Global Perceptions of Clean Technologies

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GlobeScan

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Key Findings: Public Opinion on Solar Panels and Electric Vehicles (EVs)

Insights from over 32,000 adults across 33 countries surveyed in August 2026. See Appendix for full methodology.

Amid high interest and easing barriers, disinterest is rising

Compared to the previous year, fewer people feel priced out of solar panels or EVs, though a growing number indicate they aren't interested at all. Disinterest is higher in EVs than solar panels.

The Global South leads uptake of solar panels; EVs are held back by price or disinterest

Sub-Saharan Africa and MENA lead on reported solar panel purchases as a share of the population. For EVs, affordability is the main barrier in the Global South, while disinterest is higher in Europe and North America.

Chinese-made solar panels and EVs are gaining acceptance

People are more likely to consider buying Chinese-made solar panels than EVs, and both are trending up. Openness is highest in Sub-Saharan Africa and among younger people, and lowest in Europe, North America, industrialized East Asia and among Baby Boomers.

Most people support their governments buying Chinese-made clean tech

Support is strongest in Sub-Saharan Africa, MENA and Latin America, and weaker in Europe and North America. Only Japan, South Korea and France have more people opposed than in favor.



Feelings toward Clean Technologies

Consumers around the world are feeling less priced out of solar panels and electric vehicles over the past year, but disinterest is also growing.

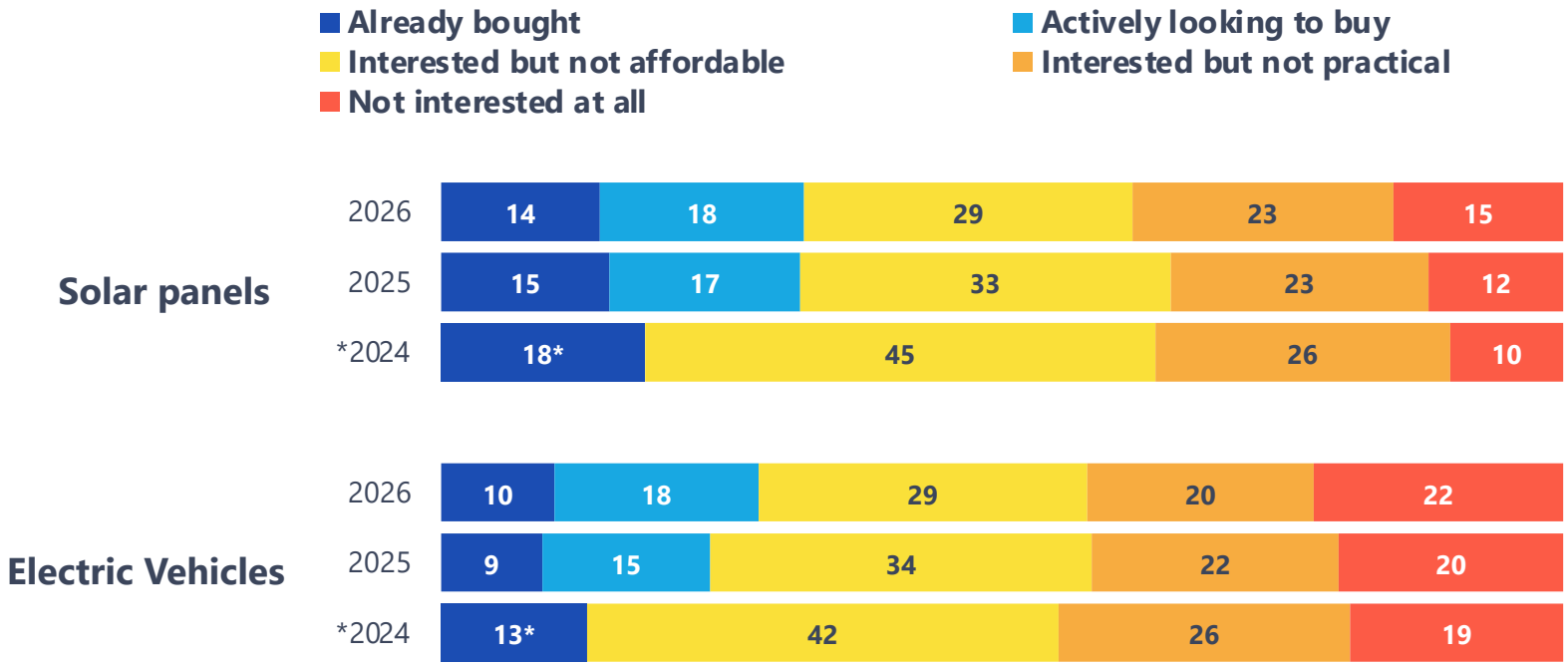
Reported adoption of solar panels remains largely consistent since 2025. For electric vehicles (EVs), interest may be converting to purchase intent, but there is also increasing disinterest in both.

*In 2024, the answer options were 'Already bought or Actively looking' combined. Asked only in Brazil, Germany, India, Indonesia, Mexico, South Africa, Türkiye, and the USA.

For 2026, Chile and the UAE were added to the survey, while Morocco and Portugal were removed.

Feelings toward Solar Panels and Electric Vehicles

Average of 33 (2025 and 2026) against 8 (2024) Countries



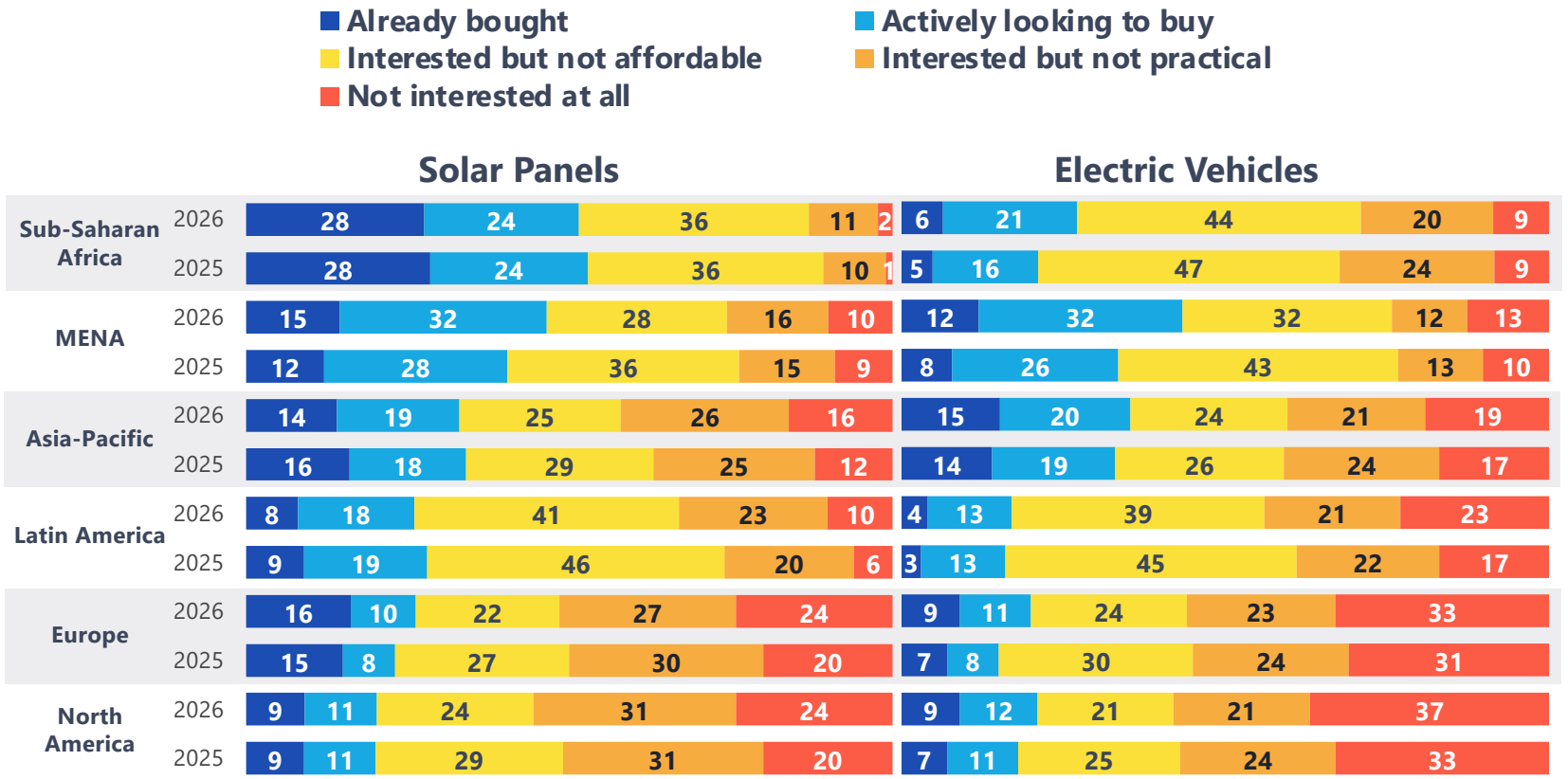
Survey Question: Which statement best describes your feelings toward each of the following clean technologies?

Interest is higher in the Global South, especially for solar panels. Wider uptake of EVs is inhibited by cost barriers in Sub-Saharan Africa, Latin America, and MENA, and by disinterest in Europe and North America.

Affordability barriers eased for both technologies across regions, but remain a prominent barrier in Latin America and Sub-Saharan Africa. Reported purchase increases are mainly in regions where interest was already high.

