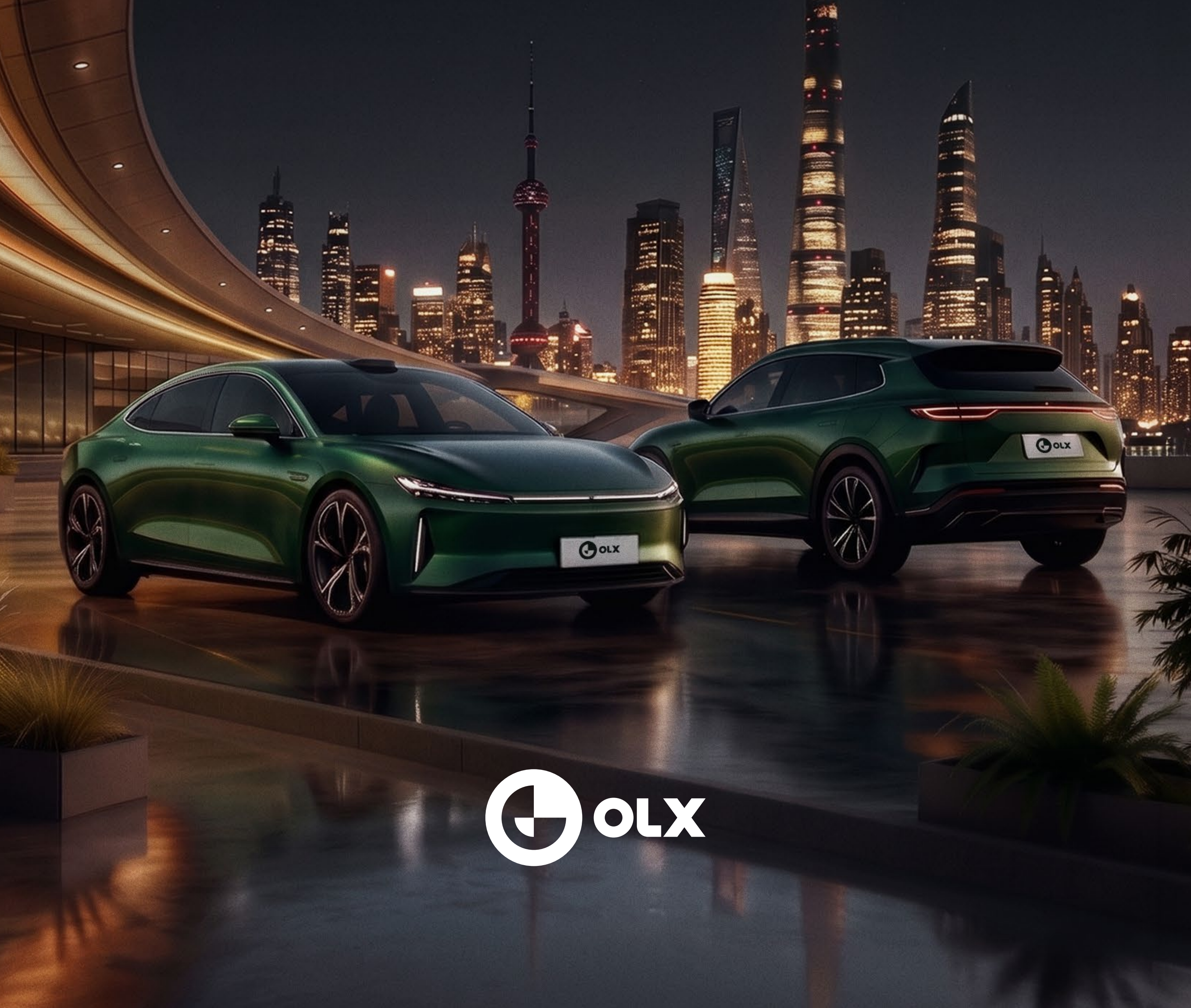
THE GREAT ACCELERATION: EAST MEETS ELECTRIC

EV Demand and Chinese Brand Uptake Across OLX Group Markets

Data Insights from OLX | July 2026



Executive summary

Consumer demand for **electric vehicles (EVs)** continues to accelerate across OLX Group's five automotive marketplaces, but the pace is normalising. **Every tracked market posted double- or triple-digit year-on-year EV lead growth in June,** yet growth rates have eased from the highs recorded in May across all five markets. While adoption and affordability are evolving at varying paces across markets, **more consumers are choosing electric vehicles than ever before.**

Following the outbreak of the conflict in Iran in February 2026, there was an **initial surge in demand across all markets.** Whether the conflict was a direct driver or coincided with other demand factors, the surge has since moderated while remaining **above pre-February levels,** indicating a market moving from shock-driven surge to sustained, structural adoption.

