

September 2023

Market View

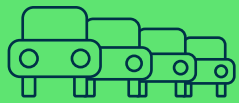
For the latest insights from eBay Motors Group.

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

September 2023 at a glance

- Dealers saw average stock volume fall by -2.2% MoM but overall supply levels are slightly up YoY.
- Supermarkets saw the biggest MoM change in volumes, down -8.8% MoM. Independent stock levels were flat MoM with franchised down -2.7%. All dealers types saw volumes up YoY.
- After recent growth in supermarket stock levels, September saw a drop in volumes for the second consecutive month. Franchised average listings were up +4.5% YoY.

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Stock volume by dealership

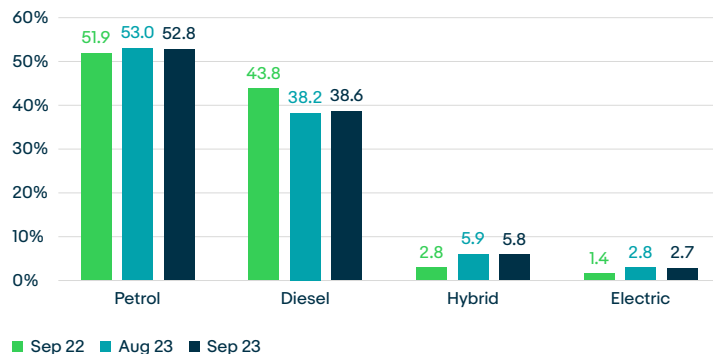
Dealers saw average stock volume fall by -2.2% MoM but overall supply levels are slightly up YoY.

46.6

Aug 23: **47.6** MoM: **-2.1%**
Sep 22: **45.6** YoY: **+2.2%**

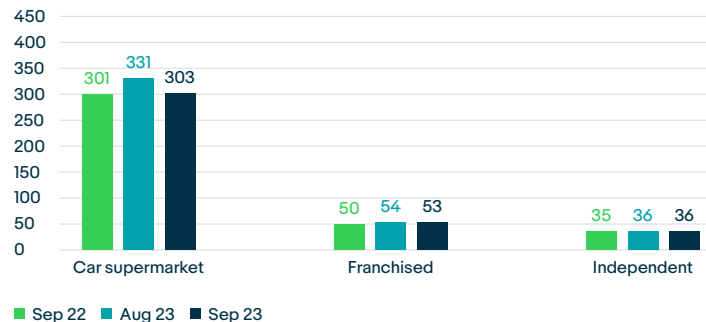
Stock volume by fuel type

Alternative fuel stock share on Motors continues to drop a little, down from 8.7% share to 8.6% in September 23, with a slight uptick in diesel volumes MoM.



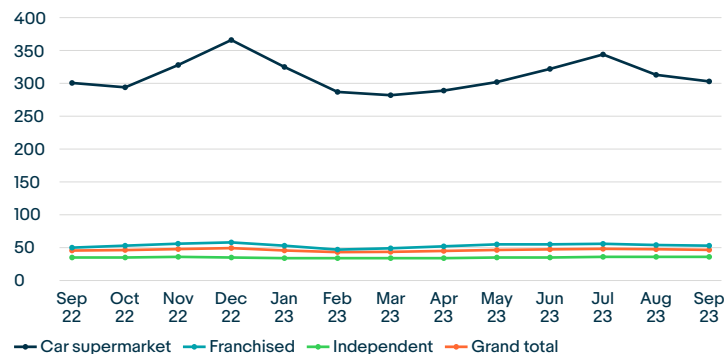
Stock volume by dealer type

Supermarkets saw the biggest MoM change in volumes, down -8.8% MoM. Independent stock levels were flat MoM with franchised down -2.7%. All dealers types saw volumes up YoY.



Stock volume trend per dealership

After recent growth in supermarket stock levels, September saw a drop in volumes for the second consecutive month. Franchised avg listings up +4.5% YoY.



“September proved to be a relatively stable month for the used car market with consistent month-on-month tracking across stock levels, demand and prices.

While the 73 plate-change will have generated welcome part-exchange volumes for franchised dealers, our data suggests many of these vehicles are still being processed and prepared for sale over the coming weeks.”

