

November 2023

Market View

For the latest insights from MOTORS.

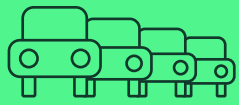
Welcome to our monthly Market View. We've analysed activity across the MOTORS platform to provide insights into stock, price, days to sell and demand by consumers based on what they are viewing, including: manufacturers, models and the increasing interest in electric and hybrid vehicles. We look at comparison time periods so that you can spot emerging trends on a month-by-month basis.



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Stock

November 2023 at a glance

- Franchised and independent dealers have seen small but consistent increases in stock volumes in recent months. Overall, average dealer listings are up +1.2% MoM and +2.7% YoY.
- Whilst supermarkets are currently holding around -10% less stock than this time last year, franchised and independent dealers see stock levels up around +1% MoM and +4% and +5.6% respectively YoY.
- Alternative fuel vehicles saw a boost in volume following the September plate change with electric/hybrid share at 10.3% in November 23, up from 9.3% in October 23.

Stock volume by dealership

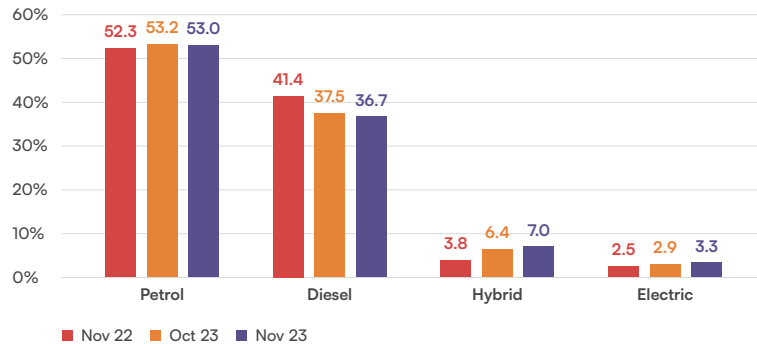
Average dealer stock levels increased by +1.2% MoM and +2.7% YoY.

49.1

Oct 23: **48.5** MoM: **+1.2%**
Nov 22: **47.8** YoY: **+2.7%**

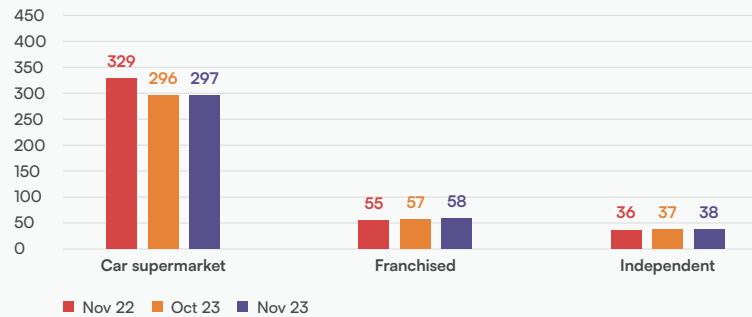
Stock volume by fuel type

Alternative fuel vehicles saw a boost in volume following the September plate change with electric/hybrid share at 10.3% in November 23, up from 9.3% in October 23.



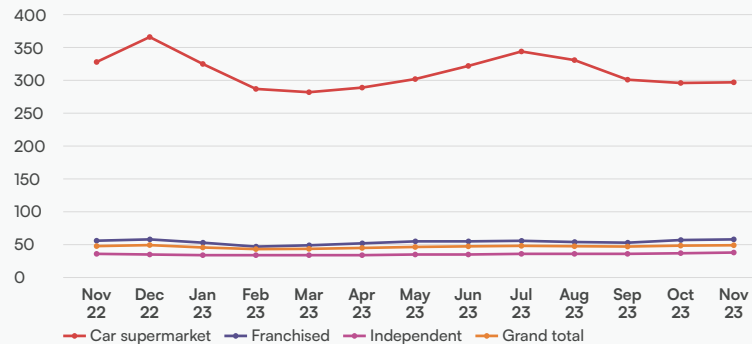
Stock volume by dealer type

Whilst supermarkets are currently holding around -10% less stock than this time last year, franchised and independent dealers see stock levels up around +1% MoM and +4% and +5.6% respectively YoY.