Feelings toward Solar Panels and Electric Vehicles

Average of 33 Countries, by Region, 2026 and 2025



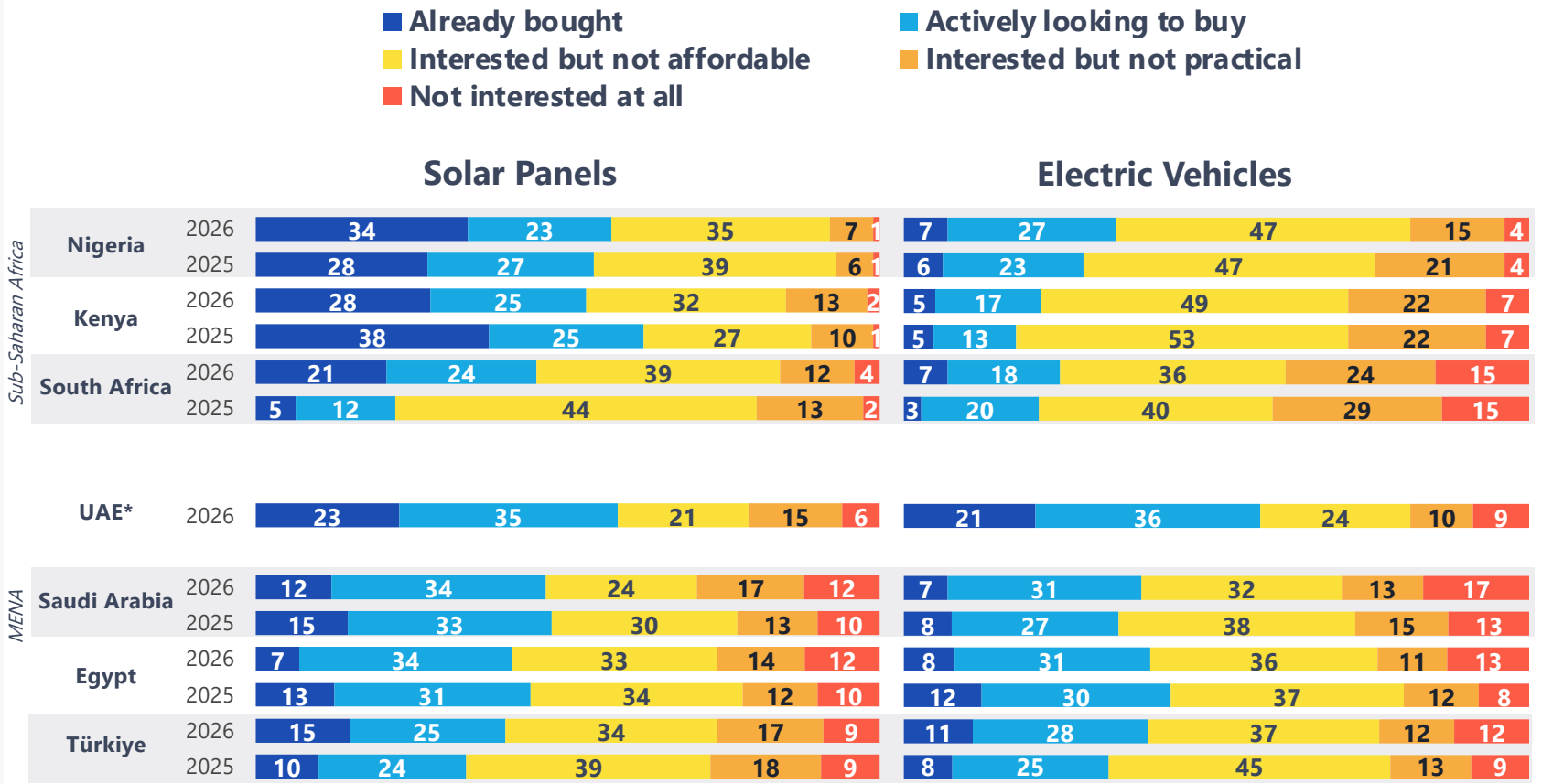
Survey Question: Which statement best describes your feelings toward each of the following clean technologies?

In countries across Sub-Saharan Africa and MENA, solar panels are purchased or actively sought more than electric vehicles; South Africa has seen a surge in reported solar panel purchase since last year.

Affordability remains the main barrier in most countries in these regions, especially for EVs in Kenya and Nigeria, despite easing since 2025. The UAE has the highest combined reported ownership and active purchase interest for both technologies.

Feelings toward Solar Panels and Electric Vehicles

Sub-Saharan Africa and MENA, 2026 and 2025



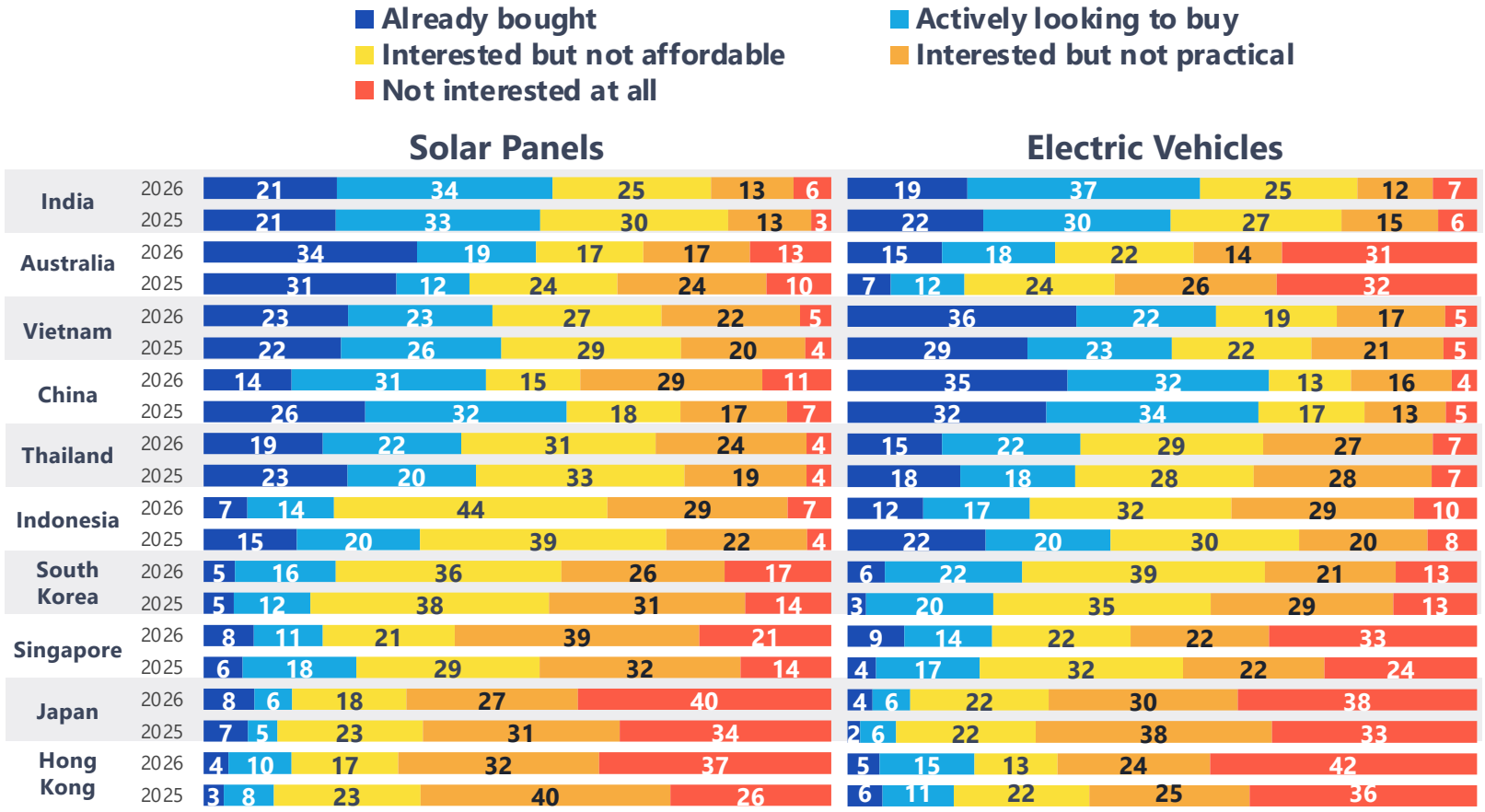
Survey Question: Which statement best describes your feelings toward each of the following clean technologies? – Electric vehicles – Solar panels
*UAE was not included in 2025

Reported adoption of solar panels and EVs varies widely across Asia-Pacific countries, led by India, Vietnam, and China with low interest in Japan and Hong Kong.

Reported solar panel ownership and active purchase interest fell in China and Indonesia since 2025. Reported EV ownership rose in Vietnam and China, but fell in Indonesia.