Chinese automotive brands remain central to that story. MG and BYD now feature among the leading Chinese brands in four of five markets, and Chinese brands continue to expand the availability of EVs at **accessible price points.** But growth in Chinese brand leads has also moderated everywhere it is tracked, and the market with the highest Chinese brand penetration, **South Africa,** continues to be led by **SUV and hybrid demand rather than EVs.**

As a **marketplace leader** with tens of millions of monthly listings across seven markets, OLX Group draws on marketplace data across its five automotive platforms in **France, Romania, Portugal, Poland** and **South Africa** to provide a unique perspective on how the automotive market is evolving.

Feb '26	5 markets	Jun '26
CONFLICT TRIGGER	*FR • RO • PT • PL • ZA*	*LATEST DATASET*

Key findings

01 Every tracked market posted **double- or triple-digit year-on-year EV lead growth** in June 2026, but growth has moderated in all five markets since May: France 206% (down from 249%), South Africa 154.6% (down from 204%), Romania 66.0% (down from 116%), Portugal 60.0% (down from 102%), and Poland 34.3% (down from 58%).

02 For the first time across the tracked period, **all five markets recorded a month-on-month pullback in EV leads** in June, from -11.8% in France to -28.2% in Portugal, consistent with a market normalising after a strong first half rather than reversing course.

03 Portugal remains **Europe's most EV-mature market,** with EVs accounting for 14.9% of leads, almost double the next closest market, even after easing back from 21.2% in May.

04 France remains the **fastest-growing EV market in the group** and the only one where EV prices are still climbing (+25% year-on-year), suggesting demand is absorbing cost increases rather than being deterred by them.

05 **Chinese brand lead growth has slowed everywhere it is tracked,** most sharply in France (from 437% to 276% year-on-year) and Romania (from 222% to 119%), pointing to a market moving past its initial surge and into steadier expansion.

06 South Africa has **the highest demand for Chinese brands in the group,** now 7.3% and still climbing, but only 0.3% of Chinese brand demand there is electric. Haval leads the market, reinforcing that this is a petrol and hybrid SUV story, not an EV one.

07 **MG** and **BYD** are now **the most consistently dominant Chinese brands across the group,** appearing among the leading brands in France, Romania, Portugal and Poland.

EV PERFORMANCE ACROSS FIVE MARKETS (JUNE 2026)

MARKET & PLATFORM	GROWTH SINCE CONFLICT START *(28 FEB 2026)*	EV % OF LEADS	YOY *(JUNE 26 VS 25)*	MOM *(JUNE VS MAY)*	YOY PRICE CHANGE
France la centrale	+90%	9.40%	+206%	-11.8%	+25%
Romania AUTOVIT.RO	+84.3%	4.10%	+66%	−19.7%	−7.7%
Portugal STANDVIRTUAL	+52%	14.90%	+60%	−28.2%	+4.0%
Poland OTOMOTO	+33.5%	1.8%	+34.3%	−18.9%	+5.5%
South Africa AutoTrader	+103%	0.55%	+154.6%	-15%	-9.8%

CHINESE BRAND PERFORMANCE ACROSS FIVE MARKETS

MARKET	CHINESE BRAND SHARE OF LEADS	SHARE OF CHINESE BRANDS THAT ARE EVS	YOY LEAD GROWTH *(JUN 26 V 25)*	LEADING BRANDS
France	1.0%	27.0%	+276%	MG, BYD
Romania	1.11%	24.8%	+119.2%	BYD, MG, Chery
Portugal	2.00%	70.6%	+74.0%	MG, BYD, Xpeng
Poland	1.00%	13.5%	+94.6%	MG, BYD, Omoda
South Africa	7.31%	0.3%	+38.9%	Haval

France

MG · BYD

la centrale *The Standout Market*

+90%
EV GROWTH SINCE CONFLICT

9.40%
EV % OF LEADS

1%
CHINESE SHARE OF LEADS

27.0%
CHINESE BRANDS THAT ARE EVs

EV PICTURE

EV leads are up 206% year-on-year, still the fastest growth rate across the five markets in this report, even as prices have climbed 25% over the same period. The pace has eased from May's 249%, but France remains the only market in the group absorbing a sustained price rise without a corresponding slowdown in demand, likely due to the notable change in inventory mix observed in the market.

