April 2023

Market View

For the latest insights from eBay Motors Group.

Welcome to our monthly Market View. We've analysed activity across the eBay Motors Group to provide insights into stock, price, days to sell and demand by consumers based on what they are viewing, including: manufacturers, models and the increasing interest in electric and hybrid vehicles. We look at comparison time periods so that you can spot emerging trends on a month-by-month basis.

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Stock

April 2023

At a glance

- Stock volumes have generally been stable MoM but remain below last year (-7.5% down YoY) due to continued supply challenges.
- Independent dealers saw a slight increase MoM with supermarkets and franchised both decreasing. YoY all dealer types are seeing reduced stock levels, particularly supermarkets.
- Growth in alternative fuel vehicles continued in April 23 with hybrid and electric vehicles representing 11.7% of used stock, up from 4.3% in April last year.

Stock volume by dealership

Stock volumes have generally been stable MoM but remain below last year (-7.5% down YoY) due to continued supply challenges.

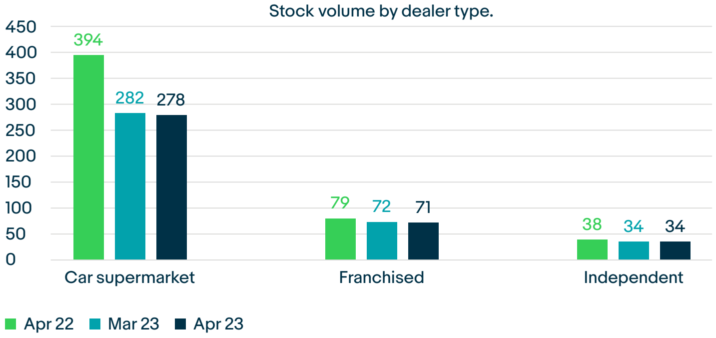
51.1

Mar 23: **51.2** MoM: **0.0%**

Apr 22: **55.3** YoY: **-7.5%**

Stock volume by dealer type

Independent dealers saw a slight increase MoM with supermarkets and franchised both decreasing. YoY all dealer types are seeing reduced stock levels, particularly supermarkets.

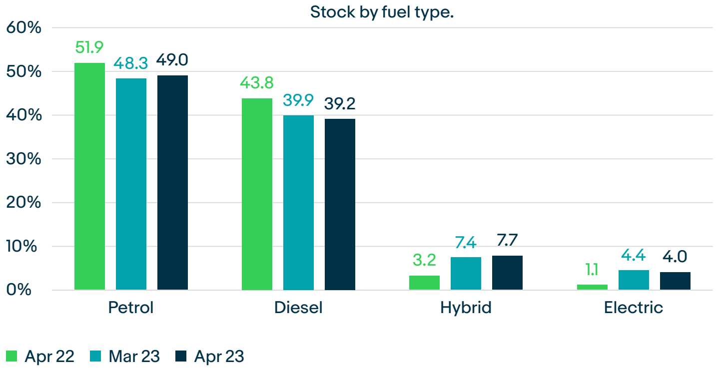


> “Franchised dealers will be feeling the squeeze from the ongoing decline in stock levels, when many would have hoped for some recovery from March’s new 23-plate generating part-exchange inventory.”

Lucy Tugby,
Marketing Director, Motors.co.uk

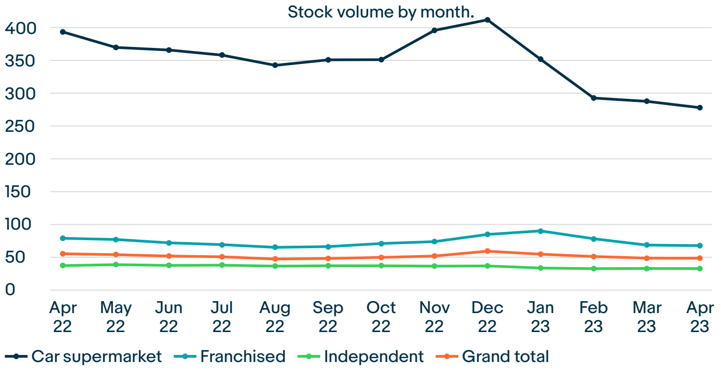
Stock volume by fuel type

Growth in alternative fuel vehicles continued in April 23 with hybrid and electric vehicles representing 11.7% of used stock, up from 4.3% in April last year.



