

A woman with blonde hair in a bun, wearing a light blue button-down shirt, is plugging a charging cable into the front of a silver electric car. She is holding two brown paper shopping bags. The background shows a black metal fence and a building. A green semi-transparent banner is at the bottom of the image.

EV charging for retailers

Recharge your retail business with EV charging

There are three key opportunities for retailers:



Revenue generation.

Retailers can obviously charge drivers for using their charging stations, but offering charging on-site can also spur increased revenue simply because of the increased average dwell time of customers. The extra time spent in-store while vehicles are plugged in can lead to more impulse purchases and higher overall spending.



Customer loyalty integration.

Integrating the ChargePoint platform into your loyalty program can foster deeper customer relationships. By offering rewards or exclusive perks for charging at your store, you can incentivise repeat visits from EV drivers. You can also tailor offers and promotions based on customer preferences, enhancing the overall shopping experience.



Sustainability leadership.

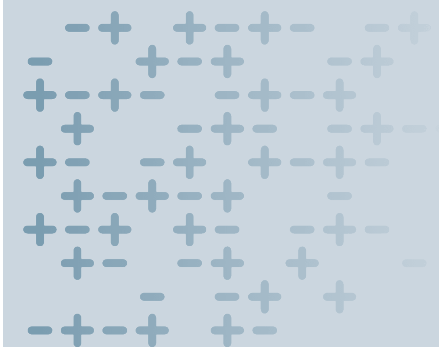
Offering EV charging to customers positions retailers as leaders in environmental responsibility and demonstrates their commitment to helping reduce carbon emissions. Many consumers today prefer to do business with companies that prioritise eco-friendly practices. By offering charging, you'll attract these environmentally conscious customers and build a loyal following.

Read on to see how ChargePoint are equipped to help you capitalise on these key opportunities.

Discover how Leclerc Cogolin partnered with ChargePoint to meet their customer demand and install EV charging.



E.Leclerc 



Europe is going electric

The trend towards EVs continues.

In Europe, according to the [International Energy Agency](#), new electric vehicle (EV) registrations reached nearly 3.2 million in 2023, increasing by almost 20% relative to 2022. In the European Union, sales amounted to 2.4 million.

[BloombergNEF \(BNEF\)](#) predicts that the **European EV market share of new passenger vehicle sales will hit 41% by 2027**. To achieve the European climate targets, around 3 million charging ports for 13 million EVs will be needed as early as 2025, and by 2050, **Europe will need 44 million EVs and 10 million charging points**. All the numbers point in the same direction — Europe is going electric.

For retailers, these numbers signal that now is the time to ensure readiness for the e-mobility movement. While many retailers may already have some form of EV charging in place, the evolving landscape and increasing demand make it crucial to upgrade and expand these capabilities. With numerous financial incentives available across Europe and various ways to enhance your EV charging offerings, you can defray upfront costs and secure long-term benefits for your business. Don't miss the opportunity to stay ahead of the competition and meet the growing expectations of your customers.



Besides drawing in new EV-driving customers who will spend more time in your business, you can optimise revenue even further by charging for the use of your charging stations. Read on to learn more about using EV charging to boost your bottom line and future-proof your business. Discover pathways to a smooth installation that will meet your unique business needs and enable you to pull ahead of the competition by becoming a sustainability leader.



According to the [European Environment Agency](#), the average EV battery range has increased to about 393 kilometres (244 miles). Most drivers need to charge their cars only about once a week. However, many simply “top-up” their battery’s charge while they are doing other things, rather than wait for it to run low. As a retailer, if you have open parking spaces, you have an opportunity to offer this type of top-up charging to your EV-driving customers.

EV drivers charge where they park

Because EV drivers tend to charge where they spend time — at home, at work or where they shop — most will choose businesses that offer EV charging in their parking areas, encouraging them to stay longer and spend more in-store. According to the [European Alternative Fuels Observatory](#), **public chargers have increased 14% year on year from 2023 to 2024 in France**, helping facilitate the demand coming with this trend.

The best-in-class scenario is for retailers to integrate charging into their loyalty programmes to give repeat customers special charging rates and other offers.

The Energy Performance of Buildings Directive (EPBD), often referred to as the EU Buildings Directive, and other legislation are helping expand charging infrastructure across Europe, which has become a game changer for the retail sector. The directive, which aims to make buildings more energy-efficient and smarter as well as to achieve a CO₂-free building stock by 2050, requires new and majorly renovated [retailers with more than five parking spaces](#) to have at least one EV charging point for every five spaces.

Let’s take a look at how driving trends and this legislation present an opportunity for retailers.

E-mobility and the retail industry in Europe

How can retailers benefit?

Retail companies can unlock new areas of business beyond simply setting fees for charging. ChargePoint retail customers have indicated that EV drivers spend more time in their stores than customers driving internal combustion engine (ICE) vehicles. Attracting these customers is good for business, and once your establishment is on their radar, they will likely become regular visitors, spending more money while on your premises.

