

Press release

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Vattenfall Energy Barometer: Europeans optimistic about the energy transition

Across Europe, consumers are optimistic towards the energy transition yet almost everyone wishes for stronger governmental support. Many value a climate-friendly lifestyle but there is a gap between countries. Also, every second consumer would be willing to pay more for fossil-free electricity. All according to the latest results in Vattenfall's Energy Barometer.

On behalf of Vattenfall, research institute Statista has surveyed 5,000 consumers in Germany, Finland, Sweden, the UK and the Netherlands. The study reveals evolving attitudes and behaviors regarding energy habits and climate ambitions.

Regarding questions about governmental support, the result from last year's survey remains almost the same. Half of the respondents want their governments to support in improving infrastructure, investments in future technology and want to see an expansion of renewable energy sources. The UK stands out with 60 percent saying this. In Finland, financial incentives and subsidies are most important (60%) and in Germany 65 percent believe that a fossil energy system is not competitive in the long term.

"The survey shows that people believe change is possible, and they're right," says Alexander van Ofwegen, Head of Business Area Customers & Solutions at Vattenfall and continues:

"There is a way to a competitive, fossil free Europe, but it requires clear long-term ambition from policymakers and solutions that work for customers. Europe relies heavily on imported fossil fuels that are structurally more expensive than in many other regions. If we want to stay competitive, independent and resilient, we must accelerate the shift toward a fully decarbonised energy system. That is what Europeans expect, and it's the direction industry needs."

In addition to governmental actions, people across all markets see their own contribution as meaningful. A strong majority (70%) believe that individual actions can play an important role in addressing climate change. Four of five Britons and three of four Swedes and Germans rate a climate-friendly lifestyle as important. Interest in the Netherlands is strong as well, with 70 percent of consumers engaged in climate-related choices.

Willingness to pay a premium for fossil-free energy varies only slightly across markets. It is strongest in the UK and Sweden, where over half of consumers are open to paying more. Germany, Finland and the Netherlands follow closely, with still more than 40 percent willing to pay extra for fossil-free energy."

"It is encouraging to see that so many people believe their individual choices matter. A climate friendly lifestyle is becoming a mainstream expectation. This reinforces our mission: to give customers full control, reliable solutions and accessible fossil free options, because that is what makes the transition real in everyday life," says Alexander van Ofwegen.



Vattenfall is a leading European energy company, which for more than 100 years has electrified industries, supplied energy to people's homes and modernised people's way of living through innovation and collaboration. We work to enable the fossil freedom that drives society forward. We are committed to building a future where everyone can choose fossil free ways to move, make and live. Our goal is net zero emissions in our entire value chain by 2040 at the latest. We employ approximately 21,000 people, have around 13 million customers and operate mainly in Sweden, Germany, the Netherlands, Denmark and the UK. Vattenfall is fully owned by the Swedish state. For more information: [Fossil freedom - Vattenfall](#)

More results from the Energy Barometer:

Everyday climate friendly routines adopted during the previous price spikes remains, half of the respondents say they have kept the energy-saving habits they started during the crisis. Everyday climate friendly routines remains high, half of the respondents say they have kept the energy-saving habits they adopted during the crisis. Especially low-effort measures such as using fewer lights (77%), minimizing waste and taking shorter showers (68%). Followed by lowering the temperature at home (65%) using energy efficient appliances (63%) and reducing energy consumption (61%).

Sweden is significantly ahead (55%) in investments in heating based on renewable energy (e.g., heat pumps), while the UK lags behind at 17%.

Investment in solar panels is highest in the Netherlands (57%), which is more than double that of Finland and the UK (both at 19%). However, Finland shows the highest future interest in investing in solar panels (58%).

Support for government investment in future technologies is highest in the UK (60%), while the Netherlands is lowest at 35%.

53% in the UK, 52% in Sweden are willing to pay extra for fossil free electricity. 43% in the Netherlands.

84 % of Britons support renewable infrastructure in their local area, well above Sweden and Finland (both around 55–60%) and far higher than the Netherlands (35%).

64% in the UK shopping in physical stores to avoid the environmental impact of shipping, slightly higher than in the Netherlands (60%), Sweden (58%), Finland (56%) and Germany (55%).

When it comes to choosing environmentally responsible brands, 53% of Britons say they prefer companies with strong sustainability practices, compared with 50% in Sweden and the Netherlands, 51% in Finland and 42% in Germany.

46% in Finland and 41% in Sweden prefer to buy second-hand clothes for environmental reasons

**The online survey was conducted by Statista with 1,000 respondents per country (aged 18+) between 13–26 November 2025. The study examines climate-friendly behaviours, motivations and expectations regarding the transition to fossil-free energy.*

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