

December 2023

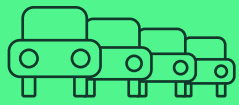
Market View

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.



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**



Stock

December 2023 at a glance

- Stock levels increased in the run up to Christmas, as dealers stocked up their forecourts in preparation for higher consumer demand in the new year. Average stock was up around +3% MoM and YoY.
- Increased stock volumes in December 23 were driven by increased listings for supermarkets and franchised dealers. Independent dealers saw little MoM change.
- Percentage share of stock by fuel type continues to show steady growth in Electric and Hybrid volume with 11.3% total stock in December 23, up from 10.4% in November 23.

Stock volume by dealership

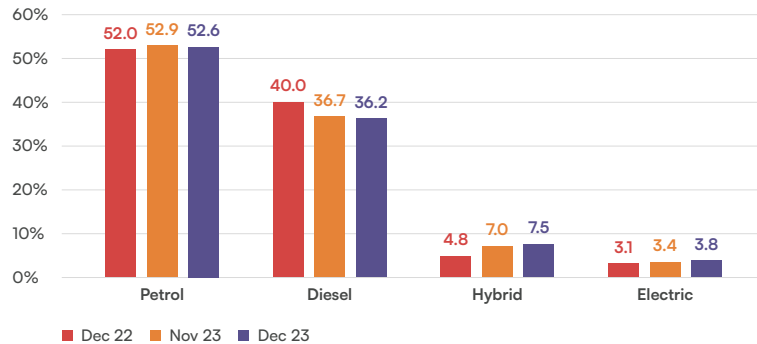
Stock levels increased in the run up to Christmas, as dealers stocked up their forecourts in preparation for higher consumer demand in the new year. Average stock was up around +3% MoM and YoY.

52.9

Nov 23: **51.5** MoM: **+2.8%**
Dec 22: **51.3** YoY: **+3.2%**

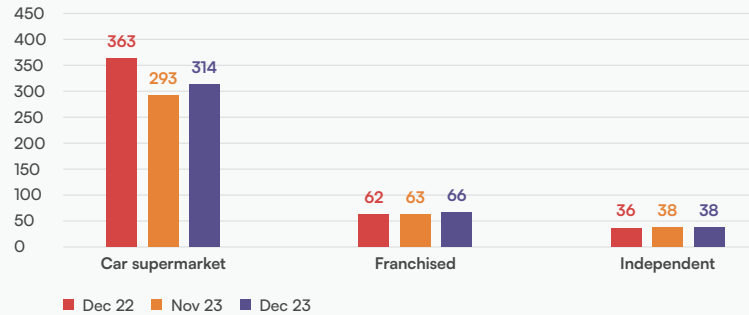
Stock volume by fuel type

Percentage share of stock by fuel type continues to show steady growth in Electric and Hybrid volume with 11.3% total stock in December 23, up from 10.4% in November 23.



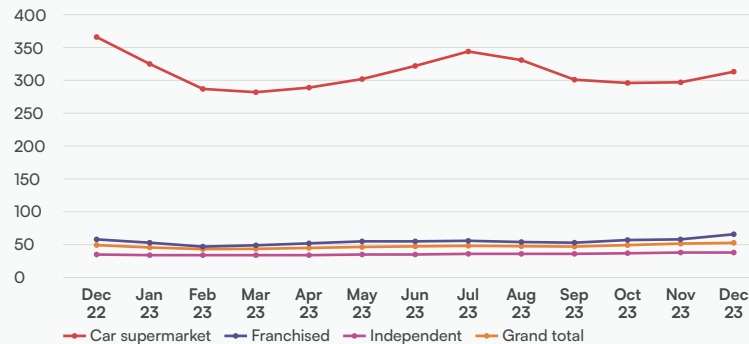
Stock volume by dealer type

Increased stock volumes in December 23 were driven by increased listings for supermarkets and franchised dealers. Independent dealers saw little MoM change.



Stock volume trend per dealership

Stock volumes have grown particularly strongly for Franchised dealerships in recent months and were +5.5% higher than last year.



“Average stock volumes grew in December as franchised dealers and car supermarkets boosted their inventories in preparation for buyers returning to the market in January, while independent dealers maintained consistent levels month-on-month.”

