

March 2023

Market View

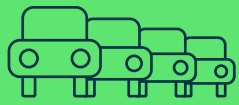
For the latest insights from eBay Motors Group.

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

March 2023

At a glance

- Stock volumes have decreased by -4.2% MoM in response to supply challenges and dealers holding less stock in the face of lower consumer demand. Volumes were -5.2% below last March's volume.
- Stock volumes have fallen by over -10% MoM for Franchised dealers but little has changed since Feb 23 for Supermarkets and Independent dealers.
- Growth in alternative fuel vehicles continued in Mar 23 with Hybrid and Electric vehicles representing 11.8% of used stock, up from 4.3% in March last year.

Stock volume by dealership

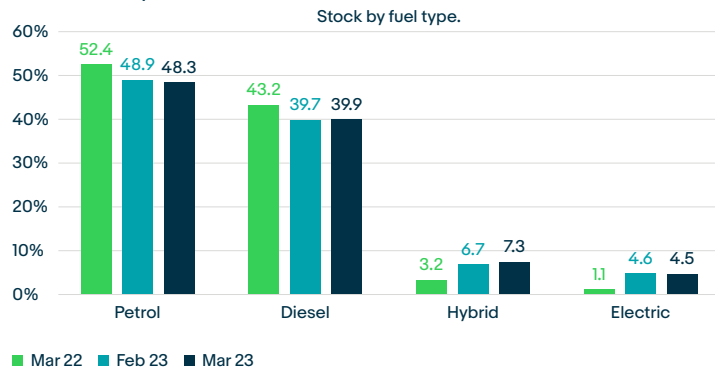
Stock volumes have decreased by -4.2% MoM in response to supply challenges and dealers holding less stock in the face of lower consumer demand. Volumes were -5.2% below last March's volume.

49.7

Feb 23: 51.9 MoM: -4.2%
 Mar 22: 52.4 YoY: -5.2%

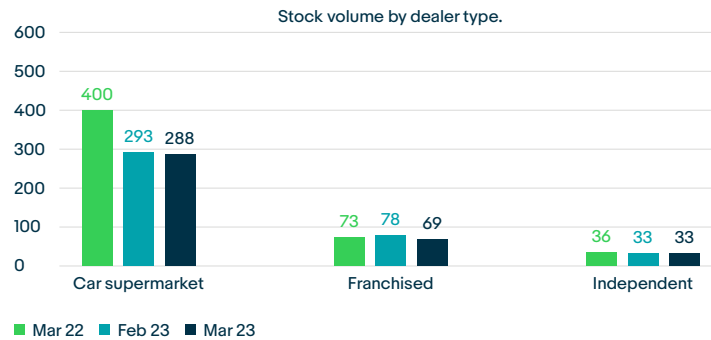
Stock volume by fuel type

Growth in alternative fuel vehicles continued in Mar 23 with Hybrid and Electric vehicles representing 11.8% of used stock, up from 4.3% in March last year.



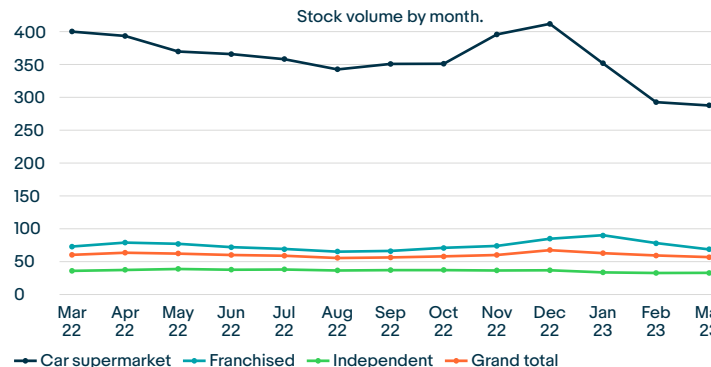
Stock volume by dealer type

Stock volumes have fallen by over -10% MoM for Franchised dealers but little has changed since Feb-23 for Supermarkets and Independent dealers.



