

July 2023

# Market View

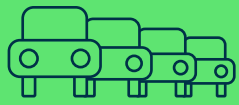
For the latest insights from eBay Motors Group.

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

## July 2023 at a glance

- Supply levels (all dealers) were similar to last year in July 22 after a drop from June of -5.1%. Like-for-like saw July 23 down -1.7% MoM and -1.9% YoY.
- Like-for-like dealers over the last year saw supermarket average stock increase by +4.7% MoM but franchised and independents were down -3.4% and -2.1% respectively.
- % share of petrol listings has increased MoM with alternative fuel vehicles share down again from 9.8% in June 23 to 9.4% in July 23. Diesels continue to fall in share.

### Stock volume by dealership

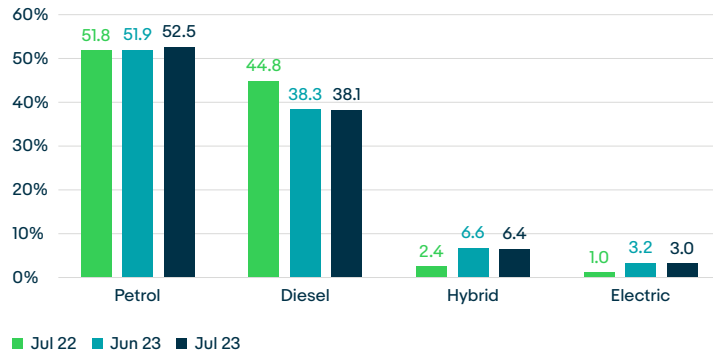
Supply levels (all dealers) were similar to last year in July 22 after a drop from June of -5.1%. Like-for-like saw July 23 down -1.7% MoM and -1.9% YoY.

# 55.3

Jun 23: 56.2 MoM: -1.7%  
 Jul 22: 56.4 YoY: -1.9%

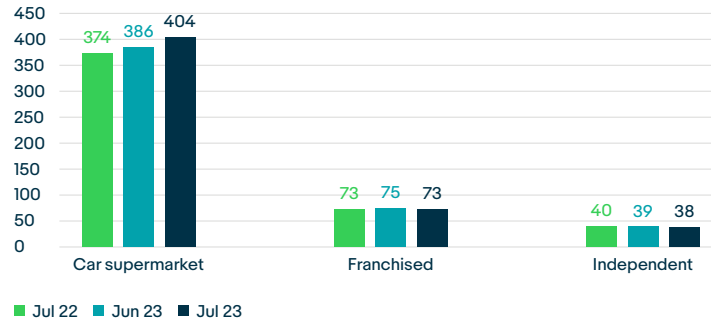
### Stock volume by fuel type

% share of petrol listings has increased MoM with alternative fuel vehicles share down again from 9.8% in June 23 to 9.4% in July 23. Diesels continue to fall in share.



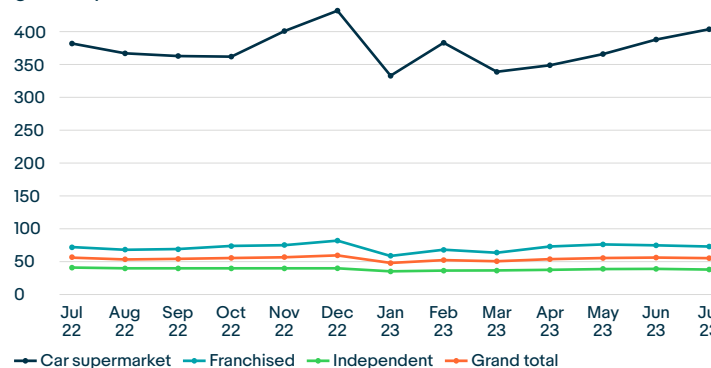
### Stock volume by dealer type

Like-for-like dealers over the last year saw supermarket average stock increase by +4.7% MoM but franchised and independents were down -3.4% and -2.1% respectively.