Lucy Tugby,
Marketing Director, MOTORS



Price

December 2023 at a glance

- Average stock prices have continued to gradually normalise throughout 2023 and in December 23 were down another -1.1% MoM, back to levels last seen in November/December 22.
- There were MoM price falls across all dealer types in December 23, with franchised dealers down the most at -1.9%.
- Average stock price by fuel type showed that electric and hybrid were down most MoM by around -3.0%. The average price of electric vehicles has fallen over -15% YoY

Average vehicle price

Average vehicle prices fell by -1.1% in December 23 to £17,384.

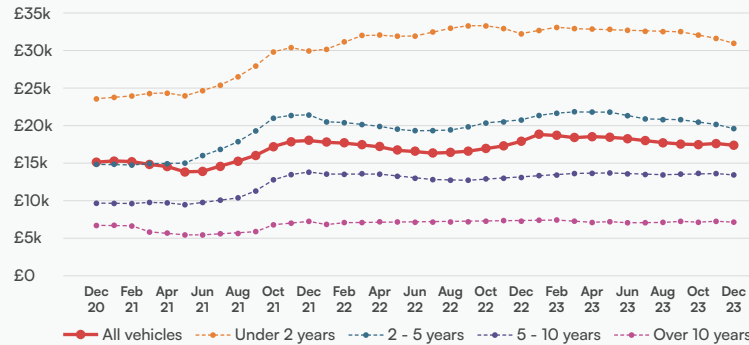
£17,384

Nov 23: **£17,586** MoM: **-1.1%**

Dec 22: **£17,913** YoY: **-2.9%**

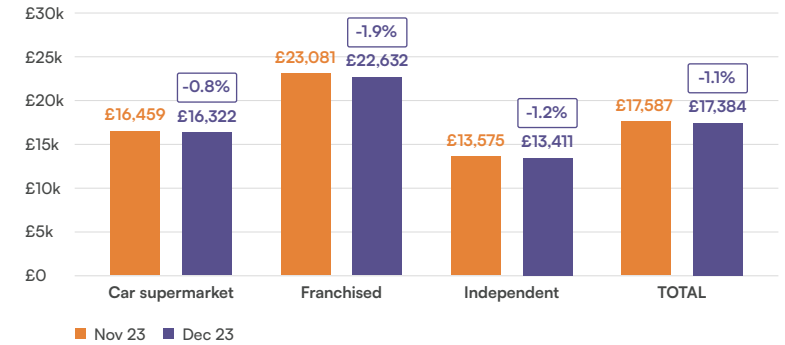
Average price by age and month

Average stock prices have continued to gradually normalise throughout 2023 and in December 23 were down another -1.1% MoM, back to levels last seen in November/December 22.



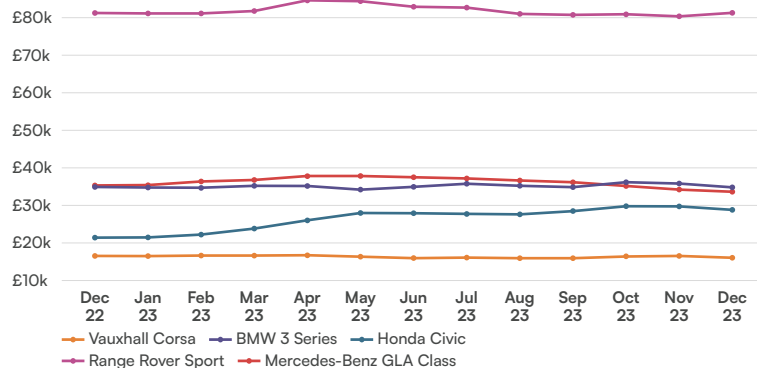
Average price by dealer type

There were MoM price falls across all dealer types in December 23, with franchised dealers down the most at -1.9%.



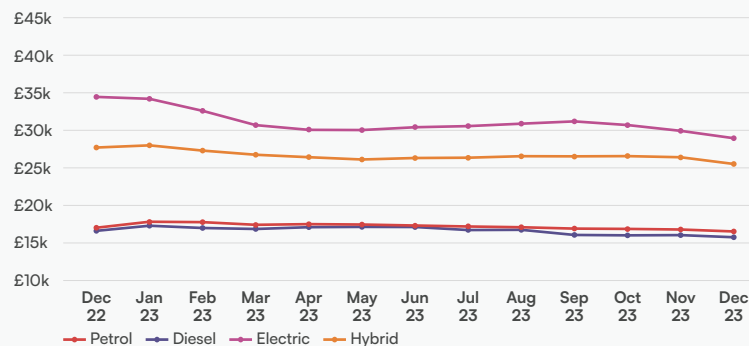
Average price by month — selected makes/models

Average prices for selected make/models (less than 30k miles and under 3 years old) dropped for all vehicles by between -1% and -3% MoM, except for the Range Rover Sport up +1.2% MoM (flat YoY).