Stock volume trend per dealership

Overall average dealer listings are down -7.5% YoY with supermarket volumes continuing to decline the most.



MOTORS .co.uk

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Data from vehicles listed on Motors.co.uk and eBay Motors Group.

Price

April 2023

At a glance

- April 23 saw overall vehicle prices fairly stable MoM but average stock prices were +7.4% up YoY as ongoing supply challenges and cost of living pressures continue to impact vehicle prices.
- Avg vehicle prices fell slightly MoM across all dealer types but due to the mix of vehicles by dealer type, overall vehicles prices increased by +0.2%.
- Avg prices for selected make/models (less than 30k miles and < 3 years old) saw Range Rover Sport up by +2.7% MoM. GLA class increased by +1.3% MoM but Audi A3 continued its price drop of recent months, down -0.7% MoM.

Average vehicle price

April 23 saw overall vehicle prices fairly stable MoM but average stock prices were +7.4% up YoY as ongoing supply challenges and cost of living pressures continue to impact vehicle prices.

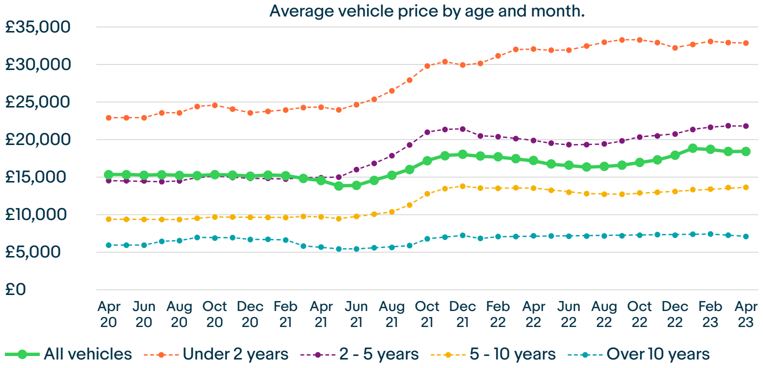
£18,498

Mar 23: **£18,455** MoM: **+0.2%**

Apr 22: **£17,221** YoY: **+7.4%**

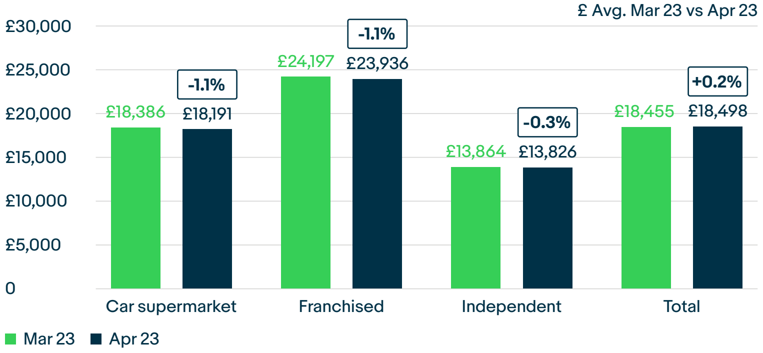
Average listing price over time

Price stability in April was reflected across all age and price points with just minimal upwards and downwards movements.



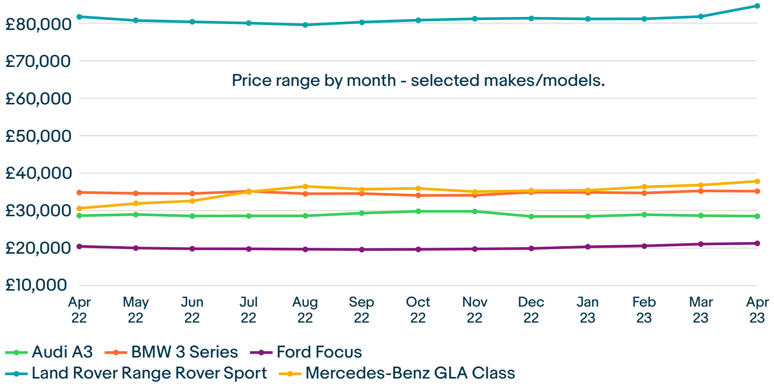
Average price of vehicles on Motors.co.uk by dealer type

Avg vehicle prices fell slightly MoM across all dealer types but due to the mix of vehicles by dealer type, overall vehicles prices increased by +0.2%.



