



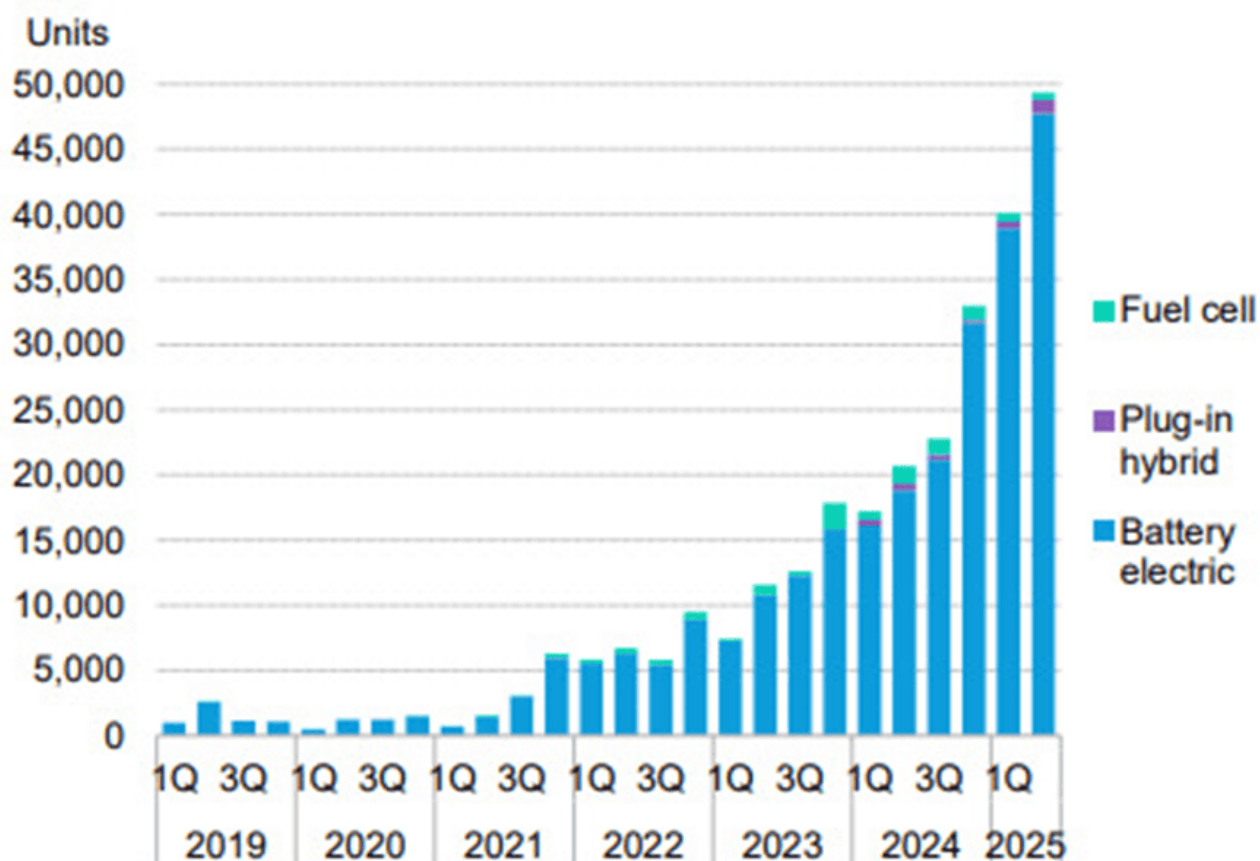
# Plug-In Hybrids Overtake Hydrogen Vehicles Globally, Bloomberg Reports

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picture: Pixabay

The newly published *Zero-Emission Commercial Vehicles Factbook 2025* by BloombergNEF delivers critical insights into the evolving landscape of low- and zero-emission transport technologies. Among the most striking findings: **plug-in hybrid electric vehicles (PHEVs) have now surpassed hydrogen fuel-cell vehicles (FCEVs) in global deployment**—a milestone that redefines the trajectory of clean mobility.

## Global sales of zero-emission medium- and heavy-duty trucks by fuel



*Source: BloombergNEF; see full list of sources in the Appendix.*

Just a year ago, Bloomberg analysts noted a “comeback” for plug-in hybrids. Today’s data confirm that this trend has accelerated, with PHEVs achieving broader market uptake than hydrogen-powered vehicles—**despite a limited number of models and relatively modest policy support.**

This shift is particularly significant given the substantial public and private investment directed toward hydrogen and fuel-cell development over the past decade. In contrast, PHEVs have quietly gained traction among both consumers and commercial operators who value the combination of **electric driving capability with internal combustion flexibility**, especially in regions where charging

infrastructure remains underdeveloped.

The Factbook's chart on **Global Commercial Vehicle Sales** reinforces this trend: electrified powertrains—particularly plug-ins—are gradually eroding diesel's long-held dominance in commercial fleets.

Perhaps most notable is Bloomberg's candid assessment of hydrogen's prospects in road transport. For the first time, the report states unequivocally:

"The prospects for hydrogen in road transport look dim. Costs for both the vehicles and fuel remain high, infrastructure is challenging, and government subsidies cannot last forever."

This aligns with growing sentiment across the mobility sector: while hydrogen may retain potential for select industrial or long-haul use cases, **its role in day-to-day road transport remains highly constrained** by cost and infrastructure barriers.

By contrast, plug-in hybrids continue to emerge as a **practical, scalable bridge technology**—enabling meaningful electrification today while maintaining operational range and flexibility as the energy transition progresses.

For the Hybrid Alliance, Bloomberg's findings reaffirm what market data has increasingly made clear: plug-in hybrids play a critical role in achieving effective, real-world decarbonisation. As policymakers and industry leaders refine their zero-emission strategies, it is essential to recognise the complementary role of PHEVs alongside battery-electric vehicles.

Rather than viewing technologies as competitors, Europe's transition will benefit from a balanced mix of electrification pathways—leveraging existing infrastructure, supporting user needs across diverse regions, and ensuring that emissions reductions start today, not in a distant future.

□ Read the full Bloomberg report here:

[Zero-Emission Commercial Vehicles Factbook 2025 \(Bloomberg\)](#)