

February 2023

Market View

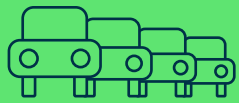
For the latest insights from eBay Motors Group.

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

February 2023

At a glance

- Stock volumes have decreased by -6.4% MoM as response to supply challenges and dealers holding less stock in the face of lower consumer demand. Volumes similar to last year, up +2.0%.
- Volumes are generally stable for Independent dealers but have fallen sharply for Franchised and Supermarkets, both down over -10% MoM.
- Overall share of diesel and petrol stock has fallen by around 3 percentage points YoY, replaced by alternative fuel vehicles (11.3% of stock up from 4.0% last year).

Stock volume by dealership

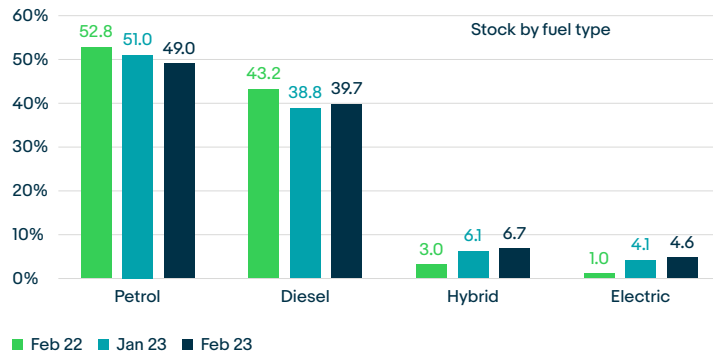
Stock volumes have decreased by -6.4% MoM as response to supply challenges and dealers holding less stock in the face of lower consumer demand. Volumes similar to last year, up +2.0%.

51.3

Jan 23: 54.8 MoM: -6.4%
Feb 22: 50.3 YoY: +2.0%

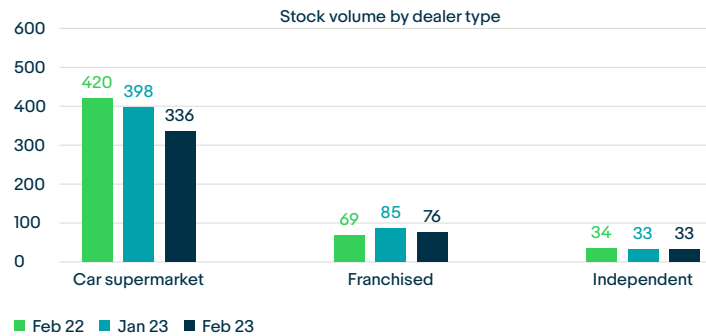
Stock volume by fuel type

Overall share of diesel and petrol stock has fallen by around 3 percentage points YoY, replaced by alternative fuel vehicles (11.3% of stock up from 4.0% last year).



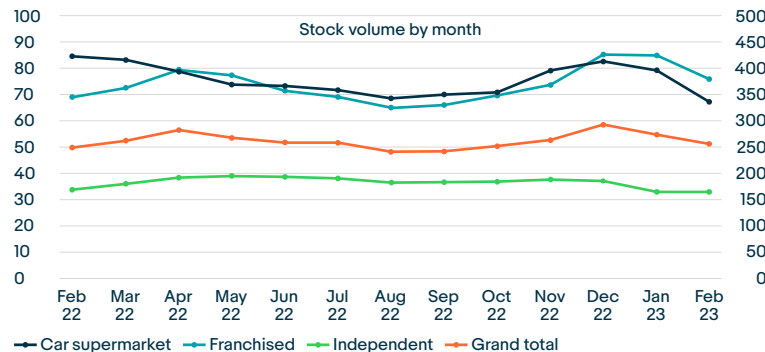
Stock volume by dealer type

Volumes are generally stable for Independent dealers but have fallen sharply for Franchised and Supermarkets, both down over -10% MoM.



Stock volume trend per dealership

All dealer types saw stock volumes fall MoM but franchised & supermarkets were down the most, whilst Independents saw generally stable volumes.



