

MEKO AB
Box 195 42
SE-111 64 Stockholm
Visiting address:
Klarabergsviadukten 70, C6
Tel: +46 (0)8 464 00 20



Mobility Barometer 2025: More than one in four say the car has become more important in their daily lives

This year's Mobility Barometer from MEKO shows that the car continues to play a crucial role in people's everyday lives. More than one in four individuals report that the car has become more important to them over the past five years. "This leaves no doubt. For many, the car is still an essential part of life and a means of getting from one place to another — even in tougher times," says Anders Oxelström, Director of Communications at MEKO.

The Mobility Barometer is the largest survey of the public's mobility habits in the Nordics and has mapped the mobility habits of people for four consecutive years. The study has thus emerged as a unique source of insight into how mobility evolves over time. This year's results show that many continue to use their cars in the same way as before, despite challenging times, and a large number feel the car has grown in importance. More than one in four, 27 percent, say the car is now more important in their daily lives than it was in 2021. At the same time, a smaller group, 17 percent, feel the car's role has diminished, which shows that experiences vary, but the car remains central for most.

– For many, the car remains a natural part of life and a way to preserve flexibility, independence, and comfort. For now, the car is not a choice but a necessity that shapes how we live, work, and move, says Anders Oxelström, Director of Communications at MEKO.

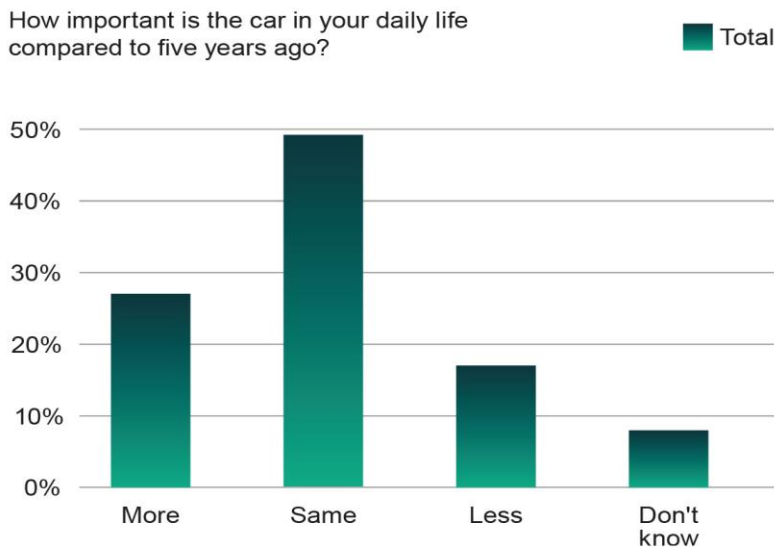
Since the Mobility Barometer was launched in 2022, one thing has remained constant: the car is the most popular mode of transportation. No other alternative comes close to challenging its dominance. This year, even more people – 30 percent – say they use their car every day. That is the highest level since the Mobility Barometer began.

Bicycles and public transportation continue to hold second and third place, respectively, with no major changes since the start.

– We conduct the Mobility Barometer because no one else provides comparable insights, and to better understand trends and changes. MEKO's mission is to make car ownership simpler

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and more sustainable over time – to extend the lifespan of what already exists and to facilitate mobility. This year’s results show that this mission is more important than ever, says Anders Oxelström.



About the Mobility Barometer

The Mobility Barometer is the most comprehensive report on mobility in the Nordics and is conducted for the fourth consecutive year. Based on insights from more than 4,000 respondents in Sweden, Norway, Denmark, and Finland, it provides a clear picture of how people travel today, the reasons behind their choices, and their expectations for future mobility. The survey is conducted by Demoskop on behalf of MEKO. Read more at www.meko.com/mobility-barometer

About MEKO

MEKO’s vision is to enable mobility – today, tomorrow, and in the future. Our aim is to be the most comprehensive partner for everyone who drives, repairs, and maintains vehicles in Northern Europe. We are the market leader with a presence in eight countries, 600 branches, and 20,000 workshop customers, including 4,500 workshops operating under our own brands. Our workshop and wholesale brands include Mekonomen, MECA, BilXtra, FTZ, Fixus, Inter-Team, and Sørensen og Balchen – among many others.

For further information, please contact:

Anders Oxelström, Director of Communications, MEKO
 Phone: + 46 73 522 52 42
 Email: anders.oxelstrom@meko.com