Stock volume trend per dealership

Overall average dealer listings are down -5.1% YoY with Supermarket volumes continuing to be volatile, down -28% YoY but only -1.7% down MoM.



“ March saw dealers continue to sell used cars quickly, albeit from depleted inventories, with a slight softening in overall prices driven by the industry-wide shortage of younger cars.

Part-exchanges from the March debut of the 23-plate were not sufficient to grow franchised inventories, but we hope will provide a boost going into April.”

Lucy Tugby,
 Marketing Director, Motors.co.uk





Price

March 2023

At a glance

- Mar 23 saw overall vehicle prices fall by -1.6% MoM with dealers trying to conserve margin despite challenges in supply.
- All dealers types saw average prices fall MoM, with Franchised prices falling the most at -2.1% down MoM.
- Avg prices for selected make/models (less than 30k miles and < 3 years old) saw a mix in trends with Fiesta, Focus, Civic increasing by +4.2%, +2.6% and +5.8% respectively MoM.

Average vehicle price

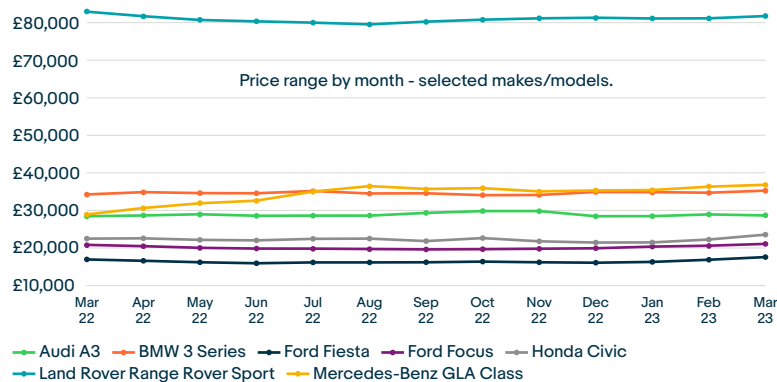
Mar 23 saw overall vehicle prices fall by -1.6% MoM with dealers trying to conserve margin despite challenges in supply.

£18,474

Feb 23: **£18,774** MoM: **-1.6%**
 Mar 22: **£17,524** YoY: **+5.4%**

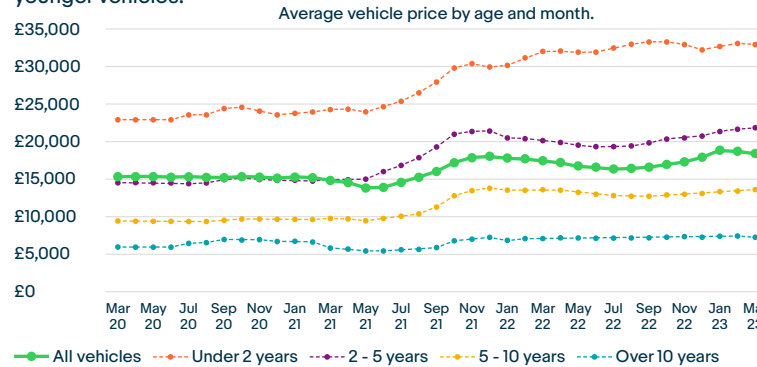
Average price by month - selected makes/models

Avg prices for selected make/models (less than 30k miles and < 3 years old) saw a mix in trends with Fiesta, Focus, Civic increasing by +4.2%, +2.6% and +5.8% respectively MoM.



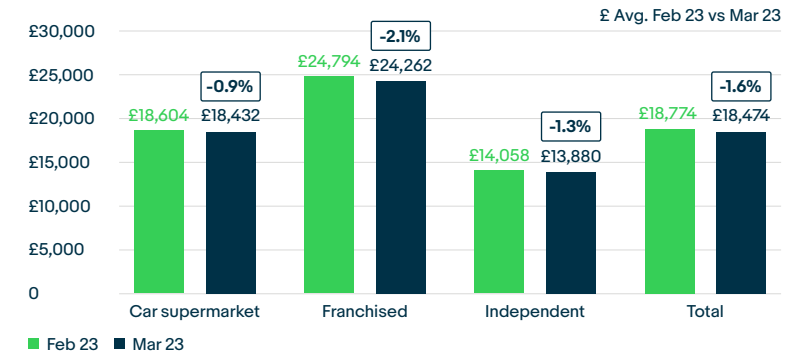
Average listing price over time

The overall 1.6% fall was mostly driven by a change in the mix of cars on the site with proportionately more older cars exacerbated by the shortage of younger vehicles.