Average price by month – selected makes/models

Avg prices for selected make/models (less than 30k miles and < 3 years old) saw Range Rover Sport up +2.7% MoM. GLA class increased by 1.3% MoM but Audi A3 continued its price drop of recent months, down -0.7% MoM.



Top 5 price movers

Top 5 make/models by MoM increase/decrease in price.

Increase

Make	Model	Age band	Fuel type	Apr 23 stock	Apr 23 avg price	% change
Peugeot	3008	6 - 8 yrs	Diesel	128	£10,626	15.9%
Volvo	XC60	5 - 6 yrs	Diesel	101	£23,008	8.9%
Nissan	Qashqai	1 - 2 yrs	Petrol	141	£25,782	8.8%
BMW	1 Series	10 - 12 yrs	Diesel	264	£7,072	8.7%
Audi	A3	4 - 5 yrs	Diesel	109	£17,575	8.7%

Decrease

Make	Model	Age band	Fuel type	Apr 23 stock	Apr 23 avg price	% change
Nissan	Juke	10 - 12 yrs	Petrol	154	£6,070	-5.9%
Peugeot	308	6 - 8 yrs	Diesel	126	£8,200	-6.7%
Ford	Fiesta	14 - 16 yrs	Petrol	241	£3,203	-7.4%
BMW	3 Series	12 - 14 yrs	Diesel	165	£5,675	-7.8%
Peugeot	207	12 - 14 yrs	Petrol	119	£2,943	-8.0%

MOTORS .co.uk

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Data from vehicles listed on Motors.co.uk and eBay Motors Group.

Demand

April 2023

At a glance

- Overall average days to sell in April 23 is similar both MoM and YoY at 38.9 days. This represents a slight increase MoM/YoY of +0.8%.
- There is a split in days to sell by dealer type with Independent dealers seeing a decrease MoM but franchised and supermarkets have both increased.
- Days to sell increased more strongly for vehicles under £15k than higher priced vehicles above £15k.

Average days to sell

Overall average days to sell in April 23 is similar both MoM and YoY at 38.9 days. This represents a slight increase MoM/YoY of +0.8%.

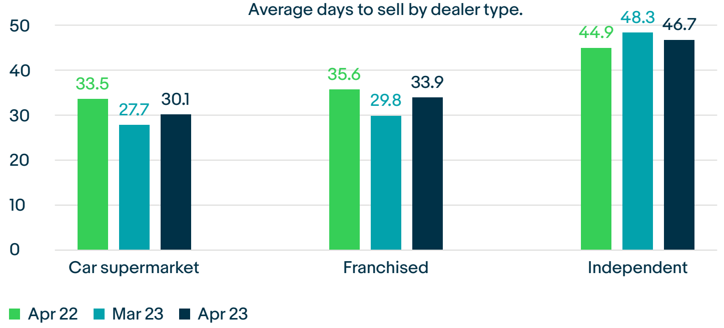
38.9

Mar 23: **38.6** MoM: **+0.8%**

Apr 22: **38.6** YoY: **+0.8%**

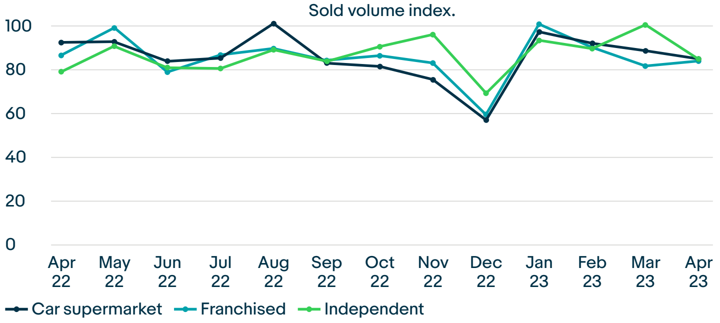
Average days to sell by dealer type

There is a split in days to sell by dealer type with Independent dealers seeing a decrease MoM but franchised and supermarkets have both increased.