Feelings toward Solar Panels and Electric Vehicles

Asia-Pacific, 2026 and 2025



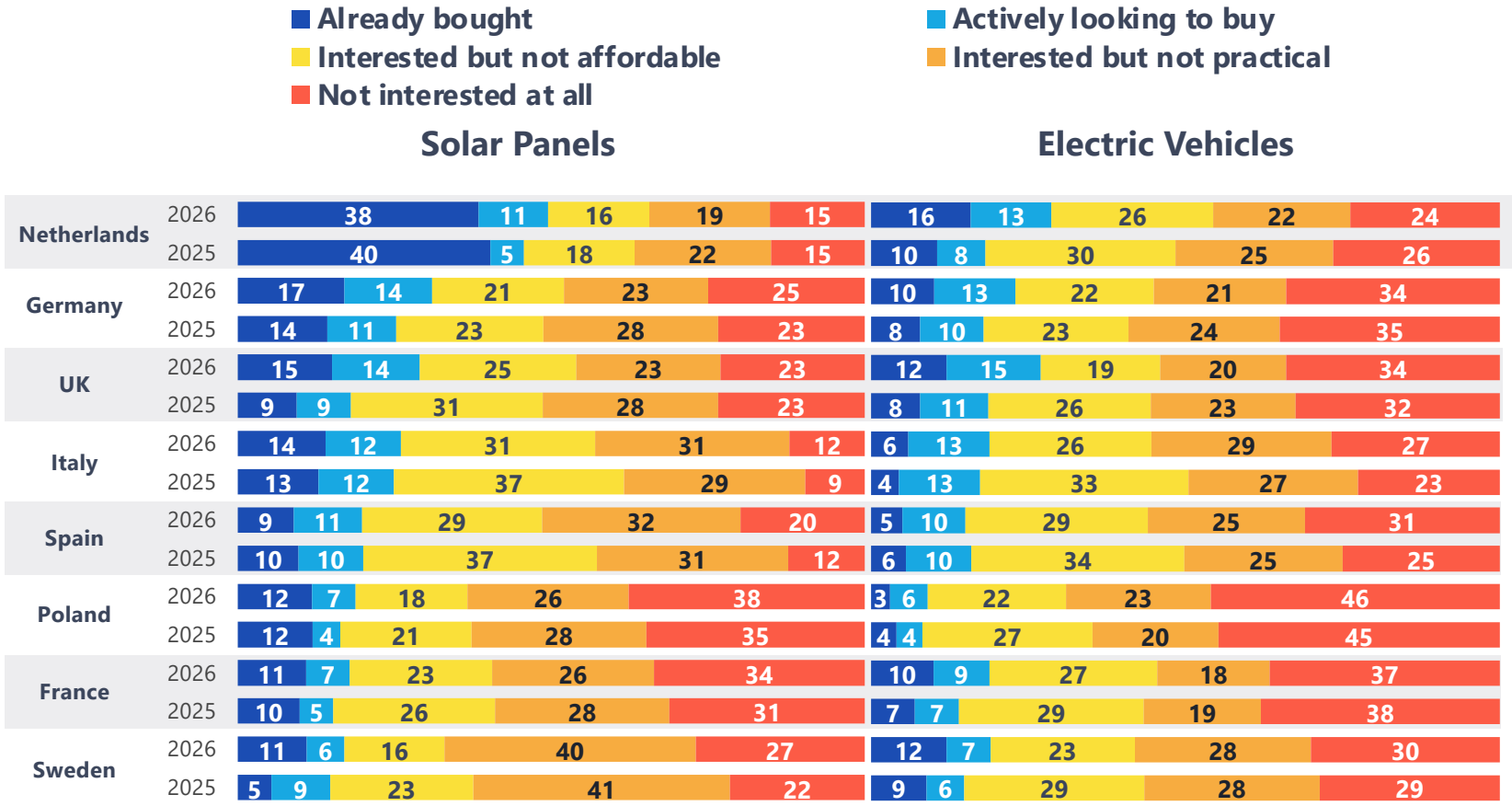
Survey Question: Which statement best describes your feelings toward each of the following clean technologies? – Electric vehicles – Solar panels

In Europe, reported adoption and interest in solar has stayed steady, but for EVs, it has increased; the Netherlands is an outlier with high adoption across both.

The Netherlands stands out for solar panels, with 49 percent reporting owning or actively looking to buy. In the UK, reported ownership and active purchase interest increased for both clean technologies since 2025.

Feelings toward Solar Panels and Electric Vehicles

Europe, 2026 and 2025



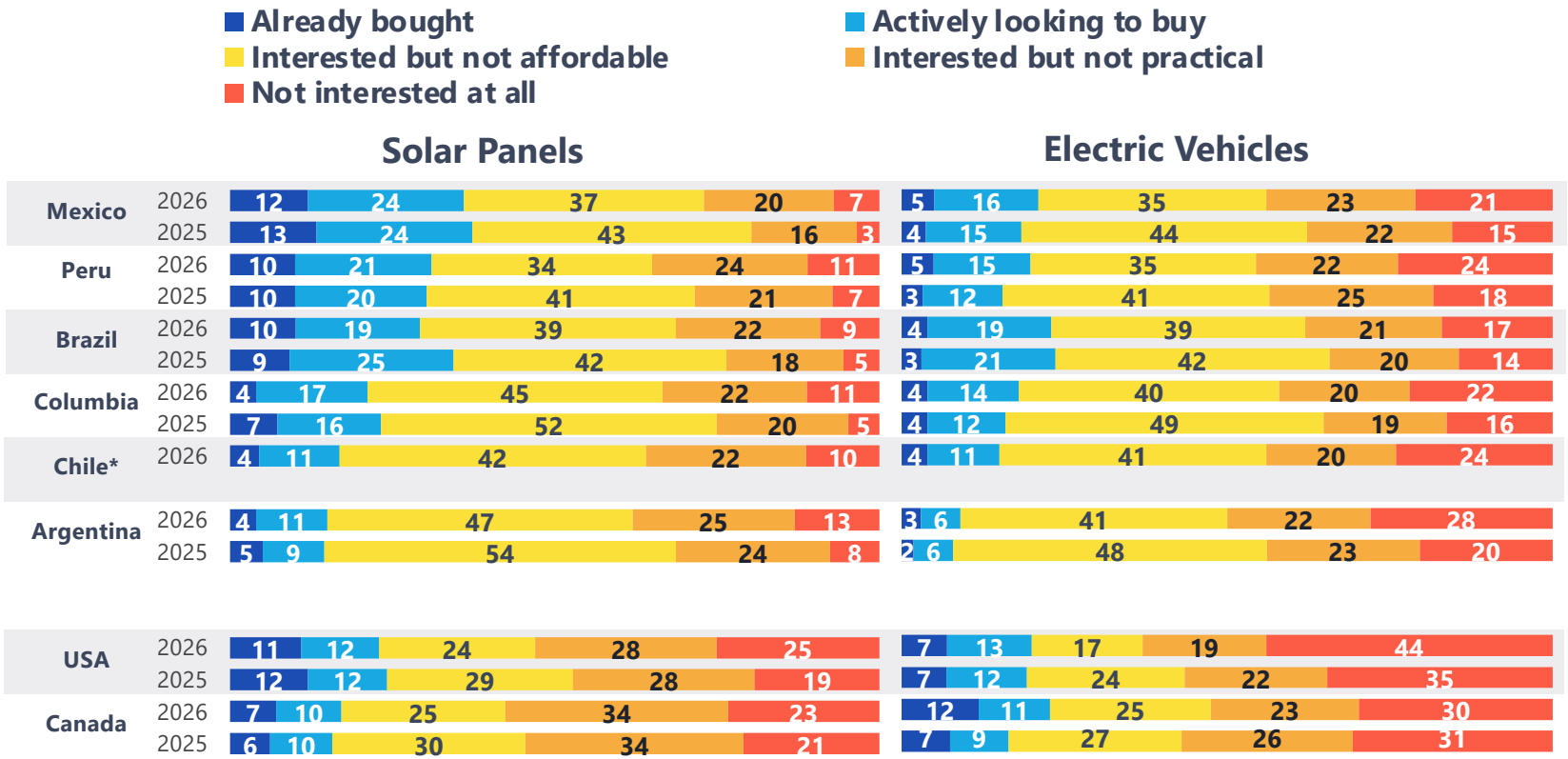
Survey Question: Which statement best describes your feelings toward each of the following clean technologies? – Electric vehicles – Solar panels

People in Latin America show more interest in both clean technologies than those in North America, especially solar panels.

Affordability remains a prominent barrier across Latin America, despite easing since 2025. In the USA, 44 percent express no interest in EVs, compared with 30 percent in Canada.

Feelings toward Solar Panels and Electric Vehicles

North America and Latin America, 2026 and 2025



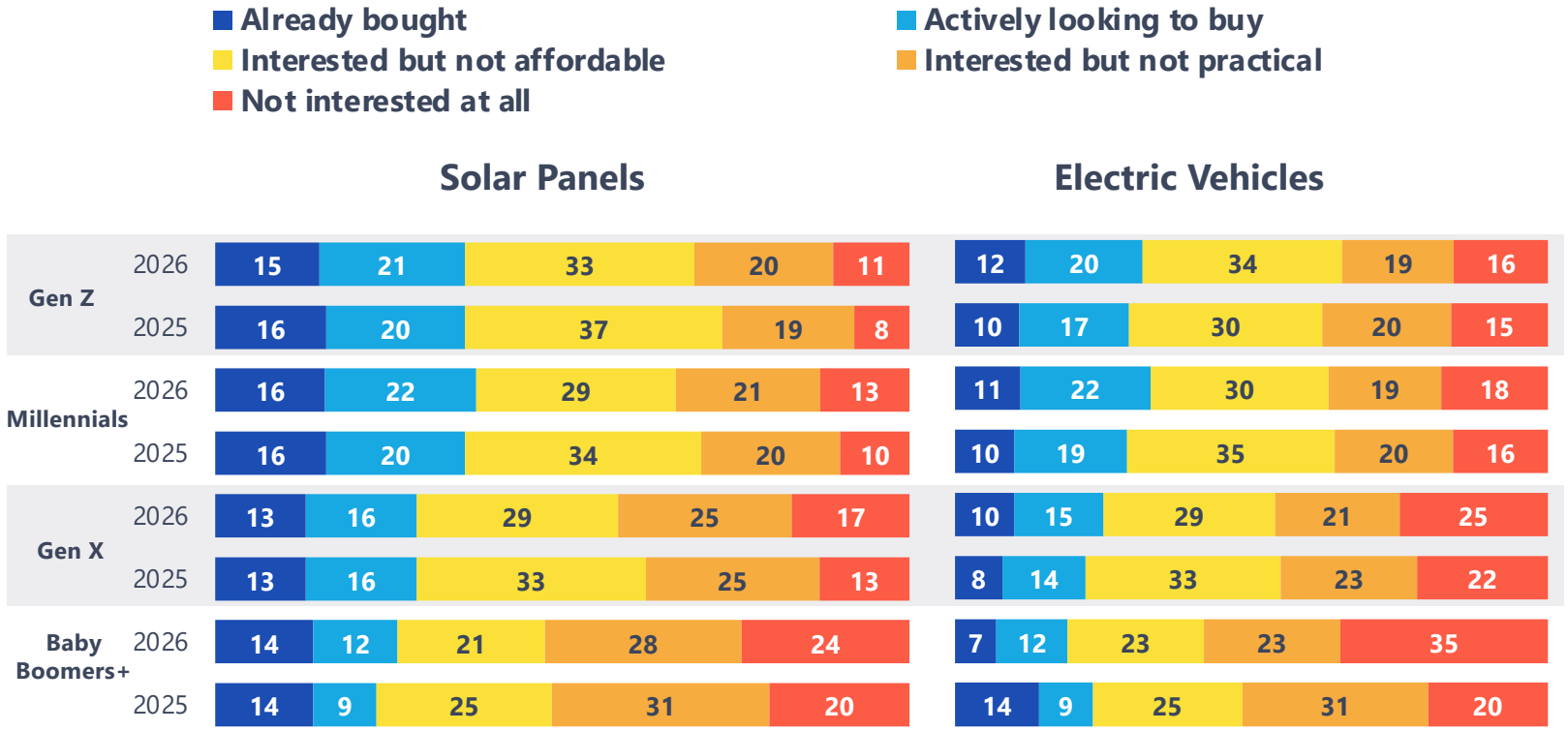
Survey Question: Which statement best describes your feelings toward each of the following clean technologies? – Electric vehicles – Solar panels
*Chile was not included in 2025