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

All dealers types saw average prices fall MoM, with Franchised prices falling the most at -2.1% down.



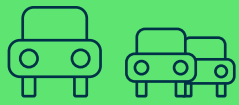
Top 5 price movers

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

Increase						
Make	Model	Age band	Fuel type	Mar 23 stock	Mar 23 avg price	% change
Peugeot	308	6 - 8 yrs	Diesel	137	£8,937	14.0%
Ford	Fiesta	14 - 16 yrs	Petrol	216	£3,468	13.9%
Honda	Jazz	12 - 14 yrs	Petrol	115	£5,180	12.3%
Peugeot	207	12 - 14 yrs	Petrol	120	£3,261	10.0%
Peugeot	208	3 - 4 yrs	Petrol	223	£12,738	9.6%

Decrease						
Make	Model	Age band	Fuel type	Mar 23 stock	Mar 23 avg price	% change
Ford	Focus	12 - 14 yrs	Petrol	275	£8,642	-6.8%
Nissan	Leaf	4 - 5 yrs	Electric	133	£16,652	-6.9%
Hyundai	Ioniq	2 - 3 yrs	Electric	101	£18,606	-7.3%
Volkswagen	Golf	3 - 4 yrs	Electric	262	£18,093	-8.5%
Vauxhall	Astra	12 - 14 yrs	Petrol	218	£3,644	-12.5%





Demand

March 2023

At a glance

- Overall average days to sell has fallen from 40.6 days in Feb 23 to 38.7 days in Mar 23 down -6.9% YoY.
- The reduction in days to sell MoM is seen across all dealers types in Mar 23, with Supermarket and Franchised dealers also down significantly YoY.
- Indexed volume of sold stock shows Franchised and Supermarket volume down MoM & YoY by around -15%. Independent sold volume down by around -5% MoM and YoY.

Average days to sell

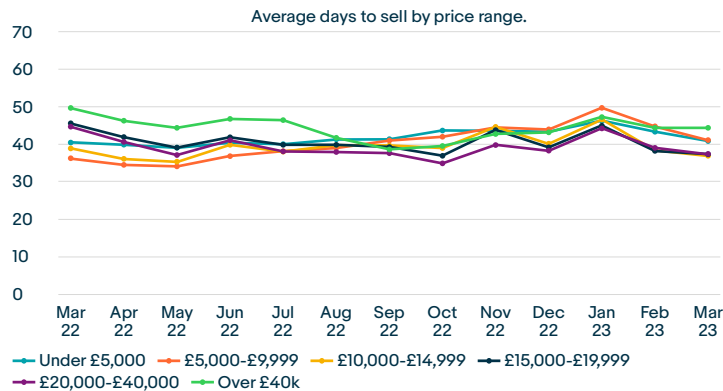
Overall average days to sell has fallen from 40.6. days in Feb 23 to 38.7 days in Mar 23 down -6.9% YoY.

38.7

Feb 23: 40.6 MoM: -4.5%
 Mar 22: 41.6 YoY: -6.9%

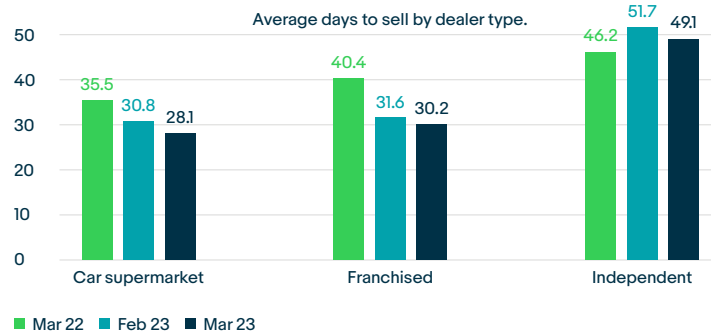
Average days to sell by price

Days to sell fell across all vehicle price ranges in Mar 23 with the exception of vehicles over £40k with flat days to sell to sell MoM.



