

August 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

August 2023 at a glance

- Like-for-like; dealers saw stock levels in August slightly up YoY, but down -3.6% MoM.
- Supermarkets saw little change MoM in stock levels but were up +14% YoY. Franchised and independents saw listings fall by between -3% and -4% both MoM and YoY.
- Like-for-like; after recent growth in supermarket stock levels, August stabilised with franchised and independents both declining, likely due to anticipated reduced demand during summer holidays.

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Stock volume by dealership

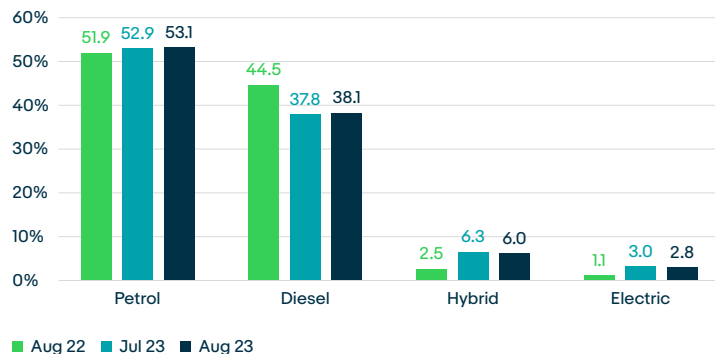
Like-for-like; dealers saw stock levels in August slightly up YoY, but down -3.6% MoM.

55.9

Jul 23: 58.1 MoM: -3.6%
Aug 22: 53.9 YoY: +3.7%

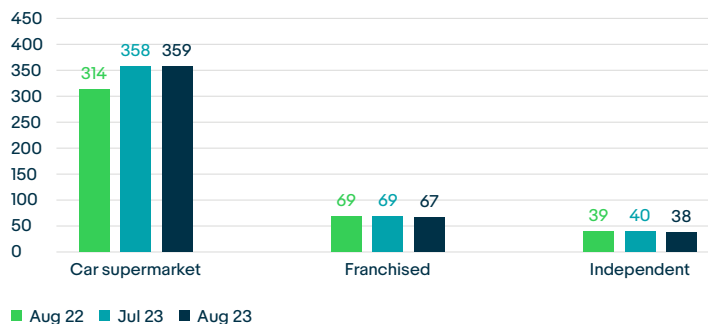
Stock volume by fuel type

Alternative fuel stock share continues to drop a little, down from 9.3% share to 8.8% in August 23, with the drop picked up equally by petrol and diesel stock.



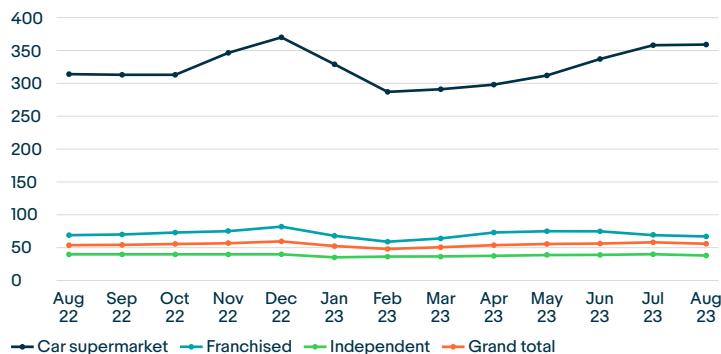
Stock volume by dealer type

Supermarkets saw little change MoM in stock levels but were up +14% YoY. Franchised and independents saw listings fall by between -3% and -4% both MoM and YoY.



Stock volume trend per dealership

Like-for-like; after recent growth in supermarket stock levels, August stabilised with franchised and independents both declining, likely due to anticipated reduced demand during summer holidays.



“Consumer demand was flat in August as buyers’ attentions and budgets switched to summer holidays.

However, for those buyers needing a car out of necessity, the focus was on older age profiles, demonstrating how the cost of living crisis is continuing to impact affordability.”

Lucy Tugby,
Marketing Director, Motors.co.uk



Price

August 2023 at a glance

- Generally, average used car prices have continued to edge down through 2023. August 23 was down -1.4% MoM, down -6.0% from January 23 but up +7.8% YoY.
- Franchised dealers saw a slight increase in average stock price in August 23, up +0.4% MoM, while supermarkets (-1.3%) and independents (-0.5%) both saw decreases.
- Diesel vehicles saw the average price drop by -2.0% MoM and up only +2.6% YoY. Electric and hybrid vehicles both saw MoM price rises but both fell YoY by -18.1% and -6.5% respectively.

