The Biggest Winners From Tesla's Sales Slump - Business Insider

Date: None

Tesla is losing ground at home and globallyas its sales continue a downward slide, ceding market share to automakers that have flooded the zone with new models in recent years.

General Motors, Ford, and Volkswagen were some of the biggest winners in the US in the first quarter of 2025, during which the EV market grew by 11% to nearly 300,000 cars sold, according to first-quarter data from Cox Automotive.

In Europe, homegrown automakers such as BMW and VW have seen their electric vehicle businesses skyrocket, while Chinese brands like BYD and Geely have also made a major push into the continent.

Tesla sold 128,100 vehicles in the United States during the first quarter of the year, down 8.6% from the same time last year and a whopping 21% decline compared with 2023, Cox said.

Despite seeing its share of the US EV market fall from 51% to 44% over the past year, per the Cox data, Tesla remains the biggest player by a wide margin.

But a group of traditional automakers, led by Ford and GM, has been staging an offensive against Tesla for years.

GM has launched roughly a dozen Cadillac-, Chevrolet-, and GMC-branded EVs over the past year, ranging from the$34,000 compact Chevy Equinox SUVto the $300,000-plus ultraluxuriousCadillac Celestiq sedan. They've helped it gain an 11% market share after sales grew 94% year over year in the first quarter, according to Cox.

When you include Honda and Acura, which entered the EV market last spring with a pair of GM-made SUVs, General Motors and its partners now hold 16% of the market, Cox said.

Elsewhere, VW is up 55%, BMW is up 26%, Nissan is up 23%, and Ford, which owns about 8% of the segment, saw a 12% sales increase.

Other big winners include VW, with sales up 55% year over year; BMW, up 26%; Nissan, up 23%; and Ford, which owns about 8% of the segment and saw a 12% sales increase, Cox said.

Lower-volume players in the EV space also saw explosive growth. Porsche, Toyota, Subaru, and

Volvo sales were up 250%, 196%, 173%, and 173%, respectively, year-over-year, Cox said.

In Europe, Tesla's decline has been even more dramatic.

During the first two months of 2025, the automaker's sales collapsed nearly 43% from the same period last year, according to industry data from the European Automobile Manufacturers' Association amid agrowing backlash against CEO Elon Muskand his endorsement of the German far-right party Alternative for Germany.

Tesla's fall comes despite overallEuropean electric car sales growing by nearly 30%over the same period, a European Automobile Manufacturers' Association data analysis found ? and some of Tesla's German rivals appear to have benefited from its brand implosion.

Volkswagen said last week it had more than doubled its EV sales in Europe in the first quarter, while the luxury brand BMW reported a 64% rise in sales of fully electric vehicles.

That poses a big problem for Tesla in the company's third-biggest market, where it sold about 327,000 electric cars last year ? and it could be about to get a lot worse.

The Chinese automakers BYD, Xpeng, and Geely are expanding aggressively in Europe. While their market share is still tiny, early data suggests that BYD is beginning to eat into Tesla's sales.

BYD outsold Tesla in Italy and Spain in the first quarter of 2025 and closed the gap on its rival in the UK and Germany, according to data compiled by the market research firm Argus Media. They recorded huge surges in sales even asTesla's market share plunged.

The Warren Buffett-backed Chinese EV giant exported a record number of cars in the first quarter as it took its fight against Tesla global.

Polestar, Geely's Swedish EV brand, reported a 76% increase in global sales during the first quarter of this year.

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The EV Revolution in 2025: A Comprehensive Look at Market Trends, Innovations, and Challenges | Chargeasy

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In 2025, the electric vehicle (EV) industry is at a pivotal moment, driven by groundbreaking advancements in solid-state batteries, the rapid expansion of charging infrastructure, and the integration of AI-powered autonomous driving. This year marks a significant shift towards sustainable transportation, with global EV sales expected to soar, carbon emissions to drop, and new market opportunities emerging for businesses ready to lead the charge. Understanding these trends is crucial for executives aiming to stay competitive, capitalize on growth, and align with global sustainability goals.

2025 is a game-changer for the electric vehicle (EV) industry. Here?s why:

2025 is a transformative year for the electric vehicle (EV) industry, and the changes happening now will have significant implications for your business. Whether you?re in automotive, energy, technology, or finance, understanding these trends is crucial for strategic decision-making, staying competitive, and capitalizing on new growth opportunities.

Why It Matters:The EV revolution is reshaping transportation, reducing environmental impact, and aligning with global climate goals. 2025 is the year when electric mobility goes mainstream, driving the world closer to a sustainable future.

Take Action:

The future is electric?don?t get left behind!

Why It?s Critical:

Business Case:

Why It?s Critical:

Business Case:

Why It?s Critical:

Business Case:

Take Action: Don?t just watch the EV revolution?lead it. Make informed decisions, invest in future-proof technologies, and position your company for success in a sustainable, electric future.

The year 2025 stands as a defining moment in the electric vehicle (EV) industry, marking a period of

remarkable growth and transformation. As governments, automakers, and consumers worldwide increasingly recognize the urgency of addressing climate change, the shift towards electric mobility has accelerated like never before. By 2025, EVs are no longer a niche market but a central pillar of the global automotive industry, reflecting the industry?s evolution from early adoption to mainstream acceptance. According toBloombergNEF, EV sales are expected to account for 25% of all new vehicle sales globally by 2025, highlighting the significant strides the industry has made in just a few years.

This article delves into the core themes that define the EV landscape in 2025. We will explore the cutting-edgetechnological advancementsthat are propelling the industry forward, from breakthroughs in battery technology to the expansion of ultra-fast charging networks. We?ll also address themarket challengesthat continue to shape the industry?s trajectory, including supply chain disruptions, production bottlenecks, and the race to secure critical raw materials. Additionally, we?ll examineconsumer behavior, focusing on how shifting preferences and concerns are driving demand for EVs and influencing market dynamics. Finally, we?ll look ahead to thefuture outlook, speculating on what the next few years hold for the EV industry and how it aligns with global sustainability goals.

As we navigate these themes, consider your role in this revolution. The choices we make today?whether as consumers, policymakers, or industry leaders?will have a profound impact on the future of transportation and the planet. How can you contribute to this transformative shift? What steps can you take to support the transition to sustainable mobility? As you read on, we invite you to reflect on these questions and engage with the ongoing developments that are reshaping the world of electric vehicles.

The advancements in battery technology in 2025 have been a game-changer for the electric vehicle industry, with solid-state batteries at the forefront of this revolution. Solid-state batteries, known for their higher energy density and safety compared to traditional lithium-ion batteries, have begun to enter the market, promising to transform EV performance and cost dynamics. These batteries can offer up to 50% more energy density, allowing for longer driving ranges and significantly shorter charging times. For example, companies likeQuantumScapeandSolid Powerhave made significant

strides in developing solid-state batteries, with QuantumScape?s latest prototypes demonstrating the potential to charge from 10% to 80% in just 15 minutes.

The impact of these advancements on the EV industry is profound. With solid-state batteries expected to reduce the cost of EVs by eliminating the need for complex cooling systems and increasing battery longevity, the total cost of ownership for consumers is projected to decrease significantly. According toBloombergNEF, these batteries could cut EV battery costs by nearly 40% by 2030, making electric vehicles more accessible to a broader range of consumers.

The growth of EV charging infrastructure has been just as crucial as advancements in battery technology. In 2025, the global EV charging network has expanded rapidly, with t