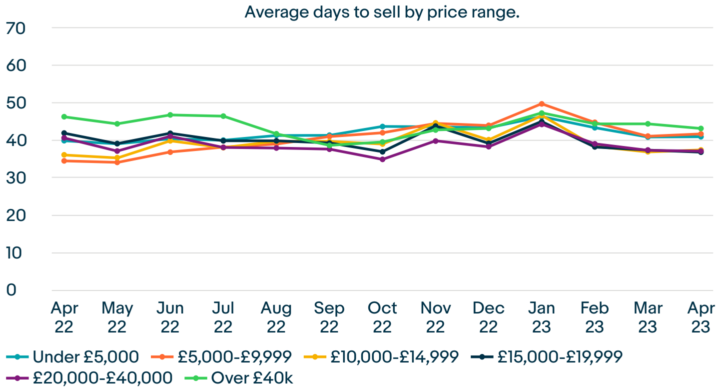
Sold volume index by dealer type

Indexed volume of sold stock shows franchised and supermarket volume down YoY by -2.5% and -7.6% respectively. Independent sold volume increased by +7.9% YoY.



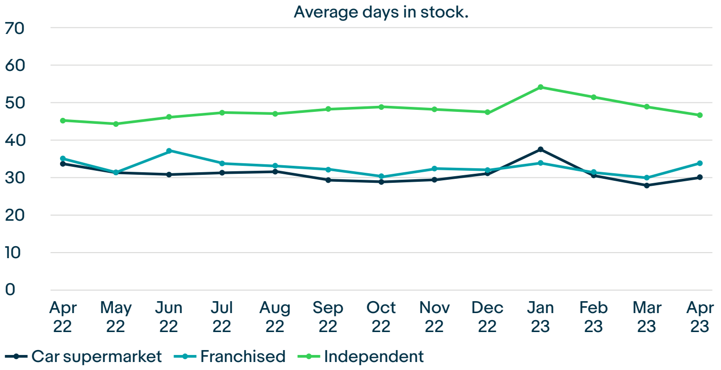
Average days to sell by price

Days to sell increased more strongly for vehicles under £15k than higher priced vehicles above £15k.



Average days in stock by dealer type

Supermarkets and franchised dealers have seen a decrease YoY off a lower stock volume base but with reasonable consumer demand. Independents have seen an increase YoY to 46.7 days.



Data from vehicles listed on Motors.co.uk and eBay Motors Group.

Demand

April 2023

At a glance

- Ford, VW and Vauxhall listings generate most vehicle views on eMG sites, with VW, Mercedes-Benz, Nissan, Peugeot and Toyota showing the largest MoM growth.
- Top 10 fastest selling vehicles in April 23 was dominated by petrol stock, under 2 years or 2-5 year vehicles from a range of brands, all selling within 22 days.
- Alternative fuel vehicles continue to see growth in share of listings with 11.7% of all stock in April for hybrid and electric vehicles, up from 4.3% in April 22.

Top 10 most viewed manufacturers

Ford, VW and Vauxhall listings generate most vehicle views on eMG sites, with VW, Mercedes-Benz, Nissan, Peugeot and Toyota showing the largest MoM growth.

Rank	Manufacturer	Apr 22	Mar 23	Apr 23
1	Ford	12.3%	12.8%	12.6%
2	Volkswagen	9.1%	9.2%	9.4%
3	Vauxhall	8.1%	7.8%	7.6%
4	BMW	7.6%	7.0%	7.1%
5	Audi	7.3%	7.0%	7.0%
6	Mercedes-Benz	6.6%	6.1%	6.2%
7	Nissan	4.1%	4.2%	4.3%
8	Peugeot	3.9%	3.9%	4.0%
9	Land Rover	3.3%	3.6%	3.6%
10	Toyota	3.7%	3.5%	3.6%

Top 10 fastest selling makes/models

Top 10 fastest selling vehicles in April 23 was dominated by petrol stock, under 2 years or 2-5 year vehicles from a range of brands, all selling within 22 days.

Rank	Make	Model	Age band	Fuel type	Mileage	Avg days to sell
1	Kia	Sportage	2-5 yrs	Petrol	5 - 10k	16.1
2	Ford	Fiesta	Under 2 yrs	Petrol	10 - 20k	16.9
3	Toyota	Yaris	Under 2 yrs	Hybrid	Under 5k	18.6
4	Toyota	AYGO	2-5 yrs	Petrol	30 - 40k	18.8
5	Vauxhall	Corsa	Under 2 yrs	Petrol	Under 5k	19.8
6	BMW	1 Series	2-5 yrs	Petrol	30 - 40k	20.7
7	Kia	Sportage	2-5 yrs	Petrol	20 - 30k	21.0
8	Ford	Focus	Under 2 yrs	Petrol	5 - 10k	21.3
9	Nissan	Qashqai	2-5 yrs	Petrol	30 - 40k	21.3
10	Ford	Puma	2-5 yrs	Petrol	20 - 30k	21.3

Vehicle listings, days to sell and ad views by fuel type

Alternative fuel vehicles continue to see growth in share of listings with 11.7% of all stock in April for hybrid and electric vehicles, up from 4.3% in April 22.