Average price by fuel type

Average stock price by fuel type showed that electric and hybrid were down most MoM by around -3.0%. The average price of electric vehicles has fallen over -15% YoY.



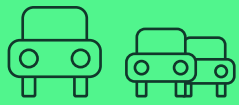
Top 5 price movers by MoM increase and decrease

Increase

Make	Model	Age	Fuel type	Dec 23 stock	Dec 23 avg price	% change
Vauxhall	Vivaro	6 - 8 yrs	Diesel	297	£12,359	+14.2%
Ford	Focus	14 - 16 yrs	Petrol	214	£5,665	+10.0%
MG	HS	6 mths - 1 yr	Petrol	135	£23,092	+7.2%
Vauxhall	Astra	10 - 12 yrs	Petrol	189	£4,538	+6.3%
Peugeot	108	8 - 10 yrs	Petrol	134	£5,910	+5.4%

Decrease

Make	Model	Age	Fuel type	Dec 23 stock	Dec 23 avg price	% change
Ford	Focus	12 - 14 yrs	Petrol	256	£6,079	-8.2%
Volkswagen	Golf	12 - 14 yrs	Petrol	124	£7,513	-8.2%
Mercedes-Benz	GLC	6 - 8 yrs	Diesel	224	£21,706	-8.3%
Fiat	500	14 - 16 yrs	Petrol	102	£3,267	-9.3%
Mercedes-Benz	C Class	3 - 4 yrs	Petrol	102	£26,554	-10.7%



Demand

December 2023 at a glance

- Average days to sell increased by nearly +5% MoM as consumer demand slowed in the run up to Christmas but YoY was down -7.7%.
- The MoM increase was largely driven by franchised dealers who saw their average days in stock increase from 30.5 to 34.5.
- The slow down in days to sell was driven by £10k+ vehicles which form the core offering of franchised dealers. Turnover of cheaper vehicles remained similar MoM.

Average days to sell

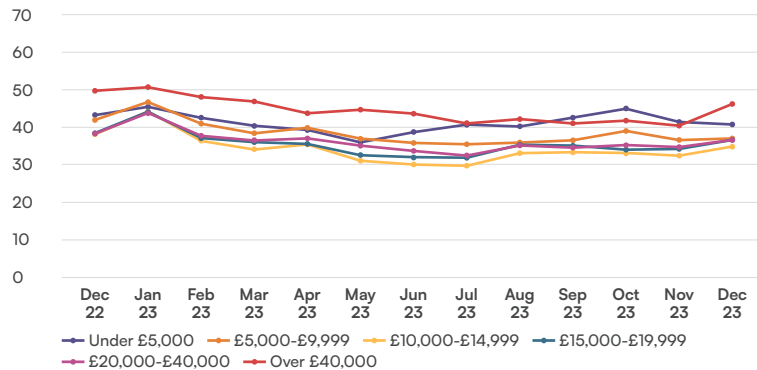
Average days to sell increased by nearly +5% MoM as consumer demand slowed in the run up to Christmas but YoY was down -7.7%.

37.2

Nov 23: **35.4** MoM: **+4.9%**
 Dec 22: **40.3** YoY: **-7.7%**

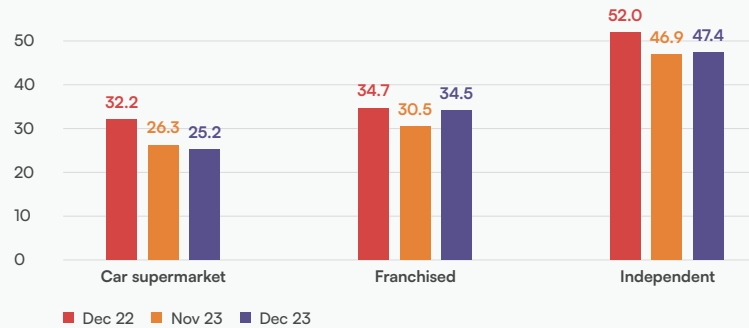
Average days to sell by price

The slow down in days to sell was driven by £10k+ vehicles which form the core offering of franchised dealers. Turnover of cheaper vehicles remained similar MoM.