Stock volume trend per dealership

Franchised and independent dealers have seen small but consistent increases in stock volumes in recent months. Overall, average dealer listings are up +1.2% MoM and +2.7% YoY.



“November proved to be a relatively stable month for the used car market.

Despite the widely reported falls of wholesale values in October and November, our Market View analysis shows signs of dealer resilience as they held firm on advertised prices.”

Lucy Tugby,
Marketing Director, MOTORS



Price

November 2023 at a glance

- Following recent reductions in CAP black book vehicle prices, MOTORS data suggests that older/higher mileage vehicles have held their prices better than lower mileage/under 5 years old stock.
- Overall average stock price on motors.co.uk increased by +0.4% MoM and +1.8% up YoY. However vehicles under 5 years old saw prices fall by -1.5% MoM and down -3.0% on September 23.
- Average prices for selected make/models (under 30K miles and under 3 years old) saw prices drop for all vehicles MoM (flat for Vauxhall Corsa).

Average vehicle price

Overall average stock price on motors.co.uk increased by +0.4% MoM and +1.8% YoY.

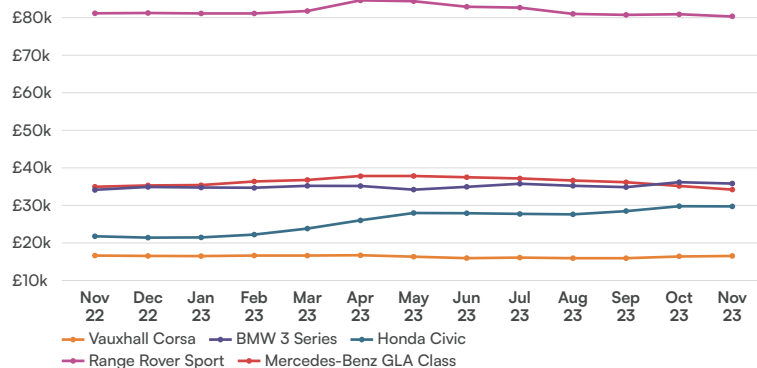
£17,619

Oct 23: **£17,543** MoM: **+0.4%**

Nov 22: **£17,302** YoY: **+1.8%**

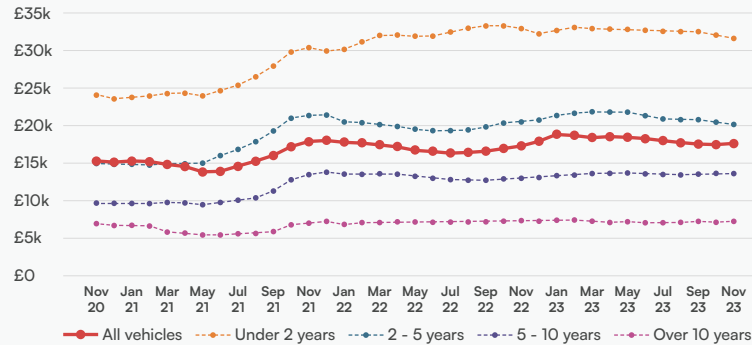
Average price by month — selected makes/models

Average prices for selected make/models (under 30K miles and under 3 years old) saw prices drop for all vehicles MoM (flat for Vauxhall Corsa).



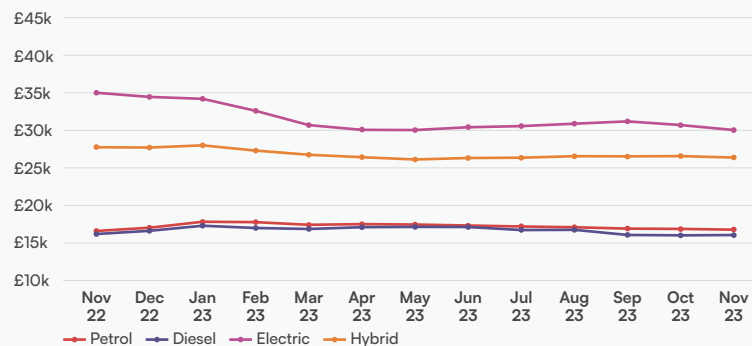
Average price by age and month

Vehicles under 5 years old saw prices fall by -1.5% MoM and down -3.0% on September 23.