Lucy Tugby,
Marketing Director, Motors.co.uk



Price

September 2023 at a glance

- Overall, average used car prices have continued to edge down throughout 2023. At £17,536, September was down -1.1% MoM, down -7.2% from January, but up +5.6% YoY.
- All dealer types saw average stock prices fall MoM in September with supermarkets and franchised dealers down around -1%.
- All fuel types saw average stock prices fall slightly MoM with the exception of electric vehicles which were up +1.0%. YoY has seen prices for electric and hybrids fall, with electric down -15.3%.

Average vehicle price

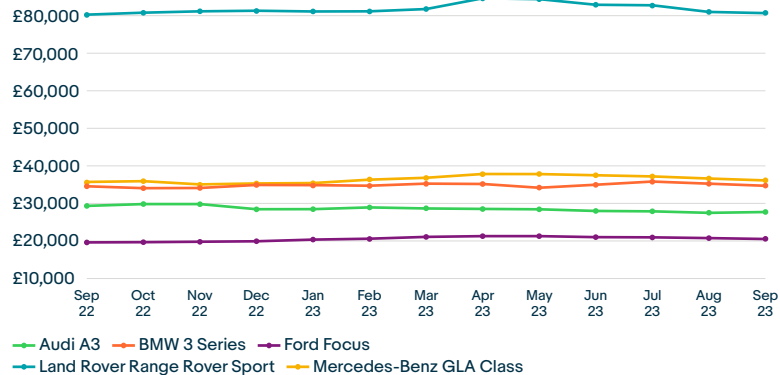
Overall, average used car prices have continued to edge down throughout 2023. At £17,536, September was down -1.1% MoM, down -7.2% from January, but up +5.6% YoY.

£17,536

Aug 23: **£17,739** MoM: **-1.1%**
 Sep 22: **£16,607** YoY: **+5.6%**

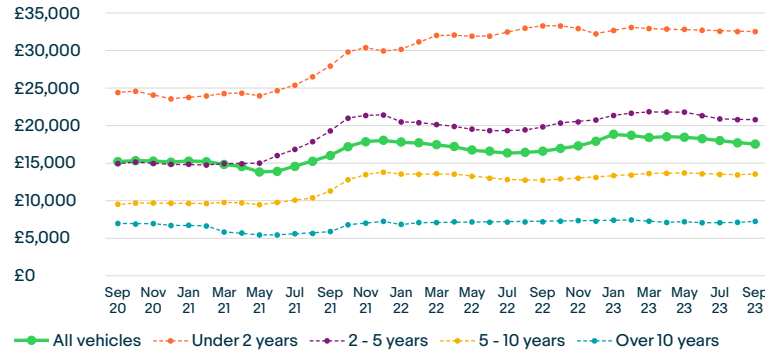
Average price by month – selected makes/models

Average prices for selected make/models (less than 30k miles and < 3 years old) saw all vehicles drop price MoM, except for Audi A3.



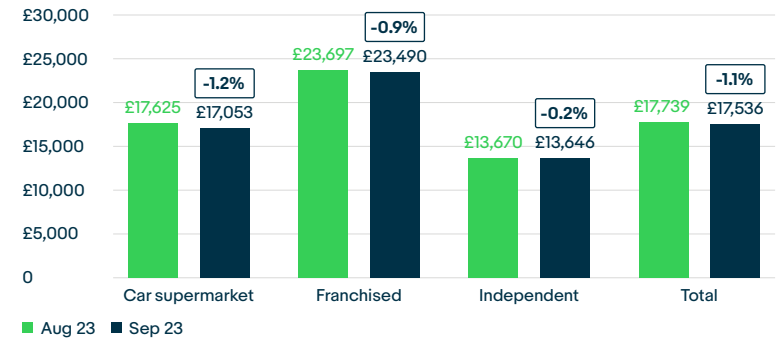
Average price by age and month

Prices have continued to edge down slightly across all ages with an average decrease of 1.1% MoM.