CHINESE BRANDS

Chinese brand leads are up 276% year-on-year, still the fastest of any market despite easing from 437% in May. MG and BYD lead the segment as French buyers consider their next car. The deceleration looks like a market moving from a step-change to a steadier expansion, not a loss of momentum.

EV LEADS · YOY

+206%

Still the fastest EV growth of any market

EV LEADS · MOM

–11.8%

The smallest monthly pullback across the group

THE CONNECTION

France is still both the fastest-growing EV market and the fastest-growing Chinese brand market in this report. The two remain one story: French buyers are increasingly open to EVs, and Chinese manufacturers, led by MG and BYD, continue to be the brands best positioned to meet that demand at accessible price points.

Romania

BYD · MG · Chery

AUTOVIT.RO *The Affordability Frontier*

+84.3% EV GROWTH SINCE CONFLICT

4.10% EV % OF LEADS

1.11% CHINESE SHARE OF LEADS

24.8% CHINESE BRANDS THAT ARE EVs

EV PICTURE

EV leads are up 66.0% year-on-year, a marked easing from 116% in May, alongside a continued price decline (-7.7% year-on-year). Romania remains the market where falling EV prices and rising demand move together most clearly.

CHINESE BRANDS

Chinese brand leads are up 119.2% year-on-year, down from 222% in May but still among the strongest growth rates in the group. BYD, MG and Chery lead the segment, with Chinese brand share of all leads holding steady at 1.11%.

EV LEADS · YOY

+66%

Demand continues to rise as EV prices fall

EV LEADS · MOM

–19.7%

Growth is easing after a strong May

THE CONNECTION

Romania's falling EV prices and surging Chinese brand demand are directly linked. Chinese-made vehicles – many of them EVs or hybrids – are the primary source of affordable electric options entering this market. The price decline is not a sign of weak demand; it reflects a supply side that is becoming more competitive.

Market by Market · Portugal

Portugal

MG · BYD · Xpeng

STANDVIRTUAL *The mature EV market*

+52%
EV GROWTH SINCE CONFLICT

14.90%
EV % OF LEADS

2%
CHINESE SHARE OF LEADS

70.6%
CHINESE BRANDS THAT ARE EVs

EV PICTURE

Portugal remains the most mature EV market in this report. EVs account for 14.9% of leads, still comfortably the highest share in the group, though down from 21.2% in May as year-on-year growth eased to 60%.

CHINESE BRANDS

Chinese brand leads are up 74.0% year-on-year. MG, BYD and Xpeng lead the segment, and local data shows that 70.6% of Chinese brand demand in Portugal is now electric.

EV LEADS · YOY

+60%

The group's most mature EV market

EV LEADS · MOM

–28.2%

The sharpest monthly pullback across the group

THE CONNECTION

Portugal's EV maturity continues to create space for Chinese brands to compete on quality as much as price. With Xpeng now among the leading brands, the market is showing the kind of brand diversification that Poland demonstrated earlier in its own cycle. Whether that path plays out on a similar timescale will depend on local regulatory conditions, infrastructure investment, and pricing dynamics that differ between the two markets.

Market by Market · Poland

Poland

MG · BYD · Omoda

OTOMOTO *The Diversified Leader*

+33.5% EV GROWTH SINCE CONFLICT

1.8% EV % OF LEADS

1% CHINESE SHARE OF LEADS

13.5% CHINESE BRANDS THAT ARE EVs

EV PICTURE

Poland shows the most measured EV growth in the group: up 34.3% year-on-year, continuing a steady pattern rather than a sharp swing in either direction. This is a market building EV confidence steadily, not reacting to a demand shock.