“February’s used car market was shaped by the ongoing shortage of dealer stock and continued price stability, although higher than usual levels of online buyer activity was dampened by a softening of conversion to lead rates.”

Lucy Tugby,
Marketing Director, Motors.co.uk





Price

February 2023

At a glance

- Feb 23 saw overall vehicle prices decrease by -0.6% with dealers trying to conserve margin despite challenges in supply and falling consumer demand.
- Franchised dealers and Supermarkets saw the biggest prices increases MoM, up +0.8% and +0.6% respectively MoM. Independent dealers saw prices up +0.3%.
- Avg prices for selected make/models (less than 30k miles and < 3 years old) saw a mix in trends with Fiesta, Focus, Civic and Mini Hatch increasing the most MoM.

Average vehicle price

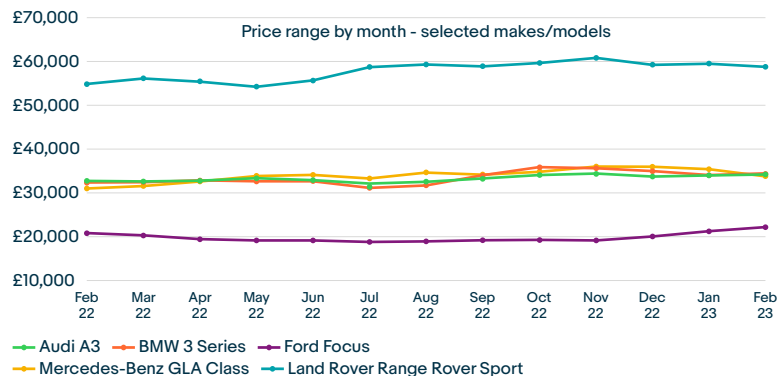
Prices, tracking at historically high levels, remained stable, dipping just 0.6% MoM and still 4% higher YoY.

£19,152

Jan 23: **£19,262** MoM: **-0.6%**
 Feb 22: **£18,351** YoY: **+4.4%**

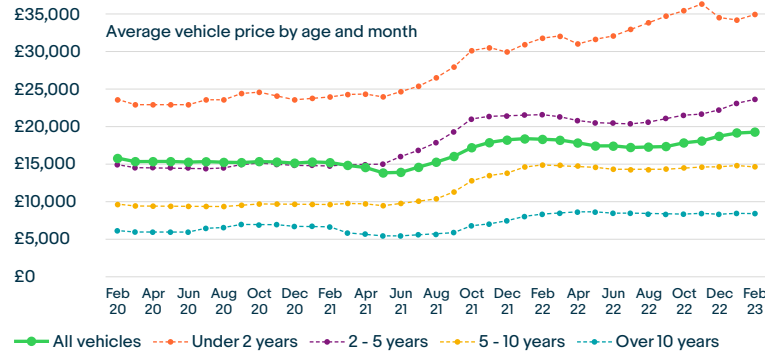
Average price by month – selected makes/models

Avg prices for selected make/models (less than 30k miles and < 3 years old) saw a mix in trends with Fiesta, Focus, Civic and Mini Hatch increasing the most MoM.



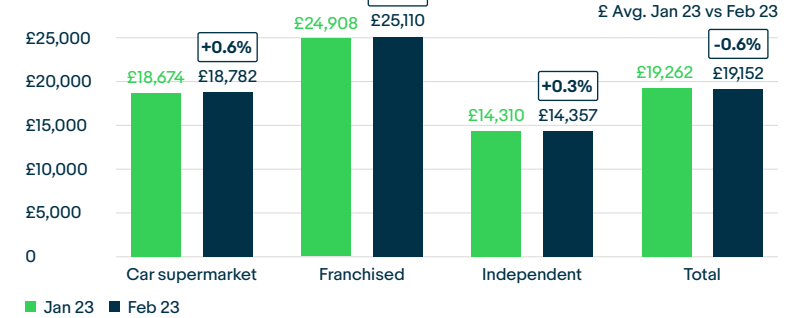
Average listing price over time

Feb 23 saw overall vehicle prices fall by -0.6% with dealers trying to conserve margin despite challenges in supply and falling consumer demand.