### Stock volume trend per dealership

Like-for-like; Supermarkets have shown concerted growth in stock volume in recent months, whereas independents and franchised have generally been more stable.



## “Despite some punchy pricing, used petrol cars were the star performers for dealers in July.

## When it comes to fuel choice, we can see how buyers are factoring in rising living costs and choosing what they know best.”

Lucy Tugby,  
Marketing Director, Motors.co.uk



# Price

## July 2023 at a glance

- Overall average used car prices have continued to edge down through 2023. July 23 saw them down -0.06% MoM but up +10.5% YoY.
- Franchised dealers saw a slight drop in average stock price in July 23, down -0.4% MoM. Supermarkets were essentially flat and independents were up +1.5%.
- Average prices for selected make/models (under 30k miles and <3 yrs old) saw Mini Hatch and BMW 3 Series increase by +1.8% and +2.5% MoM respectively. The largest drop in price came from Range Rover Sport, down -1.1% MoM.

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### Average vehicle price

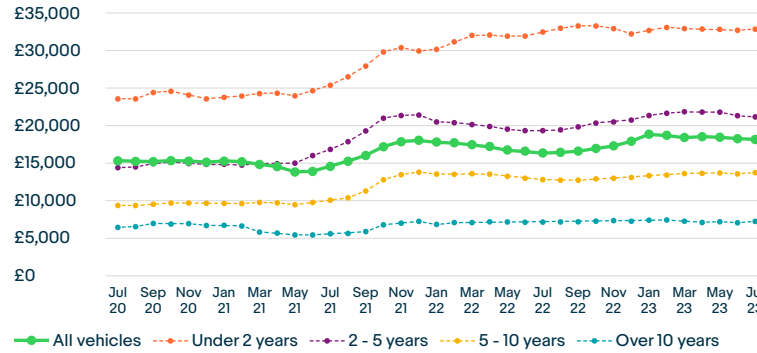
Overall average used car prices have continued to edge down through 2023. July 23 saw them down -0.06% MoM but up +10.5% YoY.

# £18,151

Jun 23: **£18,259** MoM: **-0.6%**  
Jul 22: **£16,424** YoY: **+10.5%**

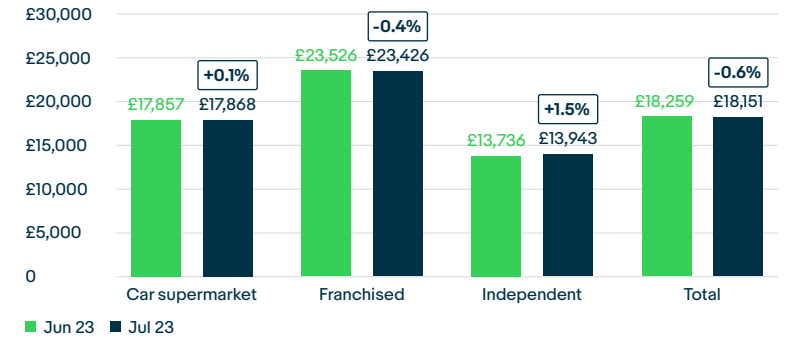
### Average price by age and month

Average prices across all ages of used cars dropped slightly MoM but overall are still up 10.5% YoY.



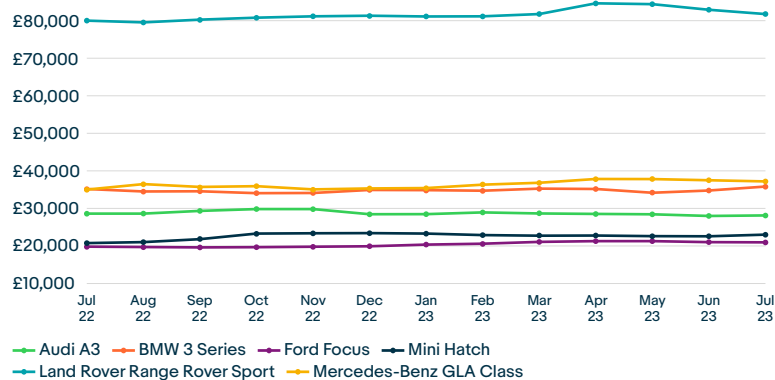
### Average by dealer type

Franchised dealers saw a slight drop in average stock price in July 23, down -0.4% MoM. Supermarkets were essentially flat and independents were up +1.5%.