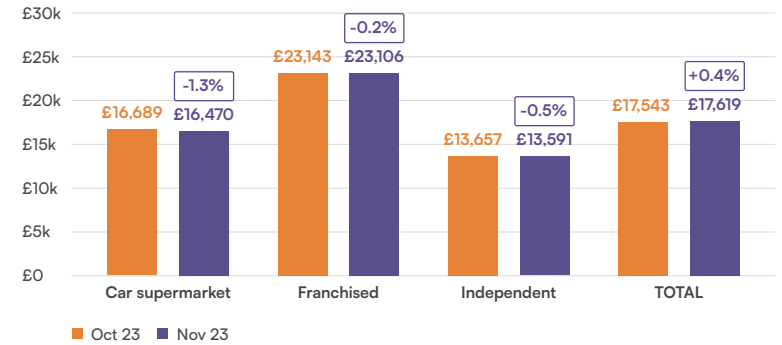
Average price by fuel type

Average price for petrol and diesel stock was fairly stable MoM. Electric prices were down -2.2% MoM and -13.6% YoY. Hybrid prices were also down, -0.7% MoM and -4.9% YoY.



Average price by dealer type

All dealer types saw a small reduction in vehicle average price MoM, with supermarkets seeing the biggest fall of -1.3%.



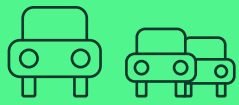
Top 5 price movers by MoM increase and decrease

Increase

Make	Model	Age	Fuel type	Nov 23 stock	Nov 23 avg price	% change
Ford	Focus	14 - 16 yrs	Petrol	204	£5,054	+9.4%
Citroen	C4 Picasso	8 - 10 yrs	Diesel	116	£7,091	+8.2%
Ford	Fiesta	16 - 18 yrs	Petrol	121	£2,333	+7.1%
Hyundai	i10	3 - 4 yrs	Petrol	120	£11,369	+5.0%
Ford	Transit	8 - 10 yrs	Diesel	217	£10,820	+4.2%

Decrease

Make	Model	Age	Fuel type	Nov 23 stock	Nov 23 avg price	% change
Vauxhall	Crossland	2 - 3 yrs	Petrol	342	£13,998	-6.1%
Volkswagen	Tiguan	1 - 2 yrs	Petrol	141	£27,679	-6.7%
Mercedes-Benz	GLC	3 - 4 yrs	Petrol	101	£37,561	-6.8%
Volkswagen	Golf	1 - 2 yrs	Petrol	213	£23,850	-8.2%
Vauxhall	Crossland-X	2 - 3 yrs	Petrol	104	£11,839	-13.8%



Demand

November 2023 at a glance

- Average days to sell decreased by just -1.1% MoM to 36.0 days and was down -6.5% YoY from 38.5 days.
- All dealer types saw days to sell down -6.0% YoY. Franchised dealers saw little change MoM.
- Indexed volume of sold stock shows that absolute volumes for franchised and independent dealers were down around -10% YoY as consumer demand softens in the face of cost of living challenges and higher interest rates.