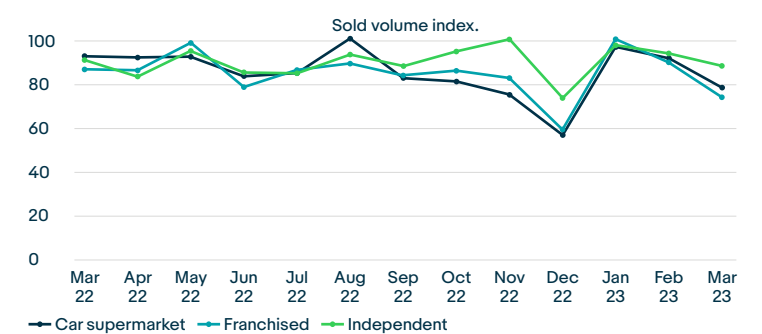
Average days to sell by dealer type

The reduction in days to sell MoM is seen across all dealers types in Mar 23, with Supermarket and Franchised dealers also down significantly YoY.



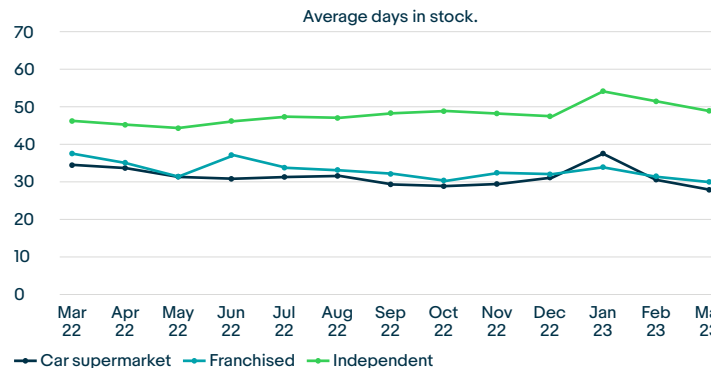
Sold volume index by dealer type

Indexed volume of sold stock shows Franchised and Supermarket volume down MoM & YoY by around -15%. Independent sold volume down by around -5% MoM and YoY.



Average days in stock by dealer type

Days to sell have fallen by a similar amount MoM for both Franchised and Independent dealers.



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



Demand

March 2023

At a glance

- Ford, VW and Vauxhall listings generate most vehicle views on eMG sites, with VW, Vauxhall and Toyota showing the largest growth MoM.
- Top 10 fastest selling vehicles in Mar 23 was dominated by 2-5 year old vehicles from a range of brands, all selling within 22 days.
- Alternative fuel vehicles continue to see growth in share of listings with 11.8% of all stock in March for Hybrid and Electric vehicles, up from 4.3% in Mar 22.

Top 10 most viewed manufacturers

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

Rank	Manufacturer	Mar 22	Feb 23	Mar 23
1	Ford	12.5%	13.6%	13.1%
2	Volkswagen	9.0%	8.9%	9.1%
3	Vauxhall	8.3%	7.7%	8.0%
4	BMW	7.3%	7.1%	7.0%
5	Audi	7.0%	6.8%	6.8%
6	Mercedes-Benz	6.3%	5.9%	6.0%
7	Nissan	4.2%	4.3%	4.2%
8	Peugeot	3.8%	3.9%	4.0%
9	Land Rover	3.1%	3.6%	3.6%
10	Toyota	3.7%	3.4%	3.5%

Top 10 fastest selling makes/models

Top 10 fastest selling vehicles in Mar 23 was dominated by 2-5 year old vehicles from a range of brands, all selling within 22 days.