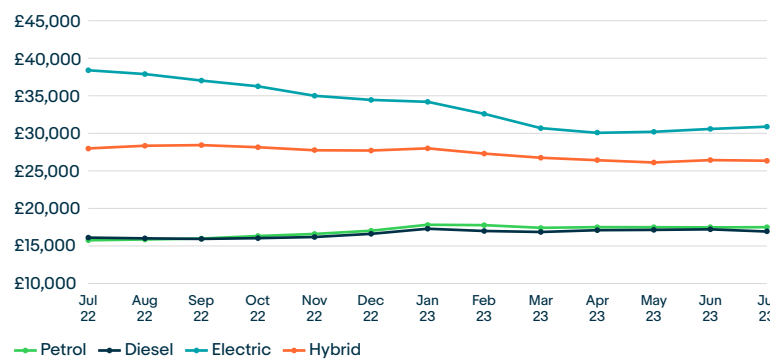
### Average price by month - selected makes/models

Average prices for selected make/models (under 30k miles and <3 yrs old) saw Mini Hatch and BMW 3 Series increase by +1.8% and +2.5% MoM respectively. The largest drop in price was Range Rover Sport, down -1.1% MoM.



### Average price by fuel type

Electric vehicles saw the biggest change YoY with a 19.4% decrease in price.



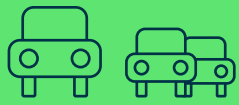
### Top 5 price movers

Top 5 make/models by MOM increase and decrease in price.

Increase						
Make	Model	Age band	Fuel type	Jul 23 stock	Jul 23 avg price	% change
Ford	Mondeo	10 - 12 yrs	Diesel	105	£5,384	+10.9%
Nissan	Juke	10 - 12 yrs	Petrol	175	£6,937	+9.0%
BMW	5 Series	12 - 14 yrs	Diesel	106	£7,778	+8.0%
Vauxhall	Grandland X	1 - 2 yrs	Petrol	101	£24,258	+7.1%
Vauxhall	Astra	14 - 16 yrs	Petrol	109	£3,245	+7.0%

Decrease						
Make	Model	Age band	Fuel type	Jul 23 stock	Jul 23 avg price	% change
Vauxhall	Astra	10 - 12 yrs	Diesel	123	£3,941	-4.3%
BMW	3 Series	12 - 14 yrs	Diesel	163	£5,362	-4.6%
Toyota	Yaris	6 mths - 1 yr	Hybrid	275	£23,749	-5.2%
Peugeot	308	6 - 8 yrs	Diesel	117	£7,762	-5.5%
Peugeot	Partner	6 - 8 yrs	Diesel	135	£7,385	-5.5%



# Demand

## July 2023 at a glance

- Overall average days to sell was +1.5% higher YoY but saw a significant increase MoM as sales slowed in July 23.
- Supermarket and franchised dealers saw the largest increase in days to sell in July, up to 28.7 and 33.4 days respectively. Both were lower however than July 22, although independents were +5.1% higher YoY.
- July 23 saw days to sell increase for all dealer types. Absolute days to sell levels however, were not outside of normal range in July 23 despite the MoM increase.