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Average vehicle price

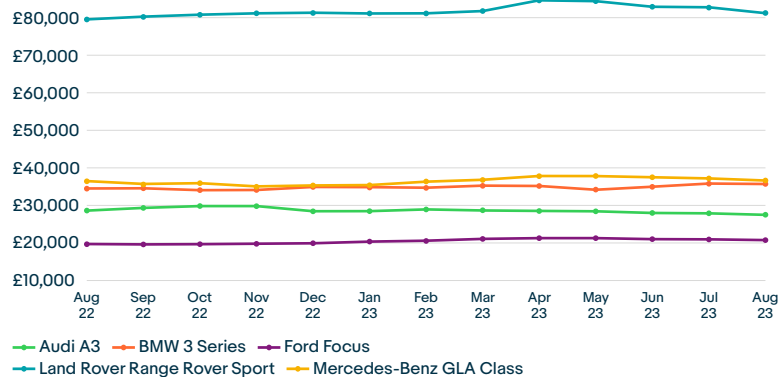
Generally, average used car prices have continued to edge down through 2023. August 23 was down -1.4% MoM, down -6.0% from January 23 but up +7.8% YoY.

£17,771

Jul 23: **£18,106** MoM: **-1.4%**
Aug 22: **£16,478** YoY: **+7.8%**

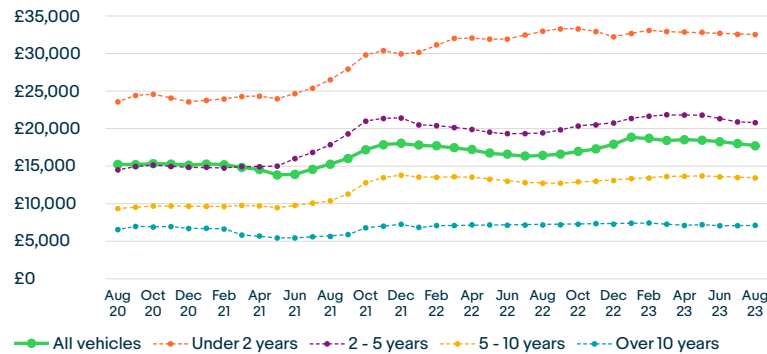
Average price by month – selected makes/models

Average prices for selected makes/models (under 30k miles and under 3 years old) dropped for all vehicles MoM by around -1%, although they remain higher YoY.



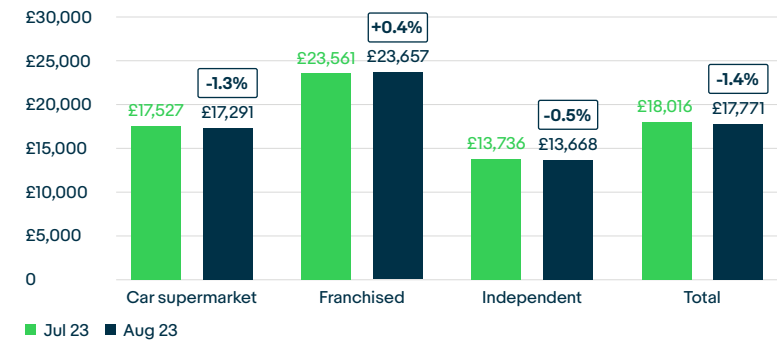
Average price by age and month

Overall average stock prices have fallen by -1.4% MoM, with an equal spread for vehicles over 2 years but prices were flat MoM for vehicles under 2 years.



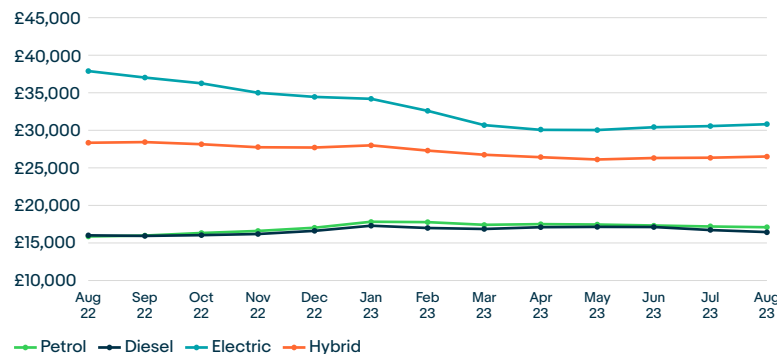
Average price by dealer type

Franchised dealers saw a slight increase in average stock price in August 23, up +0.4% MoM, while supermarkets (-1.3%) and independents (-0.5%) both saw decreases.