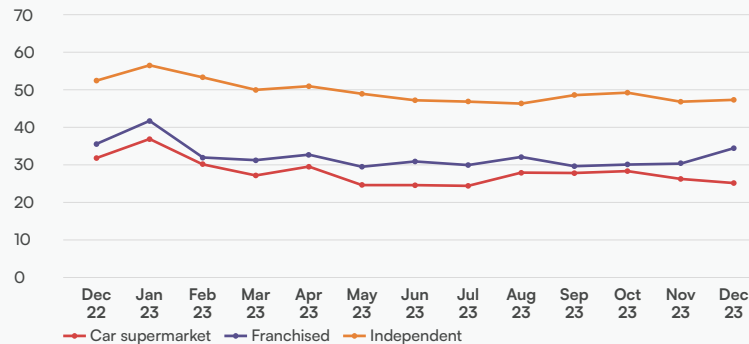
Average days to sell by dealer type

The MoM increase was largely driven by franchised dealers who saw their average days in stock increase from 30.5 to 34.5.



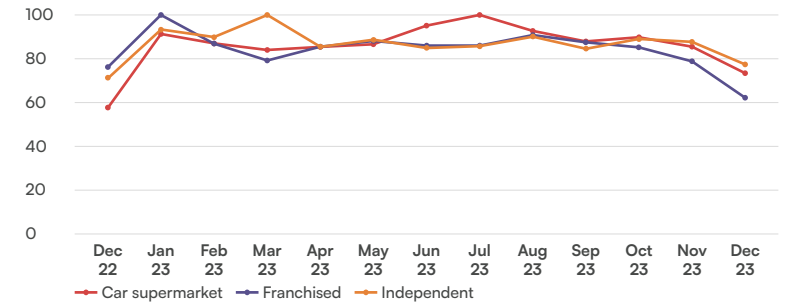
Average days in stock by dealer type

Franchised dealers saw the biggest slowdown in stock turn last month.



Sold volume index by dealer type

Indexed volume of sold stock was down most for franchised dealers, with sold volume down -21% MoM and -18% YoY, being out-performed in relative performance by independents and supermarkets.





Demand



December 2023 at a glance

- Ford, VW and BMW listings generate most vehicle views on MOTORS sites, with BMW and Mercedes-Benz showing growth MoM.
- December 23 saw the Audi E-Tron appear twice in the top 10 fastest selling makes/models.
- YoY, alternative fuel vehicles have seen an increase in % share of listings, share of ad views and a decrease in days to sell.

Top 10 most viewed manufacturers

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

#	Manufacturer	Dec 22	Nov 23	Dec 23
1	Ford	12.7%	12.0%	11.7%
2	Volkswagen	8.6%	8.9%	8.9%
3	BMW	7.7%	7.8%	8.0%
4	Audi	7.5%	8.0%	7.9%
5	Vauxhall	7.4%	7.1%	6.7%
6	Mercedes-Benz	6.1%	6.0%	6.5%
7	Toyota	3.8%	4.8%	4.7%
8	Land Rover	4.0%	4.4%	4.5%
9	Nissan	4.3%	4.6%	4.4%
10	Peugeot	3.5%	3.7%	3.6%

Top 10 fastest selling makes/models

December 23 saw the Audi E-Tron appear twice in the top 10.

#	Make	Model	Age	Fuel type	Mileage	Avg days to sell
1	Fiat	500	6 mths - 1 yr	Hybrid	10 - 20k	8.1
2	Audi	E-Tron	3 - 4 yrs	Electric	30 - 40k	9.5
3	Mercedes-Benz	CLA	Under 6 mths	Petrol	Under 5k	12.1
4	Audi	E-Tron	3 - 4 yrs	Electric	20 - 30k	12.2
5	Mercedes-Benz	EQC	Under 6 mths	Electric	Under 5k	12.5
=6	Jaguar	I-Pace	3 - 4 yrs	Electric	20 - 30k	13.2
=6	Range Rover	Evoque	6 - 8 yrs	Diesel	40 - 50k	13.2
7	Jaguar	I-Pace	3 - 4 yrs	Electric	30 - 40k	13.4
8	Mercedes-Benz	A Class	Under 6 mths	Petrol	Under 5k	14.8
9	Kia	Niro	3 - 4 yrs	Electric	20 - 30k	15.4

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

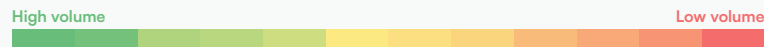
YoY, alternative fuel vehicles have seen an increase in % share of listings, share of ad views and a decrease in days to sell.