### Average days to sell

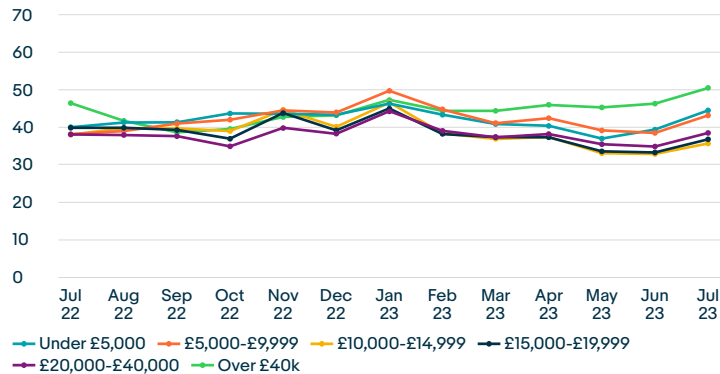
Overall average days to sell was +1.5% higher YoY but saw a significant increase MoM as sales slowed in July 23.

# 39.5

Jun 23: 35.6      MoM: +11.0%  
 Jul 22: 38.9      YoY: +1.5%

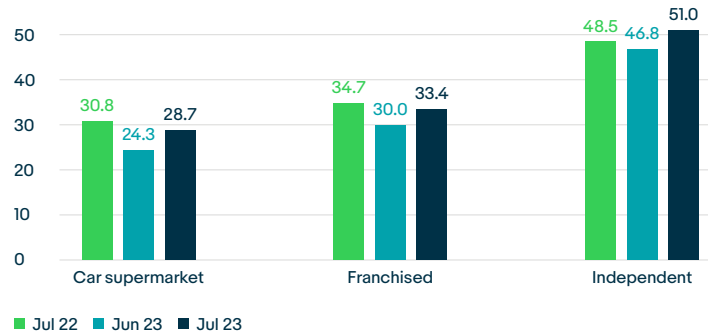
### Average days to sell by price

Days to sell increased by a similar amount MoM across all vehicle price ranges, however speed to sales was down YoY for stock between £10k-£20k.



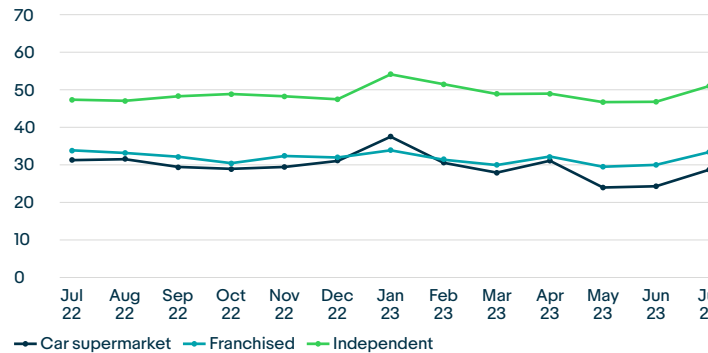
### Average days to sell by dealer type

Supermarket and franchised dealers saw the largest increase in days to sell in July, up to 28.7 and 33.4 days respectively. Both were lower however than July 22, although independents were +5.1% higher YoY.



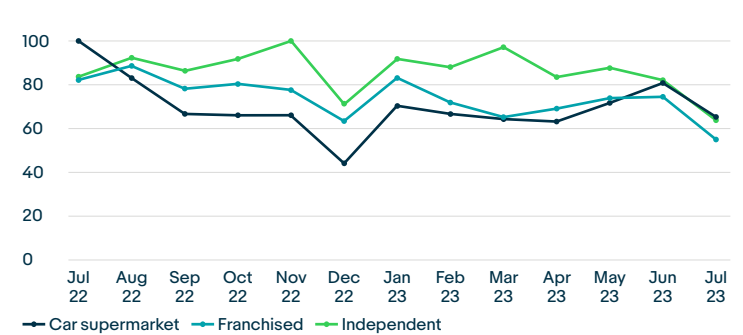
### Average days in stock by dealer type

July 23 saw days to sell increase for all dealer types. Absolute days to sell levels however, were not outside of normal range in July 23 despite the MoM increase.