Average price by fuel type

Diesel vehicles saw the average price drop by -2.0% MoM and up only +2.6% YoY. Electric and hybrid vehicles both saw MoM price rises but both fell YoY by -18.1% and -6.5% respectively.

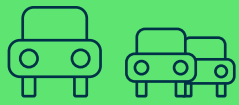


Top 5 price movers

Top 5 makes/models by MoM increase and decrease in price.

Increase						
Make	Model	Age band	Fuel type	Aug 23 stock	Aug 23 avg price	% change
Ford	Focus	14 - 16 yrs	Petrol	212	£3,801	+8.3%
Peugeot	208	10 - 12 yrs	Petrol	131	£4,707	+8.2%
Vauxhall	Astra	14 - 16 yrs	Petrol	102	£3,500	+7.1%
Nissan	Note	8 - 10 yrs	Petrol	142	£7,321	+4.4%
Ford	Focus	8 - 10 yrs	Diesel	407	£6,651	+4.1%

Decrease						
Make	Model	Age band	Fuel type	Aug 23 stock	Aug 23 avg price	% change
Ford	Fiesta	8 - 10 yrs	Diesel	224	£5,759	-8.2%
Ford	Mondeo	10 - 12 yrs	Diesel	118	£4,799	-8.6%
Nissan	Juke	10 - 12 yrs	Petrol	194	£6,191	-9.5%
Volkswagen	Golf	Over 20 yrs	Petrol	101	£6,402	-10.2%
Vauxhall	Corsa	14 - 16 yrs	Petrol	119	£2,647	-13.7%



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August 2023 at a glance

- Overall, average days to sell changed little MoM but was down -10.6% YoY.
- Franchised dealers saw a +3.4% increase in days to sell MoM but supermarkets and independents saw little change.
- Days to sell fell MoM by a modest amount for vehicles under £20k due to consumer demand for cheaper vehicles.

Average days to sell

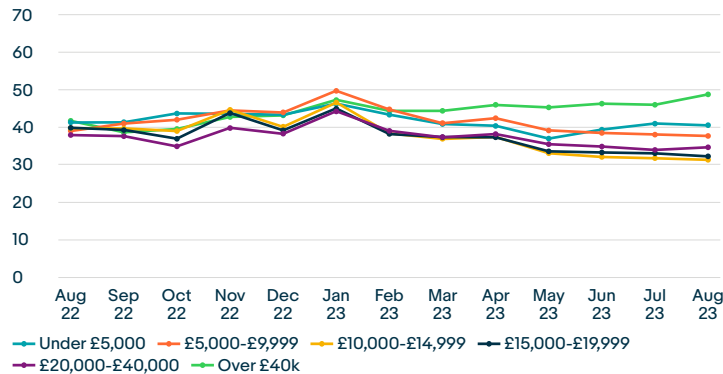
Overall, average days to sell changed little MoM but was down -10.6% YoY.

35.4

Jul 23: **35.3** MoM: **+0.3%**
Aug 22: **39.6** YoY: **-10.6%**

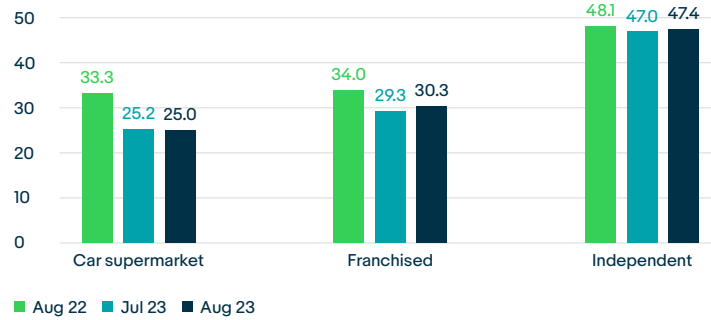
Average days to sell by price

Days to sell fell MoM by a modest amount for vehicles under £20k due to consumer demand for cheaper vehicles.



