

TRANSPORTING THE NATION:

An End-User
Perspective
on Electric
Vehicles in
Uganda



1.0 EXECUTIVE SUMMARY

Uganda's e-mobility sector is entering a pivotal phase. Once nascent, the market has gained strong momentum, with electric cars, motorbikes, and bicycles now increasingly visible across major cities and transport corridors.

An estimated 14,000 electric vehicles (including at-least 12,000 motorcycles) are already on Ugandan roads, supported by a growing ecosystem of battery-swapping stations, fast chargers, and a domestic production capacity.

Regionally, Uganda's trajectory mirrors broader East African trends. By May 2025, neighbouring Kenya had registered more than 9,000 EVs, signalling accelerating adoption across the region.

Uganda's production capacity has scaled impressively: from 2,000 units in 2021 to over 10,000 units in 2024. Backed by over USD 180 million in new investments, the sector now achieves up to 40% local content, over 15,000 jobs, supported by an expanding infrastructure of about 500+ battery-swapping and fast charging stations.

Yet, large-scale adoption remains constrained by affordability, financing options, infrastructure, and policy gaps.

To better understand consumer sentiments, HiPipo conducted a demand-side digital survey of 1,369 unique respondents, drawn mainly from the Kampala Metropolitan Area, exploring awareness, usage, and perceptions of e-mobility.

KEY END-USER INSIGHTS

AWARENESS

63% had heard of e-mobility, but most associated it with motorbikes, showing limited recognition of cars and bicycles.

ADOPTION:

Motorbike usage leads at 62%, while cars (13%) and bicycles (2%) trail significantly.

E-BIKES MISUNDERSTOOD

Over 65% of respondents question why a battery is needed if pedalling is still required, signalling an urgent need for market education.

INFRASTRUCTURE VISIBILITY

Over 56% of the respondents had seen a charging/swapping station, but one third admitted they "had not been observant", reflecting both growth and low visibility.

AFFORDABILITY

70% expect charging/swapping costs under UGX 10,000, highlighting strong price sensitivity.

WOMEN AWARENESS GAP

Over 60% of Women Respondents were not aware of E-Mobility vehicles and were not concerned about the difference between fuel vehicles and electric vehicles.

TOP PERCEIVED BENEFITS

Reduced noise (47%), lower fuel/energy costs (22%), and environmental gains (15%).

PERSISTENT BARRIERS

Limited spare parts and mechanics (33%), inadequate charging infrastructure (27%), and reliability concerns on long journeys (21%).

COST OF DOING BUSINESS

While most riders rate e-motorbikes highly, 53% expressed frustration over rapid battery depletion. In addition, 65% reported difficulties at swapping and charging stations; citing sparse locations, frequent shortages of ready batteries, and long queues that cost them valuable time, which lost time they directly equate to money.

OUTLOOK

Uganda's e-mobility journey is promising. With Kampala ranked among the world's most polluted cities (Daily Monitor, August 2025), the shift to electric transport is not only a development opportunity but an urgent public health and environmental imperative. End-user adoption – especially of motorbikes – is gaining traction, but scaling the market will require targeted interventions in awareness, policy, financing, infrastructure, and technical capacity.

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“The clean energy transition is unstoppable, and those who invest in it now will lead the future,” Fatih Birol.