Gen Z and Millennials continue to show more interest in buying solar panels and EVs than older generations.

Cost prevents around a third of Gen Z from buying either technology. Disinterest is higher among Baby Boomers, especially for EVs, at 35 percent compared with 16 percent among Gen Z.

Feelings toward Solar Panels and Electric Vehicles

Average of 33 Countries, by Generation, 2026



Survey Question: Which statement best describes your feelings towards each of the following clean technologies? – Electric vehicles – Solar panels



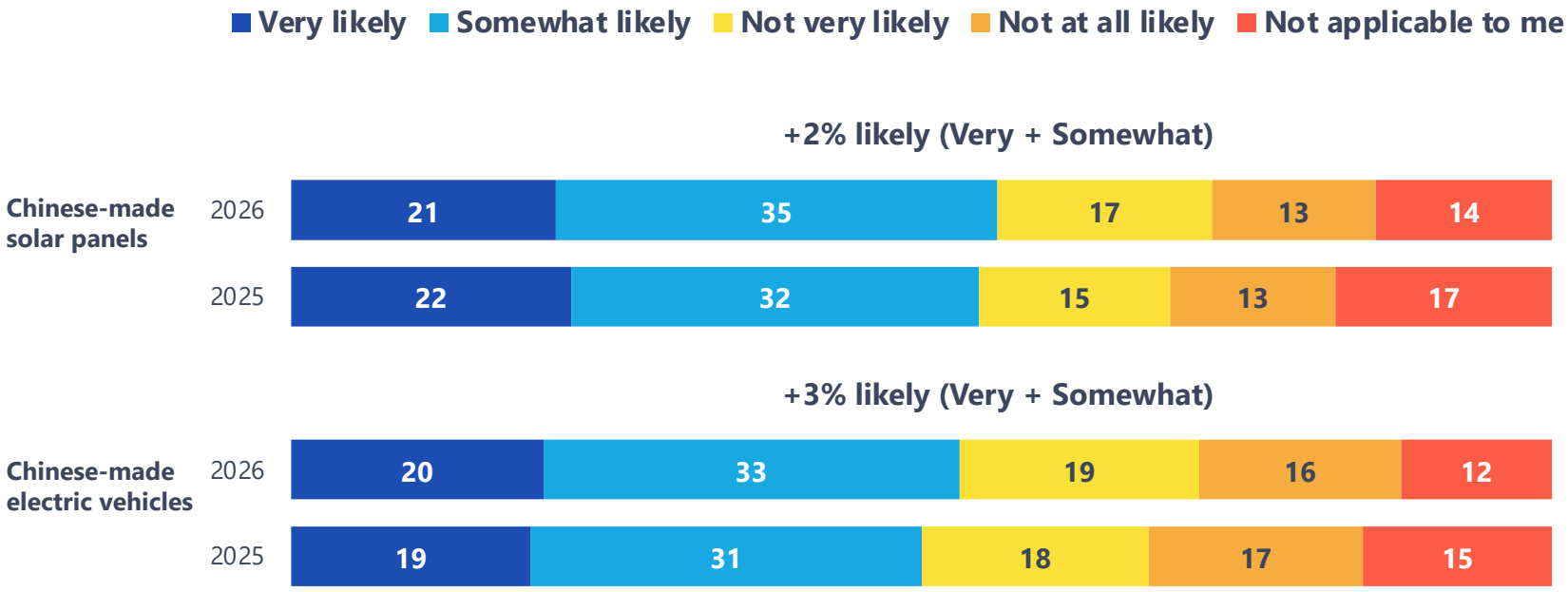
Likelihood of Purchasing Chinese-made Clean Technologies

Just over half of consumers are likely to consider buying Chinese-made solar panels or electric vehicles, largely consistent with 2025.

Purchase likelihood reaches 56 percent for Chinese-made solar panels and 53 percent for electric vehicles.

How Likely People Are to Consider Buying Chinese-made Clean Technologies

Average of 33 countries, 2025 vs 2026



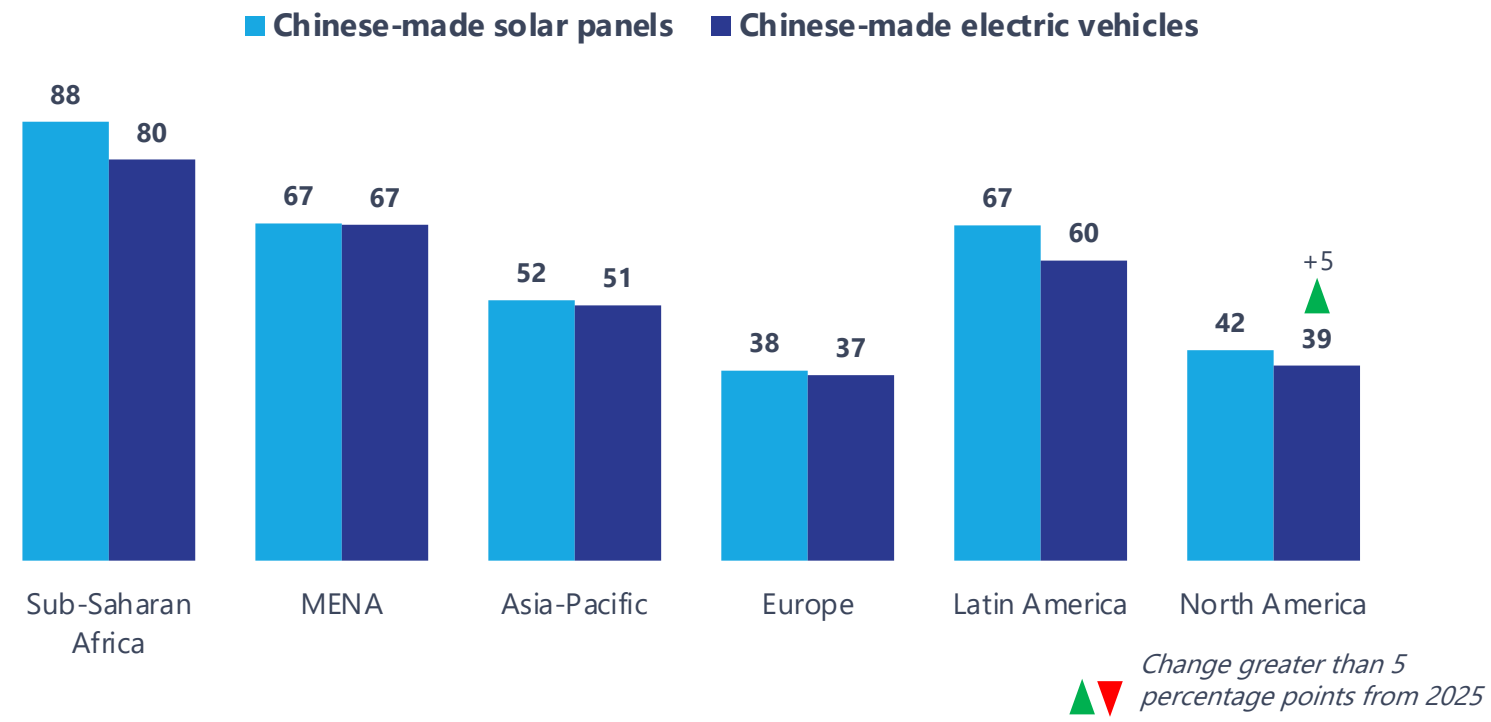
Survey Question: Clean technologies manufactured in China, such as solar panels and electric vehicles, are currently cheaper than those produced in other countries and often offer the same or better performance. How likely would you be to consider buying each of the following?

Consumers in Sub-Saharan Africa are most likely to consider buying Chinese-made solar panels and electric vehicles, while those in Europe and North America are least likely.

People in MENA and Latin America are also interested in Chinese-made versions. In Sub-Saharan Africa and Latin America, solar panels made in China attract more interest than EVs made in China, likely because these regions have the biggest affordability barriers to EV purchase. In most other regions, people are equally likely to consider buying Chinese versions of either technology.