### Sold volume index by dealer type

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





# Demand

## July 2023 at a glance

- Ford, VW and Vauxhall listings generate most vehicle views on eMG sites, with Mercedes-Benz, Nissan and Toyota all showing MoM growth.
- The top 10 fastest selling vehicles saw Vauxhall lose their recent dominance, being replaced by more premium brands such a Mercedes-Benz, Audi, VW and BMW (6 of the top 10).
- Days to sell has increased YoY for all fuel types, with Electric vehicles continuing to experience a slowdown in recent months.

### Top 10 most viewed manufacturers

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

Rank	Manufacturer	Jul 22	Jun 23	Jul 23
1	Ford	12.3%	12.3%	12.0%
2	Volkswagen	9.4%	9.4%	9.2%
3	Vauxhall	7.7%	7.3%	7.3%
4	Audi	7.1%	7.2%	7.2%
5	BMW	7.3%	7.3%	7.2%
6	Mercedes-Benz	6.7%	6.3%	6.4%
7	Nissan	4.0%	4.1%	4.2%
8	Toyota	3.7%	3.8%	3.9%
9	Peugeot	3.8%	3.9%	3.9%
10	Land Rover	3.5%	3.6%	3.6%

### 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 35.0 days.

Vehicle sector	% of listings		Avg days to sell		% of ad views	
	Jul 22	Jul 23	Jul 22	Jul 23	Jul 22	Jul 23
Medium	43.4%	40.2%	36.7	35.0	37.3%	35.6%
Small/Supermini	22.6%	24.0%	37.2	36.4	20.4%	20.9%
Prestige	16.4%	15.2%	38.8	39.9	19.7%	18.5%
Large	5.4%	6.2%	44.7	43.5	6.2%	8.1%
MPV	5.3%	7.6%	39.3	44.6	6.4%	7.9%
Estate	4.1%	4.3%	39.0	40.9	5.3%	4.8%
Convertible	2.9%	2.3%	50.5	50.3	4.6%	4.1%
<b>Grand Total</b>	<b>100%</b>	<b>100%</b>	<b>38.9</b>	<b>39.5</b>	<b>100%</b>	<b>100%</b>



### Top 10 fastest selling makes/models

This month saw Vauxhall lose their recent dominance, being replaced by more premium brands such a Mercedes-Benz, Audi, VW and BMW (6 of the top 10).

Rank	Make	Model	Age band	Fuel type	Mileage	Avg days to sell
1	Mercedes-Benz	GL Class	Under 6 mths	Petrol	Under 5k	11.7
2	Mercedes-Benz	EQA	Under 6 mths	Electric	Under 5k	11.8
3	Audi	A1	5 - 6 yrs	Petrol	10 - 20k	12.5
=4	Volkswagen	T-Cross	6 mths - 1 yr	Petrol	10 - 20k	13.2
=4	Vauxhall	Corsa	Under 6 mths	Petrol	Under 5k	13.2
5	Volkswagen	UP!	5 - 6 yrs	Petrol	30 - 40k	13.8
6	MG	HS	Under 6 mths	Petrol	Under 5k	14.0
=7	BMW	X1	4 - 5 yrs	Petrol	40 - 50k	14.2
=7	Renault	Captur	4 - 5 yrs	Diesel	40 - 50k	14.2
8	Hyundai	Tucson	1 - 2 yrs	Petrol	20 - 30k	14.3

