

Tesla, who had been leading in the United States for a long time in terms of buyer's loyalty, in 2024-2025 began to rapidly lose their positions. According to the analytical company S&P Global Mobility, the main recession occurred after Elon Musk publicly expressed support for Donald Trump.

The peak of loyalty occurred in June 2024, when 73% of Tesla owners who decided to buy a new car again chose this brand. However, already in July, after the Mask statement, the level of repeated purchases began to decline sharply. The minimum indicator was recorded in March 2025 - less than 50%, which is even lower than the average in the industry. By May, the figure was a little recovered to 57.4%, but Tesla is still inferior to Ford and Chevrolet.

Analysts believe that the political statements of the mask could push away part of the eco-awareness audience focused on other values. At the same time, the company continues to lose the market share due to the weak model range and increased competition from other manufacturers-including Chinese and European. Since 2020, Tesla has launched only one new car - Cybertruck, which did not live up to sales expectations.

The total sales of the company is reduced. In the United States, the fall amounted to 8% in the first five months of 2025, in Europe - 33% in six months.