How Likely People Are to Consider Buying Chinese-made Clean Technologies

"Very" and "Somewhat Likely" to Consider Buying (1+2), by Region, 2026



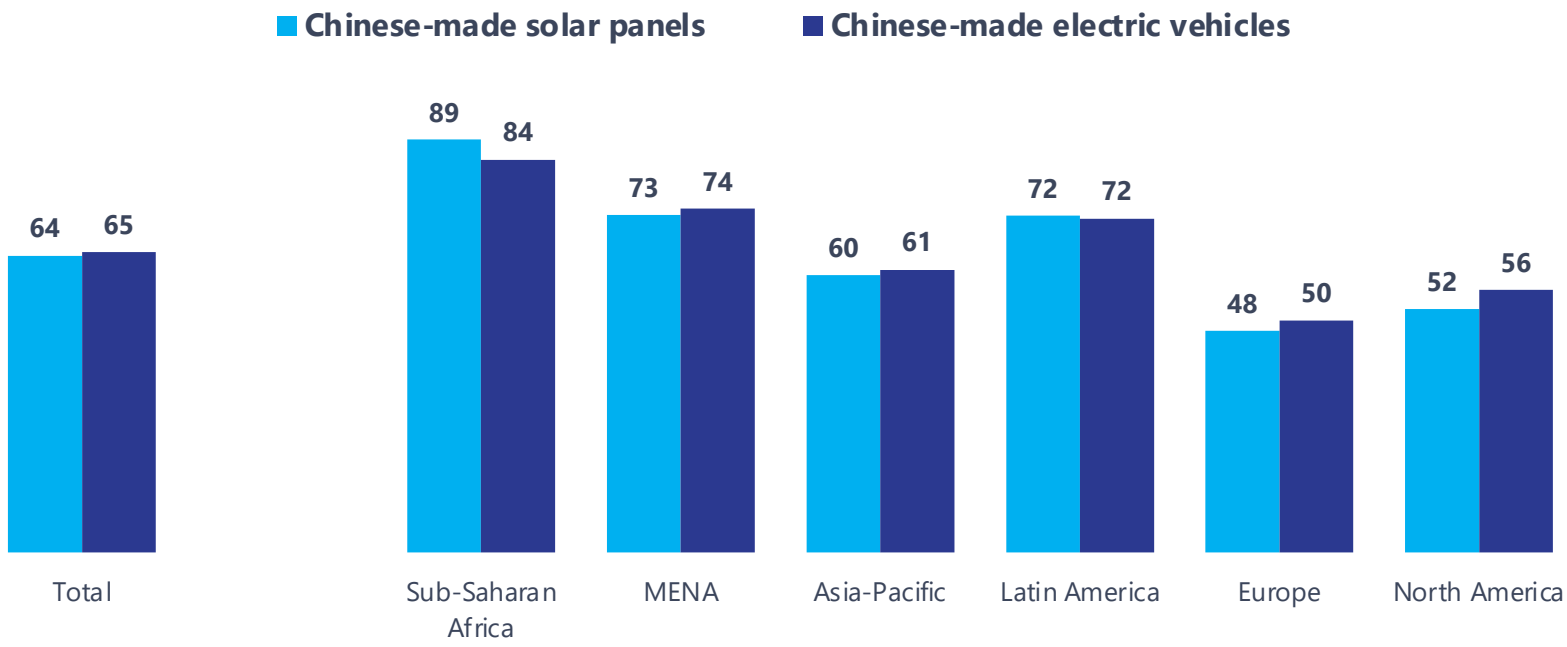
Survey Question: Clean technologies manufactured in China, such as solar panels and electric vehicles, are currently cheaper than those produced in other countries and often offer the same or better performance. How likely would you be to consider buying each of the following?

Current and prospective buyers of solar panels or EVs are generally receptive to Chinese-made versions, especially outside Europe and North America.

Around two in three globally would consider Chinese-made solar panels or EVs. Interest is highest in Sub-Saharan Africa and remains lower among buyers in Europe and North America.

How Likely Those Who Have Already Bought or Are Interested in Buying Clean Technologies Are to Consider Buying Chinese-made Clean Technologies

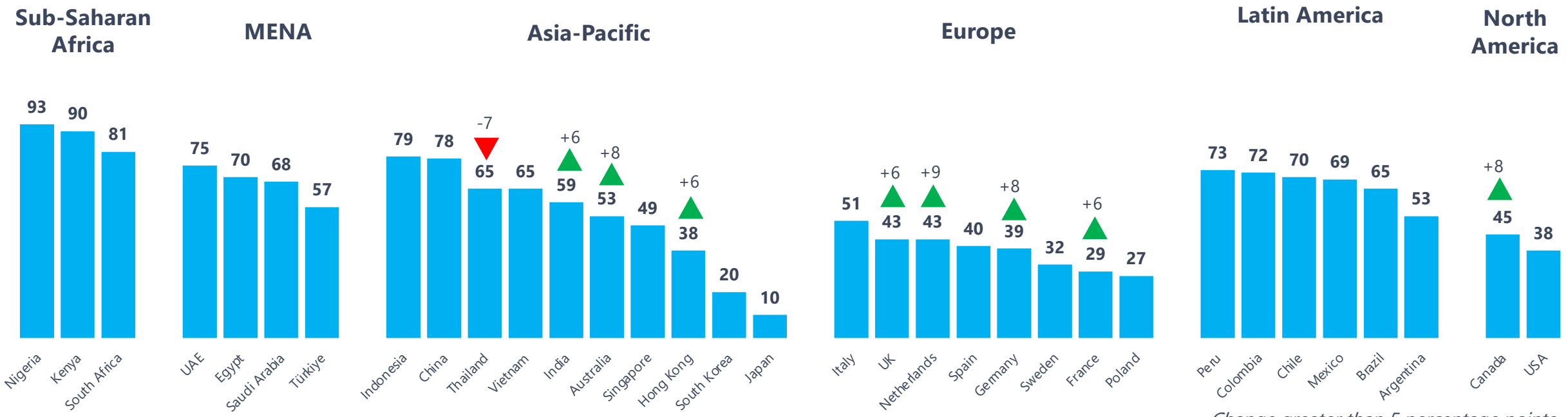
"Very" and "Somewhat Likely" to Consider Buying (1+2), by Region, 2026



Survey Question: Which statement best describes your feelings towards each of the following clean technologies?
Survey Question: Clean technologies manufactured in China, such as solar panels and electric vehicles, are currently cheaper than those produced in other countries and often offer the same or better performance. How likely would you be to consider buying each of the following?

How Likely People Are to Consider Buying Chinese-made Solar Panels

"Very" and "Somewhat Likely" to Consider Buying (1+2), by Country, 2026

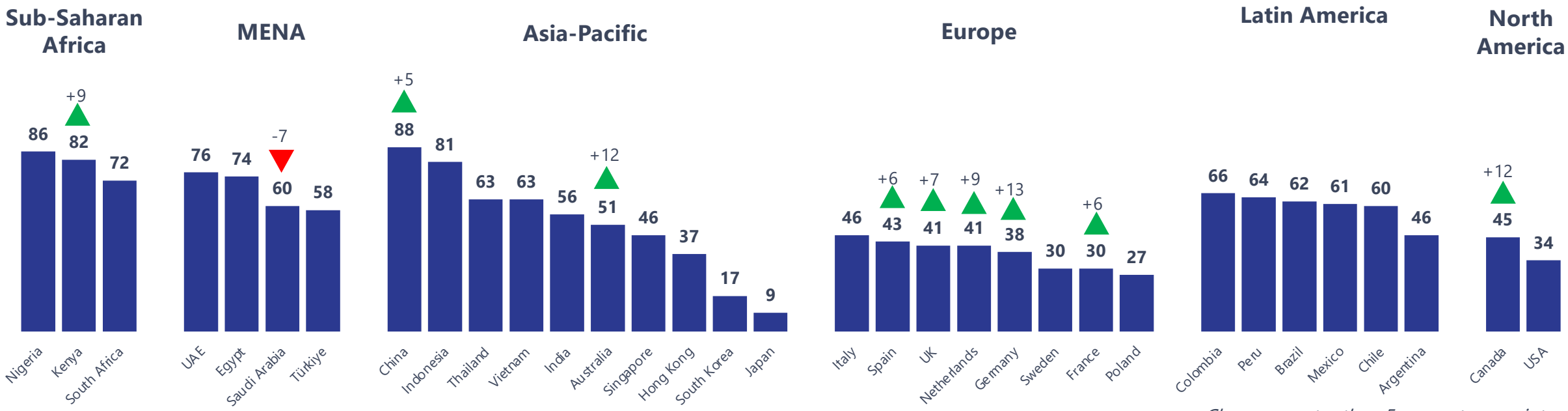


Chinese-made solar panels are very appealing to people in Sub-Saharan Africa and likelihood to buy them has grown in several countries across Asia-Pacific and Europe. Canadians are also growing more likely to buy Chinese-made solar panels.

Survey Question: Clean technologies manufactured in China, such as solar panels and electric vehicles, are currently cheaper than those produced in other countries and often offer the same or better performance. How likely would you be to consider buying each of the following? – Solar panels

How Likely People Are to Consider Buying Chinese-made Electric Vehicles

"Very" and "Somewhat Likely" to Consider Buying (1+2), by Country, 2026



The past year has seen rising interest in buying a Chinese-made EVs, with big increases in Germany, Australia, and Canada. China, unsurprisingly, leads in likely to buy Chinese-made EVs at 88 percent, while Japan is lowest at 9 percent.