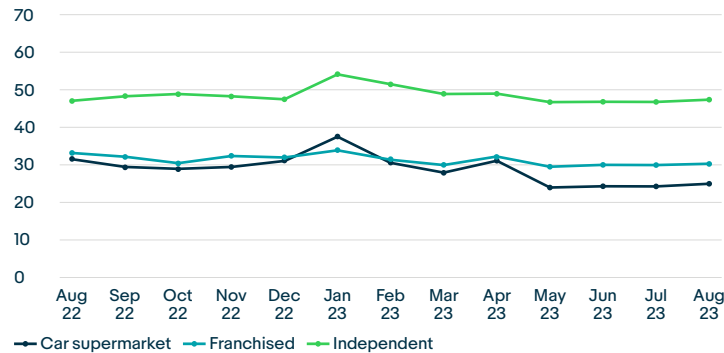
Average days to sell by dealer type

Franchised dealers saw a +3.4% increase in days to sell MoM but supermarkets and independents saw little change.



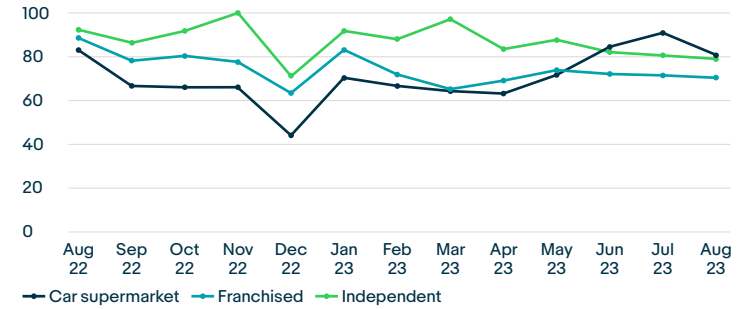
Average days in stock by dealer type

August 23 saw little MoM change in days to sell for all dealer types.



Sold volume index by dealer type

Indexed volume of sold stock shows that absolute volumes are still a little below levels of last year.





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August 2023 at a glance

- Ford, VW and Vauxhall listings generate most vehicle views on eMG sites, with Toyota and Nissan showing largest MoM growth.
- August 23 saw three Peugeots in the top 10 fastest selling vehicles and a 50/50 split between petrol and diesel.
- Days to sell has increased YoY for electric and hybrid vehicles.

Top 10 most viewed manufacturers

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

Rank	Manufacturer	Aug 22	Jul 23	Aug 23
1	Ford	12.2%	12.4%	12.4%
2	Volkswagen	9.4%	9.1%	9.2%
3	Vauxhall	8.0%	7.6%	7.7%
4	Audi	7.4%	7.2%	7.1%
5	BMW	7.4%	7.2%	7.1%
6	Mercedes-Benz	6.4%	6.3%	6.4%
7	Nissan	4.0%	4.2%	4.4%
8	Toyota	3.8%	3.9%	4.1%
9	Peugeot	3.7%	3.9%	4.0%
10	Land Rover	3.6%	3.7%	3.6%

Top 10 fastest selling makes/models

August 23 saw three Peugeots in the top 10 fastest selling vehicles and a 50/50 split between petrol and diesel.

Rank	Make	Model	Age band	Fuel type	Mileage	Avg days to sell
1	Audi	Q5	6 - 8 yrs	Diesel	50 - 60k	6.3
2	SEAT	Arosa	1 - 2 yrs	Petrol	10 - 20k	6.8
3	MINI	Hatch	Under 6 mths	Petrol	Under 5k	7.5
4	BMW	2 Series	2 - 3 yrs	Petrol	10 - 20k	11.6
5	Volkswagen	Tiguan	4 - 5 yrs	Diesel	50 - 60k	12.8
6	Nissan	Qashqai	5 - 6 yrs	Diesel	20 - 30k	13.2
7	Peugeot	208	Under 6 mths	Petrol	Under 5k	13.8
8	Peugeot	2008	Under 6 mths	Petrol	Under 5k	13.9
9	Hyundai	Tucson	6 - 8 yrs	Diesel	40 - 50k	14.0
10	Peugeot	5008	4 - 5 yrs	Diesel	30 - 40k	14.1

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

Days to sell has increased YoY for electric and hybrid vehicles.

