

Hybrids outpace petrol, EVs as preferred vehicle for buyers: Survey

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Mumbai, 16 October

Hybrids have emerged as the preferred choice for Indian car buyers this festival season, surpassing petrol and electric vehicles, according to Grant Thornton Bharat's latest survey.

According to a survey conducted across multiple cities and age groups with 2,800 respondents, 38 per cent favour hybrid vehicles, 30 per cent picked petrol and 21 per cent opted for EVs, reflecting a shift toward balanced performance and fuel efficiency.

Overall, 41 per cent of respondents indicated plans to purchase a vehicle in the next three to four months, signalling a

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rebound in consumer sentiment. 72 per cent of buyers had deferred purchases in anticipation of GST 2.0 rationalisation. The survey highlights the role of policy reforms and simplified taxation in influencing buying decisions, especially in Tier-II and -III cities.

SUVs dominate India's passenger vehicle market, with 64 per cent respondents preferring the category. The segment accounted for 65 per cent of FY25 sales, up from 50 per cent two years ago. Safety is emerging as a critical factor, with 34 per cent prioritising it over price and mileage, reflecting growing awareness of crash tests and tech-enabled safety features.

With premiumisation on the rise, over 35 per cent people are willing to pay extra for high-end variants and 65 per cent indicated acceptance of a 10–15 per cent price premium for added features. The survey further points to a 34 per cent growth in passenger vehicle retail during Navratri 2025, driven by GST-led affordability, new launches, and upgrade buying. Stable interest rates, rising disposable incomes, and government reforms are expected to sustain demand across urban and semi-urban markets.