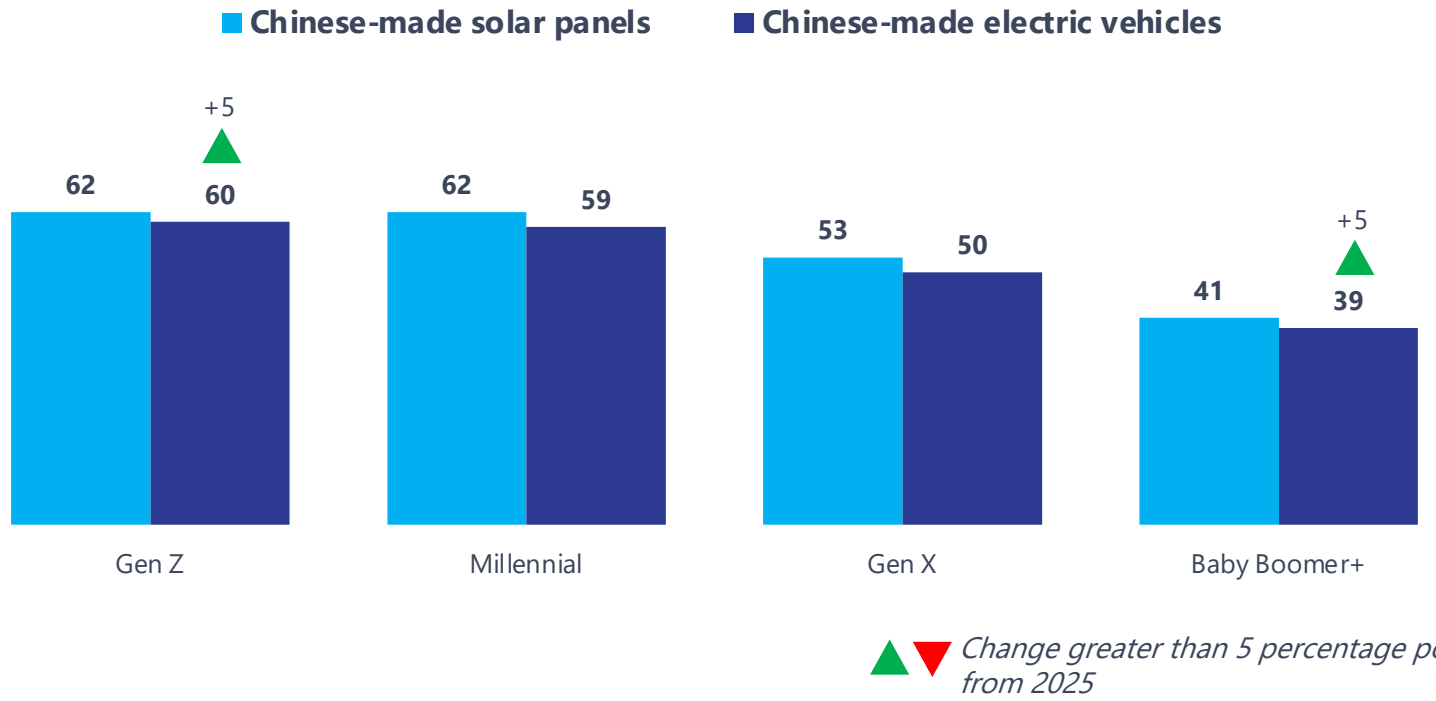
Survey Question: Clean technologies manufactured in China, such as solar panels and electric vehicles, are currently cheaper than those produced in other countries and often offer the same or better performance. How likely would you be to consider buying each of the following? – Electric vehicles

Younger consumers are more likely to consider Chinese-made clean technologies, while Baby Boomers are least likely.

Even so, Baby Boomers have slightly more interest in Chinese-made EVs in the past year, suggesting they may not be an immovable segment.

How Likely People Are to Consider Buying Chinese-made Clean Technologies

"Very" and "Somewhat Likely" to Consider Buying (1+2), by Generation, 2026



Survey Question: Clean technologies manufactured in China, such as solar panels and electric vehicles, are currently cheaper than those produced in other countries and often offer the same or better performance. How likely would you be to consider buying each of the following?



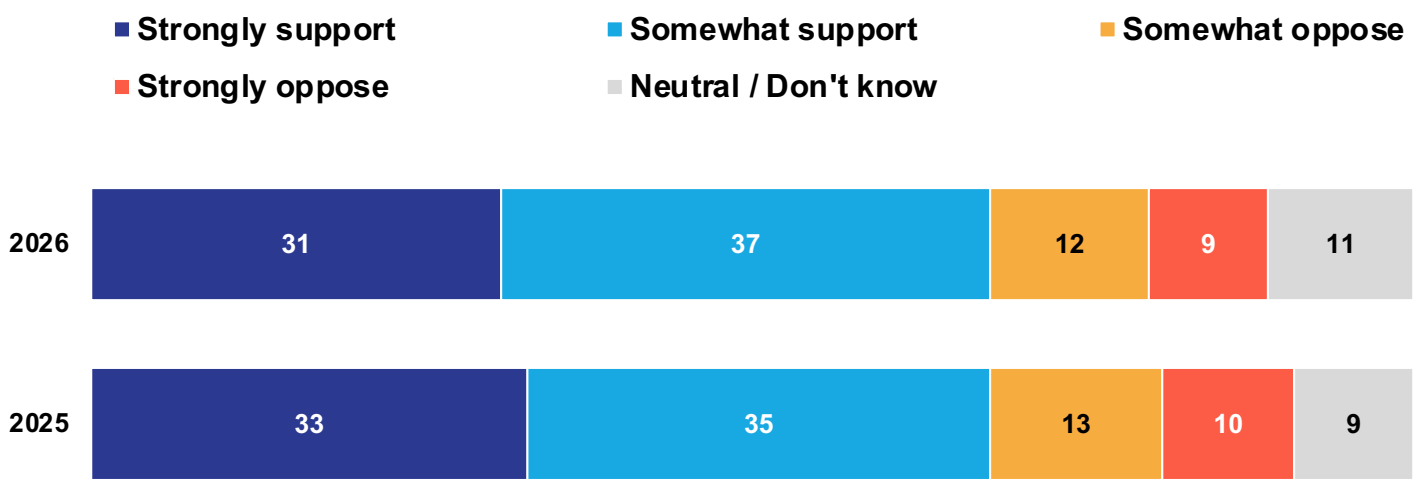
Support for Government Buying Chinese-made Clean Technologies

Globally, public support for their governments buying Chinese-made clean technologies, remains consistently high since 2025.

Combined support for Chinese-made clean technology remains at 68 percent; opposition hovers just over 21 percent.

Level of Support for Government Buying Chinese-made Clean Technologies

Average of 31 Countries,* 2025 vs 2026



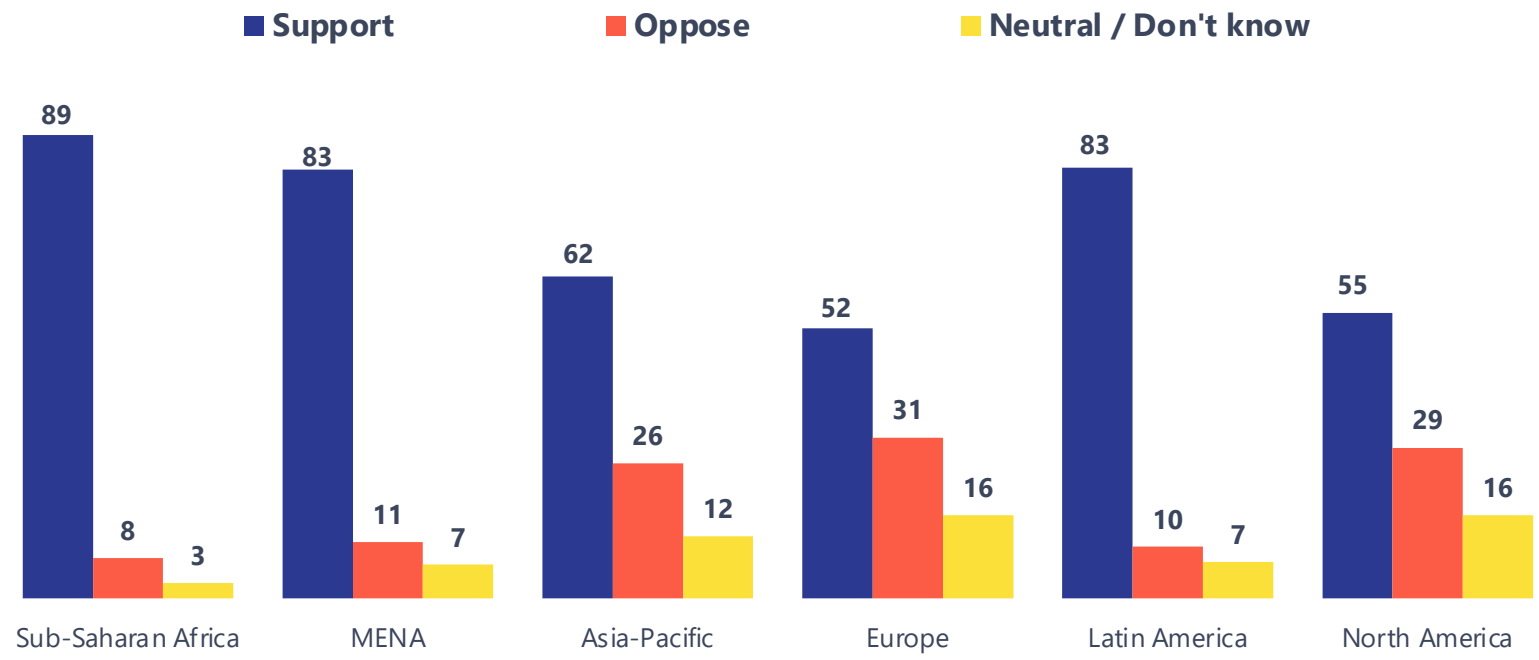
Survey Question: How would you feel about your government buying solar panels and wind turbines from China, provided they are cheaper and offer the same or better performance than those produced in other countries? (*Not asked in China or Hong Kong)

Government purchases of Chinese-made clean technologies attract strongest support in Sub-Saharan Africa, MENA, and Latin America.