Fuel type	% of listings		Avg days to sell		% of ad views	
	Aug 22	Aug 23	Aug 22	Aug 23	Aug 22	Aug 23
Petrol	51.9%	53.1%	39.3	35.6	54.1%	51.9%
Diesel	44.5%	38.1%	40.7	34.4	42.7%	43.8%
Hybrid	2.5%	6.0%	33.7	35.0	2.5%	3.1%
Electric	1.1%	2.8%	29.3	36.6	0.7%	1.2%
Grand Total	100%	100%	39.6	35.4	100%	100%

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

Medium vehicle sector listings accounted for more than 40% of total listings and 36% of ad views, selling in an average of 34.7 days.

Vehicle sector	% of listings		Avg days to sell		% of ad views	
	Aug 22	Aug 23	Aug 22	Aug 23	Aug 22	Aug 23
Medium	42.9%	40.0%	38.4	34.7	37.5%	35.9%
Small/Supermini	22.6%	23.5%	38.6	35.0	21.5%	21.8%
Prestige	16.4%	15.7%	40.2	38.8	19.4%	18.3%
Large	5.5%	5.8%	48.3	45.2	6.0%	7.1%
MPV	5.4%	8.1%	38.8	41.9	6.0%	8.1%
Estate	4.2%	4.4%	39.7	39.4	5.1%	4.9%
Convertible	3.0%	2.6%	48.5	49.5	4.5%	3.9%
Grand Total	100%	100%	39.6	35.4	100%	100%



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. 55% of DPVs are generated for vehicles of 6-14 years old.

Age	% of listings		Avg days to sell		% of ad views	
	Aug 22	Aug 23	Aug 22	Aug 23	Aug 22	Aug 23
Under 6 mths	2.1%	3.1%	30.2	32.9	1.1%	1.2%
6 mths - 1 yr	2.1%	3.0%	40.7	43.0	1.1%	1.1%
1 - 2 yrs	6.6%	5.2%	40.6	38.7	3.2%	2.0%
2 - 3 yrs	8.1%	9.6%	38.4	37.3	3.6%	3.5%
3 - 4 yrs	17.2%	13.4%	39.3	35.4	7.0%	5.0%
4 - 5 yrs	12.5%	13.4%	40.3	35.6	7.1%	6.3%
5 - 6 yrs	9.4%	9.2%	36.4	34.0	7.3%	6.7%
6 - 8 yrs	14.3%	13.1%	36.0	33.1	15.0%	14.3%
8 - 10 yrs	9.8%	10.5%	39.8	38.5	14.3%	15.7%
10 - 12 yrs	6.7%	7.6%	42.8	40.7	12.3%	13.7%
12 - 14 yrs	4.6%	4.9%	46.5	43.9	10.4%	11.1%
14 - 16 yrs	3.2%	2.9%	47.1	45.5	8.2%	7.8%
16 - 18 yrs	1.5%	1.7%	47.2	47.6	4.4%	5.1%
18 - 20 yrs	0.8%	0.9%	51.2	51.7	2.4%	3.0%
Over 20 yrs	1.2%	1.4%	73.4	90.3	2.7%	3.4%
Grand Total	100%	100%	39.6	35.4	100%	100%



Electric/hybrid

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August 2023 at a glance

- The Hyundai Ioniq 6 was the fastest selling electric vehicle, selling on average in 6.0 days.
- The Audi A8 was the fastest selling hybrid vehicle, selling on average in 3.5 days.
- Petrol vehicles accounted for 53.1% of all listings in August 23 with alternative fuel vehicles accounting for 8.8%.

Electric, sold >10

The Hyundai Ioniq 6 was the fastest selling electric vehicle, selling on average in 6.0 days.

