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.

MOTORS

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Stock

MOTORS

October 2024 at a glance

- October saw car dealers increasing their stock (up +5.7% MoM) to similar levels as this time last year, down just -2.0% YoY.
- Franchises showed the largest restocking, up +11.0% MoM, while supermarkets were also up +5.0% MoM to just under 200 vehicles per site.
- Stock levels for hybrid vehicles were up by a significant +18.6% MoM, with alternative fuels accounting for 14.1% of total stock, up from 10% in October 23.

Stock volume by dealership

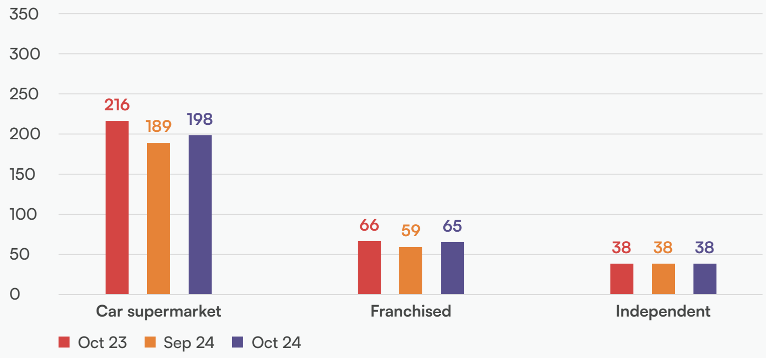
October saw car dealers increasing their stock (up +5.7% MoM) to similar levels as this time last year, down just -2.0% YoY.

54.7

Oct 23	Sep 24
55.8	51.7
YoY: -2.0%	MoM: +5.7%

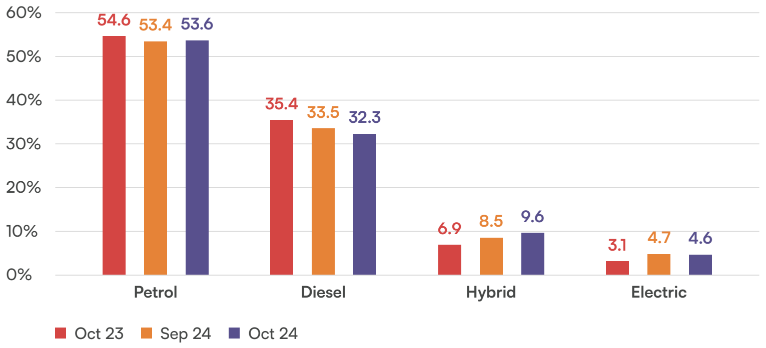
Stock volume by dealer type

Franchises showed the largest restocking, up +11.0% MoM, while supermarkets were also up +5.0% MoM to just under 200 vehicles per site.



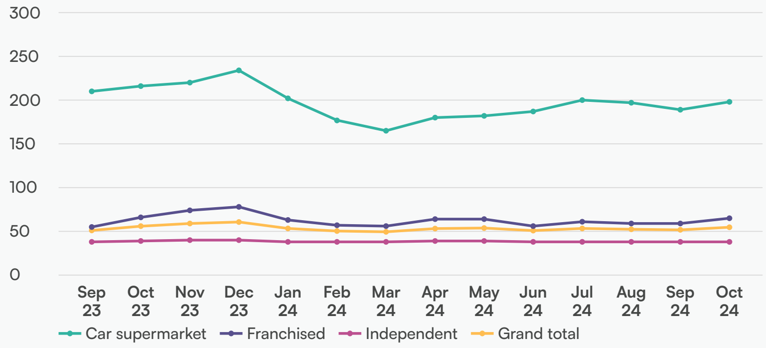
Stock volume by fuel type

Stock levels for hybrid vehicles were up by a significant +18.6% MoM, with alternative fuels accounting for 14.1% of total stock, up from 10% in October 23.



Stock volume trend per dealership

The car market is following the seasonal trends, with all dealer types increasing stock levels in October, with franchises leading the way, up +11.4% MoM.



"October's Market View shows how the greater availability of younger hybrid models is resonating with used car buyers weighing up the fuel options for their next car.

For many buyers going hybrid is an easier choice to make than committing to a pure EV and we're seeing this in the number of online views and the fast sales being achieved."