Support reaches 89 percent in Sub-Saharan Africa and 83 percent in both MENA and Latin America. Support is lower in Asia-Pacific and weaker in Europe and North America, where slight majorities support government purchases of Chinese-made clean technologies and around three in ten oppose it.

Level of Support for Government Buying Chinese-made Clean Technologies

"Strongly" and "Somewhat Support" (1+2) vs "Strongly" and "Somewhat Oppose" (3+4), by Region, 2026



Change greater than 5 percentage points from 2025

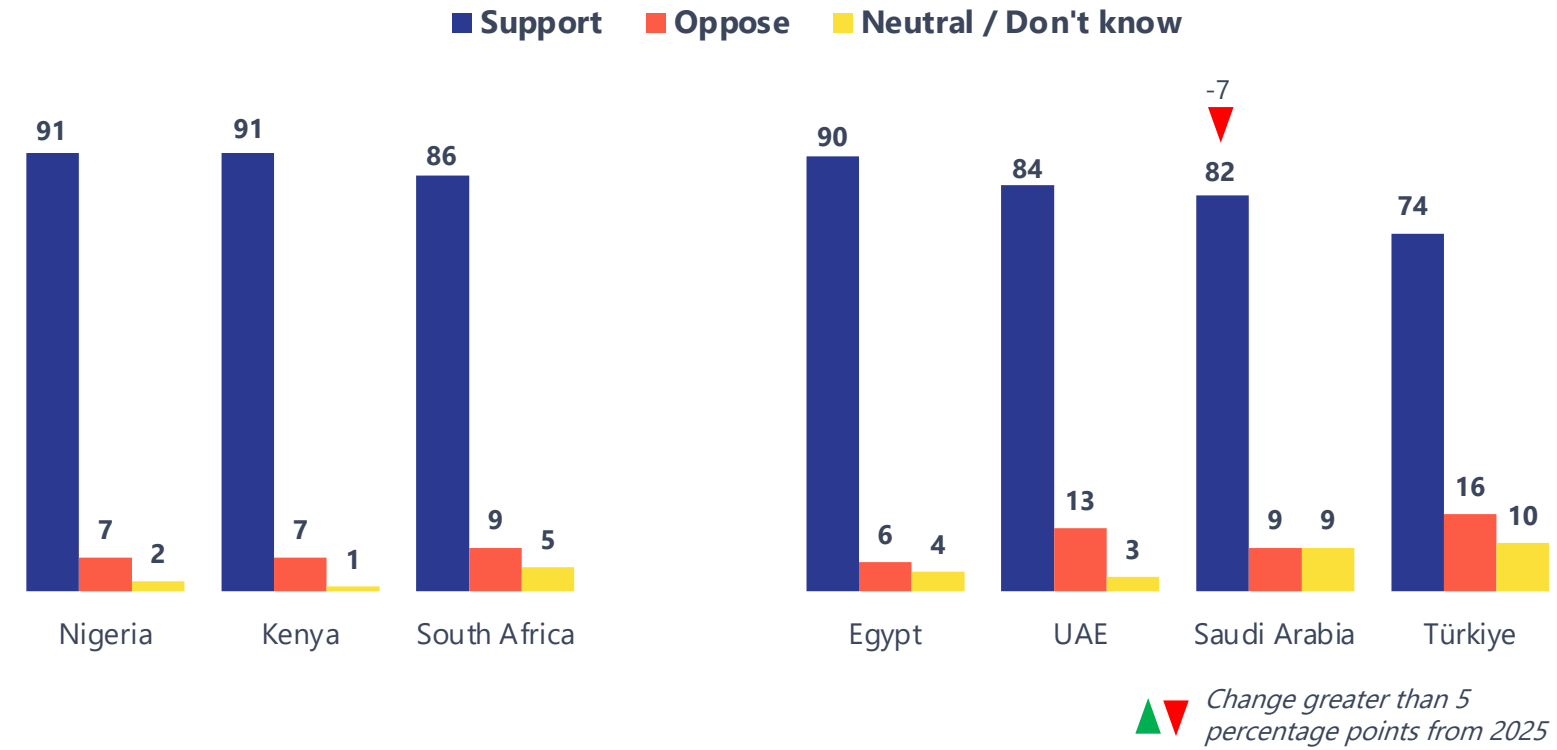
Survey Question: How would you feel about your government buying solar panels and wind turbines from China, provided they are cheaper and offer the same or better performance than those produced in other countries? (Not asked in China or Hong Kong)

Support for government purchases of Chinese-made clean technologies is high across Sub-Saharan Africa and MENA.

Nigeria and Kenya lead at 91 percent, followed by Egypt at 90 percent. Türkiye has the lowest support among these countries, though nearly three-quarters still support government purchases. Opposition is low across all countries surveyed in Sub-Saharan Africa and MENA.

Level of Support for Government Buying Chinese-made Clean Technologies

"Strongly" and "Somewhat Support" (1+2) vs "Strongly" and "Somewhat Oppose" (3+4), Sub-Saharan Africa and MENA, 2026



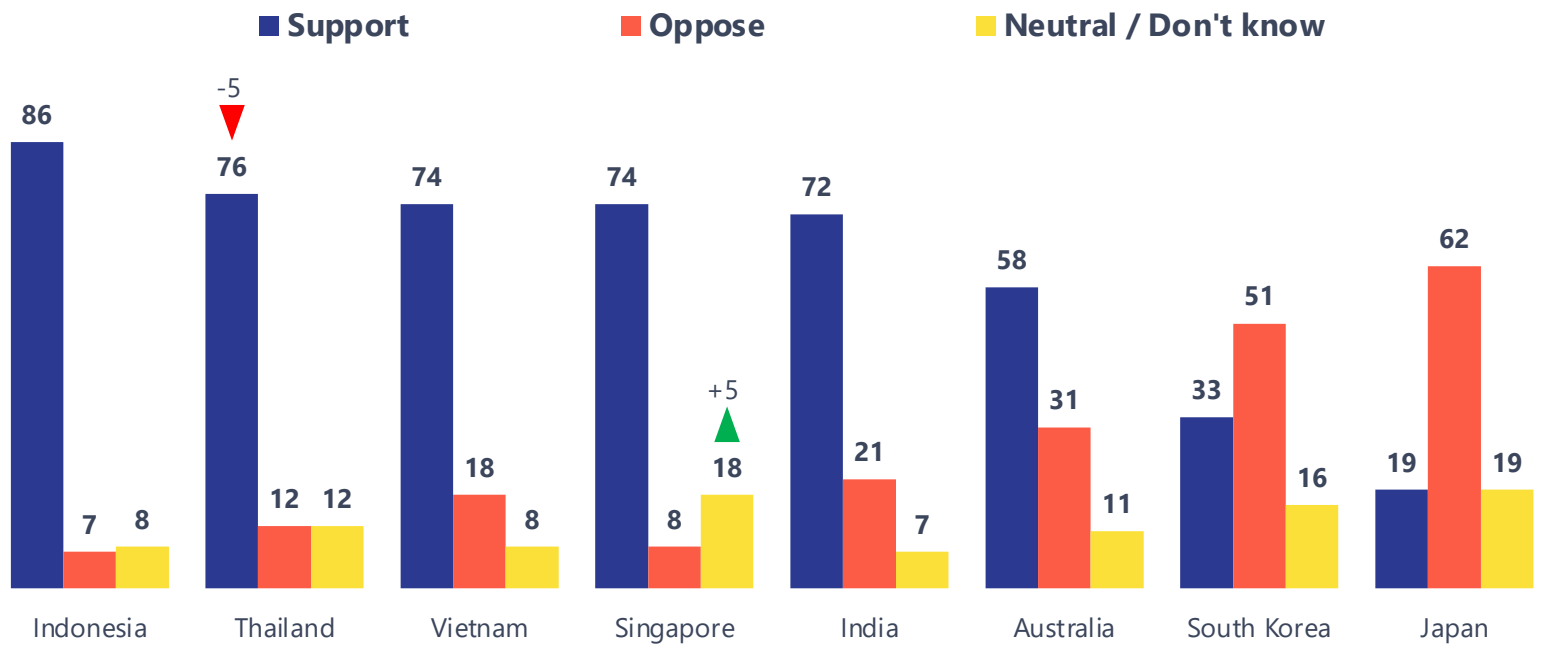
Survey Question: How would you feel about your government buying solar panels and wind turbines from China, provided they are cheaper and offer the same or better performance than those produced in other countries? (Not asked in China or Hong Kong)

People in the Asia-Pacific region continue to be polarised on support for their governments buying Chinese-made clean technologies.

Consumers in South and Southeast Asia are supportive of government purchases of Chinese-made clean technologies, but opposition outweighs support in Japan and South Korea.