	% of listings		Avg days to sell		% of ad views	
Fuel type	Apr 22	Apr 23	Apr 22	Apr 23	Apr 22	Apr 23
Petrol	51.9%	49.0%	39.5	37.7	53.3%	52.0%
Diesel	43.8%	39.2%	38.2	39.5	43.2%	44.8%
Hybrid	3.2%	7.7%	35.2	38.7	2.7%	2.4%
Electric	1.1%	4.0%	32.6	47.6	0.8%	0.8%
Grand Total	**100%**	**100%**	**38.6**	**38.9**	**100%**	**100%**

Vehicle listings, days to sell and ad views by body style

Medium vehicle sector listings accounted for more than 38% of total listings and 37% of ad views, selling on average in 35.8 days.

	% of listings		Avg days to sell		% of ad views	
Vehicle sector	Apr 22	Apr 23	Apr 22	Apr 23	Apr 22	Apr 23
Medium	43.5%	38.6%	37.7	35.8	37.2%	36.6%
Small/Supermini	21.7%	22.5%	37.4	37.4	20.7%	21.1%
Prestige	18.2%	16.8%	38.9	40.3	20.0%	17.9%
Large	5.1%	6.5%	43.0	43.7	6.2%	7.0%
MPV	4.7%	7.9%	37.8	44.0	6.2%	8.0%
Estate	3.8%	4.9%	38.1	38.3	5.0%	5.2%
Convertible	3.1%	2.9%	58.4	55.2	4.6%	4.2%
Grand Total	**100%**	**100%**	**38.6**	**38.9**	**100%**	**100%**

High volume Low volume

Vehicle listings, days to sell and ad views by age

Due to stock supply issues, listings have generally aged overall on Motors.co.uk compared to last year. 74% of DPVs are generated for vehicles of 6-14 years old.

	% of listings		Avg days to sell		% of ad views	
Age	Apr 22	Apr 23	Apr 22	Apr 23	Apr 22	Apr 23
Under 6 mths	0.1%	0.0%	35.1	38.0	0.1%	0.0%
6 mths - 1 yr	0.2%	0.2%	37.8	36.7	0.1%	0.1%
1 - 2 yrs	3.3%	2.7%	34.5	29.3	1.5%	0.8%
2 - 3 yrs	14.2%	11.8%	34.9	28.2	5.6%	3.6%
3 - 4 yrs	21.8%	18.9%	34.5	36.7	8.9%	6.4%
4 - 5 yrs	16.8%	13.3%	38.7	34.6	9.9%	7.2%
5 - 6 yrs	5.6%	6.9%	44.8	43.9	4.6%	5.1%
6 - 8 yrs	10.6%	11.7%	46.8	47.2	13.2%	14.6%
8 - 10 yrs	11.9%	14.3%	44.0	48.1	18.3%	20.1%
10 - 12 yrs	8.3%	11.0%	42.8	46.3	17.8%	20.4%
12 - 14 yrs	4.3%	5.7%	48.8	46.4	12.2%	12.7%
14 - 16 yrs	1.7%	2.2%	45.7	51.6	5.3%	6.0%
16 - 18 yrs	0.4%	0.4%	49.5	48.0	1.1%	1.1%
18 - 20 yrs	0.2%	0.2%	54.6	55.7	0.4%	0.6%
Over 20 yrs	0.5%	0.7%	71.1	100.1	1.1%	1.1%
Grand Total	**100%**	**100%**	**38.6**	**38.9**	**100%**	**100%**

MOTORS .co.uk

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Data from vehicles listed on Motors.co.uk and eBay Motors Group.

Electric/hybrid

April 2023

At a glance

- Volvo C40 was the fastest selling electric vehicle in April 23, selling on average in 11.5 days.
- Ford Focus was the fastest selling hybrid vehicle in April 23, selling on average in 9.9 days.
- Petrol vehicles accounted for 49% of all listings in April 23 with alternative fuel vehicles accounting for 11.7%.

Electric, sold >10

Volvo C40 was the fastest selling electric vehicle in April 23, selling on average in 11.5 days.