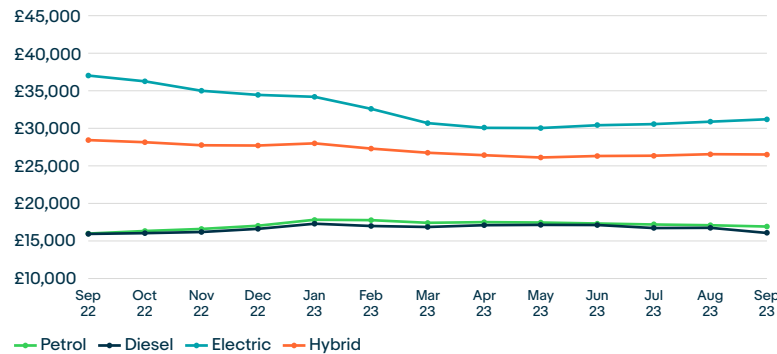
Average price by dealer type

All dealer types saw average stock prices fall MoM in September with supermarkets and franchised dealers down around -1%.



Average price by fuel type

All fuel types saw average stock prices fall slightly MoM with the exception of electric vehicles which were up +1.0%. YoY has seen prices for electric and hybrids fall, with electric down -15.3%.

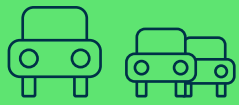


Top 5 price movers

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

Increase						
Make	Model	Age band	Fuel type	Sep 23 stock	Sep 23 avg price	% change
Ford	Focus	12 - 14 yrs	Diesel	115	£4,563	+17.4%
Vauxhall	Corsa	14 - 16 yrs	Petrol	101	£2,998	+12.3%
Range Rover	Sport	10 - 12 yrs	Diesel	124	£14,016	+9.2%
Mercedes-Benz	Sprinter	2 - 3 yrs	Diesel	145	£27,271	+7.0%
Ford	Ranger	6 - 8 yrs	Diesel	118	£17,251	+6.5%

Decrease						
Make	Model	Age band	Fuel type	Sep 23 stock	Sep 23 avg price	% change
Volvo	V40	6 - 8 yrs	Diesel	117	£10,392	-5.2%
Nissan	Note	8 - 10 yrs	Petrol	127	£6,757	-5.8%
BMW	5 Series	12 - 14 yrs	Diesel	114	£7,119	-6.2%
Peugeot	208	10 - 12 yrs	Petrol	119	£4,387	-6.3%
Ford	Focus	12 - 14 yrs	Petrol	269	£7,168	-6.9%



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September 2023 at a glance

- Average days to sell decreased from 35.7 days to 35.2 days MoM (-1.4%) but was down more YoY (-8.4%).
- Franchised dealers saw days to sell fall by -8.2% MoM with supermarkets flat and independent's increasing by +5.1%.
- Days to sell was down YoY for all dealer types.

Average days to sell

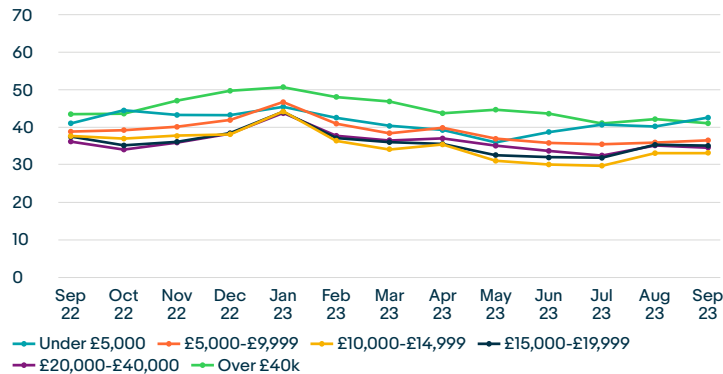
Average days to sell decreased from 35.7 days to 35.2 days MoM (-1.4%) but was down more YoY (-8.4%).

35.2

Aug 23: **35.7** MoM: **-1.4%**
Sep 22: **38.4** YoY: **-8.4%**

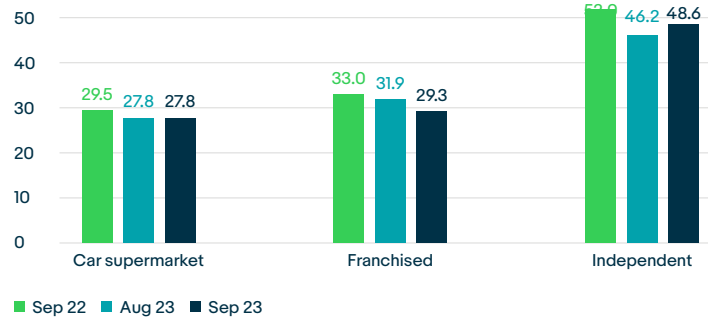
Average days to sell by price

Generally, days to sell increased for cheaper vehicles MoM but fell for vehicles above £15k.