Level of Support for Government Buying Chinese-made Clean Technologies

"Strongly" and "Somewhat Support" (1+2) vs "Strongly" and "Somewhat Oppose" (3+4), Asia-Pacific, 2026



Change greater than 5 percentage points from 2025

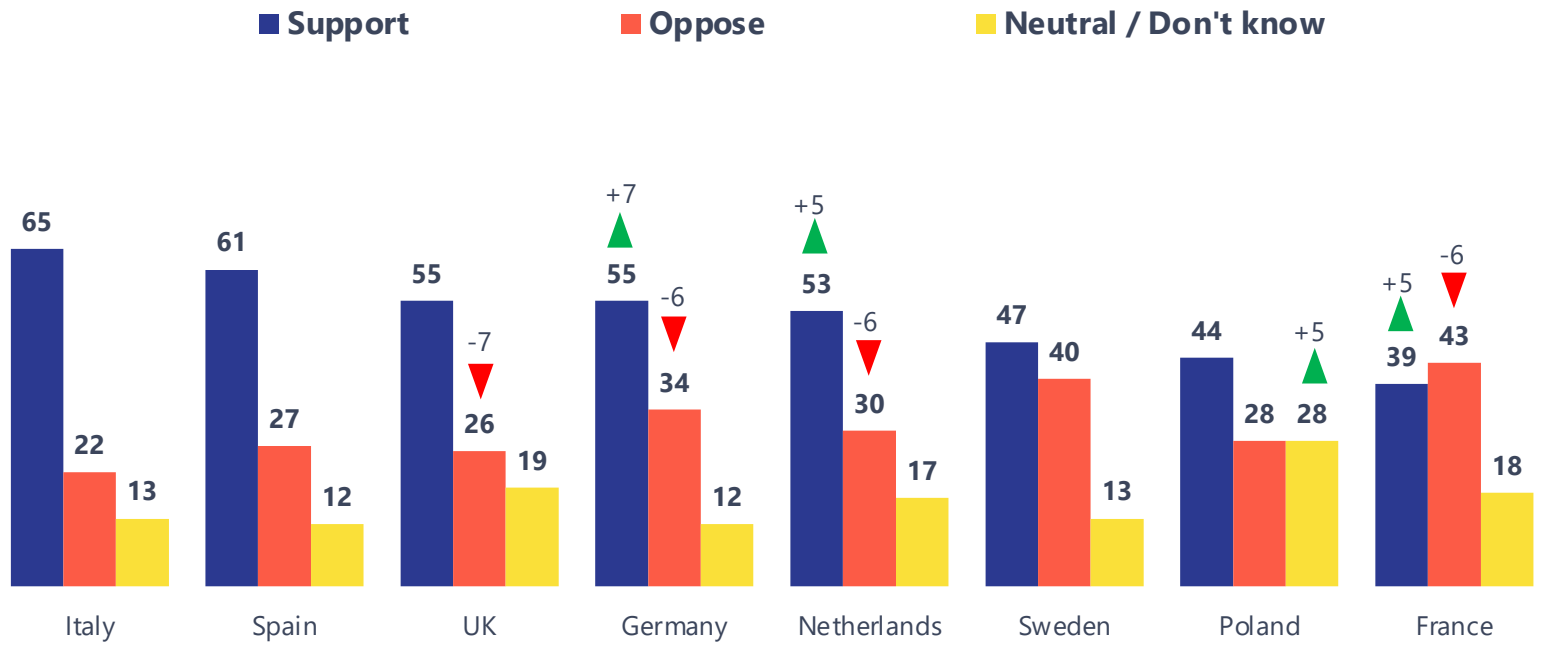
Survey Question: How would you feel about your government buying solar panels and wind turbines from China, provided they are cheaper and offer the same or better performance than those produced in other countries? (Not asked in China or Hong Kong)

In most European countries, support for government purchases of Chinese-made clean technologies outweighs opposition with some shifts in the past year.

In Germany, the Netherlands, and France, support for governments buying Chinese-made clean technologies has increased and opposition has gone down. Even as this grows more acceptable in France, it is the only country in Europe where opposition exceeds support.

Level of Support for Government Buying Chinese-made Clean Technologies

"Strongly" and "Somewhat Support" (1+2) vs "Strongly" and "Somewhat Oppose" (3+4), Europe, 2026



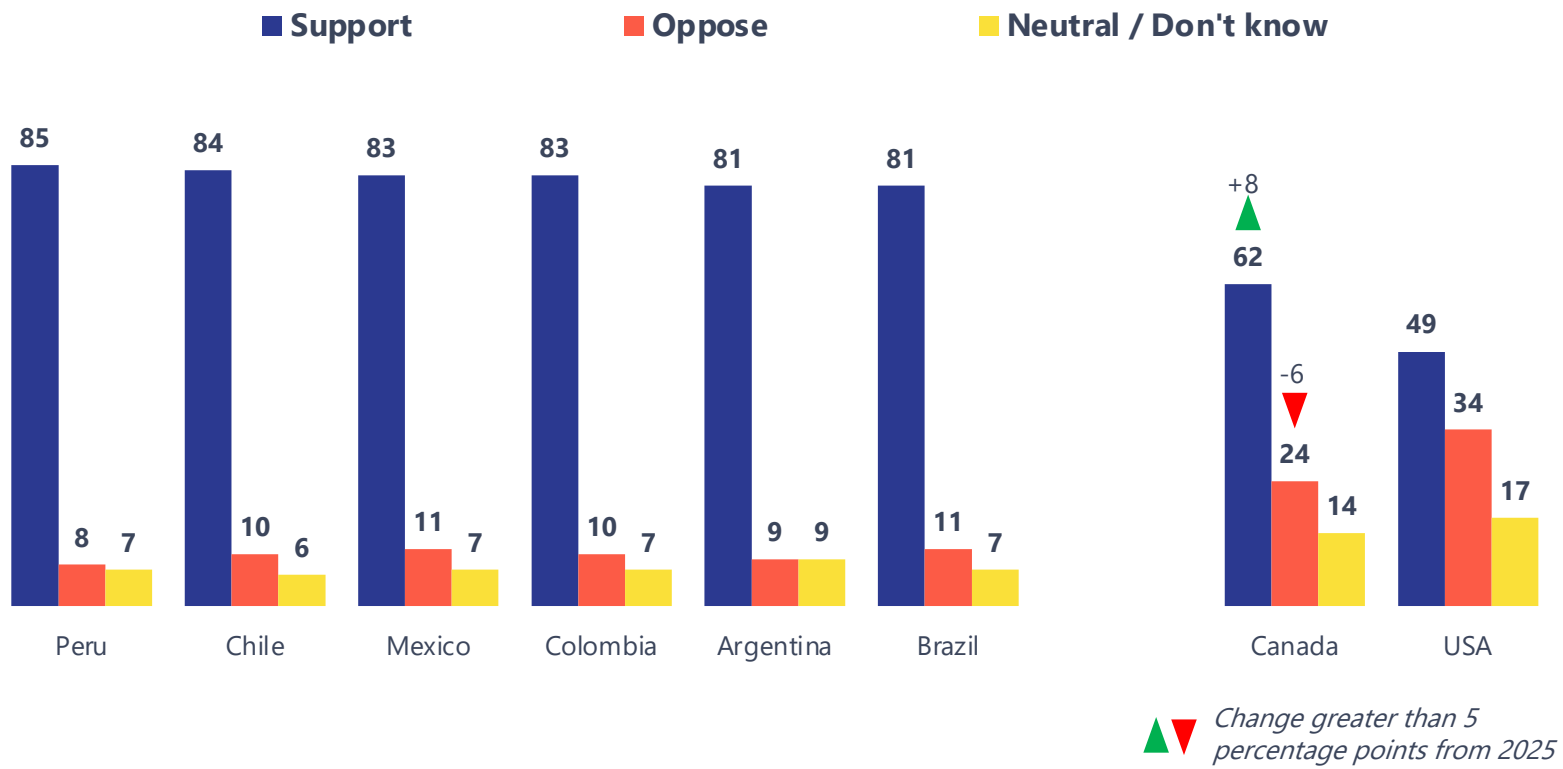
Survey Question: How would you feel about your government buying solar panels and wind turbines from China, provided they are cheaper and offer the same or better performance than those produced in other countries? (Not asked in China or Hong Kong)

People in Latin America strongly support government purchases of Chinese-made clean technologies, while those in North America are more divided.

Support exceeds 80 percent in every Latin American country surveyed. Though more middling in North America, support for governments buying Chinese-made clean technology has grown in Canada.

Level of Support for Government Buying Chinese-made Clean Technologies

"Strongly" and "Somewhat Support" (1+2) vs "Strongly" and "Somewhat Oppose" (3+4), North America and Latin America, 2026



Survey Question: How would you feel about your government buying solar panels and wind turbines from China, provided they are cheaper and offer the same or better performance than those produced in other countries? (Not asked in China or Hong Kong)



Appendix: Methodology and Research Design

Methodology Summary & Research Design

33 Participating Countries



For 2026, Chile and the UAE were added to the survey, while Morocco and Portugal were removed.

Online surveying in 33 countries in July and August 2026 and July and August 2025 for comparison. The 2026 findings in this report are based on a survey conducted with representative online samples of approximately 1,000 adults in each of 33 countries (500 each in Hong Kong, Kenya, Nigeria, and Singapore, and 1,500 in China and USA) (n=32,106).

The design of this global online study was led by GlobeScan's senior team. The survey design supports year-over-year tracking of trends.

The survey was translated into local native languages and proofread to ensure that the content was properly and completely translated with terminology suitable to the target audience and language.

Using stratified sampling from a non-probability online panel, samples are representative of the online population and weighted to the latest census data to be nationally representative. In some developing countries, the ability to weight to be nationally representative is limited by the extent of internet penetration in some countries.

Data collection took place in July and August 2026.

Once the survey was closed, the data were downloaded, cleaned, and checked before final validation and dataset integration. This verified dataset was then used to generate statistical tables comparing results across different demographic, psychographic, and regional groupings. Multivariate analyses were conducted using SPSS software.

Regional Groupings

Regional groupings used throughout this report:

Sub-Saharan Africa	Kenya, Nigeria, South Africa
MENA	Egypt, Saudi Arabia, Türkiye, UAE
Asia-Pacific	Australia, China, Hong Kong, India, Indonesia, Japan, Singapore, South Korea, Thailand, Vietnam
Europe	France, Germany, Italy, Netherlands, Poland, Sweden, Spain, UK
Latin America	Argentina, Brazil, Chile, Colombia, Mexico, Peru
North America	Canada, USA

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