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

Franchised dealers and Supermarkets saw increases MoM, up +0.8% and +0.6% respectively. Independent dealers saw prices up +0.3%. However, despite these small gains the shortage of younger and more expensive cars meant the total average dipped -0.6%.



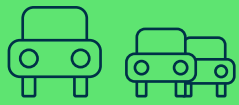
Top 5 make/models by MoM increase/decrease in price

February saw notable rises for some older petrol and diesel engines cars and heavy drops for some electric vehicles.

Increase						
Make	Model	Age band	Fuel type	Feb 23 stock	Feb 23 avg price	% change
Skoda	Fabia	10 - 12 yrs	Diesel	52	£5,733	37.1%
Ford	Mondeo	10 - 12 yrs	Diesel	155	£6,055	20.0%
Vauxhall	Astra	12 - 14 yrs	Petrol	170	£4,447	18.6%
DS Automobiles	DS 3	2 - 3 yrs	Petrol	66	£14,215	14.5%
Vauxhall	Movano	3 - 4 yrs	Diesel	57	£28,849	12.9%

Decrease						
Make	Model	Age band	Fuel type	Feb 23 stock	Feb 23 avg price	% change
BMW	3 Series	12 - 14 yrs	Diesel	153	£6,333	-13.0%
Toyota	RAV4	10 - 12 yrs	Diesel	58	£5,494	-13.8%
Audi	E-Tron	4 - 5 yrs	Electric	62	£44,204	-14.1%
BMW	1 Series	12 - 14 yrs	Diesel	112	£5,251	-14.3%
Hyundai	Ioniq	3 - 4 yrs	Electric	82	£22,595	-16.0%





Demand

February 2023

At a glance

- Overall average days to sell has fallen from 42.2 days in Jan 23 to 39.9 days in Feb 23, with DTS also currently -4.1% lower than last year.
- The reduction in days to sell MoM is seen across all dealers types in Feb 23 with Supermarkets seeing the biggest drop MoM.
- Days to sell fell across all vehicle price ranges in Feb 23 with the smallest drop from lower value vehicles (less than £5k).

Average days to sell

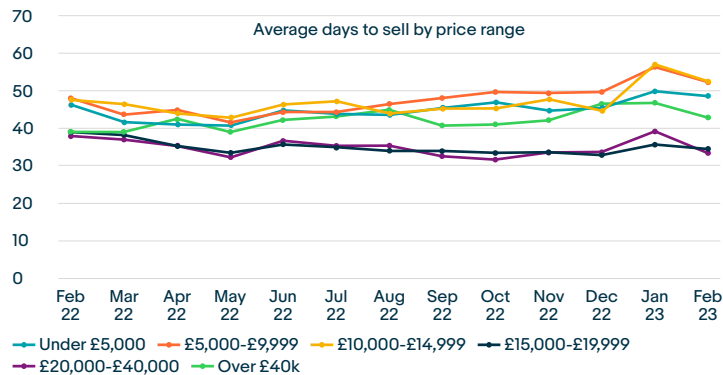
Overall average days to sell has fallen from 42.2 days in Jan 23 to 39.9 days in Feb 23, with DTS also currently -4.1% lower than last year.

39.9

Jan 23: **42.2** MoM: **-5.5%**
 Feb 22: **41.6** YoY: **-4.1%**

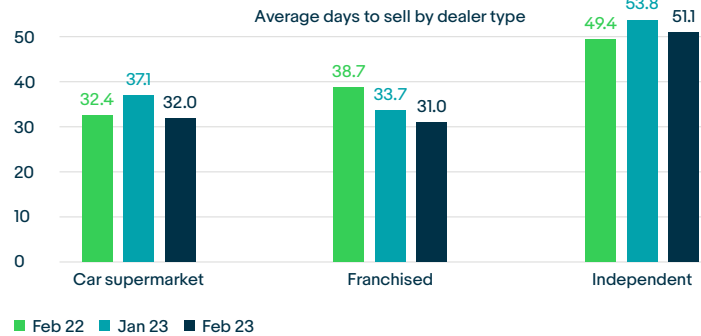
Average days to sell by price

Days to sell fell across all vehicle price ranges in Feb 23 with the smallest drop from lower value vehicles (less than £5k).



