January 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.

ebay motors group

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

Stock

January 2023

At a glance

- Stock volumes in January dropped by -7% MoM. Supply of vehicles to the used market continues to be challenging, although stocks were up 2.2% YoY.
- The drop was led by independents, down from 37 to 33 units (-11%), followed by car supermarkets down from 412 to 398 units (-3%). While franchised dealers remained unchanged at 85 units.
- Share of petrol and diesel vehicles listings dipped slightly MoM at 53% and 37% respectively. While combined alternative fuel vehicles now account for 10% of dealer stock.

Stock volume by dealership

Stock volumes in January dropped by -7% MoM. Supply of vehicles to the used market continues to be challenging, although stocks were up 2.2% YoY.

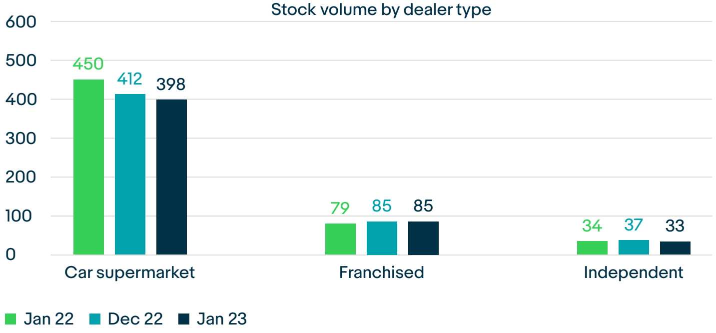
54.8

Dec 22: **58.9** MoM: **-7.0%**

Jan 22: **53.6** YoY: **+2.2%**

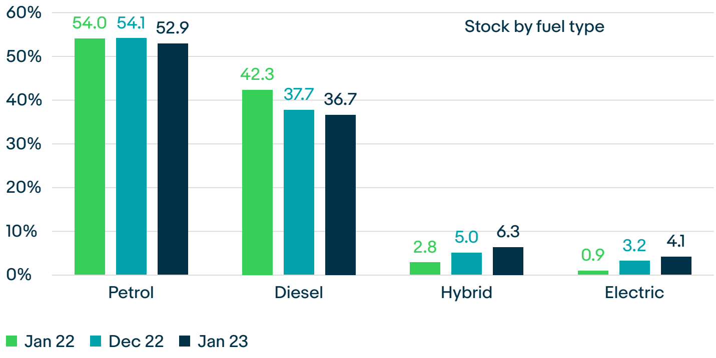
Stock volume by dealer type

MoM stock levels dropped for independent dealers (-11%) and car supermarkets (-3%) but remained unchanged for franchised retailers who also saw a YoY uplift.



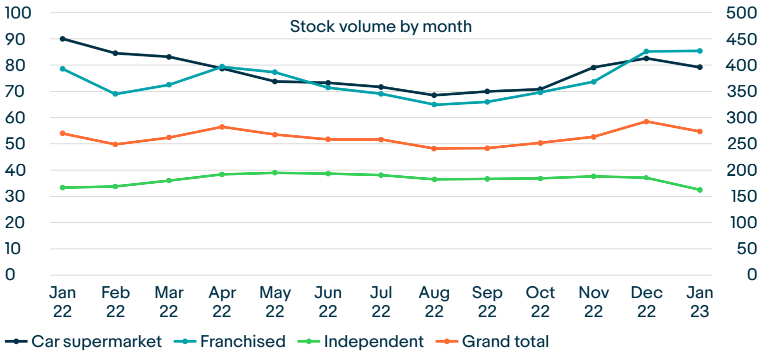
Stock volume by fuel type

Share of petrol and diesel vehicles listings dipped slightly MoM at 53% and 37% respectively. While combined alternative fuel vehicles now account for 10% of dealer stock.



Stock volume trend per dealership

Franchised dealers bucked the overall downward trend for cars in stock in January by maintaining the same average levels MoM.



> "Many dealers we have spoken to have reported a busier than expected January with some tracing rising buyer activity from as early as Boxing Day.
>
> This commitment to spend reflects just how essential a car purchase is for most buyers, especially in the current economic climate where household budgets are under pressure."

