

May 2023

Market View

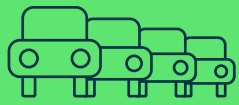
For the latest insights from eBay Motors Group.

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

May 2023

At a glance

- After an increase in stock volumes during Apr 23 driven by the March plate change, volumes have fallen by -5.2% MoM back to Feb/Mar 23 levels, and down over -9% YoY.
- Franchised dealers saw the biggest fall in volumes MoM, down by over -11% MoM. Supermarkets and independent's both saw a more modest MoM drop.
- Growth in alternative fuel vehicles continued in May 23 with hybrid and electric vehicles representing 11.1% of used stock, up from 4.1% in May last year.

Stock volume by dealership

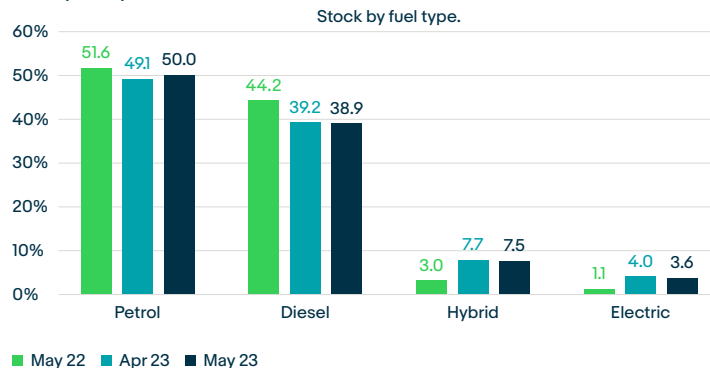
After an increase in stock volumes during Apr 23 driven by the March plate change, volumes have fallen by -5.2% MoM back to Feb/Mar 23 levels, and down over -9% YoY.

51.3

Apr 23: **54.1** MoM: **-5.2%**
 May 22: **56.6** YoY: **-9.4%**

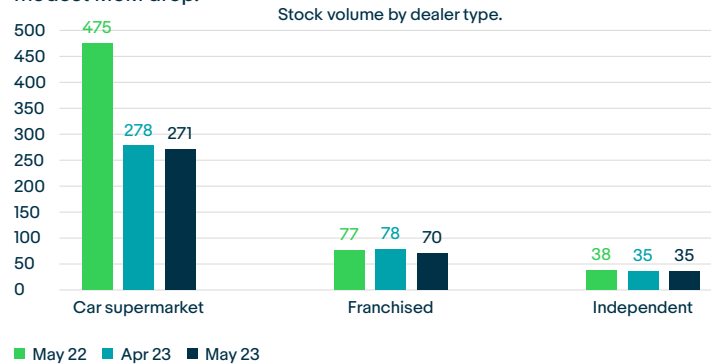
Stock volume by fuel type

Growth in alternative fuel vehicles continued in May 23 with hybrid and electric vehicles representing 11.1% of used stock, up from 4.1% in May last year.



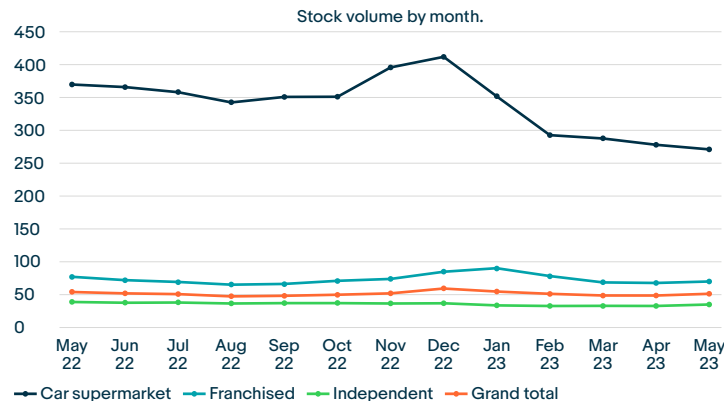
Stock volume by dealer type

Franchised dealers saw the biggest fall in volumes MoM, down by over -11% MoM. Supermarkets and independent's both saw a more modest MoM drop.