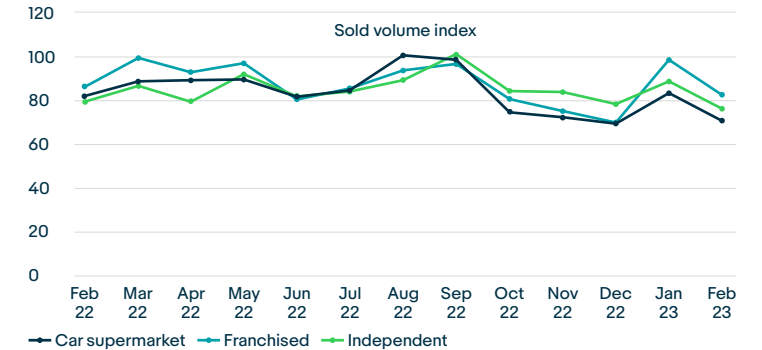
Average days to sell by dealer type

The reduction in days to sell MoM is seen across all dealers types in Feb 23 with Supermarkets seeing the biggest drop MoM.



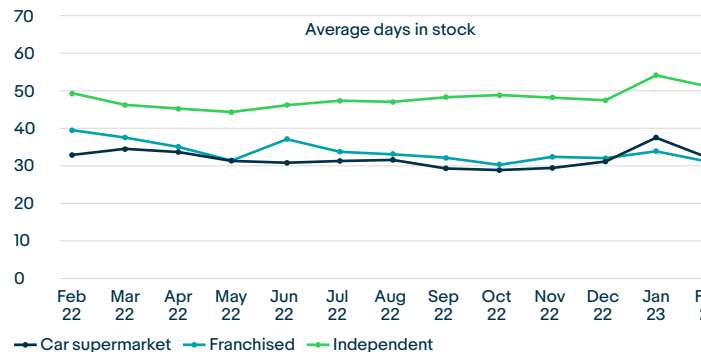
Sold volume index by dealer type

Indexed volume of sold stock shows a smaller MoM change after a sharp drop in Oct 22, driven by weaker consumer demand.



Average days in stock by dealer type

Days to sell has fallen by all dealer types in Feb 23.



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



Demand

February 2023

At a glance

- Ford, VW and Vauxhall listings generate most vehicle views on eMG sites, with BMW, Mercedes-Benz and Nissan seeing the biggest MoM growth.
- Top 10 fastest selling vehicles in Feb 23 were dominated by 3 - 5 year old vehicles with less than 40k miles on the clock.
- Petrol vehicles make up half of all stock & vehicle views with alternative fuel vehicles seeing some growth in listings share and drop in days to sell YoY.

Top 10 most viewed manufacturers

Ford, VW and Vauxhall listings generate most vehicle views on eMG sites, with BMW, Mercedes-Benz and Nissan seeing the biggest MoM growth.

Rank	Manufacturer	Feb 22	Jan 23	Feb 23
1	Ford	12.6%	13.4%	13.5%
2	Volkswagen	8.5%	8.8%	8.7%
3	Vauxhall	8.0%	8.2%	7.7%
4	BMW	7.0%	6.8%	7.1%
5	Audi	7.1%	6.7%	6.8%
6	Mercedes-Benz	6.1%	5.6%	5.9%
7	Nissan	4.3%	4.3%	4.4%
8	Peugeot	3.9%	3.9%	3.9%
9	Land Rover	3.6%	3.6%	3.6%
10	Toyota	3.7%	3.6%	3.4%

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 in an average of 37.1 days.