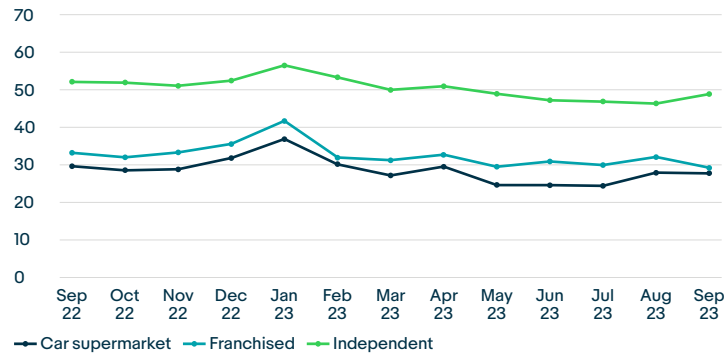
Average days to sell by dealer type

Franchised dealers saw days to sell fall by -8.2% MoM with supermarkets flat and independent's increasing by +5.1%.



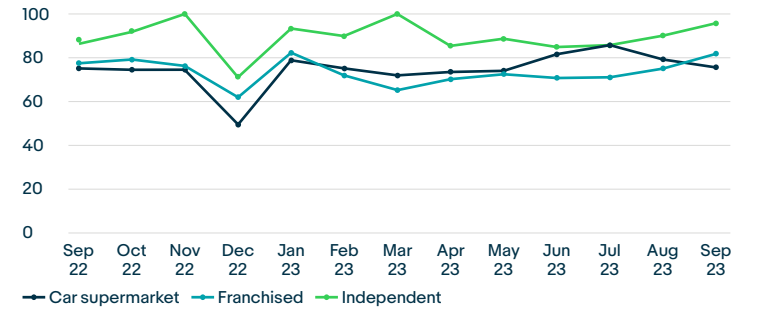
Average days in stock by dealer type

Franchised dealers saw the biggest fall in days to sell MoM but have generally stayed just above 30 days all year.



Sold volume index by dealer type

Indexed volume of sold stock shows that absolute volumes were up YoY in September, although supermarkets are flat.





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September 2023 at a glance

- Ford, VW and Audi listings generate most vehicle views on eMG sites, with Toyota, Nissan and Land Rover showing the biggest growth in share MoM.
- September saw generally younger, lower mileage stock amongst the top 10 fastest selling.
- Days to sell has increased YoY for electric and hybrid vehicles.

Top 10 most viewed manufacturers

Ford, VW and Audi listings generate most vehicle views on eMG sites, with Toyota, Nissan and Land Rover showing the biggest growth in share MoM.

Rank	Manufacturer	Sep 22	Aug 23	Sep 23
1	Ford	12.5%	12.2%	12.3%
2	Volkswagen	9.2%	9.0%	8.9%
3	Audi	7.6%	7.4%	8.0%
4	BMW	7.5%	7.3%	7.7%
5	Vauxhall	7.7%	7.6%	7.7%
6	Mercedes-Benz	6.4%	6.4%	5.8%
7	Toyota	3.7%	4.1%	5.4%
8	Nissan	4.2%	4.4%	4.9%
9	Land Rover	3.6%	3.7%	4.3%
10	Peugeot	3.8%	3.9%	3.8%

Top 10 fastest selling makes/models

September saw generally younger, lower mileage stock amongst the top 10 fastest selling.

Rank	Make	Model	Age band	Fuel type	Mileage	Avg days to sell
1	Peugeot	208	Under 6 mths	Petrol	Under 5k	5.8
2	Hyundai	Kona	1 - 2 yrs	Hybrid	10 - 20k	8.1
3	Vauxhall	Corsa	Under 6 mths	Petrol	Under 5k	9.1
4	BMW	3 Series	3 - 4 yrs	Diesel	30 - 40k	9.7
5	BMW	2 Series	Under 6 mths	Petrol	Under 5k	10.5
=6	Vauxhall	Astra	1 - 2 yrs	Petrol	10k - 20k	11.5
=6	Mercedes-Benz	A Class	4 - 5 yrs	Diesel	50k - 60k	11.5
7	Vauxhall	Corsa	6 - 8 yrs	Petrol	50 - 60k	12.1
8	Toyota	C-HR	2 - 3 yrs	Hybrid	10 - 20k	12.2
9	Ford	Focus	6 - 8 yrs	Petrol	40 - 50k	12.6

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

Days to sell has increased YoY for both electric and hybrid vehicles.