Stock volume trend per dealership

Overall average dealer listings are down -5.2% MoM and -9.4% YoY.



“ May was a frustrating month for many car retailers because buyer demand was there, as witnessed by cars selling quickly, but stock levels remained constrained, falling to their lowest level since October 2022.”

Lucy Tugby,
Marketing Director, Motors.co.uk





Price

May 2023

At a glance

- Generally, overall used car prices remain in a stable state with the overall average price of £18,473, down -0.3% MoM and up almost +10% YoY. Older vehicles (>10yrs) saw prices increase by +0.5% MoM.
- Independent dealers saw average stock prices increase by +0.3% MoM, whereas franchised dealers average prices decreased by -0.8%.
- Average prices for selected make/models (less than 30k miles and < 3 years old) saw Honda Civic increase average price by +7.4% but other than VW Golf, prices fell slightly MoM.

Average vehicle price

Generally, overall used car prices remain in a stable state with the overall average price of £18,473, down -0.3% MoM and up almost +10% YoY.

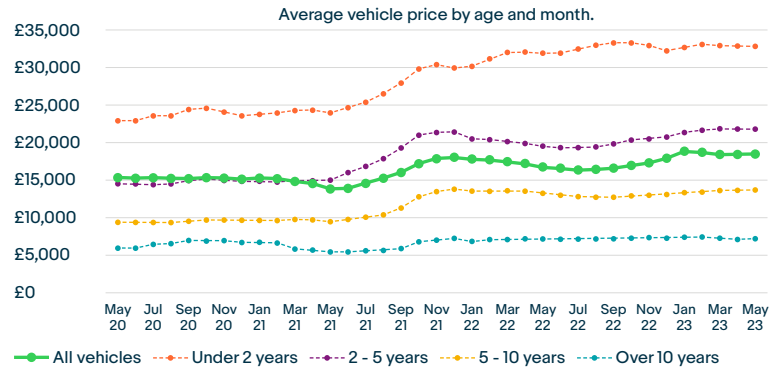
£18,473

Apr 23: **£18,525** MoM: **-0.3%**

May 22: **£16,861** YoY: **+9.6%**

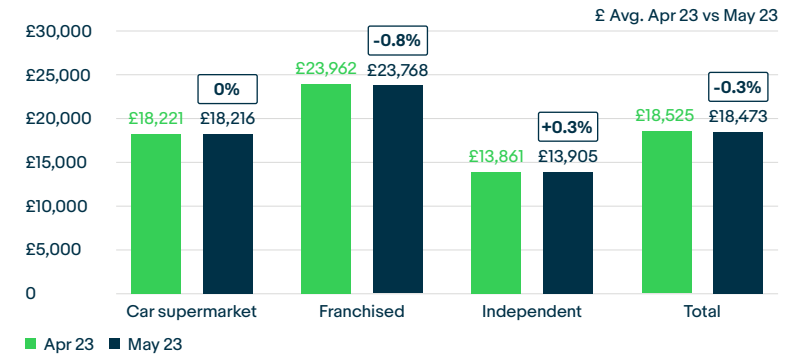
Average listing price over time

Older vehicles (>10yrs) saw prices increase by +0.5% MoM.



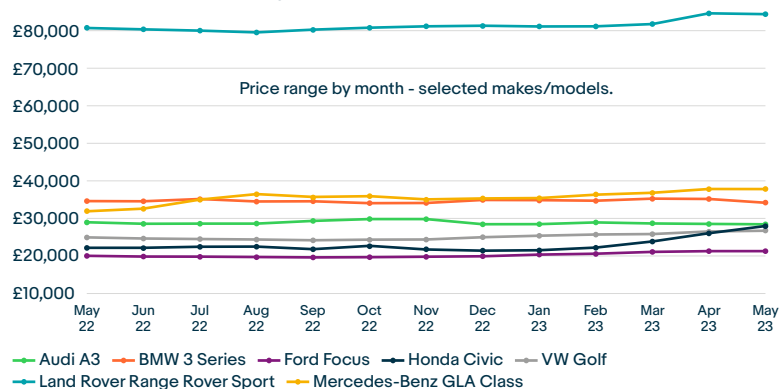
Average price of vehicles on Motors.co.uk by dealer type

Independent dealers saw average stock prices increase by +0.3% MoM, whereas franchised dealers average prices decreased by -0.8%.