Average days to sell

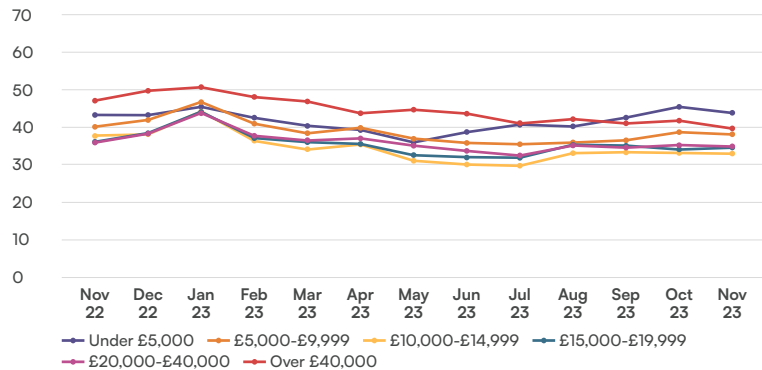
Average days to sell decreased by just -1.1% MoM to 36.0 days and was down -6.5% YoY from 38.5 days.

36.0

Oct 23: **36.4** MoM: **-1.1%**
Nov 22: **38.5** YoY: **-6.5%**

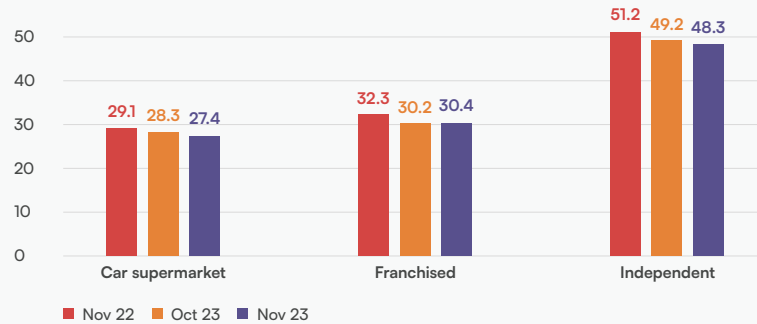
Average days to sell by price

Generally days to see fell MoM for all price bands but stock under £10k saw the biggest drop, down -3% MoM.



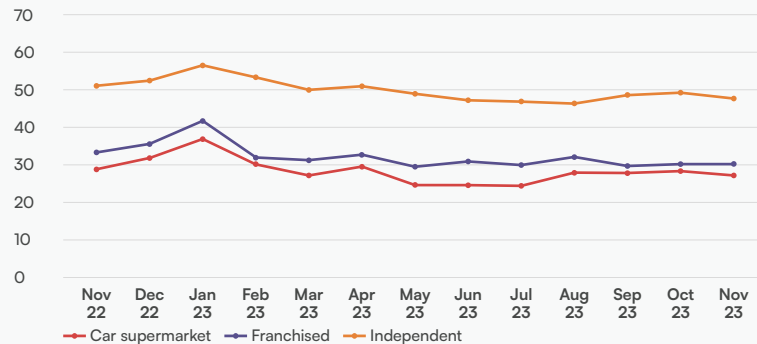
Average days to sell by dealer type

All dealer types saw days to sell down -6.0% YoY. Franchised dealers saw little change MoM.



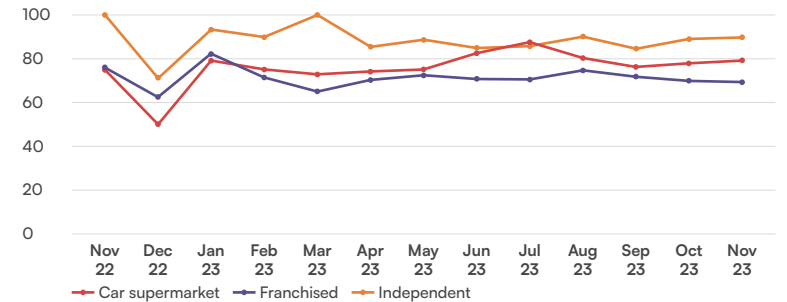
Average days in stock by dealer type

Franchised dealers have seen little change in recent months, for all dealers though, days in stock is down -6% YoY.



Sold volume index by dealer type

Indexed volume of sold stock shows that absolute volumes for franchised and independent dealers were down around -10% YoY as consumer demand softens in the face of cost of living challenges and higher interest rates.