Fuel type	% of listings		Avg days to sell		% of ad views	
	Sep 22	Sep 23	Sep 22	Sep 23	Sep 22	Sep 23
Petrol	51.9%	52.8%	38.1	34.7	54.5%	50.9%
Diesel	43.8%	38.6%	40.6	37.2	42.0%	44.1%
Hybrid	2.8%	5.8%	31.5	32.9	2.7%	3.6%
Electric	1.4%	2.7%	30.0	31.6	0.8%	1.4%
Grand Total	100%	100%	38.4	35.2	100%	100%

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

Medium vehicle sector listings accounted for more than 40% of total listings and 37% of ad views, selling on average in 33.3 days.

Vehicle sector	% of listings		Avg days to sell		% of ad views	
	Sep 22	Sep 23	Sep 22	Sep 23	Sep 22	Sep 23
Medium	42.4%	40.9%	37.1	33.3	38.0%	37.0%
Small/Supermini	23.6%	24.1%	37.0	34.3	21.6%	21.2%
Prestige	15.9%	14.9%	38.5	36.6	19.5%	18.0%
Large	5.3%	5.5%	46.6	43.6	6.2%	7.6%
MPV	6.0%	7.8%	43.5	44.1	6.1%	7.9%
Estate	4.1%	4.2%	40.2	38.0	4.9%	4.6%
Convertible	2.7%	2.5%	53.3	44.2	3.6%	3.6%
Grand Total	100%	100%	38.4	35.2	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. 55% of DPVs are generated for vehicles of 6-14 years old.

Age	% of listings		Avg days to sell		% of ad views	
	Sep 22	Sep 23	Sep 22	Sep 23	Sep 22	Sep 23
Under 6 mths	2.2%	3.2%	30.8	29.2	1.2%	1.3%
6 mths - 1 yr	2.6%	3.6%	43.3	41.9	1.4%	1.3%
1 - 2 yrs	7.7%	5.8%	41.1	37.3	3.6%	2.2%
2 - 3 yrs	9.3%	10.5%	37.1	35.6	4.2%	4.0%
3 - 4 yrs	18.7%	15.2%	36.7	33.4	7.9%	5.9%
4 - 5 yrs	12.8%	14.0%	38.4	34.8	7.6%	6.7%
5 - 6 yrs	9.3%	9.4%	36.3	33.7	7.7%	6.7%
6 - 8 yrs	13.8%	12.6%	35.2	30.5	15.2%	13.8%
8 - 10 yrs	8.8%	9.4%	38.2	36.8	13.9%	15.3%
10 - 12 yrs	5.7%	6.5%	43.5	40.9	11.4%	13.2%
12 - 14 yrs	3.8%	4.0%	45.0	44.9	9.5%	10.6%
14 - 16 yrs	2.6%	2.4%	50.2	48.8	7.7%	7.8%
16 - 18 yrs	1.2%	1.5%	46.3	47.2	4.2%	5.4%
18 - 20 yrs	0.6%	0.8%	53.6	46.5	2.2%	3.0%
Over 20 yrs	0.9%	1.0%	84.0	52.4	2.2%	3.0%
Grand Total	100%	100%	38.4	35.2	100%	100%



Electric/hybrid

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September 2023 at a glance

- DS Automobiles DS3 was the fastest selling electric vehicle, selling on average in 11.2 days.
- Cupra Leon was the fastest selling hybrid, selling on average in 4.5 days.
- Petrol vehicles accounted for 52.8% of all listings in September with alternative fuel vehicles accounting for 8.6%.

Electric, sold >10

DS Automobiles DS3 was the fastest selling electric vehicle, selling on average in 11.2 days.