Lucy Tugby,
Marketing Director, Motors.co.uk

MOTORS .co.uk

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

Price

January 2023

At a glance

- Overall average list prices have increased for the seventh consecutive month, rising 5% MoM to a new high of £18,937.
- The strength of used car prices in January is illustrated by the MoM rises across all age bands.
- Franchised and independent dealers saw the biggest prices increases MoM, up +5% and +3% respectively, with car supermarkets tracking at 1% up.

Average vehicle price

Overall average list prices have increased by +4.8% MoM, with prices tracking 4.3 higher than 12 months ago.

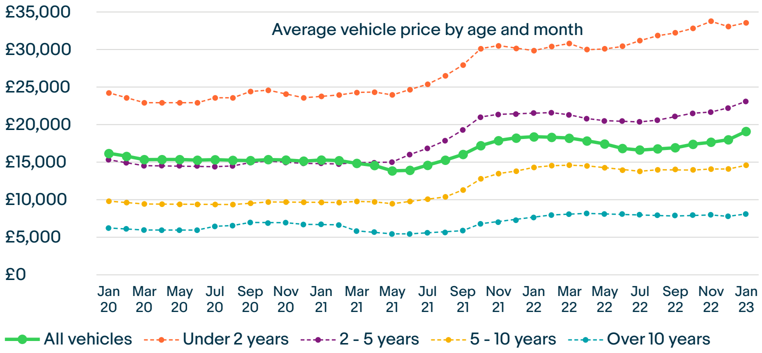
£18,937

Dec 22: **£18,064** MoM: **+4.8%**

Jan 22: **£18,155** YoY: **+4.3%**

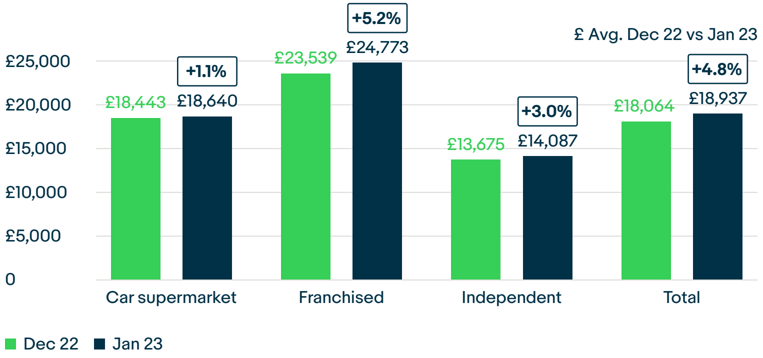
Average listing price over time

The strength of used car prices in January is illustrated by the MoM rises across all age bands.



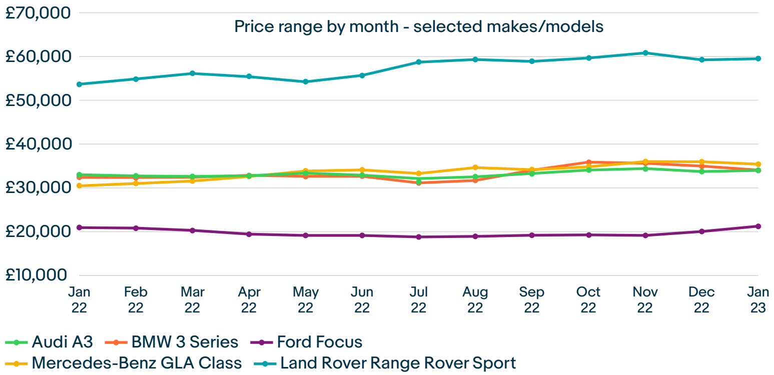
Average price of vehicles on Motors.co.uk by dealer type

Franchised dealers and Independents saw the biggest prices increases MoM, up +5.2% and +3% respectively MoM. With Car Supermarkets up just +1.1% MoM.



Average price by month – selected makes/models

MoM saw rises for the Ford Focus (+6.7%) and Audi A3 (+1.2%), and slight drops for BMW 3 Series (-2.6%) and Mercedes GLA (-1.8%).