### 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. 54% of DPVs are generated for vehicles of 6-14 years old.

Age	% of listings		Avg days to sell		% of ad views	
	Jul 22	Jul 23	Jul 22	Jul 23	Jul 22	Jul 23
Under 6 mths	2.0%	3.3%	26.9	35.6	1.2%	1.3%
6 mths - 1 yr	2.1%	3.9%	39.9	43.9	1.2%	1.4%
1 - 2 yrs	6.6%	6.7%	40.7	40.8	3.5%	2.5%
2 - 3 yrs	8.2%	11.5%	39.7	35.6	3.7%	4.2%
3 - 4 yrs	17.8%	13.8%	38.8	34.5	7.3%	5.5%
4 - 5 yrs	12.7%	13.4%	41.1	34.5	7.1%	6.8%
5 - 6 yrs	9.4%	8.7%	36.9	34.8	7.4%	6.7%
6 - 8 yrs	14.0%	12.2%	34.7	35.0	14.7%	14.6%
8 - 10 yrs	9.5%	9.3%	37.7	42.0	13.9%	15.6%
10 - 12 yrs	6.5%	6.6%	40.7	45.4	12.1%	12.8%
12 - 14 yrs	4.5%	4.4%	43.7	46.7	10.1%	10.4%
14 - 16 yrs	3.2%	2.6%	44.6	49.1	8.2%	7.3%
16 - 18 yrs	1.5%	1.5%	47.9	48.7	4.5%	4.8%
18 - 20 yrs	0.7%	0.8%	47.0	50.8	2.3%	2.8%
Over 20 yrs	1.2%	1.2%	74.3	75.4	2.8%	3.3%
<b>Grand Total</b>	<b>100%</b>	<b>100%</b>	<b>38.9</b>	<b>39.5</b>	<b>100%</b>	<b>100%</b>

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

Days to sell has increased YoY for all fuel types, with Electric vehicles continuing to experience a slowdown in recent months.

Fuel type	% of listings		Avg days to sell		% of ad views	
	Jul 22	Jul 23	Jul 22	Jul 23	Jul 22	Jul 23
Petrol	51.8%	52.5%	37.7	36.0	52.7%	52.0%
Diesel	44.8%	38.1%	39.0	39.6	43.6%	43.4%
Hybrid	2.4%	6.4%	37.5	39.3	2.8%	3.4%
Electric	1.0%	3.0%	31.4	49.7	0.9%	1.3%
<b>Grand Total</b>	<b>100%</b>	<b>100%</b>	<b>38.9</b>	<b>39.5</b>	<b>100%</b>	<b>100%</b>



# Electric/hybrid

## July 2023 at a glance

- The smart ForTwo Cabrio was the fastest selling electric vehicle in July 23, selling on average in 8.0 days.
- The Peugeot 408 was the fastest selling Hybrid for the second month running in July 23, selling on average in 12.0 days.
- Petrol vehicles accounted for 52.5% of all listings in July 23 with alternative fuel vehicles accounting for 9.4%.

### Electric, sold >10

The smart ForTwo Cabrio was the fastest selling electric vehicle in July 23, selling on average in 8.0 days.

Rank	Make	Model	Days to sell
1	smart	ForTwo Cabrio	8.0
=2	Vauxhall	Combo	11.0
=2	BMW	1 Series	11.0
3	DS Automobiles	DS 3	11.1
4	Mercedes-Benz	EQE	12.0
5	smart	ForTwo Coupe	14.8
6	Nissan	ENV200 Electric	17.0
7	Tesla	Model 3	19.3
8	MG	5	23.3
9	BMW	i4	25.4

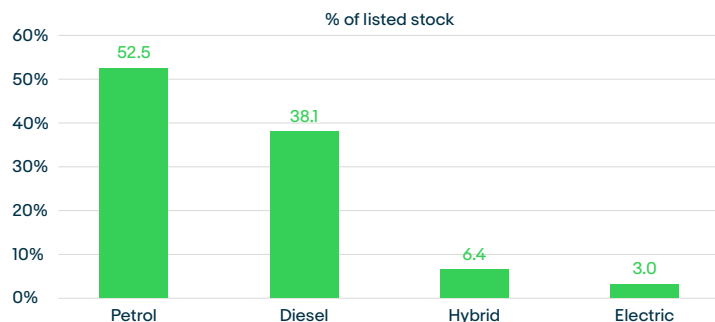
### Hybrid, sold >10

The Peugeot 408 was the fastest selling Hybrid for the second month running in July 23, selling on average in 12.0 days.