Lucy Tugby,
Marketing Director, MOTORS

Data from vehicles listed across the MOTORS Network.

Price

MOTORS

October 2024 at a glance

- Overall, average vehicle prices increased by +2.3% MoM.
- All age groups have seen prices fall YoY, with those aged between 2 and 5 years old down the most at -4.7%.
- Both car supermarkets (+1.3%) and independents (+1.6%) saw average prices increase MoM while franchises remained level.

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Average price

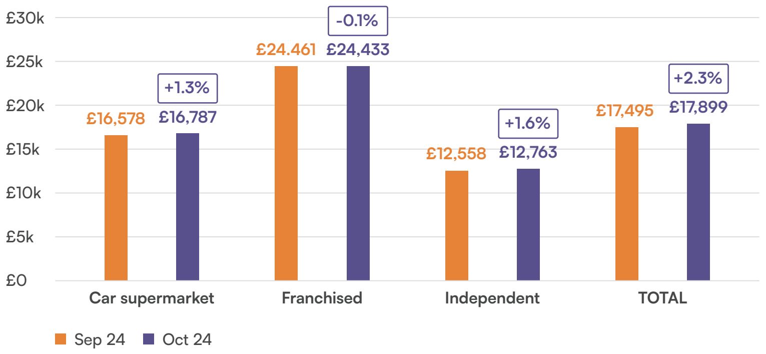
Overall, average vehicle prices increased by +2.3% MoM.

£17,899

Oct 23	Sep 24
£17,923	£17,495
YoY: -0.1%	MoM: +2.3%

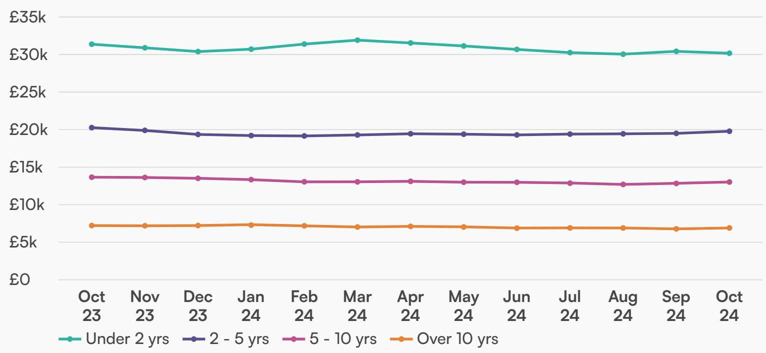
Average price by dealer type

Both car supermarkets (+1.3%) and independents (+1.6%) saw average prices increase MoM while franchises remained level.



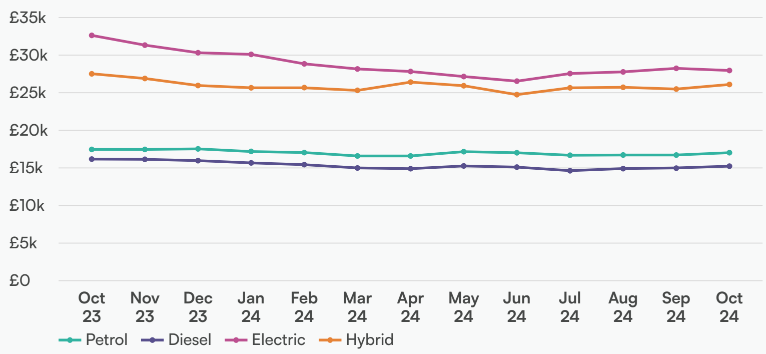
Average price by age

All age groups have seen prices fall YoY, with those aged between 2 and 5 years old down the most at -4.7%.



Average price by fuel type

Hybrids saw the biggest MoM rise, up +2.5%, whilst YoY all fuel types were down with electric seeing the biggest fall, down -14.3%.



> "Overall, October's used car market proved to be relatively stable, despite some of the consumer uncertainty in the run-up to the Autumn Budget.
>
> Although prices trended upwards, they remained on a par with last October, with healthy demand seeing dealers achieving faster sales than they have for the last two months."

Lucy Tugby,
Marketing Director, MOTORS

Data from vehicles listed across the MOTORS Network.