Vehicle sector	% of listings		Avg days to sell		% of ad views	
	Feb 22	Feb 23	Feb 22	Feb 23	Feb 22	Feb 23
Medium	43.2%	38.3%	42.2	37.1	34.4%	37.2%
Small/Supermini	21.8%	22.0%	42.3	38.5	12.4%	21.3%
Prestige	18.1%	17.1%	42.5	39.2	26.1%	17.7%
Large	5.0%	5.7%	42.0	46.0	10.3%	6.1%
MPV	4.4%	8.6%	38.4	47.2	5.8%	8.4%
Estate	3.5%	4.7%	42.5	43.1	5.6%	5.1%
Convertible	3.9%	3.7%	41.5	58.2	5.5%	4.1%
Grand Total	100%	100%	41.6	39.9	100%	100%

High volume

Low volume



Top 10 fastest selling makes/models

Top 10 fastest selling vehicles in Feb 23 were dominated by 3 - 5 year old vehicles with less than 40k miles on the clock.

Rank	Make	Model	Age band	Fuel type	Mileage	Avg days to sell
1	Audi	A3	3 - 4 yrs	Diesel	20 - 30k	16.2
2	Vauxhall	Crossland-X	4 - 5 yrs	Petrol	30 - 40k	16.7
3	Kia	Sportage	4 - 5 yrs	Diesel	30 - 40k	16.9
4	Vauxhall	Mokka X	3 - 4 yrs	Petrol	20 - 30k	17.3
5	Mercedes-Benz	GLA Class	3 - 4 yrs	Diesel	20 - 30k	17.7
6	Range Rover	Evoque	3 - 4 yrs	Diesel	20 - 30k	17.9
7	BMW	1 Series	3 - 4 yrs	Diesel	20 - 30k	18.2
8	Mercedes-Benz	E Class	4 - 5 yrs	Diesel	30 - 40k	18.5
9	Hyundai	Tucson	3 - 4 yrs	Petrol	20 - 30k	19.0
10	Vauxhall	Astra	3 - 4 yrs	Petrol	20 - 30k	19.3

Vehicle listings, days to sell and ad views by age

Volume of listings on Motors.co.uk is focused around 2 - 4 year old vehicles, whereas response volume peaks for older stock 6 - 12 years old.

Age	% of listings		Avg days to sell		% of ad views	
	Feb 22	Feb 23	Feb 22	Feb 23	Feb 22	Feb 23
Under 6 mths	0.1%	0.1%	46.4	43.7	0.1%	0.1%
6 mths - 1 yr	0.3%	0.3%	58.6	42.0	0.1%	0.1%
1 - 2 yrs	4.0%	5.0%	44.7	37.4	1.7%	1.6%
2 - 3 yrs	14.7%	19.2%	37.0	31.6	5.3%	6.3%
3 - 4 yrs	24.1%	19.8%	38.1	29.6	8.7%	7.6%
4 - 5 yrs	16.0%	11.4%	39.5	35.3	9.5%	7.5%
5 - 6 yrs	5.7%	5.9%	46.3	51.2	4.5%	4.9%
6 - 8 yrs	10.2%	10.3%	47.9	53.5	13.8%	14.4%
8 - 10 yrs	11.4%	12.3%	48.4	51.1	20.0%	19.6%
10 - 12 yrs	7.0%	8.3%	50.5	51.6	17.2%	17.9%
12 - 14 yrs	4.0%	4.5%	50.7	52.5	11.6%	11.5%
14 - 16 yrs	1.6%	1.8%	49.0	53.9	5.2%	5.6%
16 - 18 yrs	0.3%	0.4%	70.0	61.8	1.0%	1.4%
18 - 20 yrs	0.2%	0.2%	60.0	68.4	0.4%	0.5%
Over 20 yrs	0.5%	0.6%	50.3	108.7	1.0%	1.1%
Grand Total	100%	100%	41.6	39.9	100%	100%

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

Petrol vehicles make up half of all stock & vehicle views with alternative fuel vehicles seeing some growth in listings share and drop in days to sell YoY.