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

MoM saw notable price rises for the Skoda Superb (+9.4%), Volkswagen Golf (+9.3%) and Honda Civic (+9%). And some big falls for older versions of the Porsche 911 (-30.2%) and Land Rover Discovery (-28.3%).

Increase

Make	Model	Age band	Fuel type	Jan 23 stock	Jan 23 avg price	% change
Skoda	Superb	3 - 4 yrs	Diesel	69	£21,069	9.4%
Volkswagen	Golf	Over 20 yrs	Petrol	59	£7,492	9.3%
Honda	Civic	12 - 14 yrs	Petrol	98	£5,193	9.0%
Mazda	2	12 - 14 yrs	Petrol	59	£3,445	8.9%
BMW	3 Series	14 - 16 yrs	Diesel	94	£5,041	8.6%

Decrease

Make	Model	Age band	Fuel type	Jan 23 stock	Jan 23 avg price	% change
Audi	A4	12 - 14 yrs	Diesel	71	£5,273	-8.8%
Hyundai	i20	8 - 10 yrs	Petrol	97	£5,411	-9.8%
Vauxhall	Antara	10 - 12 yrs	Diesel	78	£5,067	-12.2%
Land Rover	Discovery	6 - 8 yrs	Diesel	72	£25,129	-28.3%
Porsche	911	18 - 20 yrs	Petrol	51	£31,727	-30.2%

MOTORS .co.uk

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

Demand

January 2023

At a glance

- Average days to sell increased MoM by 3.7 days to 42.2 days, although faster than 12 months ago when the average was 45.9 days.
- The increase was felt across the sector with franchised dealers, averaging 33.7 days, 2.7 days more than December, car supermarkets 37.1 days (+6 days) and independents 53.8 days (+6.4 days).
- Days to sell increased most for cars under £5,000 (+3.1%) and £5,000 to £19,999 (+3.3%). The fastest sellers were priced £15,000 - £19,999, averaging 35.4 days.

Average days to sell

Although it took dealers 3.7 extra days to sell cars in January than it did in December, averaging 42.2 days, it was still a significant improvement compared to the 45.9 days recorded 12 months ago.

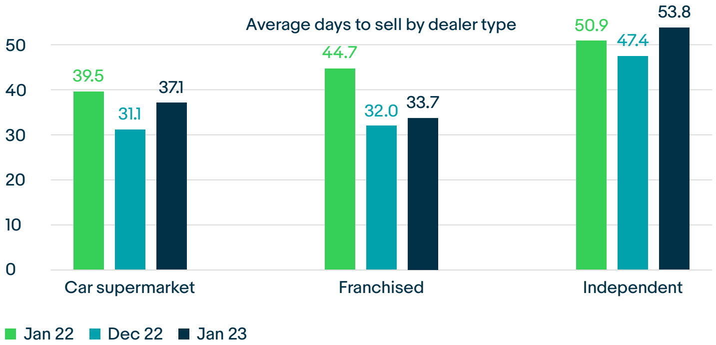
42.2

Dec 22: **38.5** MoM: **+9.4%**

Jan 22: **45.9** YoY: **-8.1 %**

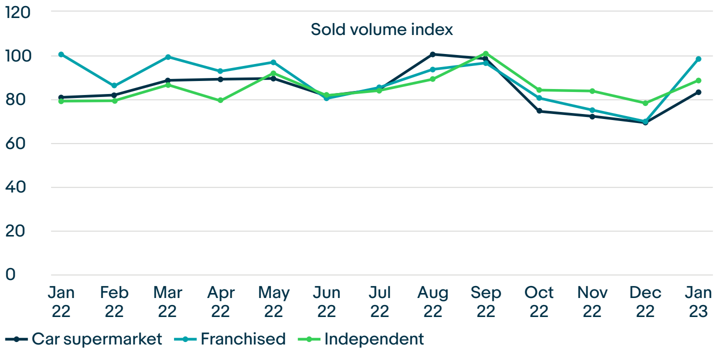
Average days to sell by dealer type

Increases were felt across the sector with franchised dealers, averaging 33.7 days, 2.7 days more than December, car supermarkets 37.1 days (+6 days) and independents 53.8 days (+6.4 days).