Rank	Make	Model	Days to sell
1	Peugeot	408	12.0
2	Toyota	Camry	21.0
3	Renault	Clio	21.8
4	Fiat	500	22.4
=5	Renault	Arkana	22.8
=5	BMW	X3	22.8
6	Hyundai	Bayon	23.2
7	Ford	Puma	23.6
8	BMW	4 Series	24.0
9	Mazda	CX-30	24.9

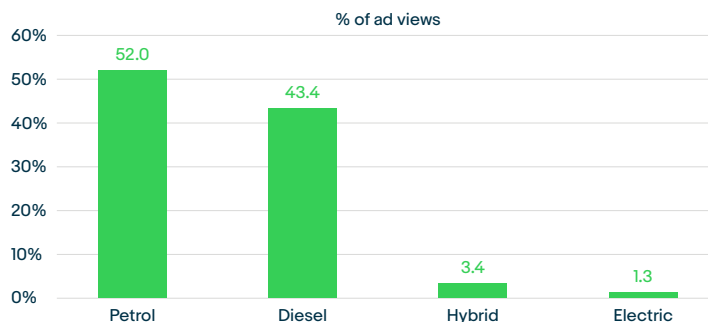
### Vehicle listings by fuel type

Petrol vehicles accounted for 52.5% of all listings in July 23 with alternative fuel vehicles accounting for 9.4%.



### Ad views by fuel type

Petrol vehicles accounted for 52% of all ad views in July 23 with alternative fuel vehicles accounting for 4.7%.



“The preference in July for petrol power resulted in buyers holding off transitioning to electric or hybrids, a decision made easier by recent pump price drops.”

Lucy Tugby,  
Marketing Director, Motors.co.uk



# Electric/hybrid

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## July 2023 at a glance

- Younger, lower mileage electric vehicles saw some prices rise by as much as +20% MoM in July 23 with the VW ID3 in high demand.
- Nearly new Renault Clio is the hybrid with the largest MoM price increase in July 23, up +18.3%.
- Interest in electric and hybrid 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 0203 966 2711 or email us at [advertise@ebaymotorsgroup.co.uk](mailto:advertise@ebaymotorsgroup.co.uk)

### Top 5 price movers - Electric

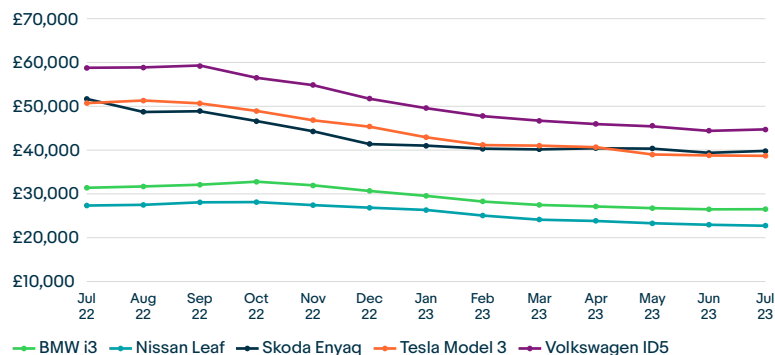
Younger, lower mileage electric vehicles saw some prices rise by as much as +20% MoM in July 23 with the VW ID3 in high demand.

Increase					
Make	Model	Age band	Mileage	Avg price	% change
Volkswagen	ID3	6 mths - 1 yr	Under 5k	£35,670	+19.8%
Renault	Zoe	1 - 2 yrs	Under 5k	£20,395	+13.7%
Skoda	Enyaq	Under 6 mths	Under 5k	£45,916	+13.6%
Nissan	Leaf	Under 6 mths	Under 5k	£28,649	+12.7%
Volkswagen	ID3	1 - 2 yrs	Under 5k	£31,003	+10.9%

Decrease					
Make	Model	Age band	Mileage	Avg price	% change
Volkswagen	UP!	1 - 2 Years	Under 5k	£16,471	-8.1%
Renault	Zoe	1 - 2 Years	5 - 10k	£14,147	-8.5%
Renault	Zoe	6 mths - 1 Year	Under 5k	£22,828	-8.7%
Audi	E-Tron	3 - 4 Years	20 - 30k	£33,074	-9.7%
Mercedes-Benz	EQA	Under 6 mths	Under 5k	£51,381	-10.1%

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

Prices MoM have not changed much but the YoY price changes are significant with up to a 23.9% decrease.