Fuel type	% of listings		Avg days to sell		% of ad views	
	Dec 22	Dec 23	Dec 22	Dec 23	Dec 22	Dec 23
Petrol	53.3%	53.1%	39.5	37.0	54.2%	52.3%
Diesel	38.8%	36.0%	41.5	39.2	41.9%	42.0%
Hybrid	4.7%	6.9%	37.9	31.4	3.1%	4.2%
Electric	3.2%	4.0%	41.7	31.2	0.7%	1.5%
Grand Total	100%	100%	40.3	37.2	100%	100%

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

Medium vehicle sector listings accounted for more than 43% of total listings and 36% of ad views, selling in an average of 35.9 days.

Vehicle sector	% of listings		Avg days to sell		% of ad views	
	Dec 22	Dec 23	Dec 22	Dec 23	Dec 22	Dec 23
Medium	41.8%	42.8%	38.3	35.9	37.9%	38.1%
Small/Supermini	23.7%	23.5%	39.1	36.9	20.7%	20.3%
Prestige	15.4%	15.0%	41.1	34.9	19.6%	19.6%
Large	5.3%	5.5%	47.5	42.2	7.0%	7.6%
MPV	6.8%	6.5%	45.9	44.0	6.5%	6.3%
Estate	4.1%	4.1%	40.3	39.4	4.9%	4.7%
Convertible	2.9%	2.5%	53.1	42.7	3.5%	3.3%
Grand Total	100%	100%	40.3	37.2	100%	100%



Vehicle listings, days to sell and ad views by age

60% of vehicle listings on Motors.co.uk are between 3 and 10 yrs old with 58% of ad views between 6 and 16 yrs old.

Age	% of listings		Avg days to sell		% of ad views	
	Dec 22	Dec 23	Dec 22	Dec 23	Dec 22	Dec 23
Under 6 mths	3.3%	4.3%	32.3	32.4	1.3%	1.4%
6 mths - 1 yr	2.9%	4.2%	46.6	44.9	1.3%	1.6%
1 - 2 yrs	8.3%	6.5%	44.2	43.7	3.2%	2.6%
2 - 3 yrs	10.0%	9.6%	39.9	35.5	3.9%	3.8%
3 - 4 yrs	19.9%	16.0%	36.8	30.8	8.0%	6.4%
4 - 5 yrs	12.3%	13.0%	39.9	35.8	7.1%	7.3%
5 - 6 yrs	8.5%	8.9%	38.3	37.4	7.3%	6.8%
6 - 8 yrs	12.3%	12.4%	38.3	34.7	15.1%	14.1%
8 - 10 yrs	8.4%	9.3%	42.6	39.1	14.0%	14.8%
10 - 12 yrs	5.5%	6.3%	46.1	44.8	11.8%	12.4%
12 - 14 yrs	3.6%	3.8%	45.4	49.0	9.8%	9.8%
14 - 16 yrs	2.3%	2.3%	47.7	49.7	7.5%	7.1%
16 - 18 yrs	1.2%	1.5%	49.9	54.6	4.4%	5.4%
18 - 20 yrs	0.6%	0.7%	53.1	48.2	2.3%	2.9%
Over 20 yrs	1.0%	1.2%	77.3	31.1	2.9%	3.6%
Grand Total	100%	100%	40.3	37.2	100%	100%



Electric/hybrid

December 2023 at a glance

- Polestar 2 was the fastest selling electric vehicle, selling on average in 9.7 days.
- Mercedes-Benz CLA was the fastest selling hybrid, selling on average in 9.2 days.
- Petrol vehicles accounted for 52.6% of all listings with alternative fuel vehicles at 11.3%.

Top 10 fastest selling EVs

Polestar 2 was the fastest selling electric vehicle, selling on average in 9.7 days.