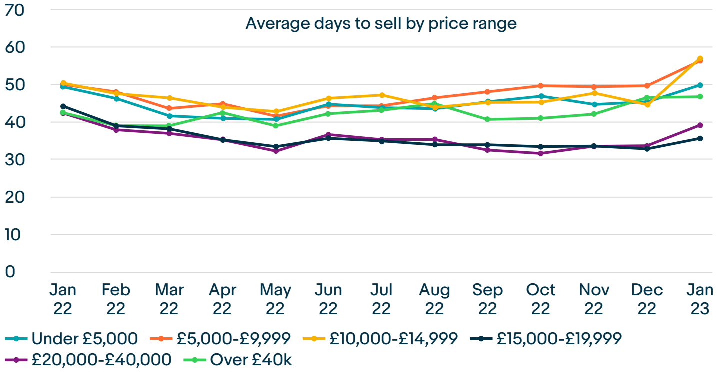
Sold volume index by dealer type

Indexed volume of sold stock shows a marked MoM increase driven by healthy consumer demand.



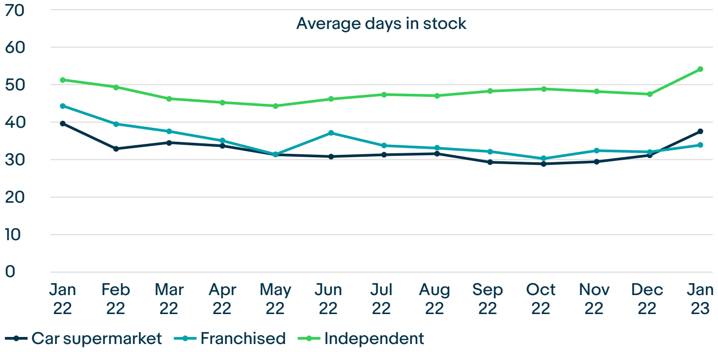
Average days to sell by price

Days to sell increased most for cars under £5,000 (+3.1%) and £5,000 to £19,999 (+3.3%). The fastest sellers were priced £15,000 - £19,999, averaging 35.4 days.



Average days in stock by dealer type

Days to sell by dealer type have generally been fairly stable in recent months, although in January Supermarkets were up +19.5% and Independent by 13.5% MoM.



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

Demand

January 2023

At a glance

- Ford and VW listings generated most vehicle views on Motors.co.uk, with Vauxhall gaining ground in January to take the third place from BMW.
- Top 10 fastest selling vehicles in January was led by Vauxhall's Adam (24.4 days). Cars up to 30,000 miles and under four years old dominated the rankings.
- The volume of alternative fuel vehicles stocked by dealers continued to grow in January, accounting for 10.4%, but the share of ad views remains low at just 3.2%.

Top 10 most viewed manufacturers

Ford and VW listings generated most vehicle views on Motors.co.uk, with Vauxhall gaining ground in January to take the third place from BMW.

Rank	Manufacturer	Jan 22	Dec 22	Jan 23
1	Ford	12.6%	12.3%	13.0%
2	Volkswagen	8.5%	8.2%	8.9%
3	Vauxhall	8.0%	7.3%	7.9%
4	BMW	7.0%	7.7%	7.0%
5	Audi	7.1%	7.5%	6.9%
6	Mercedes-Benz	6.1%	6.1%	5.2%
7	Nissan	4.3%	4.3%	4.4%
8	Peugeot	3.9%	3.5%	4.0%
9	Land Rover	3.6%	4.2%	3.7%
10	Toyota	3.7%	3.9%	3.7%

Top 10 fastest selling makes/models

Top 10 fastest selling cars in January was led by Vauxhall's Adam (24.4 days). Cars up to 30,000 miles and under four years old dominated the rankings.