Price

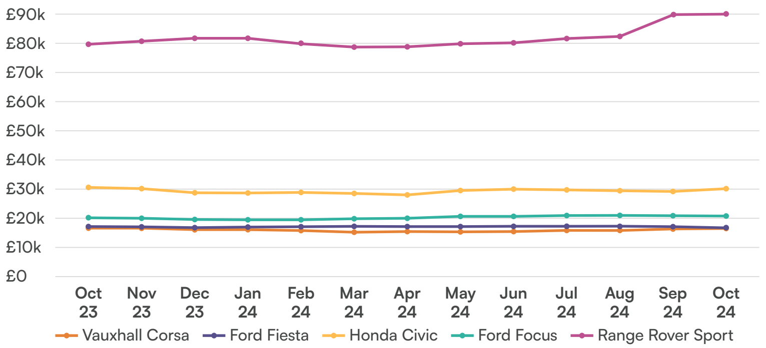
MOTORS

October 2024 at a glance

- 3 to 4 year old petrol Nissan Qashqai was the biggest price riser, up +6.6% MoM to £18,231.
- Another Qashqai made the top 5 price risers in October with the 1 to 2 year old hybrid version up +5.2% MoM to £23,721.
- There's a £9,500 difference in average car price across the country as a whole.

Average price selected makes/models

The Honda Civic saw the only significant price rise, up +3.1% MoM. Both the Ford Focus (+2.8%) and Range Rover Sport (+13.1%) remain up YoY.



Top 5 price movers by MoM increase and decrease

Two Nissan Qashqai made the top 5 MoM price risers - 3 to 4 year old petrol, up +6.6% and 1 to 2 year old hybrid, up +5.2%.

Increase

Make	Model	Age	Fuel type	Oct 24 stock	Oct 24 avg price	% change
Nissan	Qashqai	3 - 4 yrs	Petrol	421	£18,231	+6.6%
Ford	Fiesta	12 - 14 yrs	Petrol	187	£4,267	+6.2%
Audi	A1	1 - 2 yrs	Petrol	132	£21,911	+6.1%
Nissan	Qashqai	1 - 2 yrs	Hybrid	167	£23,721	+5.2%
Mercedes-Benz	C Class	10 - 12 yrs	Diesel	118	£7,679	+4.7%

Decrease

Make	Model	Age	Fuel type	Oct 24 stock	Oct 24 avg price	% change
Ford	Focus	12 - 14 yrs	Petrol	149	£4,377	-2.9%
Jaguar	XF	10 - 12 yrs	Diesel	117	£7,458	-3.0%
BMW	1 Series	6 - 8 yrs	Petrol	123	£13,974	-3.4%
MG	MG4	1 - 2 yrs	Electric	248	£23,160	-3.8%
Audi	A3	8 - 10 yrs	Petrol	110	£11,574	-4.0%

Average price by region

There's a £9,500 difference in average car price across the country. London is the most expensive at £24,157 and Wales the most affordable at £14,638. The South West of England saw the biggest MoM increase, up +4.6%.

East Anglia
£20,753

Oct 23	Sep 24
£20,832	£20,531
-0.4% YoY	+1.1% MoM

Scotland
£17,628

Oct 23	Sep 24
£18,273	£17,289
-3.5% YoY	+2.0% MoM

London
£24,157

Oct 23	Sep 24
£22,404	£24,445
+7.8% YoY	-1.2% MoM

South Central England
£18,826

Oct 23	Sep 24
£19,360	£18,749
-2.8% YoY	+0.4% MoM

Midlands
£17,232

Oct 23	Sep 24
£16,721	£16,957
+3.1% YoY	+1.6% MoM

South East England
£18,161

Oct 23	Sep 24
£17,208	£18,515
+5.5% YoY	-1.9% MoM

North East England
£15,851

Oct 23	Sep 24
£17,356	£15,269
-8.7% YoY	+3.8% MoM

South West England
£16,619

Oct 23	Sep 24
£17,014	£15,893
-2.3% YoY	+4.6% MoM

North West England
£16,565

Oct 23	Sep 24
£17,846	£16,313
-7.2% YoY	+1.5% MoM

Wales
£14,638

Oct 23	Sep 24
£14,750	£14,105
-0.8% YoY	+3.8% MoM

> "Our regional data continues to highlight the importance of using tools to ensure pricing is in line with local rather than national trends, especially as buyers are more likely to cast a wider net to find the price they are prepared to pay."