Demand



November 2023 at a glance

- Ford, VW and Audi listings generate most vehicle views on MOTORS sites, with both VW and Mercedes-Benz showing growth MoM.
- November 23 saw the Mercedes-Benz A Class appear three times in the top 10 fastest selling vehicles.
- Alternative fuel vehicles have seen a YoY increase in % share of listings and % share of ad views together with a decrease in days to sell.

Top 10 most viewed manufacturers

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

#	Manufacturer	Nov 22	Oct 23	Nov 23
1	Ford	12.8%	12.2%	12.1%
2	Volkswagen	9.1%	8.8%	8.9%
3	Audi	7.4%	8.1%	7.9%
4	BMW	7.5%	7.9%	7.8%
5	Vauxhall	7.9%	7.5%	7.2%
6	Mercedes-Benz	5.9%	5.8%	5.9%
7	Toyota	3.8%	5.1%	4.8%
8	Nissan	4.3%	4.6%	4.6%
9	Land Rover	3.6%	4.4%	4.4%
10	Peugeot	3.6%	3.8%	3.8%

Top 10 fastest selling makes/models

November 23 saw the Mercedes-Benz A Class appear three times in the top 10 fastest selling vehicles.

#	Make	Model	Age	Fuel type	Mileage	Avg days to sell
1	Mercedes-Benz	A Class	Under 6 mths	Petrol	Under 5k	11.8
2	Audi	E-Tron	3 - 4 yrs	Electric	20 - 30k	13.7
3	Peugeot	2008	Under 6 mths	Petrol	Under 5k	14.7
4	Vauxhall	Crossland-X	3 - 4 yrs	Petrol	30 - 40k	14.8
5	Mercedes-Benz	A Class	3 - 4 yrs	Hybrid	20 - 30k	14.9
6	Tesla	Model 3	3 - 4 yrs	Electric	20 - 30k	16.0
7	Tesla	Model 3	3 - 4 yrs	Electric	30 - 40k	16.8
8	Mercedes-Benz	A Class	4 - 5 yrs	Petrol	40 - 50k	16.9
=9	Volkswagen	Polo	6 - 8 yrs	Petrol	50 - 60k	17.6
=9	MG	HS	1 - 2 yrs	Petrol	10 - 20k	17.6

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

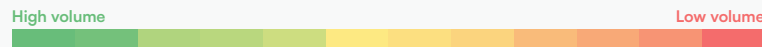
Alternative fuel vehicles have seen a YoY increase in % share of listings and % share of ad views together with a decrease in days to sell.

Fuel type	% of listings		Avg days to sell		% of ad views	
	Nov 22	Nov 23	Nov 22	Nov 23	Nov 22	Nov 23
Petrol	53.9%	53.3%	37.8	35.1	54.3%	51.7%
Diesel	39.0%	36.9%	39.9	38.5	41.9%	43.5%
Hybrid	4.3%	6.4%	33.5	31.9	3.0%	3.5%
Electric	2.8%	3.5%	40.7	29.8	0.7%	1.3%
Grand Total	100%	100%	38.5	36.0	100%	100%

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

Medium vehicle sector listings accounted for more than 42% of total listings and 37% of ad views, selling in an average of 33.7 days.

Vehicle sector	% of listings		Avg days to sell		% of ad views	
	Nov 22	Nov 23	Nov 22	Nov 23	Nov 22	Nov 23
Medium	42.0%	42.1%	36.4	33.7	37.8%	37.0%
Small/Supermini	23.7%	23.3%	37.9	34.6	22.1%	21.2%
Prestige	15.6%	15.0%	38.5	35.1	18.9%	18.8%
Large	5.4%	6.0%	46.7	39.9	6.1%	7.8%
MPV	6.5%	6.8%	43.1	43.3	6.8%	7.3%
Estate	4.0%	4.1%	41.1	38.8	4.9%	4.7%
Convertible	2.9%	2.6%	52.0	56.9	3.5%	3.2%
Grand Total	100%	100%	38.5	36.0	100%	100%



Vehicle listings, days to sell and ad views by age

59% of vehicle listings on Motors.co.uk are between 3 and 10 yrs old with 61% of ad views between 6 and 16 yrs old.