Average price by month - selected makes/models

Average prices for selected make/models (less than 30k miles and < 3 years old) saw Honda Civic increase average price by +7.4% but other than VW Golf, prices fell slightly MoM.



Top 5 price movers

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

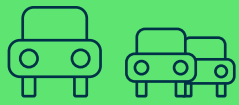
Increase

Make	Model	Age band	Fuel type	May 23 stock	May 23 avg price	% change
Ford	Ecosport	6 - 8 yrs	Petrol	123	£9,759	10.1%
Vauxhall	Corsa	12 - 14 yrs	Petrol	240	£3,972	9.3%
Ford	Focus	14 - 16 yrs	Petrol	221	£3,910	9.0%
Kia	Sportage	1 - 2 yrs	Hybrid	123	£32,134	6.8%
Kia	Sportage	1 - 2 yrs	Petrol	175	£24,412	6.2%

Decrease

Make	Model	Age band	Fuel type	May 23 stock	May 23 avg price	% change
Mercedes-Benz	E Class	5 - 6 yrs	Diesel	222	£23,357	-4.8%
Hyundai	i10	12 - 14 yrs	Petrol	124	£3,563	-5.1%
Nissan	Leaf	6 - 8 yrs	Electric	175	£9,063	-5.7%
Nissan	Micra	10 - 12 yrs	Petrol	116	£4,882	-5.7%
Renault	Clio	12 - 14 yrs	Petrol	137	£3,611	-7.0%





Demand

May 2023

At a glance

- Overall average days to sell fell by -8.1% MoM as plate change stock in Apr 23 was in high demand on the forecourt. Days to sell decreased by -3.1% YoY.
- All dealer types saw a decrease in days to sell in May with franchised stock decreasing by -9.5% MoM to 28.6 days and independents down -4.7% to 46.3 days.
- May 23 saw the increase in stock levels during Apr 23 and strong consumer demand result in faster sales for all dealer types.

Average days to sell

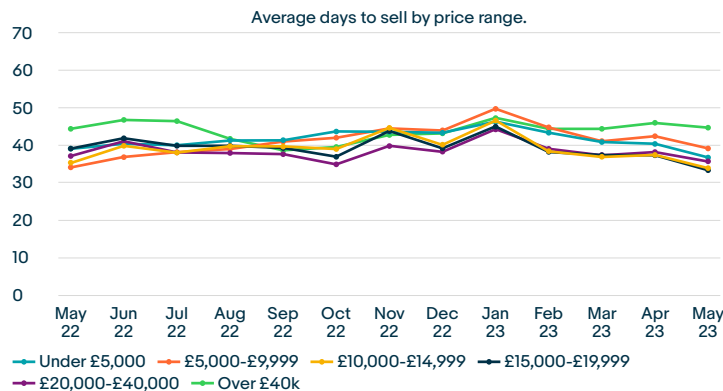
Overall average days to sell fell by -8.1% MoM as plate change stock in Apr 23 was in high demand on the forecourt. Days to sell decreased by -3.1% YoY.

36.0

Apr 23: **39.2** MoM: **-8.1%**
 May 22: **37.1** YoY: **-3.1%**

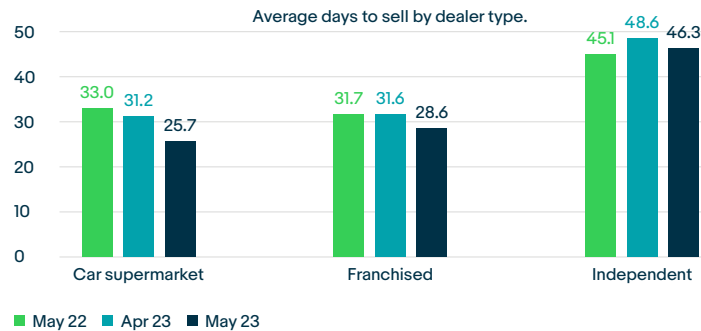
Average days to sell by price

Days to sell decreased across all vehicle price ranges MoM.