#	Make	Model	Days to sell
1	Polestar	Polestar 2	9.7
2	DS Automobiles	DS 3	11.7
3	Hyundai	Ioniq	15.1
4	Audi	E-Tron	16.2
5	Hyundai	Kona	17.5
6	Renault	Zoe	18.0
7	Vauxhall	Vivaro	20.5
8	Jaguar	I-Pace	21.0
9	Tesla	Model Y	21.1
10	Volkswagen	ID3	22.4

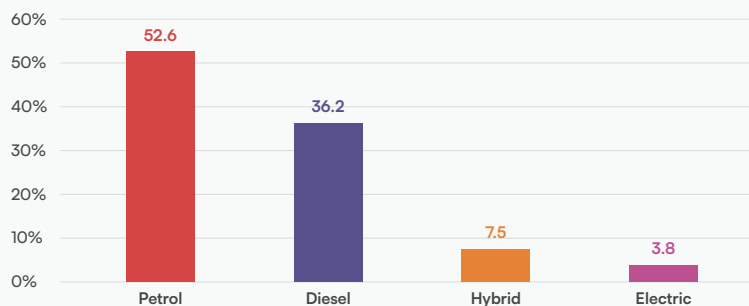
Top 10 fastest selling hybrids

Mercedes-Benz CLA was the fastest selling hybrid, selling on average in 9.2 days.

#	Make	Model	Days to sell
1	Mercedes-Benz	CLA	9.2
2	Cupra	Leon	11.6
3	SEAT	Leon	14.0
4	BMW	i3	14.9
5	Audi	A3	15.7
6	Mercedes-Benz	A Class	16.9
7	Vauxhall	Grandland X	19.9
8	Audi	Q3	20.5
9	BMW	3 Series	21.8
10	Kia	Sorento	22.6

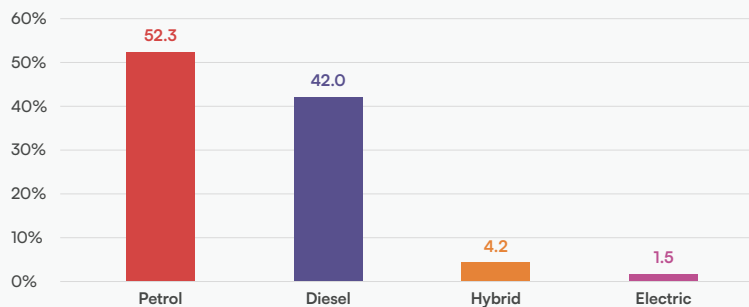
Vehicle listings by fuel type

Petrol vehicles accounted for 52.6% of all listings with alternative fuel vehicles at 11.3%.



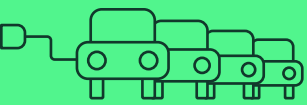
Ad views by fuel type

Petrol vehicles accounted for 52.3% of all ad views with alternative fuel vehicles at 5.7%.



“Some fast sales were achieved by dealers stocking Polestar 2 and DS 3 EVs and Mercedes CLA and Cupra Leon hybrid models — all selling in under two weeks, outpacing the monthly average for all used cars which tracked at 37.2 days.”

Lucy Tugby,
Marketing Director, MOTORS



Electric/hybrid

December 2023 at a glance

- Nearly new, low mileage VW ID3, Hyundai Kona and Mercedes-Benz EQB and EQA, saw the biggest EV price increases MoM.
- Three Toyota's were in the top 5 hybrid price increases, with average stock price up between +2.6% and +3.4% MoM.
- Indexed vehicle views show that interest in electric and hybrid vehicles has increased in recent months.

Top 5 price movers - Electric

Nearly new, low mileage VW ID3, Hyundai Kona and Mercedes-Benz EQB and EQA, saw the biggest EV price increases MoM.

Increase

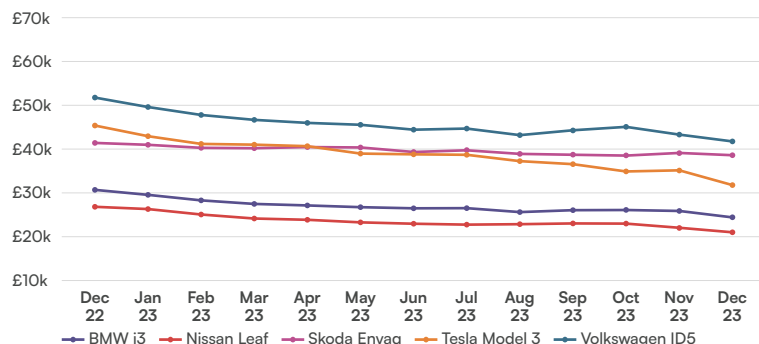
Make	Model	Age	Mileage	Avg price	% change
Volkswagen	ID3	6 mths - 1 yr	Under 5k	£31,788	+13.1%
Hyundai	Kona	Under 6 mths	Under 5k	£34,316	+11.9%
Mercedes-Benz	EQB	6 mths - 1 yr	Under 5k	£53,849	+11.9%
Mercedes-Benz	EQA	6 mths - 1 yr	Under 5k	£67,904	+9.9%
Volkswagen	ID3	6 mths - 1 yr	5 - 10k	£30,789	+8.8%