Rank	Make	Model	Age band	Fuel type	Mileage	Avg days to sell
1	Vauxhall	Adam	3 - 4 yrs	Petrol	20 - 30k	24.4
2	BMW	1 Series	3 - 4 yrs	Diesel	20 - 30k	24.8
3	Volkswagen	Tiguan	2 - 3 yrs	Diesel	20 - 30k	24.9
4	Mercedes-Benz	A Class	3 - 4 yrs	Diesel	20 - 30k	25.4
5	Range Rover	Velar	2 - 3 yrs	Diesel	20 - 30k	25.4
6	Volkswagen	Polo	2 - 3 yrs	Petrol	20 - 30k	26.9
7	Mercedes-Benz	E Class	3 - 4 yrs	Diesel	20 - 30k	27.2
8	Range Rover	Evoque	3 - 4 yrs	Diesel	20 - 30k	28.8
9	SEAT	Leon	2 - 3 yrs	Petrol	10 - 20k	28.9
10	Volkswagen	T-Roc	2 - 3 yrs	Petrol	10 - 20k	29.3

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

The volume of alternative fuel vehicles stocked by dealers continued to grow in January, accounting for 10.4%, but the share of ad views remains low at just 3.2%.

	% of listings		Avg days to sell		% of ad views	
Fuel type	Jan 22	Jan 23	Jan 22	Jan 23	Jan 22	Jan 23
Petrol	53.9%	52.8%	47.0	35.4	45.5%	48.2%
Diesel	42.4%	36.7%	44.2	39.7	52.1%	48.7%
Hybrid	2.8%	6.3%	41.7	31.1	1.7%	2.4%
Electric	0.9%	4.1%	41.9	32.9	0.7%	0.8%
Grand Total	**100%**	**100%**	**45.6**	**36.6**	**100%**	**100%**

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

Medium vehicle sector listings accounted for 40% of total listings and 30% of ad views, selling in an average of 34.4 days.

	% of listings		Avg days to sell		% of ad views	
Vehicle sector	Jan 22	Jan 23	Jan 22	Jan 23	Jan 22	Jan 23
Medium	43.2%	40.3%	44.9	34.4	34.4%	30.0%
Small/Supermini	21.8%	23.8%	46.0	36.0	12.4%	12.5%
Prestige	18.1%	16.0%	44.2	37.8	26.1%	25.5%
Large	5.0%	6.6%	44.8	40.3	10.3%	12.6%
MPV	4.4%	5.4%	44.7	44.2	5.8%	7.0%
Estate	3.5%	4.3%	47.1	39.7	5.6%	6.1%
Convertible	3.9%	3.7%	60.2	52.0	5.5%	6.4%
Grand Total	**100%**	**100%**	**45.6**	**36.6**	**100%**	**100%**

High volume

Low volume

Vehicle listings, days to sell and ad views by age

Cars aged 3-4 years makes up 18.2% of all dealer listings, while most eyes are on older profile cars aged over 6 years old.

	% of listings		Avg days to sell		% of ad views	
Age	Jan 22	Jan 23	Jan 22	Jan 23	Jan 22	Jan 23
Under 6 mths	2.1%	3.9%	39.1	28.7	1.5%	1.5%
6 mths - 1 yr	3.1%	3.8%	51.2	36.8	1.7%	1.4%
1 - 2 yrs	6.6%	9.0%	54.1	37.9	2.4%	2.6%
2 - 3 yrs	13.4%	10.2%	49.1	31.7	3.9%	2.8%
3 - 4 yrs	21.0%	18.2%	48.8	32.6	6.0%	6.0%
4 - 5 yrs	12.6%	11.4%	44.8	36.9	6.9%	6.8%
5 - 6 yrs	8.8%	7.8%	41.3	39.1	7.1%	7.4%
6 - 8 yrs	11.3%	11.5%	39.5	40.7	13.9%	14.7%
8 - 10 yrs	7.2%	8.6%	43.3	48.4	12.3%	12.5%
10 - 12 yrs	5.2%	5.8%	47.1	49.7	11.4%	10.5%
12 - 14 yrs	3.8%	4.0%	52.9	51.2	10.4%	9.3%
14 - 16 yrs	2.5%	2.5%	49.3	52.3	8.7%	8.0%
16 - 18 yrs	1.1%	1.4%	50.8	51.1	5.0%	5.2%
18 - 20 yrs	0.5%	0.7%	52.2	58.4	2.5%	3.1%
Over 20 yrs	0.9%	1.1%	79.8	71.2	6.3%	8.2%
Grand Total	**100%**	**100%**	**45.6**	**36.6**	**100%**	**100%**

MOTORS .co.uk

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

Electric/hybrid

January 2023

At a glance

- Mercedes-Benz EQS was the fastest selling electric vehicle in January, selling on average in just 3.9 days.
- Audi Q3 was the fastest selling hybrid vehicle in January, selling on average in 12.3 days.
- Petrol vehicles accounted for 52.8% of all listings in January with alternative fuel vehicles accounting for 10.4%.