Age	% of listings		Avg days to sell		% of ad views	
	Nov 22	Nov 23	Nov 22	Nov 23	Nov 22	Nov 23
Under 6 mths	3.0%	4.1%	29.6	29.5	1.2%	1.3%
6 mths - 1 yr	2.9%	4.1%	43.2	39.8	1.4%	1.4%
1 - 2 yrs	8.1%	6.4%	42.0	38.7	3.2%	2.3%
2 - 3 yrs	9.9%	9.7%	37.5	34.4	3.9%	3.4%
3 - 4 yrs	19.6%	15.3%	35.2	31.4	7.9%	5.7%
4 - 5 yrs	12.4%	12.9%	38.1	34.8	7.1%	6.5%
5 - 6 yrs	8.7%	8.9%	36.6	33.1	7.2%	6.5%
6 - 8 yrs	12.8%	12.5%	36.3	34.0	15.1%	13.6%
8 - 10 yrs	8.5%	9.5%	41.1	39.5	14.2%	15.5%
10 - 12 yrs	5.4%	6.6%	43.8	43.3	11.7%	13.2%
12 - 14 yrs	3.6%	4.0%	48.7	45.2	10.0%	10.7%
14 - 16 yrs	2.4%	2.4%	50.6	45.0	7.9%	7.5%
16 - 18 yrs	1.2%	1.6%	50.8	50.1	4.4%	5.8%
18 - 20 yrs	0.6%	0.8%	50.0	57.9	2.4%	3.0%
Over 20 yrs	1.0%	1.2%	77.2	70.0	2.5%	3.5%
Grand Total	100%	100%	38.5	36.0	100%	100%



Electric/hybrid



November 2023 at a glance

- VW Golf was the fastest selling electric vehicle in November 23, selling on average in 16.0 days.
- Toyota Prius Plus was the fastest selling hybrid in November 23, selling on average in 14.1 days.
- Petrol vehicles accounted for 53.3% of all listings with alternative fuel vehicles accounting for 9.9%.

Top 10 fastest selling EVs

VW Golf was the fastest selling electric vehicle in November 23, selling on average in 16.0 days.

#	Make	Model	Days to sell
1	Volkswagen	Golf	16.0
2	Vauxhall	Vivaro	16.3
3	Hyundai	Kona	16.5
4	SEAT	Mii	16.8
5	Hyundai	Ioniq	17.5
6	Tesla	Model 3	19.5
7	MINI	electric	20.4
8	Volkswagen	ID3	21.0
9	Kia	Niro	22.1
10	Citroen	C4	22.6

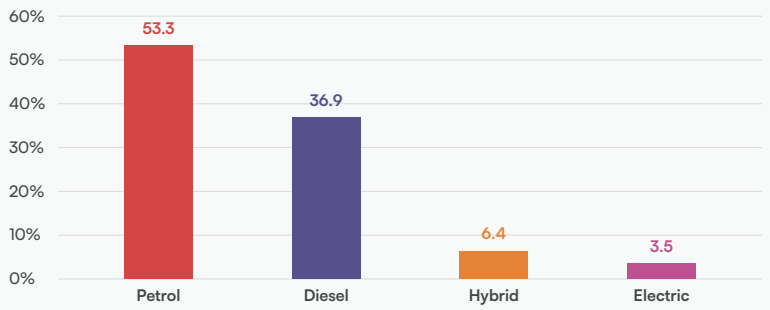
Top 10 fastest selling Hybrids

Toyota Prius Plus was the fastest selling Hybrid in November 23, selling on average in 14.1 days.

