70% of Executives Highlight Electrification as a Key Solution for the Mobility Sector

According to the First European Sustainable Mobility Barometer 2026, electrification is emerging as the primary means of decarbonizing mobility, while hydrogen is gaining ground in the most energy-intensive segments

Madrid, April 10, 2026 – European mobility is undergoing a decisive transformation in which electrification is establishing itself as the primary means of accelerating the decarbonization of transportation, while hydrogen is emerging as a complementary alternative in those segments where electrification still faces technical, operational, or infrastructure limitations. This is reflected in the **First European Sustainable Mobility Barometer 2026**, compiled by the **eMobility Expo World Congress 2026** based on the opinions of hundreds of executives and professionals across the industry's entire value chain.

The study highlights a clear awareness of the need to move toward cleaner and more efficient models. In fact, **75% of respondents consider it very important for the mobility sector to reduce its emissions**, a goal that translates into widespread support for electrification. Accordingly, **70% of professionals cite this technology as one of the main solutions for accelerating sustainability** in the sector, ahead of **artificial intelligence (42%) and hydrogen (41.1%).** However, there is no clear consensus among respondents on whether the European Union's new target of reducing CO_2 emissions from new passenger cars and vans by 90% by 2035 is truly feasible.

Beyond its direct contribution to reducing emissions, electrification is also seen as an opportunity to strengthen the sector's competitiveness and generate new business models centered on electric vehicles, batteries, charging infrastructure, and smart energy management. Its development is particularly relevant in urban environments and in segments where mature solutions already exist, facilitating more efficient, quieter mobility that aligns with European climate goals.

However, the survey also shows that electrification still faces significant obstacles before it can reach its full potential. **For 53.6%** of professionals, the **lack of charging infrastructure is the main barrier to full electrification.** This is followed by the cost of electric vehicles (44.6%), the price of batteries (32.1%), and the power grid capacity (30.4%). Furthermore, 76% of respondents believe that more than half of the infrastructure needed to fully support electric mobility has yet to be developed.

Hydrogen as a Complementary and Strategic Solution

In this context, hydrogen is gaining ground as a complementary and strategic solution. **72.4% of professionals believe it can become a viable alternative to traditional fuels in various modes of transportation**, especially in those where electrification faces greater limitations. Thus, while electric mobility is emerging as the most effective option for passenger cars, urban fleets, and short trips, hydrogen is gaining traction in applications that require higher energy density or where range, payload, or continuous operation make an exclusively electric solution difficult.

This is the case for long-distance freight transport or maritime transport, sectors in which hydrogen is emerging as an option with high growth potential. **46.4% of industry professionals**

identify heavy-duty transport as one of the segments where hydrogen has the greatest growth potential, followed by the **maritime sector (38.4%) and long-distance transport (36.6%).** Furthermore, hydrogen is emerging as a key element in the logistics industry and in operations requiring solutions with long range and continuous availability. In urban settings, hybrid solutions combining hydrogen and electrification could emerge, particularly for high-usage fleets, thereby helping to reduce emissions in high-density areas.

The Mobility Model of the Future

According to **46.4%** of respondents, the predominant mobility model in 2040 will be multi-technological, incorporating a combination of various solutions, including sustainable fuels or e-fuels, which are emerging as an alternative in sectors such as aviation and heavy-duty transport, where full electrification may not be feasible in the short term.

This vision reflects a trend toward technological diversification, where the focus will not be on a single energy source, but rather on seeking complementary solutions that can adapt to the needs of different sectors and modes of transportation.

About eMobility Expo World Congress - MOW (March 10-11, 2026 – FYCMA, Málaga): It is the professional event for the autonomous, electrified, sustainable, connected and safe mobility industry. Over two days, eMobility Expo – MOW 2026 will bring together in Malaga leading companies specializing in micromobility, the automotive industry, technology, manufacturers of electric batteries and charging systems, new fuel sources, products for automated and autonomous driving, the components industry, logistics, aeronautics, rail, and naval industries, as well as the startups that are revolutionizing the sector. The MOW congress will take place within the framework of the event, where more than 370 experts will share the keys to implementing new business models and present the latest technological and sustainable trends in the mobility landscape.