Decrease

Make	Model	Age	Mileage	Avg price	% change
Nissan	Leaf	2 - 3 yrs	20 - 30k	£13,906	-9.8%
MG	ZS	6 mths - 1 yr	Under 5k	£26,431	-12.0%
BMW	iX	6 mths - 1 yr	Under 5k	£58,013	-12.8%
BMW	iX	6 mths - 1 yr	5 - 10k	£54,949	-13.1%
Renault	Zoe	1 - 2 yrs	5 - 10k	£14,532	-16.7%

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

All vehicles saw average prices drop MoM, lead by the Tesla Model 3, down -8.6%.



Top 5 price movers - Hybrid

Three Toyota's were in the top 5 hybrid price increases, with average stock price up between +2.6% and +3.4% MoM.

Increase

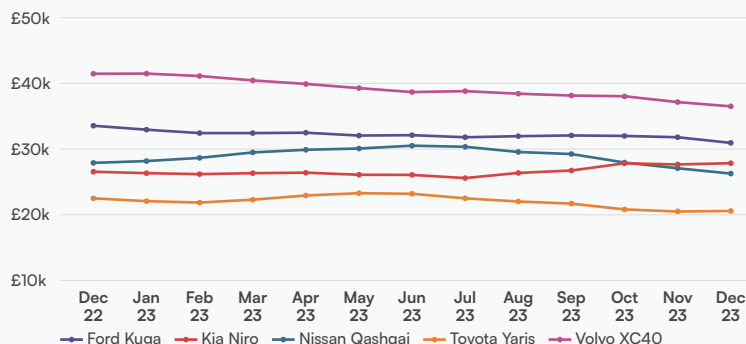
Make	Model	Age	Mileage	Avg price	% change
Toyota	Yaris	2 - 3 yrs	5 - 10k	£20,393	+3.4%
Toyota	Corolla	1 - 2 yrs	10 - 20k	£23,167	+3.0%
Hyundai	Tucson	2 - 3 yrs	10 - 20k	£26,555	+2.7%
Toyota	Yaris	1 - 2 yrs	Under 5k	£21,960	+2.6%
Honda	CR-V	1 - 2 yrs	10 - 20k	£30,071	+2.0%

Decrease

Make	Model	Age	Mileage	Avg price	% change
Skoda	Octavia	2 - 3 yrs	30 - 40k	£20,846	-6.9%
BMW	3 Series	4 - 5 yrs	20 - 30k	£22,327	-6.9%
Hyundai	Tucson	3 - 4 yrs	30 - 40k	£17,507	-7.8%
BMW	3 Series	4 - 5 yrs	60 - 80k	£18,183	-8.0%
Ford	Kuga	Under 6 mths	Under 5k	£30,809	-8.4%

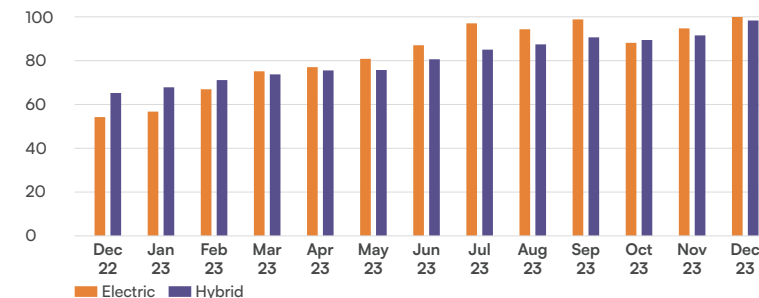
Average price - Selected hybrid (<2yrs and <20k miles)

There were small price increases MoM for the Niro and Yaris but the Kuga, Qashqai and XC40 all saw average prices fall by up to -2.8%.



Vehicle views over time by fuel type

Indexed vehicle views show that interest in electric and hybrid vehicles has increased in recent months.



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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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