#	Make	Model	Days to sell
1	Toyota	Prius Plus	14.1
2	Mercedes-Benz	A Class	14.2
3	Hyundai	Ioniq	16.9
4	Audi	A3	17.9
5	Fiat	500	19.5
6	Volvo	XC60	20.4
=7	Ford	Focus	21.5
=7	Citroen	C5	21.5
8	Vauxhall	Grandland X	21.9
9	Mazda	2	22.1

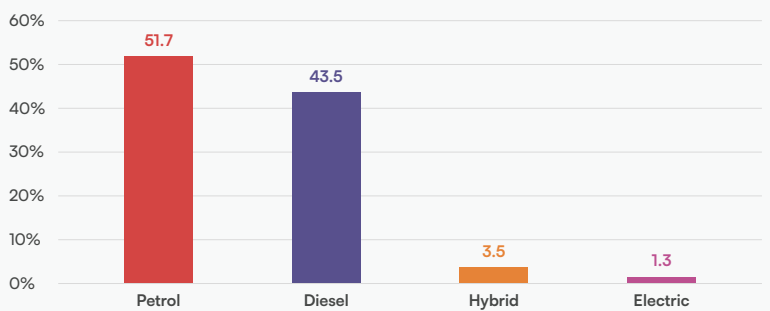
Vehicle listings by fuel type

Petrol vehicles accounted for 53.3% of all listings in November 23 with alternative fuel vehicles accounting for 9.9%.



Ad views by fuel type

Petrol vehicles accounted for 51.7% of all ad views in November 23 with alternative fuel vehicles accounting for 4.8%.



“Electric vehicles were the fastest growing fuel type of advertised cars, increasing 18% for the month and 46% year-on-year, taking a 3% share of all listings.”

Lucy Tugby,
Marketing Director, MOTORS



Electric/hybrid

November 2023 at a glance

- Nearly new, low mileage Mercedes-Benz EQA saw the biggest price increase MoM, with the average price up +9.1%.
- Honda CR-V and Honda Jazz topped the hybrid price risers with the average stock price up +8.1% and +5.4% respectively MoM.
- 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 - Electric

Nearly new, low mileage Mercedes-Benz EQA saw the biggest price increase MoM, with the average price up +9.1%.

Increase

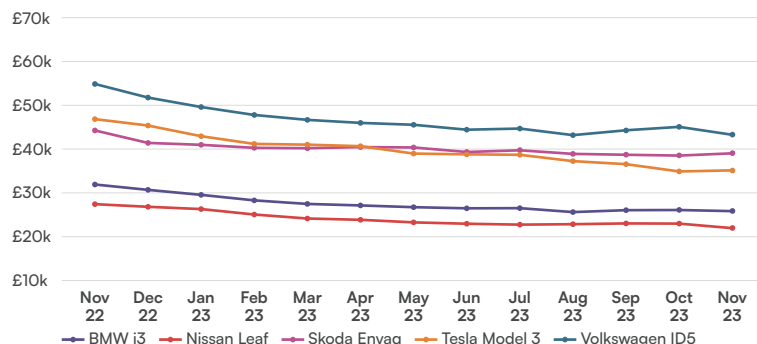
Make	Model	Age	Mileage	Avg price	% change
Mercedes-Benz	EQA	6 mths - 1 yr	Under 5k	£60,776	+9.1%
MG	MG5	1 - 2 yrs	Under 5k	£23,606	+4.0%
Audi	Q8	Under 6 mths	Under 5k	£86,198	+3.6%
Volkswagen	ID4	6 mths - 1 yr	5 - 10k	£36,770	+3.3%
Kia	Niro	1 - 2 yrs	10 - 20k	£28,029	+3.1%

Decrease

Make	Model	Age	Mileage	Avg price	% change
Volkswagen	ID3	6 mths - 1 yr	Under 5k	£28,075	-8.0%
Hyundai	IONIQ 6	6 mths - 1 yr	Under 5k	£40,440	-8.3%
MINI	Hatch	3 - 4 yrs	10 - 20k	£16,301	-9.4%
Mercedes-Benz	EQA	2 - 3 yrs	20 - 30k	£27,940	-9.6%
Peugeot	208	3 - 4 yrs	10 - 20k	£16,318	-9.7%

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

Ongoing used EV price realignments continued in November for the VW ID5 and Nissan Leaf.