Rank	Make	Model	Age band	Fuel type	Mileage	Avg days to sell
1	Land Rover	Discovery Sport	2-5 yrs	Diesel	30 - 40k	14.3
2	Nissan	Juke	5-10 yrs	Petrol	40 - 50k	15.0
3	Hyundai	Tucson	2-5 yrs	Petrol	10 - 20k	15.5
4	Vauxhall	Corsa	2-5 yrs	Petrol	40 - 50k	16.0
5	Range Rover	Evoque	5-10 yrs	Diesel	50 - 60k	18.6
6	Volkswagen	Golf	5-10 yrs	Diesel	50 - 60k	18.9
7	SEAT	Leon	2-5 yrs	Petrol	30 - 40k	19.9
8	Honda	Jazz	Over 10 yrs	Petrol	60 - 80k	20.2
9	Vauxhall	Grandland X	2-5 yrs	Petrol	20 - 30k	21.4
10	Vauxhall	Corsa	2-5 yrs	Petrol	30 - 40k	21.5

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

Alternative fuel vehicles continue to see growth in share of listings with 11.8% of all stock in Mar 23 for Hybrid and Electric vehicles, up from 4.3% in Mar 22.

Fuel type	% of listings		Avg days to sell		% of ad views	
	Mar 22	Mar 23	Mar 22	Mar 23	Mar 22	Mar 23
Petrol	52.4%	48.3%	42.7	37.4	53.3%	52.1%
Diesel	43.2%	39.9%	40.6	39.9	43.1%	44.7%
Hybrid	3.2%	7.3%	39.2	36.8	2.6%	2.4%
Electric	1.1%	4.5%	37.2	47.5	1.0%	0.8%
Grand Total	100%	100%	41.6	38.7	100%	100%

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

Medium vehicle sector listings accounted for more than 37% of total listings and 36% of ad views, selling in an average of 35.3 days.

Vehicle sector	% of listings		Avg days to sell		% of ad views	
	Mar 22	Mar 23	Mar 22	Mar 23	Mar 22	Mar 23
Medium	43.2%	37.4%	40.6	35.3	37.5%	36.2%
Small/Supermini	21.5%	22.3%	40.1	36.8	21.5%	21.5%
Prestige	18.6%	16.8%	42.6	39.4	19.2%	17.6%
Large	5.0%	5.5%	45.5	43.2	5.9%	6.0%
MPV	4.6%	9.4%	39.3	45.6	6.2%	9.0%
Estate	3.8%	5.3%	38.6	42.2	5.3%	5.8%
Convertible	3.4%	3.2%	61.1	57.8	4.4%	3.9%
Grand Total	100%	100%	41.6	38.7	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. 56% of DPVs are generated for vehicles of 6-14 years old.

Age	% of listings		Avg days to sell		% of ad views	
	Mar 22	Mar 23	Mar 22	Mar 23	Mar 22	Mar 23
Under 6 mths	1.6%	2.6%	39.1	38.6	1.0%	1.0%
6 mths - 1 yr	2.8%	2.5%	40.7	39.2	1.6%	0.9%
1 - 2 yrs	5.3%	6.3%	45.1	41.2	2.5%	2.2%
2 - 3 yrs	12.5%	7.3%	45.4	36.2	4.8%	2.7%
3 - 4 yrs	20.6%	15.7%	46.9	34.8	7.2%	6.2%
4 - 5 yrs	13.5%	11.3%	42.2	38.1	7.0%	6.1%
5 - 6 yrs	9.4%	8.5%	37.1	37.1	7.2%	6.9%
6 - 8 yrs	12.0%	13.8%	33.8	35.8	14.8%	15.3%
8 - 10 yrs	7.6%	11.4%	36.1	40.1	14.4%	16.5%
10 - 12 yrs	5.4%	7.8%	40.5	42.4	12.7%	12.8%
12 - 14 yrs	3.9%	5.3%	43.9	43.9	10.6%	11.1%
14 - 16 yrs	2.6%	3.3%	43.3	45.8	7.9%	7.9%
16 - 18 yrs	1.2%	1.9%	43.5	47.4	4.2%	5.0%
18 - 20 yrs	0.6%	0.9%	49.0	48.0	1.8%	2.7%
Over 20 yrs	0.9%	1.4%	76.8	87.2	2.2%	2.8%
Grand Total	100%	100%	41.6	38.7	100%	100%





Electric/hybrid

March 2023

At a glance

- BMW i4 was the fastest selling electric vehicle in Mar 23, selling on average in 11 days.
- Kia Ceed was the fastest selling hybrid vehicle in Mar 23, selling on average in 5.5 days.
- Petrol vehicles accounted for 48% of all listings in Mar 23 with alternative fuel vehicles accounting for 11.8%.