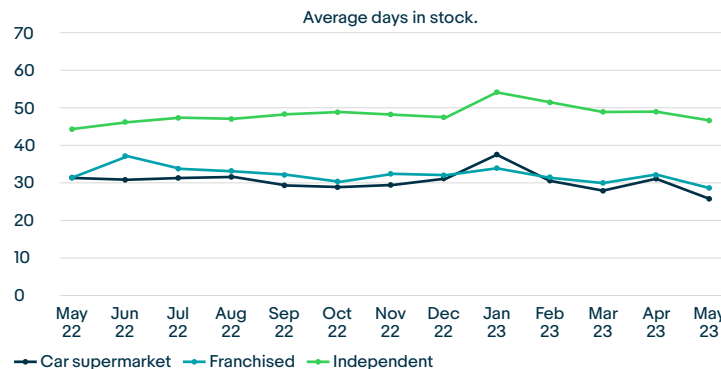
Average days to sell by dealer type

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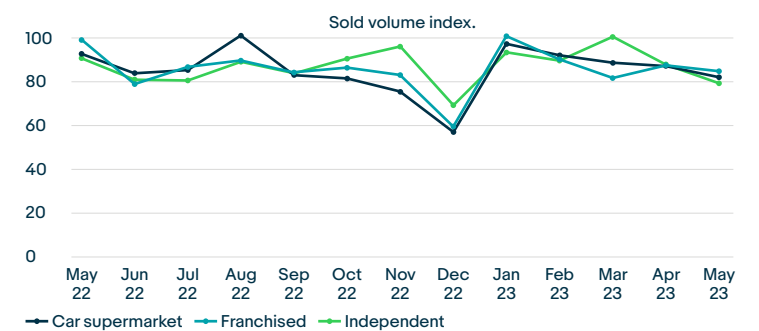
Average days in stock by dealer type

May 23 saw the increase in stock levels during Apr 23 and strong consumer demand result in faster sales 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.



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



Demand

May 2023

At a glance

- Ford, VW and BMW listings generate most vehicle views on eMG sites, with BMW, Audi, Mercedes-Benz and Toyota showing the largest MoM growth.
- Top 10 fastest selling vehicles in May 23 was dominated by younger, petrol vehicles, with Vauxhall's appearing five times.
- Medium vehicle sector listings accounted for more than 39% of total listings and 37% of ad views, selling in an average of 32.6 days.

Top 10 most viewed manufacturers

Ford, VW and BMW listings generate most vehicle views on eMG sites, with BMW, Audi, Mercedes-Benz and Toyota showing largest MoM growth.

Rank	Manufacturer	May 22	Apr 23	May 23
1	Ford	12.5%	12.5%	12.5%
2	Volkswagen	9.3%	9.4%	9.5%
3	BMW	7.7%	7.2%	7.4%
4	Vauxhall	8.0%	7.6%	7.4%
5	Audi	7.3%	7.0%	7.3%
6	Mercedes-Benz	6.8%	6.2%	6.5%
7	Nissan	4.0%	4.2%	4.3%
8	Peugeot	3.7%	4.0%	3.9%
9	Toyota	3.8%	3.6%	3.7%
10	Land Rover	3.4%	3.6%	3.5%

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

Medium vehicle sector listings accounted for more than 39% of total listings and 37% of ad views, selling in an average of 32.6 days.

Vehicle sector	% of listings		Avg days to sell		% of ad views	
	May 22	May 23	May 22	May 23	May 22	May 23
Medium	43.5%	39.8%	35.4	32.6	36.9%	36.6%
Small/Supermini	22.0%	22.9%	35.3	33.1	20.5%	21.0%
Prestige	17.7%	16.4%	39.2	37.2	20.2%	18.5%
Large	5.1%	5.9%	43.6	42.4	6.3%	6.7%
MPV	4.9%	7.8%	36.8	42.7	6.4%	7.6%
Estate	3.8%	4.6%	37.1	38.4	5.2%	5.1%
Convertible	2.9%	2.8%	53.1	56.1	4.6%	4.4%
Grand Total	100%	100%	37.1	36.0	100%	100%



Top 10 fastest selling makes/models

Top 10 fastest selling vehicles in May 23 was dominated by younger, petrol vehicles, with Vauxhall's appearing five times.