Electric, sold >10

Mercedes-Benz EQS was the fastest selling electric vehicle in January, selling on average in just 3.9 days.

Rank	Make	Model	Days to sell
1	Mercedes-Benz	EQS	3.9
2	Lexus	UX	4.0
3	MG	5	8.0
4	DS Automobiles	DS 3 Crossback	10.5
5	MG	ZS	18.6
6	Porsche	Taycan	20.3
7	Tesla	Model S	22.0
8	Tesla	Model X	22.5
9	Kia	Soul	25.2
10	MG	MG5	27.4

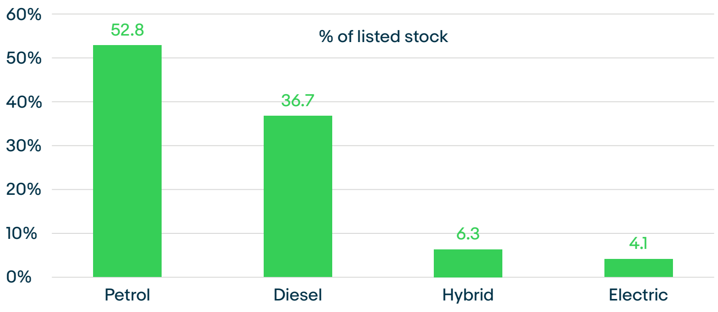
Hybrid, sold >10

Audi Q3 was the fastest selling hybrid vehicle in January, selling on average in 12.3 days.

Rank	Make	Model	Days to sell
1	Audi	Q3	12.3
2	Mazda	CX-30	15.0
3	Jaguar	E-Pace	16.0
4	MG	HS	17.0
5	Land Rover	Discovery Sport	18.2
6	Citroen	DS5	18.8
7	Vauxhall	Astra	18.9
8	Cupra	Leon	19.7
9	Land Rover	Range Rover Velar	20.8
10	Volkswagen	Passat	22.1

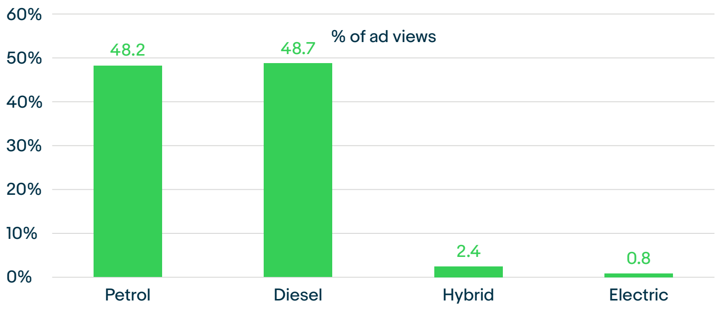
Vehicle listings by fuel type

Petrol vehicles accounted for 52.8% of all listings in January with alternative fuel vehicles accounting for 10.4%.



Ad views by fuel type

Ad views are evenly split between petrol and diesel with alternative fuel vehicles jointly attracting just 3.2%.



"With more alternative fuelled vehicles now entering the used car market, one in 10 vehicles listed on Motors.co.uk in January was either hybrid or electric."

Lucy Tugby,
Marketing Director, Motors.co.uk

MOTORS .co.uk

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

Electric/hybrid

January 2023

At a glance

- Electric vehicles with the biggest MoM price rises in January were all under 2 years old. Kia Niro average price increased +10.8% MoM.
- Toyota Corolla under six months and less than 5,000 miles was the hybrid vehicle with the biggest price rise MoM, increasing by +22.3%.
- The electric car with the biggest price drop was the Mini (2-3 yrs adn 20,000-30,000 miles) down -9% to £23,704.