Rank	Make	Model	Days to sell
1	Hyundai	IONIQ 6	6.0
2	Tesla	Model Y	10.8
=3	Mazda	MX-30	15.7
=3	smart	forfour	15.7
4	Tesla	Model 3	17.1
5	Renault	Megane E Tech	18.0
6	Volvo	XC40	20.4
7	Mercedes-Benz	EQB	20.8
8	DS Automobiles	DS 3	21.8
9	MINI	Hatch	24.0

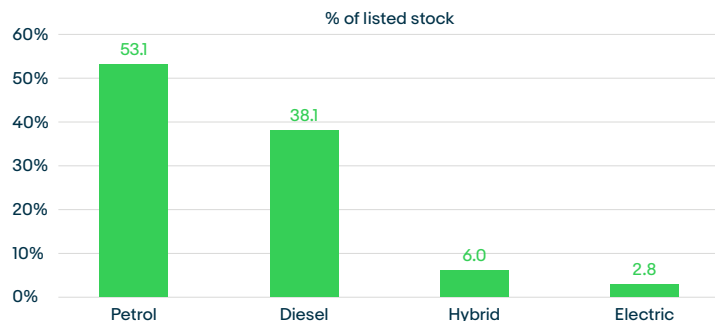
Hybrid, sold >10

The Audi A8 was the fastest selling hybrid vehicle, selling on average in 3.5 days.

Rank	Make	Model	Days to sell
1	Audi	A8	3.5
2	Jeep	Renegade	8.8
3	Mercedes-Benz	GLA Class	11.0
=4	BMW	X4	14.5
=4	Hyundai	Santa FE	14.5
5	Volkswagen	Arteon	14.7
6	BMW	X6	15.0
7	Toyota	Alphard	16.0
8	Volkswagen	Tiguan	16.6
9	BMW	X2	17.2

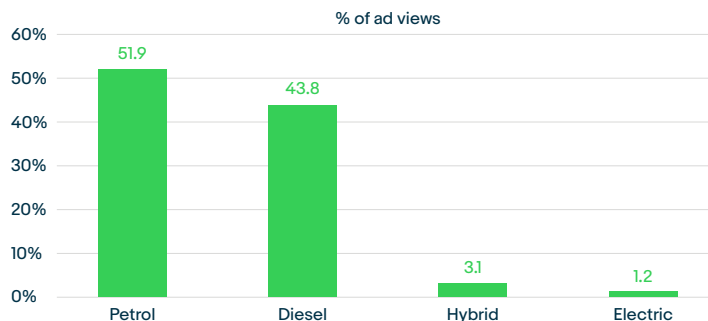
Vehicle listings by fuel type

Petrol vehicles accounted for 53.1% of all listings in August 23 with alternative fuel vehicles accounting for 8.8%.



Ad views by fuel type

Petrol vehicles accounted for 51.9% of all ad views in August 23 with alternative fuel vehicles accounting for 4.3%.



“Petrol continued to take the lion’s share of dealer inventories, accounting for 53% of cars listed on Motors.co.uk, followed by diesel at 38%, both still a long way ahead of hybrid (6%) and EVs (3%).”

Lucy Tugby,
Marketing Director, Motors.co.uk



Electric/hybrid

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August 2023 at a glance

- Younger, lower mileage electric vehicles saw some prices rise as much as +11% MoM (for nearly new Renault Zoe's).
- Nearly new Suzuki Swift was the hybrid with the largest MoM increase in price, up +21.0%.
- Indexed vehicle views show that interest in electric and hybrid vehicles has increased in recent months with growth in vehicle views as a share of total.

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Top 5 price movers - Electric

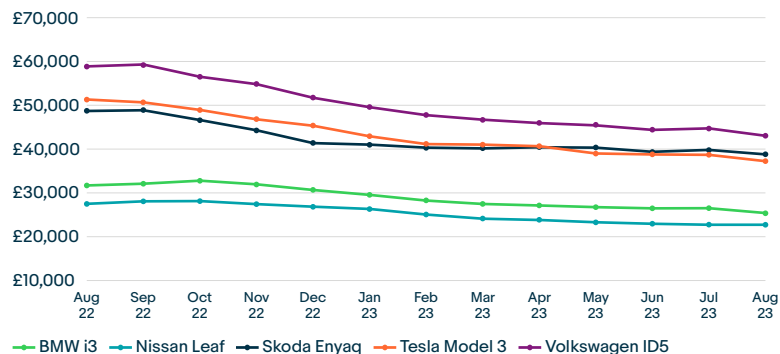
Younger, lower mileage electric vehicles saw some prices rise as much as +11% MoM (for nearly new Renault Zoe's).