Rank	Make	Model	Days to sell
1	DS	Automobiles DS 3	11.2
2	Hyundai	IONIQ 6	12.5
3	Citroen	Ami 6	15.8
=4	Mercedes-Benz	EQA	16.9
=4	smart	forfour	16.9
=4	Tesla	Model 3	16.9
5	Peugeot	2008	17.1
6	Citroen	C4	17.6
7	Volkswagen	Golf	18.1
8	Audi	E-Tron	19.7

Hybrid, sold >10

Cupra Leon was the fastest selling hybrid, selling on average in 4.5 days.

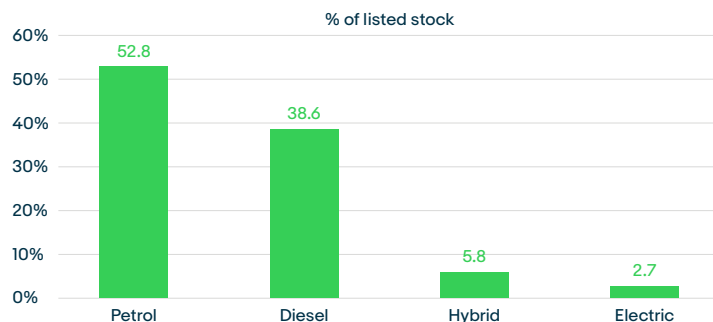
Rank	Make	Model	Days to sell
1	Cupra	Leon	4.5
2	Fiat	500	8.2
3	Audi	Q3	17.0
=4	Kia	Ceed	17.7
=4	MG	HS	17.7
5	Mazda	2	19.3
6	Audi	A3	20.9
7	Hyundai	Kona	21.7
8	BMW	X7	22.0
9	Hyundai	Tucson	22.3

“A combination of price realignments, scarcity and desirability saw premium EVs among the fastest selling used cars on Motors.co.uk in September.

Lucy Tugby,
Marketing Director, Motors.co.uk

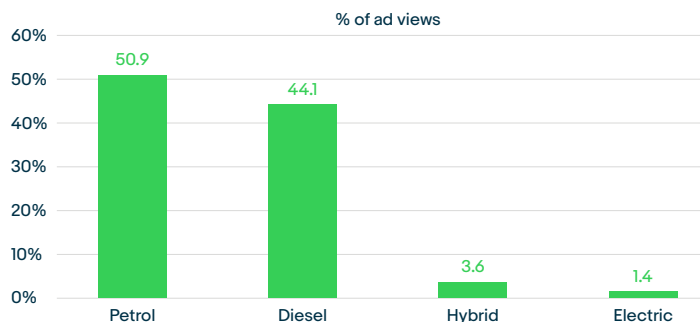
Vehicle listings by fuel type

Petrol vehicles accounted for 52.8% of all listings in September with alternative fuel vehicles accounting for 8.6% of total listings.



Ad views by fuel type

Petrol vehicles accounted for 50.9% of all ad views in September with alternative fuel vehicles accounting for 5.0% of total ad views.





Electric/hybrid

September 2023 at a glance

- Younger, lower mileage electric vehicles saw some prices rise as much as +21% MoM with nearly new Mercedes-Benz EQA taking first and second spots.
- Nearly new BMW 3 and 5 series took first and second as the hybrids with the largest MoM increase, up by around +15.0%.
- 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

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Top 5 price movers - Electric

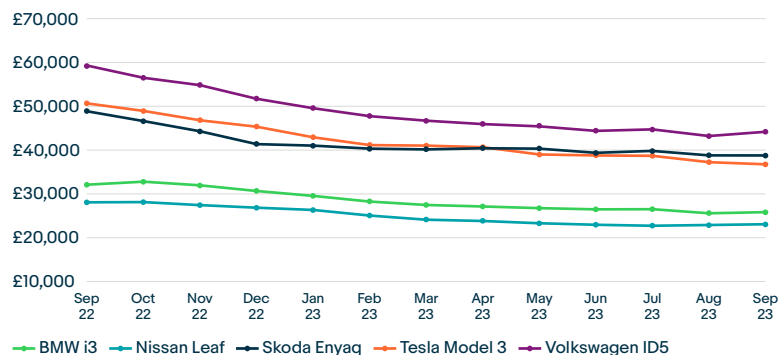
Younger, lower mileage electric vehicles saw some prices rise as much as +21% MoM with nearly new Mercedes-Benz EQA taking first and second spots.