Lucy Tugby,
Marketing Director, MOTORS

Data from vehicles listed across the MOTORS Network.

Demand

October 2024 at a glance

- Average days to sell remained the same MoM, but was up +7.4% from August 2024.
- Independents saw stock sell on average in 50 days (1.3 days quicker MoM), while supermarkets were 1.4 days slower MoM at just over 22 days.
- Car supermarkets are getting over +30% more ad views YoY.

Average days to sell

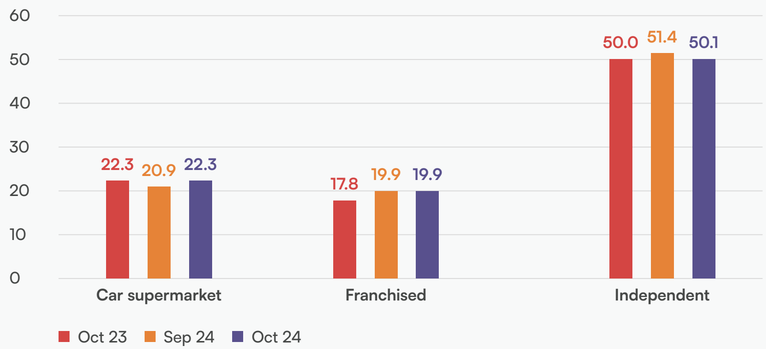
Average days to sell remained the same MoM, but was up +7.4% from August 2024.

29.7

Aug 24	Sep 24
27.7	29.7
2xMoM: +7.4%	MoM: +0.1%

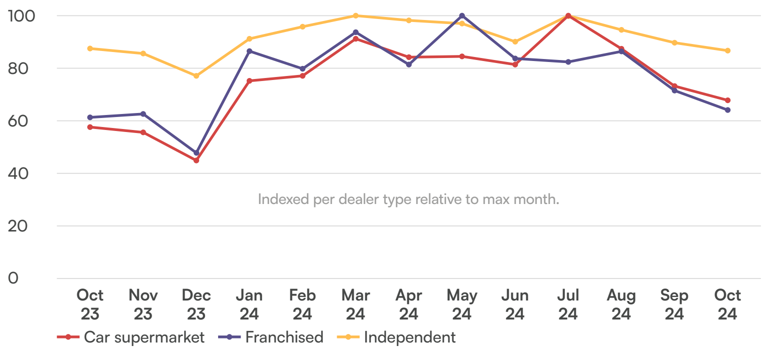
Average days to sell by dealer type

Independents saw stock sell on average in 50 days (1.3 days quicker MoM), while supermarkets were 1.4 days slower MoM at just over 22 days.



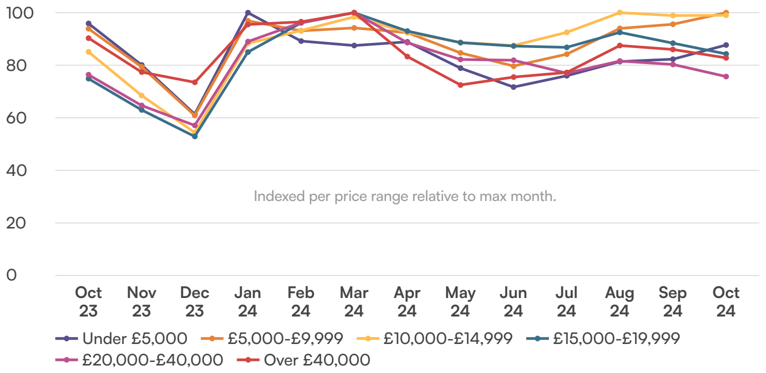
Sold volume index by dealer type

Sold index shows that the market slowed a little in October with total volumes down -6% MoM. Independent dealer volumes fell by -1% YoY but franchises (+4.5%) and supermarkets (+17.6%) showed strong YoY growth.