Fuel type	% of listings		Avg days to sell		% of ad views	
	Feb 22	Feb 23	Feb 22	Feb 23	Feb 22	Feb 23
Petrol	52.8%	49.0%	41.1	38.9	52.6%	53.6%
Diesel	43.2%	39.7%	42.1	41.4	45.4%	43.6%
Hybrid	3.0%	6.7%	42.3	38.1	2.1%	2.8%
Electric	1.0%	4.6%	44.3	40.6	0.6%	0.8%
Grand Total	100%	100%	41.6	39.9	100%	100%





Electric/hybrid

February 2023

At a glance

- MG 5 was the fastest selling electric vehicle in Feb 23, selling on average in around 5.3 days.
- MG HS was the fastest selling hybrid vehicle in Feb 23, selling on average in 8.8 days.
- Petrol vehicles accounted for 49% of all listings in Feb 23 with alternative fuel vehicles accounting for 11.3%.

Electric, sold >10

MG 5 was the fastest selling electric vehicle in Feb 23, selling on average in around 5.3 days.

Rank	Make	Model	Days to sell
1	MG	5	5.3
2	BMW	1 Series	11.7
3	Nissan	Ariya	13.7
4	Kia	EV6	17.3
5	Tesla	Model X	18.4
6	MG	ZS	19.1
7	Cupra	Born	23.5
8	Tesla	Model S	24.0
9	Kia	Soul	24.5
10	MG	MG5	25.6

Hybrid, sold >10

MG HS was the fastest selling hybrid vehicle in Feb 23, selling on average in 8.8 days.

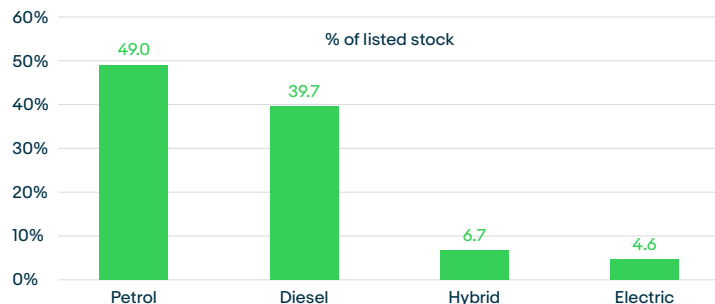
Rank	Make	Model	Days to sell
1	MG	HS	8.8
2	Kia	Ceed	13.8
3	Vauxhall	Grandland X	16.9
4	Mercedes-Benz	E Class	18.9
5	Kia	Sportage	20.3
6	Land Rover	Defender	21.0
7	Jaguar	F-Pace	21.5
8	Skoda	Superb	22.4
9	Nissan	Juke	22.8
10	Hyundai	i20	23.2

“The volatility in used EV pricing continues, leaving many dealers with little choice but to wait and see how it plays out. Likewise, buyers aware of the price drops, will also be biding their time.”

Lucy Tugby,
Marketing Director, Motors.co.uk

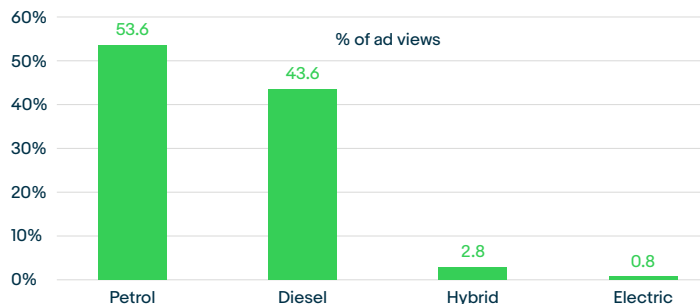
Vehicle listings by fuel type

Petrol vehicles accounted for 49% of all listings in Feb 23 with alternative fuel vehicles accounting for 11.3%.



Ad views by fuel type

Petrol vehicles accounted for 54% of all ad views in Feb 23 with alternative fuel vehicles accounting for 3.6%.



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Electric/hybrid

February 2023

At a glance

- Renault Zoe 8-10 years saw the biggest increase in list price MoM up +22.7% to £10,917.
- Toyota Prius appeared twice in the top 5 biggest price movers despite quite different age/mileage profiles, both up more than +20% MoM.
- Indexed vehicle views show that interest in electric vehicles has been maintained at a higher rate than 2019. Hybrid interest is also high but has declined from mid 2021 high.