Increase					
Make	Model	Age band	Mileage	Avg price	% change
Mercedes-Benz	EQA	1 - 2 yrs	10 - 20k	£52,260	+21.1%
Mercedes-Benz	EQA	Under 6 mths	Under 5k	£63,937	+20.1%
Hyundai	Ioniq	1 - 2 yrs	10 - 20k	£22,057	+14.2%
Jaguar	I-Pace	2 - 3 yrs	40 - 50k	£32,896	+13.4%
Mercedes-Benz	EQB	Under 6 mths	Under 5k	£58,097	+13.0%

Decrease					
Make	Model	Age band	Mileage	Avg price	% change
Ford	Mustang Mache	1 - 2 yrs	20 - 30k	£40,262	-8.8%
Jaguar	I-Pace	3 - 4 yrs	60 - 80k	£26,186	-10.9%
Nissan	Leaf	6 mths - 1 yr	10 - 20k	£19,647	-11.8%
Audi	E-Tron	3 - 4 yrs	40 - 50k	£28,136	-12.9%
Tesla	Model Y	6 mths - yr	Under 5k	£38,272	-15.3%

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

MoM prices remain relatively stable, but the Tesla Model 3 shows the biggest decrease in price YoY by -27.5%.



Top 5 price movers - Hybrid

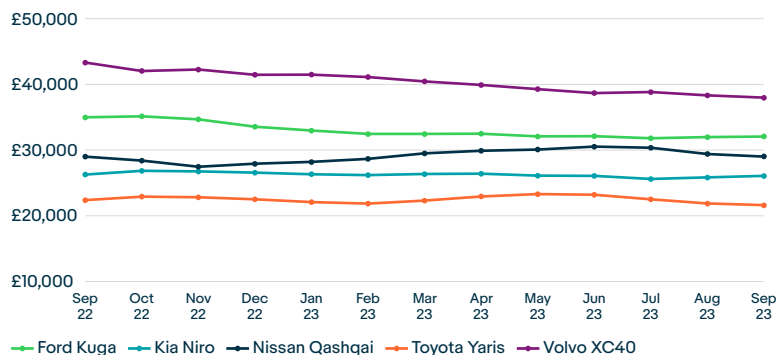
Nearly new BMW 3 and 5 series took first and second as the hybrids with the largest MoM increase, up by around +15.0%.

Increase					
Make	Model	Age band	Mileage	Avg price	% change
BMW	3 Series	1 - 2 yrs	20 - 30k	£38,080	+15.4%
BMW	5 Series	6 mths - 1 yr	10 - 20k	£49,067	+14.7%
Kia	Niro	4 - 5 yrs	100 - 120k	£15,629	+14.7%
Toyota	RAV4	4 - 5 yrs	60 - 80k	£22,838	+12.3%
Lexus	UX	2 - 3 yrs	20 - 30k	£27,929	+11.8%

Decrease					
Make	Model	Age band	Mileage	Avg price	% change
Lexus	CT	2 - 3 yrs	10k - 20k	£20,868	-9.5%
BMW	3 Series	Under 6 mths	Under 5k	£52,631	-9.8%
Mercedes-Benz	E Class	1 - 2 yrs	10 - 20k	£36,361	-10.4%
Toyota	RAV4	4 - 5 yrs	20 - 30k	£26,849	-11.4%
Land Rover	Range Rover	6 mths - 1 yr	5 - 10k	£140,860	-12.4%

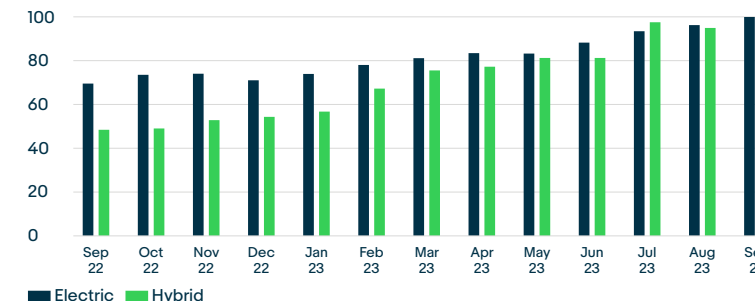
Average price - Selected hybrid (<2yrs and <20k miles)

Prices remain relatively stable MoM, but the Volvo XC40 has dropped -12.3% YoY.



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.



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.

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