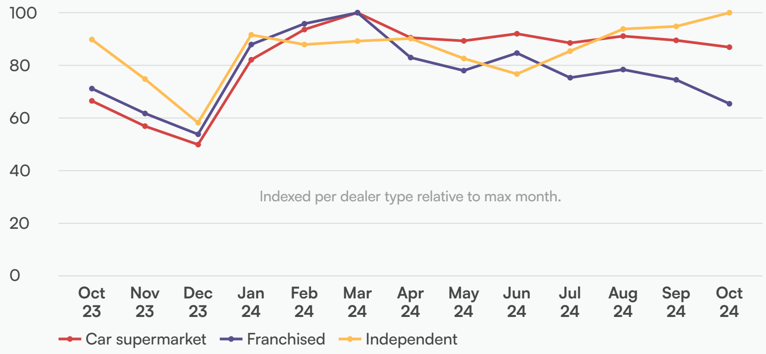
Ad views per listing index by price

Ad views for all price groups are up on average by +8.0% YoY. Cars under £15k saw ad views up MoM, those priced over £15k all saw ad views fall.



Ad views per listing index by dealer type

Car supermarkets are getting over +30% more ad views YoY.



Data from vehicles listed across the MOTORS Network.

Demand

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October 2024 at a glance

- The most viewed vehicle brand in October was Ford with 12.3% of total ad views.
- Petrol vehicles maintain the largest share of stock and vehicle views by fuel type, while diesel vehicles generate the highest views per vehicle.
- Medium size vehicles contributed 39% of listings share in October and 37% of vehicle views, while convertibles had the highest views per vehicle at 143.

Top 10 most viewed manufacturers

The most viewed vehicle brand in October was Ford with 12.3% of total ad views. Consumer engagement with BMW was up 9.2% MoM.

#	Manufacturer	Oct 23	Sep 24	Oct 24
1	Ford	12.2%	12.0%	12.3%
2	Volkswagen	9.1%	9.1%	8.9%
3	Audi	7.8%	7.3%	7.2%
4	BMW	7.5%	7.1%	7.8%
5	Vauxhall	7.5%	6.7%	6.7%
6	Mercedes-Benz	5.7%	6.0%	5.9%
7	Toyota	5.2%	5.3%	5.3%
8	Nissan	4.6%	4.9%	4.8%
9	Land Rover	4.4%	4.2%	4.4%
10	Peugeot	3.7%	3.9%	3.6%

Top 10 fastest selling makes/models

Five MG's feature in the fastest selling list, with 6 months to 1 year old MG 3 the fastest, selling on average in just in 7.7 days.

#	Make	Model	Age	Fuel type	Mileage	Avg days to sell
1	MG	3	6 mths - 1 yr	Hybrid	Under 5k	7.7
2	Peugeot	2008	Under 6 mths	Petrol	Under 5k	8.9
3	MG	HS	1 - 2 yrs	Petrol	5 - 10k	9.1
4	MG	HS	Under 6 mths	Petrol	Under 5k	9.3
5	Volkswagen	Polo	Under 6 mths	Petrol	Under 5k	9.5
6	MG	MG4	1 - 2 yrs	Electric	Under 5k	9.6
7	MG	HS	1 - 2 yrs	Petrol	10 - 20k	11.5
8	Vauxhall	Corsa	2 - 3 yrs	Petrol	10 - 20k	12.7
9	Vauxhall	Corsa	Under 6 mths	Petrol	Under 5k	14.7
10	Nissan	Qashqai	2 - 3 yrs	Petrol	10 - 20k	15.2

Vehicle listings, indexed views per vehicle and ad views by fuel type

Petrol vehicles maintain the largest share of stock and vehicle views by fuel type, while diesel vehicles generate the highest views per vehicle.

	% of listings		Views per vehicle index		% of ad views	
Fuel type	Oct 23	Oct 24	Oct 23	Oct 24	Oct 23	Oct 24
Petrol	54.6%	53.8%	92.9	95.0	50.7%	51.1%
Diesel	35.4%	32.6%	125.4	128.9	44.3%	42.0%
Hybrid	6.9%	9.2%	53.7	51.8	3.7%	4.8%
Electric	3.1%	4.5%	39.5	48.2	1.2%	2.2%
Grand Total	100%	100%	100	100	100%	100%

Indexed against monthly average views per listing.

Vehicle listings, indexed views per vehicle and ad views by body style

Medium size vehicles contributed 39% of listings share in October and 37% of vehicle views, while convertibles had the highest views per vehicle at 143.