Top 5 price movers - Hybrid

The Honda CR-V and Honda Jazz topped the hybrid price risers with the average stock price up +8.1% and +5.4% respectively MoM.

Increase

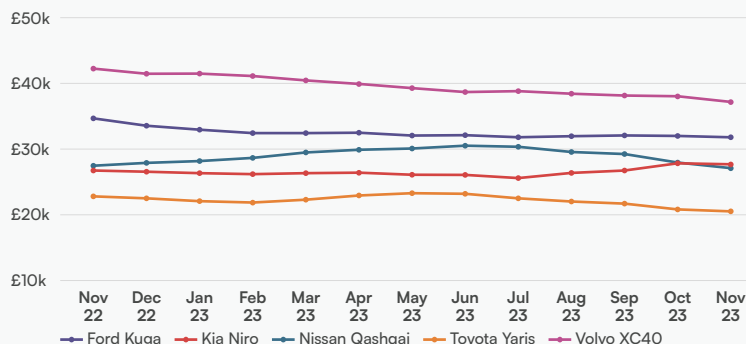
Make	Model	Age	Mileage	Avg price	% change
Honda	CR-V	Under 6 mths	Under 5k	£43,740	+8.1%
Honda	Jazz	6 mths - 1 yr	Under 5k	£23,687	+5.4%
Toyota	Prius	6 - 8 yrs	40 - 50k	£14,178	+5.2%
BMW	3 Series	2 - 3 yrs	40 - 50k	£27,403	+4.8%
Volkswagen	Golf	3 - 4 yrs	10 - 20k	£21,371	+4.8%

Decrease

Make	Model	Age	Mileage	Avg price	% change
BMW	3 Series	2 - 3 yrs	20 - 30k	£30,703	-7.0%
Ford	Kuga	2 - 3 yrs	20 - 30k	£24,660	-7.2%
Suzuki	Vitara	3 - 4 yrs	20 - 30k	£15,067	-7.4%
Honda	Jazz	2 - 3 yrs	40 - 50k	£16,057	-8.2%
Toyota	RAV4	3 - 4 yrs	60 - 80k	£21,553	-8.3%

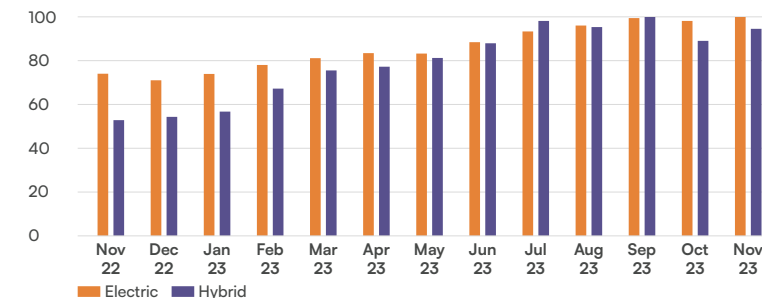
Average price - Selected hybrid (<2yrs and <20k miles)

The Kia Niro continues to buck the trend among our sample of used hybrids with prices rising for the fourth month in a row.



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.



To access the power and reach of multisite advertising across the MOTORS platform, please call our team on **0203 966 2700** or email us at advertise@motors.co.uk

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About MOTORS

MOTORS is an advertising ecosystem helping dealers to reach millions of in-market car buyers and sell cars fast.

It provides dealers with access to multisite advertising across some of the UK's best loved destinations for used cars, led by its specialist automotive site MOTORS (www.motors.co.uk), which has more than 15 years' experience helping car dealers connect with car buyers, as well as eBay and Gumtree, through its ongoing partnerships. This creates a cost-effective advertising platform reaching buyers across the digital car search journey, which typically sees them visit on average 4.2 sites.¹

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 a value-packed way to advertise.

Since 2021, MOTORS has been owned by O₃ Industries and Novum Capital.

For more information, please visit www.motors.co.uk



Source: 1) MOTORS Digital Touchpoints Survey, November 2023. (Independent research of 3,000 car buyers conducted by Insight Advantage from 31 October - 8 November. Full results to be published soon).

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