CHINESE BRANDS

Chinese brand leads are up 94.6% year-on-year, with MG, BYD and Omoda leading a market that remains the most diversified in the group by brand count. Chinese brand share of leads holds at 1% of all leads.

EV LEADS · YOY

+34.3%

Steady growth as EV confidence builds

EV LEADS · MOM

–18.9%

A measured pullback after recent growth

THE CONNECTION

Poland could be the preview of where other markets in this report may be heading, a market where Chinese brand confidence has moved beyond the initial adoption phase and into steadier, broader-based competition. Rising used prices may also reflect the relative scarcity of used Chinese-brand stock, given that many of these brands entered the Polish market recently. Whether this reflects genuine residual value strength or supply-side scarcity will become clearer as the used market deepens.

South Africa

Haval

AutoTrader *The established outlier*

+103%
EV GROWTH SINCE CONFLICT

0.55%
EV % OF LEADS

7.31%
CHINESE SHARE OF LEADS

0.3%
CHINESE BRANDS THAT ARE EVs

EV PICTURE

South Africa's EV lead growth has eased to 154.6% year-on-year from 204% in May, but this remains the second-fastest growth rate in the group, from a very low base (0.55% of leads, up from 0.39% of leads in May). EV penetration remains low – but the direction of travel is clear and the trajectory is the sharpest in the group as both awareness and infrastructure continue to improve.

CHINESE BRANDS

Chinese brands hold 7.31% of leads, the highest share in the group and still rising. Haval now leads the segment. Just 0.3% of Chinese brand demand in South Africa is electric, confirming this is overwhelmingly a petrol and hybrid SUV story.

EV LEADS · YOY

+154.6%

The second-fastest EV growth in the group

EV LEADS · MOM

–15%

Demand eases but remains elevated

THE CONNECTION

South Africa's Chinese brand story is an SUV story, not primarily an EV one. Infrastructure constraints and use cases, including longer distances and varied terrain, mean the category leaders are practical SUV brands rather than pure-EV plays. This is the most structurally distinct market in the group, and it points to something important: Chinese manufacturers are adapting their approach market by market, not deploying a single global playbook.

What the Data Shows

Three things are happening at once across these five markets, and they are reinforcing each other.

01 EV adoption is maturing into a structural trend rather than a shock reaction

Every market in this report has now sustained **double- or triple-digit year-on-year EV growth for two consecutive months** since the Iran conflict began, even as the rate of that growth eases from its initial highs. Portugal's EV share of leads, still nearly double any other market despite easing back from May, shows what that maturity looks like once a market moves past its adoption curve: **high penetration sustained at a steadier pace, not a spike that fades.**