### Top 5 price movers - Hybrid

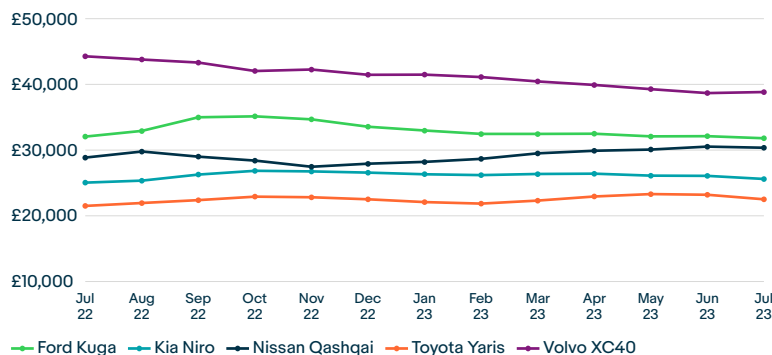
Nearly new Renault Clio is the hybrid with the largest MoM price increase in July 23, up +18.3%.

Increase					
Make	Model	Age band	Mileage	Avg price	% change
Renault	Clio	1 - 2 yrs	Under 5k	£21,190	+18.3%
Mercedes-Benz	E Class	8 - 10 yrs	60 - 80k	£12,068	+15.7%
Honda	Jazz	10 - 12 yrs	60 - 80k	£7,686	+11.4%
Mitsubishi	Outlander	2 - 3 yrs	20 - 30k	£24,765	+10.5%
Volkswagen	Golf	2 - 3 yrs	20 - 30k	£25,683	+8.5%

Decrease					
Make	Model	Age band	Mileage	Avg price	% change
Volkswagen	Golf	Under 6 mths	Under 5k	£31,179	-7.1%
Toyota	Prius	5 - 6 yrs	40 - 50k	£13,812	-7.9%
Hyundai	Ioniq	2 - 3 yrs	20 - 30k	£19,311	-8.4%
MINI	Countryman	4 - 5 yrs	40 - 50k	£17,616	-10.1%
Volkswagen	Golf	1 - 2 yrs	10 - 20k	£25,874	-13.3%

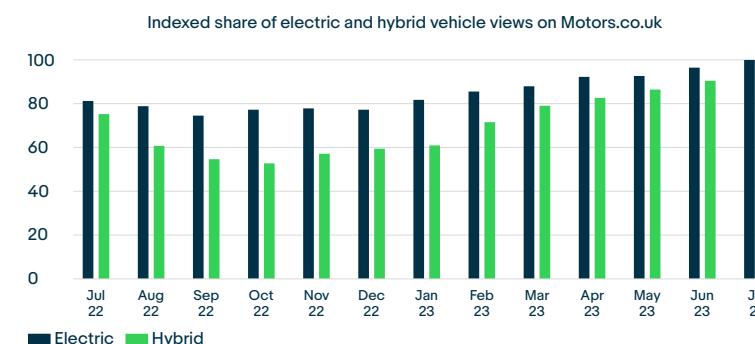
### Average price - Selected hybrid (<2yrs and <20k miles)

Hybrid price changes have not been as dramatic as electric with some models increasing in price YoY. The biggest faller YoY is the Volvo XC40, down -12.3%.



### Vehicle views over time by fuel type

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 O<sub>3</sub> and Novum Capital.

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