	% of listings		Views per vehicle index		% of ad views	
Vehicle sector	Oct 23	Oct 24	Oct 23	Oct 24	Oct 23	Oct 24
Medium	41.9%	39.4%	88	94	37.0%	36.9%
Small/Supermini	23.5%	27.6%	89	82	21.0%	22.7%
Prestige	14.4%	13.5%	127	128	18.3%	17.3%
Large	5.9%	7.3%	130	115	7.7%	8.4%
MPV	7.4%	6.2%	107	111	8.0%	6.8%
Estate	4.2%	3.7%	116	122	4.9%	4.5%
Convertible	2.6%	2.3%	124	143	3.2%	3.3%
Grand Total	100%	100%	100	100	100%	100%

Indexed against monthly average views per listing.

High volume — Low volume

Vehicle listings, indexed views per vehicle and ad views by age

Over 55% of listings are between 3 and 10 years old, whereas the majority of views volume comes from the 6 - 14 year old range.

	% of listings		Views per vehicle index		% of ad views	
Age	Oct 23	Oct 24	Oct 23	Oct 24	Oct 23	Oct 24
Under 6 mths	3.7%	5.1%	30	22	1.3%	1.3%
6 mths - 1 yr	4.3%	6.2%	29	23	1.4%	1.7%
1 - 2 yrs	6.8%	8.9%	31	25	2.4%	2.7%
2 - 3 yrs	10.6%	8.9%	30	29	3.6%	3.1%
3 - 4 yrs	15.5%	16.4%	32	30	5.5%	6.1%
4 - 5 yrs	13.6%	9.5%	44	45	6.6%	5.2%
5 - 6 yrs	9.0%	8.7%	65	65	6.5%	6.8%
6 - 8 yrs	12.5%	11.8%	100	100	13.9%	14.3%
8 - 10 yrs	8.8%	8.7%	155	141	15.3%	15.0%
10 - 12 yrs	6.0%	6.4%	190	180	12.8%	13.9%
12 - 14 yrs	3.7%	3.8%	256	225	10.5%	10.3%
14 - 16 yrs	2.2%	2.4%	315	267	7.8%	7.7%
16 - 18 yrs	1.4%	1.4%	362	290	5.7%	5.1%
18 - 20 yrs	0.7%	0.7%	388	321	3.0%	2.9%
Over 20 yrs	1.1%	1.1%	294	285	3.7%	3.8%
Grand Total	100%	100%	100	100	100%	100%

Indexed against monthly average views per listing.

Data from vehicles listed across the MOTORS Network.

Electric/hybrid

MOTORS

October 2024 at a glance

- The overall average price for electric vehicles is down both YoY (-12%) and MoM (-1.2%).
- The overall average price for hybrid vehicles is up +2.1% MoM but down -4.2% YoY.
- Toyota Corolla, 1 to 2 years old with 10 - 20k miles on the clock saw the biggest hybrid price rise MoM, up +9.7% to £23,848.

Electric average price

The overall average price for electric vehicles is down both YoY and MoM.

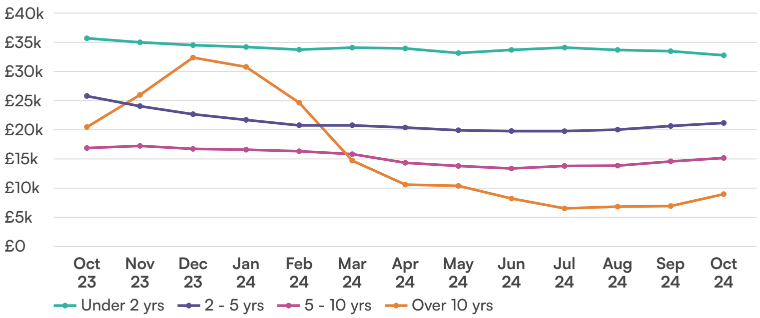
£27,402

Sep 24
£27,724
MoM: -1.2%

Oct 23
£31,140
YoY: -12.0%

Electric average price by age

YoY the average price for all age groups is down, with vehicles aged over 10 years old the biggest faller, down a massive -56.1%.



Top 5 electric price movers

Kia Niro, 6 months to 1 year old with 10 - 20k miles on the clock saw the biggest price rise MoM, up +4.6% to £30,261.