Rank	Make	Model	Age band	Fuel type	Mileage	Avg days to sell
1	Vauxhall	Corsa	Under 2 yrs	Petrol	Under 5k	14.2
2	Vauxhall	Grandland X	2 - 5 yrs	Petrol	30 - 40k	15.2
3	Vauxhall	Mokka	Under 2 yrs	Petrol	Under 5k	15.4
4	Vauxhall	Grandland X	Under 2 yrs	Petrol	Under 5k	15.6
5	Hyundai	Tucson	2 - 5 yrs	Petrol	10 - 20k	16.2
6	Citroen	Berlingo	Under 2 yrs	Diesel	Under 5k	16.8
7	Volkswagen	Polo	5 - 10 yrs	Petrol	40 - 50k	16.8
8	Vauxhall	Movano	Under 2 yrs	Diesel	Under 5k	18.3
9	Nissan	Qashqai	2 - 5 yrs	Petrol	30 - 40k	18.5
10	Ford	Fiesta	2 - 5 yrs	Petrol	40 - 50k	18.5

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	
	May 22	May 23	May 22	May 23	May 22	May 23
Under 6 mths	1.5%	2.9%	23.7	25.7	1.0%	1.0%
6 mths - 1 yr	2.3%	2.8%	33.4	39.1	1.4%	1.0%
1 - 2 yrs	6.1%	5.8%	35.4	37.0	3.1%	2.1%
2 - 3 yrs	9.8%	8.8%	39.1	33.6	4.1%	3.2%
3 - 4 yrs	19.4%	14.3%	38.7	31.6	7.3%	5.3%
4 - 5 yrs	13.9%	11.9%	39.2	33.7	7.2%	6.1%
5 - 6 yrs	9.9%	8.5%	34.9	32.8	7.3%	6.6%
6 - 8 yrs	13.3%	13.3%	33.2	32.2	14.7%	15.3%
8 - 10 yrs	8.4%	11.4%	33.8	36.5	14.2%	16.5%
10 - 12 yrs	5.8%	7.9%	37.1	40.1	12.5%	13.6%
12 - 14 yrs	4.1%	5.3%	41.6	42.4	10.4%	11.0%
14 - 16 yrs	2.8%	3.2%	41.8	46.5	8.2%	7.9%
16 - 18 yrs	1.3%	1.8%	43.0	50.9	4.4%	5.1%
18 - 20 yrs	0.6%	0.9%	44.9	52.1	2.1%	2.7%
Over 20 yrs	0.8%	1.1%	74.3	85.6	2.2%	2.6%
Grand Total	100%	100%	37.1	36.0	100%	100%

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

Alternative fuel vehicles continue to see growth in share of listings with 11.1% of all stock in May 23 for Hybrid and Electric vehicles, up from 4.1% in May 22.

Fuel type	% of listings		Avg days to sell		% of ad views	
	May 22	May 23	May 22	May 23	May 22	May 23
Petrol	51.6%	50.0%	36.7	34.2	52.7%	52.3%
Diesel	44.2%	38.9%	37.9	37.3	43.9%	44.1%
Hybrid	3.0%	7.5%	35.7	35.5	2.7%	2.7%
Electric	1.1%	3.6%	32.9	51.4	0.8%	0.9%
Grand Total	100%	100%	37.1	36.0	100%	100%





Electric/hybrid

May 2023

At a glance

- The Korando and Mokka X were the fastest selling electric vehicles in May 23, both selling on average in around 8 days.
- The Citroen DS5 was the fastest selling hybrid vehicle in May 23, selling on average in 10.8 days.
- Petrol vehicles accounted for 50% of all listings in May 23 with alternative fuel vehicles accounting for 11.1%.