Top 5 price movers - Electric

Electric vehicles with the biggest MoM price rises in January were all under 2 years old. Kia Niro average price increased +10.8% MoM.

Increase

Make	Model	Age band	Mileage	Avg price	% change
Kia	Niro	Under 6 mths	Under 5k	£40,313	10.8%
Audi	E-Tron	6 mths - 1 yr	5 - 10k	£73,309	5.7%
Hyundai	Ioniq	1 - 2 yrs	5 - 10k	£30,862	5.4%
Hyundai	Ioniq	1 - 2 yrs	10 - 20k	£34,389	4.0%
Nissan	Leaf	6 mths - 1 yr	5 - 10k	£28,130	4.0%

Decrease

Make	Model	Age band	Mileage	Avg price	% change
BMW	i3	2 - 3 yrs	20 - 30k	£23,955	-7.2%
Tesla	Model 3	2 - 3 yrs	40 - 50k	£35,377	-7.3%
Tesla	Model 3	2 - 3 yrs	30 - 40k	£35,965	-8.7%
Volkswagen	ID4	Under 6 mths	5 - 10k	£43,959	-8.9%
MINI	Hatch	2 - 3 yrs	20 - 30k	£23,704	-9.0%

Top 5 price movers - Hybrid

Toyota Corolla under six months and less than 5,000 miles was the hybrid vehicle with the biggest price rise MoM, increasing by +22.3%.

Increase

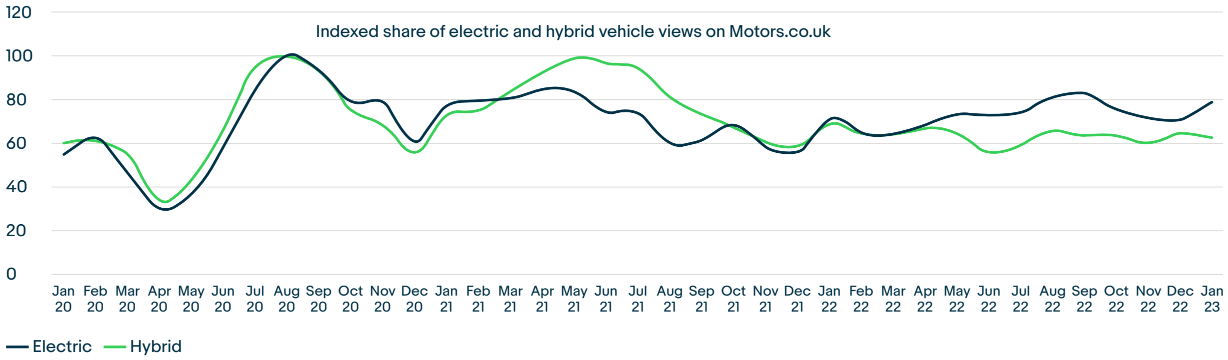
Make	Model	Age band	Mileage	Avg price	% change
Toyota	Corolla	Under 6 mths	Under 5k	£39,499	22.3%
Porsche	Cayenne	2 - 3 yrs	20 - 30k	£82,700	11.1%
BMW	5 Series	2 - 3 yrs	20 - 30k	£32,983	8.3%
Kia	Sportage	6 mths - 1 yr	Under 5k	£33,639	7.7%
Lexus	NX	5 - 6 yrs	30 - 40k	£28,697	7.6%

Decrease

Make	Model	Age band	Mileage	Avg price	% change
BMW	3 Series	1 - 2 yrs	20 - 30k	£34,055	-4.5%
Lexus	NX	1 - 2 yrs	5 - 10k	£38,925	-4.6%
Land Rover	Range Rover	3 - 4 yrs	40 - 50k	£60,899	-4.7%
BMW	4 Series	Under 6 mths	Under 5k	£46,620	-5.0%
Volkswagen	Golf	2 - 3 yrs	30 - 40k	£23,180	-9.0%

Vehicle views over time by fuel type

Indexed vehicle views show that interest in electric vehicles has been maintained at a higher rate than hybrids since April 2022.



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.

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