Rank	Make	Model	Days to sell
1	Volvo	C40	11.5
2	Audi	Q8	14.0
3	Tesla	Model S	17.0
4	DS Automobiles	DS 3	19.4
5	Vauxhall	Vivaro	19.5
6	smart	forfour	20.4
7	Porsche	Taycan	21.4
8	Ford	E Transit	22.0
9	Volkswagen	E Golf	23.3
10	smart	fortwo	24.0

Hybrid, sold >10

Ford Focus was the fastest selling hybrid vehicle in April 23, selling on average in 9.9 days.

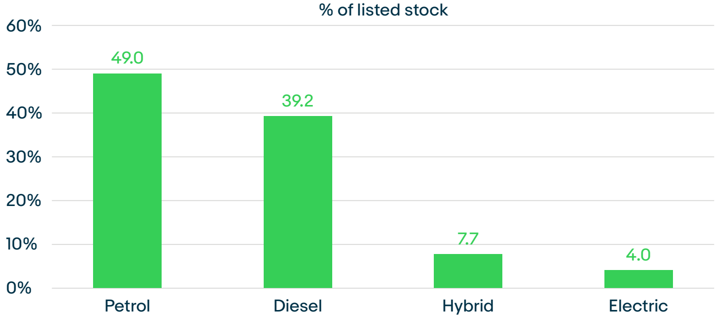
Rank	Make	Model	Days to sell
1	Ford	Focus	9.9
2	Toyota	Camry	10.5
3	Kia	Ceed	11.0
4	Ford	Mondeo Vignale	14.3
5	Hyundai	i30	16.3
6	Kia	Sportage	17.3
7	Audi	Q7	19.0
8	Nissan	Juke	19.1
9	Honda	Civic	19.4
10	Hyundai	Tucson	20.6

> “When it came to sourcing what stock was available in April, dealers shied away from costly electric models which dropped in overall volume by 5% month-on-month.”

Lucy Tugby,
Marketing Director, Motors.co.uk

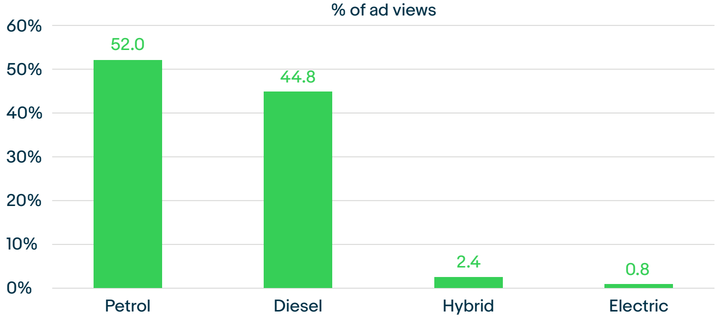
Vehicle listings by fuel type

Petrol vehicles accounted for 49% of all listings in April 23 with alternative fuel vehicles accounting for 11.7%.



Ad views by fuel type

Petrol vehicles accounted for 52% of all ad views in April 23 with alternative fuel vehicles accounting for 3.2%.



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Electric/hybrid

April 2023

At a glance

- 4-5 years Kia Niro saw the biggest price increase MoM for electric vehicles in April 23, up +26.6% vs March 23.
- Older/higher mileage Toyota Alphard saw the biggest price increase MoM for hybrid vehicles in April 23, up +31.1% vs March 23
- Indexed vehicle views show that interest in electric vehicles has increased in recent months with growth in vehicle views as a share of total.

Top 5 price movers - Electric

4-5 years Kia Niro saw the biggest price increase MoM for electric vehicles in April 23, up +26.6% vs March 23.

Increase

Make	Model	Age band	Mileage	Avg price	% change
Kia	Niro	4 - 5 yrs	Under 5k	£34,523	26.6%
Hyundai	Ioniq	3 - 4 yrs	Under 5k	£26,081	16.9%
BMW	iX	3 - 4 yrs	Under 5k	£74,267	12.4%
Tesla	Model 3	6 - 8 yrs	10 - 20k	£43,681	10.3%
Skoda	Enyaq	1 - 2 yrs	5 - 10k	£39,280	9.2%

Decrease

Make	Model	Age band	Mileage	Avg price	% change
Hyundai	Ioniq	3 - 4 yrs	5 - 10k	£21,041	-14.3%
Renault	Zoe	1 - 2 yrs	Under 5k	£20,599	-14.7%
MG	MGA	6 mths - 1 yr	Under 5k	£27,366	-15.1%
Nissan	Leaf	1 - 2 yrs	30 - 40k	£13,255	-16.5%
Nissan	Leaf	2 - 3 yrs	50 - 60k	£11,183	-22.6%

Top 5 price movers - Hybrid

Older/higher mileage Toyota Alphard saw the biggest price increase MoM for hybrid vehicles in April 23, up +31.1% vs March 23.