Increase

Make	Model	Age	Mileage	Avg price	% change
Kia	Niro	6 mths - 1 yr	10 - 20k	£30,261	+4.6%
Skoda	Enyaq	1 - 2 yrs	10 - 20k	£33,705	+4.5%
Kia	Niro	1 - 2 yrs	10 - 20k	£27,771	+4.4%
Hyundai	Kona	3 - 4 yrs	30 - 40k	£15,847	+4.3%
Audi	Q4	2 - 3 yrs	20 - 30k	£28,096	+3.8%

Decrease

Make	Model	Age	Mileage	Avg price	% change
Volkswagen	ID3	Under 6 mths	10 - 20k	£32,525	-1.5%
Tesla	Model Y	1 - 2 yrs	30 - 40k	£35,313	-2.1%
Vauxhall	Corsa	Under 6 mths	10 - 20k	£19,093	-2.7%
MG	MG4	1 - 2 yrs	10 - 20k	£23,855	-3.8%
Audi	E-Tron	3 - 4 yrs	10 - 20k	£25,084	-4.7%

Hybrid average price

The overall average price for hybrid vehicles is up MoM but down YoY.

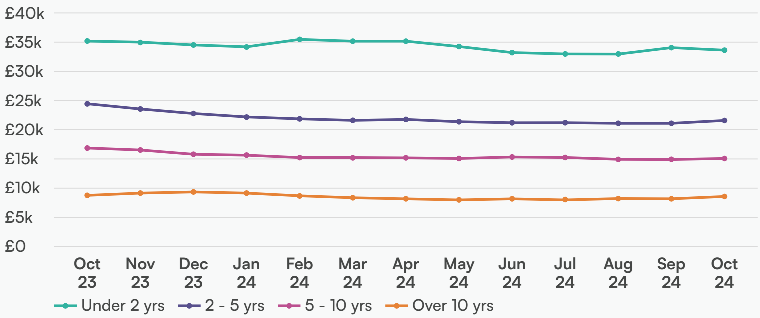
£25,547

Sep 24
£25,027
MoM: +2.1%

Oct 23
£26,658
YoY: -4.2%

Hybrid average price by age

YoY the average price for all age groups is down, with vehicles aged between 2 and 5 years old the biggest faller, down -11.7%.



Top 5 hybrid price movers

Toyota Corolla, 1 to 2 years old with 10 - 20k miles on the clock saw the biggest price rise MoM, up +9.7% to £23,848.

Increase

Make	Model	Age	Mileage	Avg price	% change
Toyota	Corolla	1 - 2 Years	10 - 20k	£23,848	+9.7%
Volkswagen	Golf	Under 6 mths	10 - 20k	£30,908	+9.1%
Nissan	Qashqai	6 mths - 1 yr	10 - 20k	£28,010	+4.7%
Mercedes-Benz	A Class	3 - 4 yrs	30 - 40k	£20,358	+4.0%
Toyota	C-HR	6 mths - 1 yr	10 - 20k	£31,129	+3.6%

Decrease

Make	Model	Age	Mileage	Avg price	% change
Hyundai	Kona	3 - 4 yrs	20 - 30k	£17,512	-2.0%
Nissan	X-Trail	Under 6 mths	10 - 20k	£37,302	-2.9%
BMW	3 Series	3 - 4 yrs	30 - 40k	£22,406	-2.9%
Volkswagen	Golf	6 mths - 1 yr	10 - 20k	£27,468	-4.2%
Audi	A3	Under 6 mths	10 - 20k	£31,704	-4.9%

Electric/hybrid

MOTORS

October 2024 at a glance

- Volvo EX30 was the fastest selling electric vehicle in October, selling on average in just under 10 days.
- MG 3 was the fastest selling hybrid vehicle in October, selling on average in a fraction under 8 days.
- Alternative fuel vehicles accounted for 14.2% of all listings and 7% of all ad views.

Top 10 fastest selling EVs

Volvo EX30 was the fastest selling electric vehicle in October, selling on average in just under 10 days.