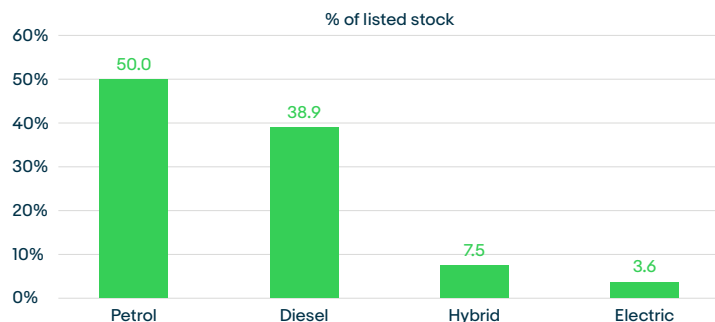
Electric, sold >10

The Korando and Mokka X were the fastest selling electric vehicles in May 23, both selling on average in around 8 days.

Rank	Make	Model	Days to sell
1	Ssangyong	Korando	8.0
2	Vauxhall	Mokka X	8.3
3	Volvo	C40	13.0
4	Mercedes-Benz	EQS	15.0
5	Toyota	Proace	17.0
6	Nissan	Ariya	19.1
7	smart	forfour	19.8
8	Vauxhall	Vivaro	20.3
9	Mercedes-Benz	EQB	20.8
10	Tesla	Model 3	27.1

Vehicle listings by fuel type

Petrol vehicles accounted for 50% of all listings in May 23 with alternative fuel vehicles accounting for 11.1%.



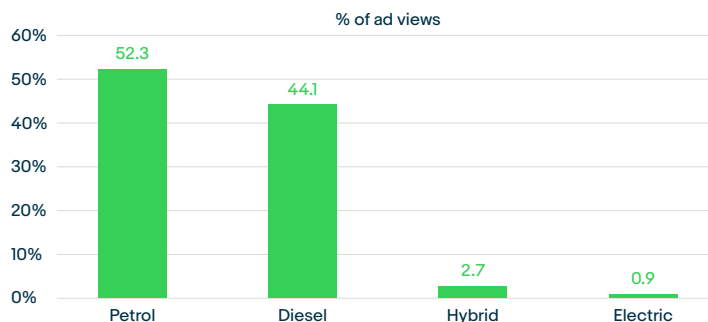
Hybrid, sold >10

The Citroen DS5 was the fastest selling hybrid vehicle in May 23, selling on average in 10.8 days.

Rank	Make	Model	Days to sell
1	Citroen	DS5	10.8
2	Cupra	Leon	11.3
3	Hyundai	Santa FE	12.3
4	Audi	Q7	12.8
5	DS Automobiles	DS 4	13.0
6	Mazda	3	14.3
7	Subaru	Forester	15.0
8	Audi	A6	15.0
9	Volkswagen	Arteon	15.3
10	Ford Mondeo	Vignale	15.6

Ad views by fuel type

Petrol vehicles accounted for 52% of all ad views in May 23 with alternative fuel vehicles accounting for 3.6%.



“Sales of used EVs slowed in May as stock volumes dropped, with franchised dealers feeling the squeeze.

We believe some dealers are reticent about stocking EVs, understandably preferring to wait for the pricing volatility to settle, rather than risk taking a financial hit.”

Lucy Tugby,
Marketing Director, Motors.co.uk

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Electric/hybrid

May 2023

At a glance

- Younger, lower mileage electric vehicles saw some prices rises as big as +11% MoM in May 23 with the Citroen E-C4 in high demand.
- Peugeot 508 hybrid, under 3 years with under 20k miles had an average price of £33.8k in May 23, up +24% MoM.
- Indexed vehicle views show that interest in electric & hybrid vehicles has increased in recent months with growth in vehicle views as a share of total.