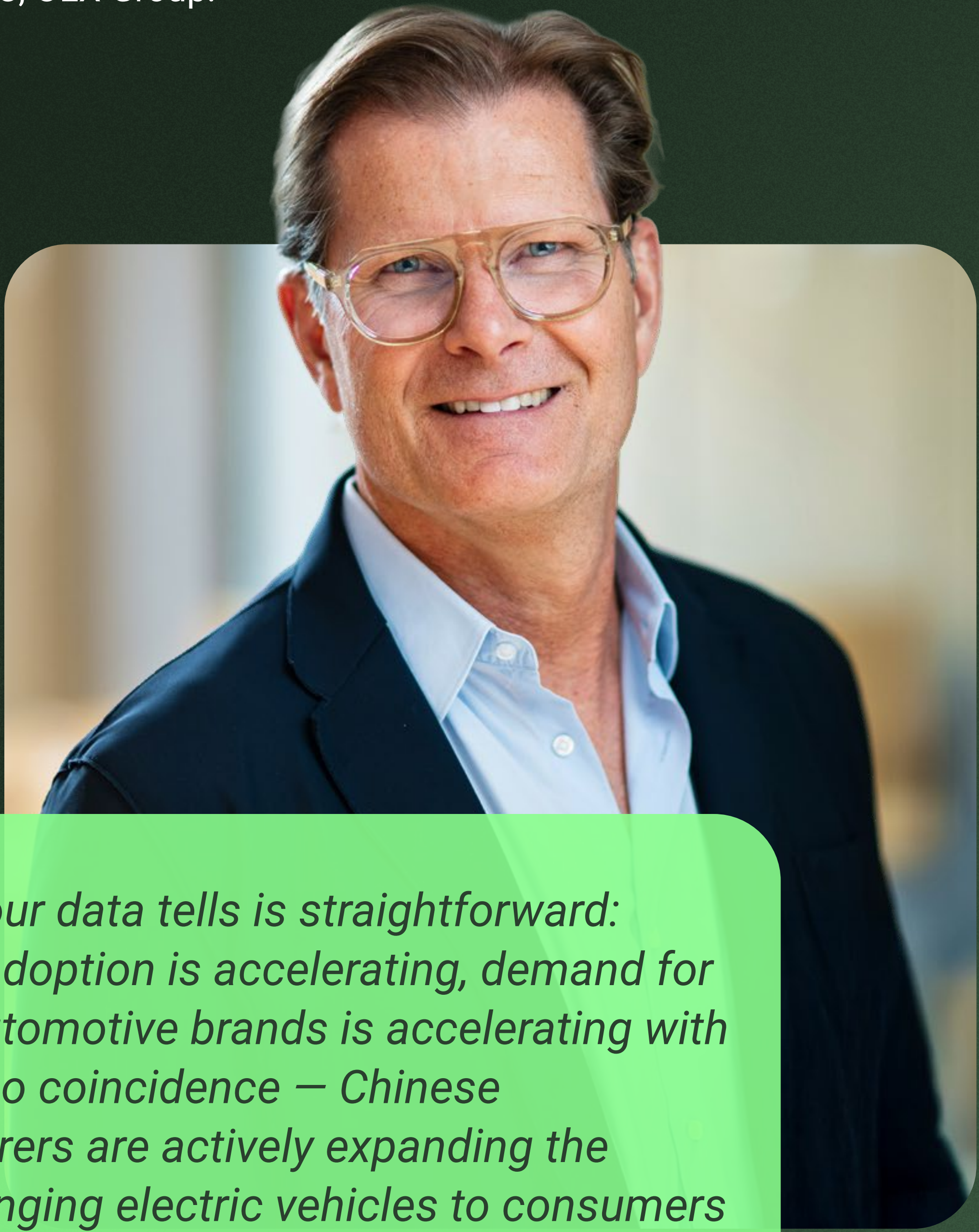
02 Chinese brands are consolidating around a smaller set of winners

MG and **BYD** now feature among **the leading brands in four of the five markets.** That is the signature of a market moving from early experimentation, where many brands compete for first-time attention, to a phase where a few manufacturers are converting that interest into durable share. Poland's continued brand diversity, still the most fragmented market by brand count, suggests it remains a step behind that consolidation curve, and could be a useful early indicator of where the more concentrated markets may have come from.

03 Price and product strategy continue to diverge by market

France shows that demand can absorb rising prices when the product mix is right; Romania shows Chinese-built vehicles still expanding access at falling price points, and South Africa shows the clearest case yet that **Chinese brands are competing on internal combustion and hybrid SUVs rather than EVs.** The variation across the five markets reflects both the different conditions manufacturers are operating in and, potentially, deliberate market-by-market positioning. Either way, the result is the same: **Chinese brands are gaining share across very different demand environments.**

Christian Gisy, CEO, OLX Group:



The story our data tells is straightforward: where EV adoption is accelerating, demand for Chinese automotive brands is accelerating with it. That is no coincidence — Chinese manufacturers are actively expanding the market, bringing electric vehicles to consumers at lower price points than ever before. This means EVs are now more accessible for more people. The transition to electric mobility is happening faster, and more broadly, because Chinese manufacturers are in it.

Methodology

DATA SOURCES
All figures are drawn from leads-based data across five OLX Group marketplace platforms:

- la centrale — FRANCE
- AUTOVIT.RO — ROMANIA
- STANDVIRTUAL — PORTUGAL
- OTOMOTO — POLAND
- AutoTrader — SOUTH AFRICA

EV figures are as at June 2026.
Chinese brand leadership data uses a June 2025 vs June 2026 year-on-year comparison.

"Leads" refers to meaningful user engagement on each platform: views, enquiries, and contact events. All figures reflect platform activity and do not capture off-platform or dealer-direct transactions.

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 e-commerce brands in Latin America, Europe and India. For more information on OLX, visit ***www.olxgroup.com***.

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