#	Make	Model	Days to sell
1	Volvo	EX30	9.8
2	MG	MG4	11.6
3	Mercedes-Benz	EQA	12.1
4	Kia	Niro	12.5
5	Mazda	MX-30	13.6
6	Kia	EV6	14.0
7	Ford	Mustang Mach-E	14.1
8	Volkswagen	ID3	15.3
9	Tesla	Model 3	15.9
10	Mercedes-Benz	EQC	16.3

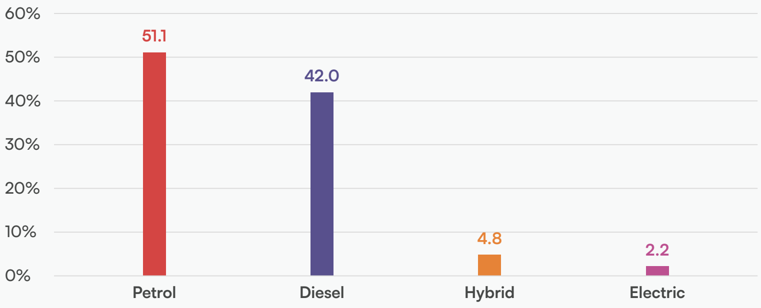
Top 10 fastest selling hybrids

MG 3 was the fastest selling hybrid vehicle in October, selling on average in a fraction under 8 days.

#	Make	Model	Days to sell
1	MG	3	7.9
2	Renault	Arkana	8.6
3	Nissan	Juke	13.2
4	Mercedes-Benz	A Class	14.1
5	Renault	Clio	15.8
6	Ford	Kuga	16.5
7	Ford	Puma	16.7
8	Nissan	X-Trail	17.1
9	Hyundai	Tucson	17.7
10	SEAT	Leon	18.8

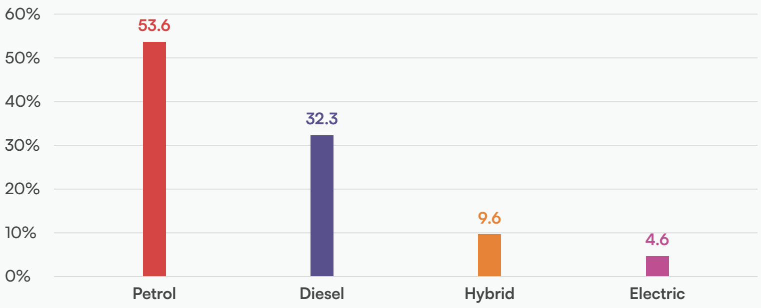
Ad views by fuel type

Alternative fuel vehicles accounted for 7% of all ad views, up +0.1% MoM.



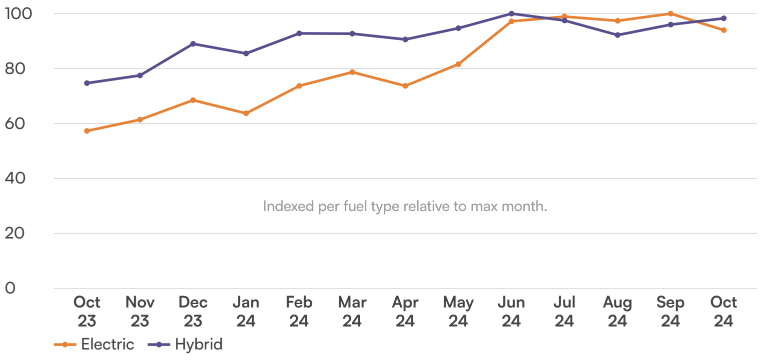
Vehicle listings by fuel type

Alternative fuel vehicles accounted for 14.2% of all listings, up +1.1% MoM.



Indexed ad views by fuel type

Ad views for alternative fuel vehicles is up YoY with electric up +63.9% and hybrid up +31.7%.



Data from vehicles listed across the MOTORS Network.

MOTORS

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), as well as through ongoing partnerships with eBay and Gumtree.

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.*

In June 2024, the Cazoo brand was acquired by MOTORS and is in the process of being established as a modern car search marketplace with more than 250,000 listings providing even greater online visibility for car dealer listings.

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.

Each month MOTORS publishes a Market View analysis of the key used car trends across its platform, detailing average pricing, stocking levels and consumer demand. This data provides valuable insight for dealers across the UK.

Since 2021, MOTORS has been owned by O_3 Industries and Novum Capital.

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

Source: *MOTORS Digital Touchpoints Survey, November 2023. (Independent research of 3,000 car buyers conducted by Insight Advantage from 31 October-8 November).