Top 5 price movers - Electric

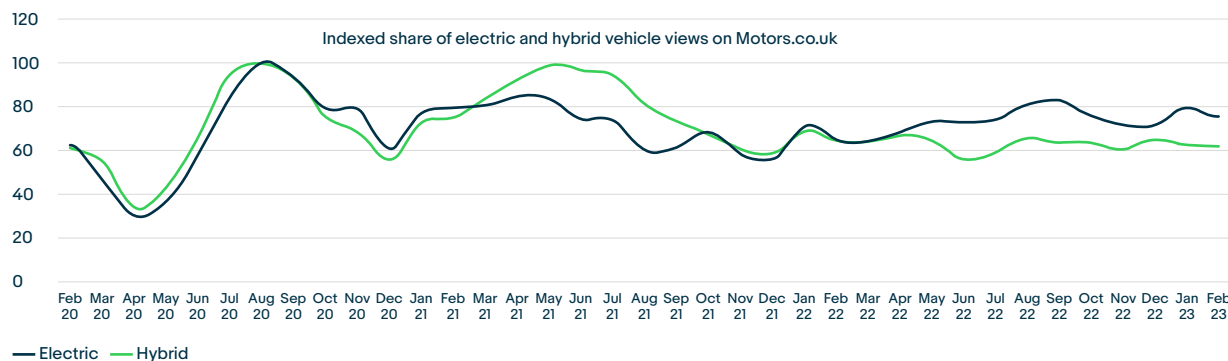
Renault Zoe 8-10 years saw the biggest increase in list price MoM up +22.7% to £10,917.

Increase					
Make	Model	Age band	Mileage	Avg price	% change
Renault	Zoe	8 - 10 yrs	60 - 80k	£10,917	22.7%
Nissan	Leaf	5 - 6 yrs	50 - 60k	£12,558	10.0%
MG	MG5	1 - 2 yrs	5 - 10k	£25,903	2.7%
Nissan	Leaf	8 - 10 yrs	60 - 80k	£10,784	2.5%
Skoda	Enyaq	2 - 3 yrs	10 - 20k	£41,180	1.0%

Decrease					
Make	Model	Age band	Mileage	Avg price	% change
Renault	Zoe	4 - 5 Years	30 - 40k	£18,432	-11.0%
Nissan	Leaf	3 - 4 Years	30 - 40k	£14,461	-11.8%
Jaguar	I-Pace	4 - 5 Years	20 - 30k	£42,037	-15.5%
Jaguar	I-Pace	4 - 5 Years	40 - 50k	£33,636	-15.6%
Hyundai	Ioniq	3 - 4 Years	20 - 30k	£22,001	-18.8%

Vehicle views over time by fuel type

Indexed vehicle views show that interest in electric vehicles has been maintained at a higher rate than 2019. Hybrid interest is also high but has declined from mid 2021 high.



Top 5 price movers - Hybrid

Toyota Prius appeared twice in the top 5 biggest price movers despite quite different age/mileage profiles, both up more than +20% MoM.

Increase					
Make	Model	Age band	Mileage	Avg price	% change
Toyota	Prius	10 - 12 yrs	100 - 120k	£6,492	37.3%
Toyota	Prius	8 - 10 yrs	60 - 80k	£14,401	20.0%
Lexus	NX	1 - 2 yrs	10 - 20k	£38,329	13.6%
Porsche	Panamera	2 - 3 yrs	10 - 20k	£94,058	10.2%
Kia	Niro	3 - 4 yrs	10 - 20k	£25,138	9.7%

Decrease					
Make	Model	Age band	Mileage	Avg price	% change
Toyota	Auris	2 - 3 yrs	10 - 20k	£14,958	-9.4%
Toyota	Prius	12 - 14 yrs	80 - 100k	£8,937	-11.0%
BMW	3 Series	2 - 3 yrs	20 - 30k	£30,119	-11.1%
Mercedes-Benz	C Class	3 - 4 yrs	20 - 30k	£21,230	-11.2%
Lexus	RX	10 - 12 yrs	80 - 100k	£10,138	-31.6%

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 O₃ and Novum Capital.



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