Make	Model	Age band	Mileage	Avg price	% change
Renault	Zoe	6 mths - 1 yr	Under 5k	£24,819	+11.0%
Mercedes-Benz	EQB	6 mths - 1 yr	Under 5k	£55,890	+10.1%
Mercedes-Benz	EQC	6 mths - 1 yr	Under 5k	£71,894	+9.3%
MG	ZS	1 - 2 yrs	10 - 20k	£19,057	+7.2%
Citroen	E-C4	6 mths - 1 yr	Under 5k	£27,023	+7.1%

Make	Model	Age band	Mileage	Avg price	% change
MINI	Hatch	3 - 4 yrs	10 - 20k	£19,599	-9.7%
Audi	E-Tron	2 - 3 yrs	30 - 40k	£32,495	-10.8%
BMW	iX	Under 6 mths	Under 5k	£75,456	-12.1%
Renault	Zoe	Under 6 mths	Under 5k	£22,464	-12.2%
Hyundai	IONIQ 6	Under 6 mths	Under 5k	£45,714	-12.4%

Average price - Selected electric (<2yrs and <20k miles)

Younger, lower mileage electric vehicles have seen around a -20% fall in prices YoY. Four of the five selected vehicles below also saw a MoM fall in prices. Only the Nissan Leaf saw prices increase, up +1.1% MoM.



Top 5 price movers - Hybrid

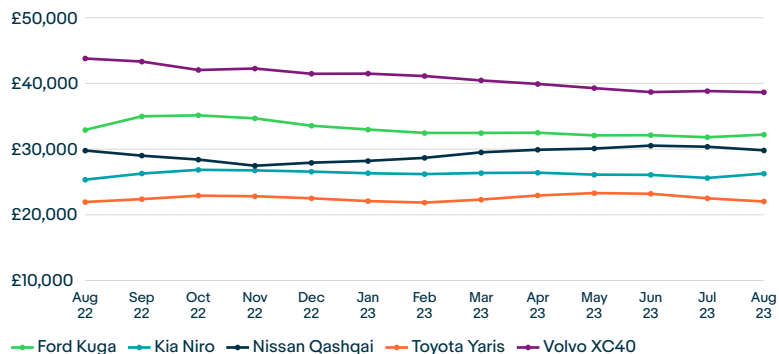
Nearly new Suzuki Swift was the hybrid with the largest MoM increase in price, up +21.0%.

Make	Model	Age band	Mileage	Avg price	% change
Suzuki	Swift	Under 6 mths	Under 5k	£17,704	+21.0%
Toyota	RAV4	4 - 5 yrs	20 - 30k	£30,951	+17.1%
BMW	5 Series	3 - 4 yrs	30 - 40k	£29,624	+11.6%
Hyundai	i20	Under 6 mths	Under 5k	£21,118	+7.1%
Hyundai	Tucson	2 - 3 yrs	30 - 40k	£22,813	+7.0%

Make	Model	Age band	Mileage	Avg price	% change
Mercedes-Benz	GLA Class	Under 6 mths	5 - 10k	£47,931	-13.8%
BMW	5 Series	4 - 5 yrs	10 - 20k	£25,386	-15.0%
Mercedes-Benz	E Class	1 - 2 yrs	10 - 20k	£41,544	-15.6%
Vauxhall	Grandland X	3 - 4 yrs	10 - 20k	£19,446	-16.4%
Honda	Jazz	8 - 10 yrs	40 - 50k	£9,220	-18.7%

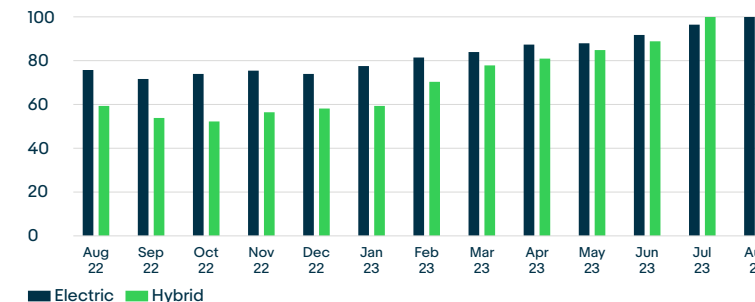
Average price - Selected hybrid (<2yrs and <20k miles)

Of the five selected models, only Ford Kuga and Kia Niro prices increased MoM (+1.0% and +1.3% respectively). YoY, the Volvo XC40 saw prices drop by -11.8% but the other four selected models saw little change from August 22.



Vehicle views over time by fuel type

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



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 O3 and Novum Capital.

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