In addition to boosting revenue, EV charging will help you hit your sustainability goals and reduce your carbon footprint. More retail customers prioritise sustainability when choosing where to shop, and demonstrating your commitment to sustainability will attract those eco-conscious consumers. According to [PwC's 2024 Voice of the Consumer Survey](#), nearly four-fifths of buyers are willing to pay a premium for sustainably produced or sourced goods.



Your charging partner across Europe

ChargePoint ensures a smooth EV charging experience for customers, from station access to contact-free payment processing. ChargePoint is also compatible with all CCS chargers, providing flexibility and convenience for drivers. For instance, some grocery retailers in the UK have integrated EV charging payments into their rewards apps, making the charging process even more seamless for customers.

The key to success? Software and Services

Robust software enables retailers to customize their EV charging services

The prerequisite for a successful entry or re-entry into EV charging — in addition to high-performance chargers — is smart software that scales smoothly. That's why ChargePoint offers an integrated charging solution that connects to a networked charging infrastructure to ensure success.

Robust software allows you to set policies within your charging solution that support your unique business goals as a retailer. Using one intuitive platform, you can designate who can access your stations and what fees to charge for EV charging or parking. For example, you can set one charging fee for customers of your business during the day and another fee for residents of your building or noncustomers after hours. The software also features advanced tools to help you manage a large number of stations and drivers.

ChargePoint has built one of world's largest charging networks, powering over 500,000 charging points globally, and facilitating millions of charging sessions in Europe alone. Someone plugs into a ChargePoint charger every second, in fact. Joining this network will make your store visible to EV drivers looking for charging stations on the ChargePoint app.

ChargePoint simplifies EV charging deployment for retailers with expert consultancy and project management services. From planning to implementation, we help design and optimize networks tailored to business goals, minimizing complexity and risk. Our software also supports international operations, enabling efficient management of charging fees, taxes, and VAT across European markets with automated accounting in multiple languages.

Discover how EV charging software can save you time, money and hassle:



Retail opportunities — and the 30-minute economy

E-mobility is here to stay, and here's how retailers can help shape the EV charging landscape.

There's a fueling revolution taking place, and it promises to be lucrative for business as well as convenient and, dare we say, fun for EV-driving consumers. Rather than going somewhere special to charge up, most EV drivers charge wherever they're parked — at home, at work or while otherwise living their lives. For a beneficial "top up" while running errands or for a fast charge while on a road trip, most EV drivers will plug in for about 30 minutes. That plugged-in dwell time offers an opportunity for businesses to expand their offerings to provide greater customer experiences beyond simply grabbing a bag of crisps.

EV drivers needing a charge usually search for EV charging using an app on their phone or their vehicle's in-dash infotainment system to find convenient locations that allow them to charge whilst doing something else they want to do — instead of making a special fueling stop. This 30-minute retail economy has the potential to change everything from getting a haircut to enjoying a night out at the movies. Charging hubs are already popping up along major roadways, offering better food, unique shopping and other customer experiences. With the available infrastructure subsidies available today, imaginative retailers stand to create an entirely new sector.



A future-ready partner

A networked EV charging solution driving customers to your retail space

So, let's summarise: To meet the challenges and opportunities of a future-ready charging infrastructure, retailers should consider the following functionalities and services when choosing an EV charging partner:

- + Administration, monitoring and billing of charging stations and cards
- + High scalability
- + Mapping of entities and substructures (national companies, franchises, subcompanies)
- + Access to data via API + dashboard and export functions
- + GDPR and regulatory support
- + Opening hours management
- + Flexibility with currencies and tax rates
- + 24/7 IT support
- + Roaming aggregation for e-mobility service provider and CPO billing

ChargePoint provides bespoke solutions designed specifically for retailers. Whether you seek a fully managed EV charging experience, complete with financing options and ready-to-deploy hardware or prefer the flexibility of a modular approach, ChargePoint has the right solution for your business. Our scalable offerings empower you to attract and retain EV drivers as loyal customers, helping your stores stay ahead in the competitive retail landscape.

ChargePoint — your partner in retail electrification

Our software-first approach is designed to help retailers seamlessly integrate EV charging into their business. Whether you've started small or are planning to scale up, our advanced software provides the flexibility and control you need. You can run our software on any compatible hardware or choose a comprehensive solution that includes rugged charging stations, a top-rated driver app, and flexible financing options.

ChargePoint also supports the integration of sustainable energy production into your EV charging strategy, helping you align with wider environmental goals. Solar panels on the roof or above parking lots, our software can manage energy usage intelligently, optimizing use and reducing overall operational costs.

Whether you aim to attract more customers with a few strategically placed charging stations or you're ready to become a full-fledged Charge Point Operator with a robust charging network, our software empowers you to make the right decisions for your business. With ChargePoint, you can confidently navigate the e-mobility landscape, keep costs low, and enhance the customer experience — all while staying ahead in the competitive retail market.



Find out why the world's leading retailers

Trust ChargePoint

Reach out to an expert who can help you design the best EV charging solution for your needs today.

Connect with a ChargePoint expert