Top 5 price movers - Electric

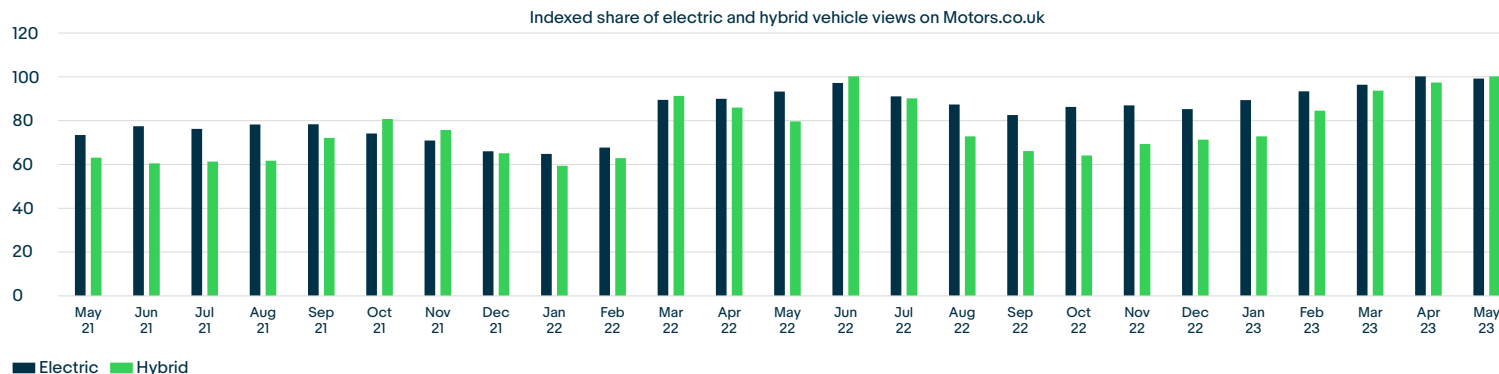
Younger, lower mileage electric vehicles saw some prices rises as big as +11% MoM in May 23 with the Citroen E-C4 in high demand.

Increase					
Make	Model	Age band	Mileage	Avg price	% change
Citroen	E-C4	Under 6 mths	Under 5k	£33,458	11.1%
Cupra	Born	6 mths - 1 yr	10 - 20k	£32,654	7.7%
Ford	Mustang Mache	Under 6 mths	5 - 10k	£54,382	7.5%
MG	ZS	1 - 2 yrs	Under 5k	£25,306	7.2%
Tesla	Model 3	3 - 4 yrs	10 - 20k	£33,959	6.4%

Decrease					
Make	Model	Age band	Mileage	Avg price	% change
BMW	i4	6 mths - 1 yr	10 - 20k	£53,618	-11.3%
Peugeot	2008	2 - 3 yrs	30 - 40k	£19,523	-12.2%
SEAT	Mii	1 - 2 yrs	10 - 20k	£14,146	-12.9%
Hyundai	Kona	2 - 3 yrs	50 - 60k	£19,422	-13.1%
Hyundai	Ioniq	6 mths - 1 yr	5 - 10k	£21,097	-14.9%

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.



Top 5 price movers - Hybrid

Peugeot 508 hybrid, under 3 years with under 20k miles had an average price of £33.8k in May 23, up +24% MoM.

Increase					
Make	Model	Age band	Mileage	Avg price	% change
Peugeot	508	2 - 3 yrs	10 - 20k	£33,839	24.3%
Toyota	Prius	3 - 4 yrs	50 - 60k	£17,776	16.4%
Kia	Sportage	1 - 2 yrs	5 - 10k	£33,801	12.7%
Suzuki	Ignis	2 - 3 yrs	5 - 10k	£15,307	12.2%
Mercedes-Benz	C Class	3 - 4 yrs	40 - 50k	£28,190	10.1%

Decrease					
Make	Model	Age band	Mileage	Avg price	% change
Toyota	Prius	14 - 16 Years	Over 200k	£2,428	-12.6%
Nissan	Qashqai	1 - 2 Years	Under 5k	£23,737	-13.6%
Toyota	Prius	6 - 8 Years	Over 200k	£8,665	-14.1%
Toyota	Estima	Under 6 mths	60 - 80k	£9,815	-14.3%
Toyota	Prius	Under 6 mths	80 - 100k	£10,354	-16.0%

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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.