Electric, sold >10

BMW i4 was the fastest selling electric vehicle in Mar 23, selling on average in 11 days.

Rank	Make	Model	Days to sell
1	BMW	i4	11.0
2	DS Automobiles	DS 3 Crossback	15.0
3	Tesla	Model X	23.6
4	Kia	EV6	26.2
5	Citroen	Berlingo	27.5
6	Vauxhall	Vivaro	28.8
7	Citroen	Ami 6	29.5
8	Kia	Niro	31.7
9	Tesla	Model 3	32.9
10	Porsche	Taycan	36.7

Hybrid, sold >10

Kia Ceed was the fastest selling hybrid vehicle in Mar 23, selling on average in 5.5 days.

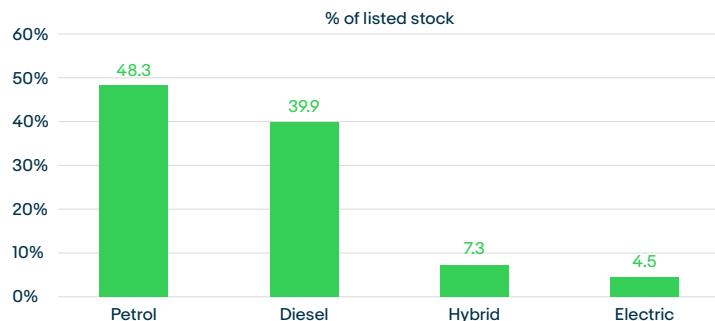
Rank	Make	Model	Days to sell
1	Kia	Ceed	5.5
2	Ford	Mondeo Vignale	8.6
3	Lexus	RC	12.8
4	Land Rover	Defender 110	13.0
5	Cupra	Leon	13.5
6	Volkswagen	Passat	16.7
7	BMW	X2	16.8
8	Hyundai	Tucson	16.8
9	Skoda	Superb	18.1
10	Land Rover	Defender	18.2

“Industry-wide price realignments for some electric vehicles continued over the course of March with the Volkswagen e-Golf, Hyundai Ioniq and Nissan Leaf among the biggest fallers.”

Lucy Tugby,
Marketing Director, Motors.co.uk

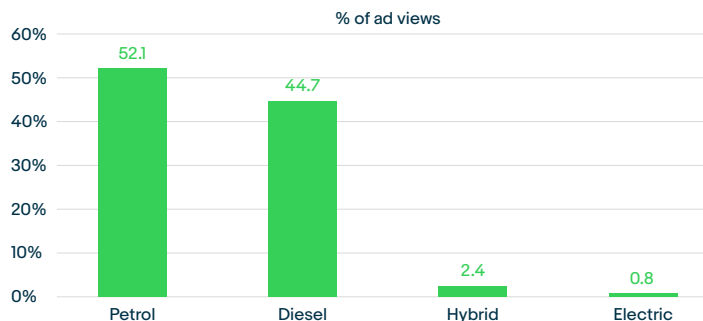
Vehicle listings by fuel type

Petrol vehicles accounted for 48% of all listings in Mar 23 with alternative fuel vehicles accounting for 11.8%.



Ad views by fuel type

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



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Electric/hybrid

March 2023

At a glance

- Nearly new Porsche Taycan saw the biggest price increase MoM for Electric vehicles in Mar 23, up +9.0%.
- Nearly new Nissan Qashqai saw the biggest price increase MoM for Hybrid vehicles in Mar 23, up +31.0%.
- 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

Nearly new Porsche Taycan saw the biggest price increase MoM for Electric vehicles in Mar 23, up +9.0%.