Increase

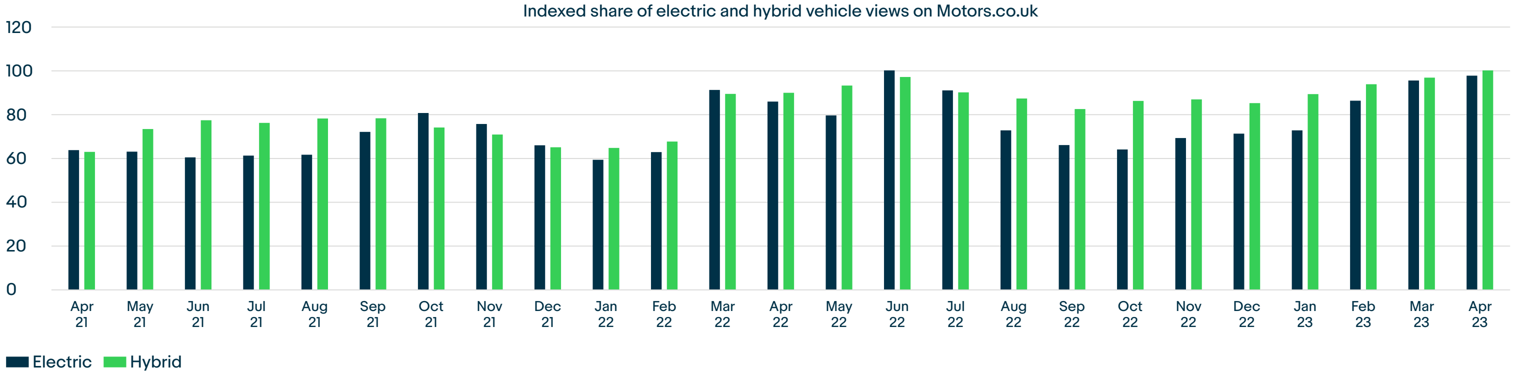
Make	Model	Age band	Mileage	Avg price	% change
Toyota	Alphard	8 - 10 yrs	80 - 100k	£12,856	31.1%
Range Rover	Evoque	3 - 4 yrs	Under 5k	£53,445	17.4%
Toyota	RAV4	2 - 3 yrs	30 - 40k	£29,870	17.0%
Hyundai	Tucson	2 - 3 yrs	20 - 30k	£28,699	16.9%
Kia	Sportage	2 - 3 yrs	Under 5k	£40,606	15.9%

Decrease

Make	Model	Age band	Mileage	Avg price	% change
Mitsubishi	Outlander	5 - 6 yrs	60 - 80k	£17,019	-20.6%
Toyota	Auris	6 - 8 yrs	100 - 120k	£9,526	-20.7%
Toyota	Prius	10 - 12 yrs	100 - 120k	£5,921	-23.1%
BMW	3 Series	6 - 8 yrs	100 - 120k	£13,124	-23.3%
Toyota	Prius	6 - 8 yrs	50 - 60k	£12,564	-28.2%

Vehicle views over time by fuel type

Indexed vehicle views show that interest in electric vehicles has increased in recent months with growth in vehicle views as a share of total.



For advertising and marketing opportunities across eBay Motors Group, please call our team on 0203 966 2711 or email us at advertise@ebaymotorsgroup.co.uk

About us

eBay Motors Group is an advertising ecosystem that helps automotive retailers reach in-market buyers and sell cars fast.

Bringing together the reach of three of the UK's leading automotive sites – Motors.co.uk, eBay Motors and Gumtree Motors – eBay Motors Group connects dealers with millions of buyers across the digital car search journey.

Retailers enjoy the simplicity of a single upload, one point of contact and access to a stock management and response reporting centre, ensuring that it is a time-efficient and value-packed way to advertise.

Since December 2021, eBay Motors Group has been owned by O_3 and Novum Capital.

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