Increase					
Make	Model	Age band	Mileage	Avg price	% change
Porsche	Taycan	Under 6 mths	5 - 10k	£117,265	9.0%
Renault	Zoe	8 - 10 yrs	40 - 50k	£7,756	8.8%
Audi	E-Tron	1 - 2 yrs	Under 5k	£60,010	7.2%
Skoda	Enyaq	1 - 2 yrs	20 - 30k	£36,491	4.7%
BMW	1 Series	Under 6 mths	Under 5k	£72,643	4.2%

Decrease					
Make	Model	Age band	Mileage	Avg price	% change
Mercedes-Benz	B Class	6 - 8 yrs	30 - 40k	£14,939	-11.0%
Volkswagen	Golf	3 - 4 yrs	40 - 50k	£16,108	-11.2%
Tesla	Model S	5 - 6 yrs	40 - 50k	£32,733	-11.4%
Nissan	Leaf	6 - 8 yrs	10 - 20k	£10,845	-11.5%
Hyundai	Kona	Under 6 mths	Under 5k	£30,105	-13.3%

Top 5 price movers - Hybrid

Nearly new Nissan Qashqai saw the biggest price increase MoM for Hybrid vehicles in Mar 23, up +31.0%.

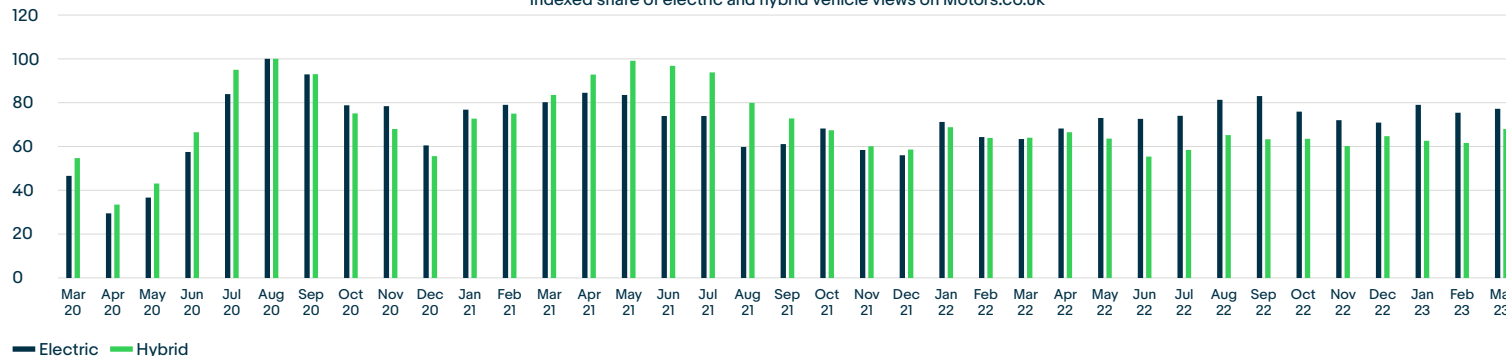
Increase					
Make	Model	Age band	Mileage	Avg price	% change
Nissan	Qashqai	6 mths - 1 yr	Under 5k	£33,721	31.0%
Toyota	Prius	Under 6 mths	40 - 50k	£13,574	25.7%
Toyota	Yaris	Under 6 mths	5 - 10k	£32,572	19.2%
Lexus	NX	6 - 8 yrs	30 - 40k	£23,882	14.6%
BMW	3 Series	1 - 2 yrs	20 - 30k	£36,788	12.5%

Decrease					
Make	Model	Age band	Mileage	Avg price	% change
Land Rover	Range Rover	Under 6 mths	Under 5k	£136,708	-8.9%
Ford	Fiesta	6 mths - 1 yr	5 - 10k	£19,638	-9.3%
Toyota	Prius	6 - 8 yrs	50 - 60k	£14,098	-9.6%
Hyundai	Ioniq	Under 6 mths	Under 5k	£23,699	-9.7%
Toyota	Prius	6 - 8 yrs	40 - 50k	£13,629	-17.5%

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.

Indexed share of electric and hybrid vehicle views on Motors.co.uk



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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.