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 driving force behind multisite advertising, please call our team on **0203 966 2700**

MOTORS

Stock

MOTORS

March 2025 at a glance

- March saw stock volumes fall slightly MoM (-0.2%) as demand continues from the new year. YoY, volumes were up +4.1%.
- Car supermarkets continued to reduce stock volume following the new year while franchises and independents remained stable MoM.
- Share of stock volume by fuel type showed little change MoM.

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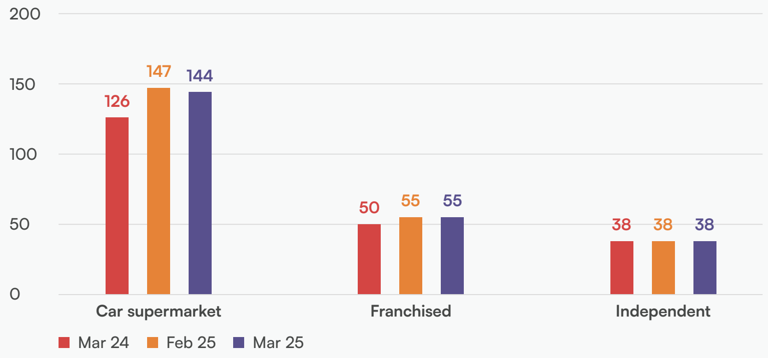
Stock volume by dealership

47.5

Mar 24	Feb 25
45.6	47.6
YoY: +4.1%	MoM: -0.2%

Stock volume by dealer type

YoY, stock volumes for independents have seen no change while both car supermarkets (+14.6%) and franchises (+8.5%) have seen increases.

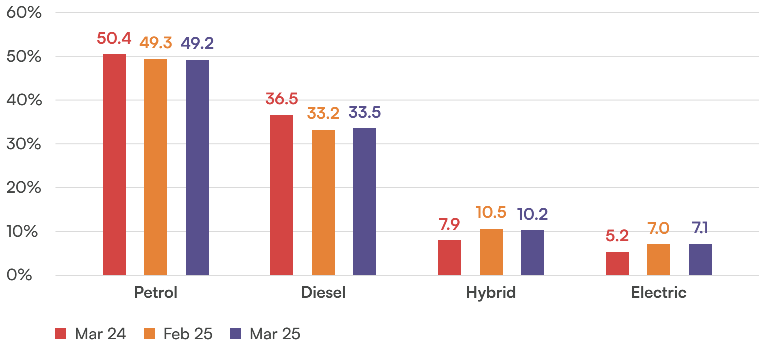


> "Any impact of the March plate-change has yet to be felt as dealers traded through inventories amassed over the quarter, with franchised dealers only just starting to list their part-exchanges."

Lucy Tugby,
Marketing Director, MOTORS

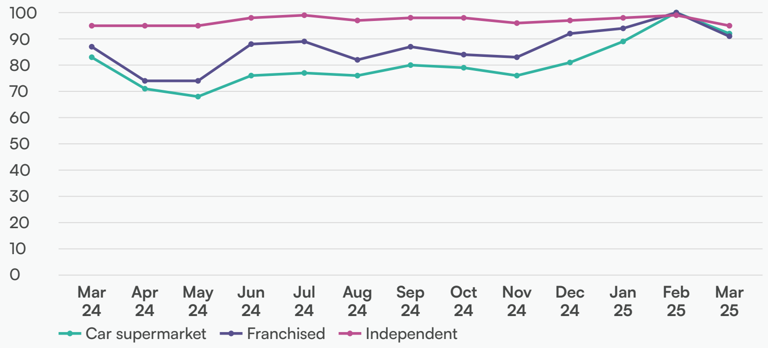
Stock volume by fuel type

Overall share of stock volumes for alternative fuel vehicles has grown from 13.1% in March 2024 to 17.3% today.



Stock volume trend per dealership

Generally stock volumes have been following the usual seasonal trends, with all dealer types seeing lower volumes in March.



Data from vehicles listed across the MOTORS Network.

Price

MOTORS

March 2025 at a glance

- The average vehicle price was stable MoM and up slightly YoY +1.2%.
- YoY, car supermarkets saw average prices up +2.3% to £16,754 while both franchises (-2.1% to £23,657) and independents (-3.5% to £12,758) were down.
- The average price of a vehicle under 2 years old is -7.0% down from this time last year.

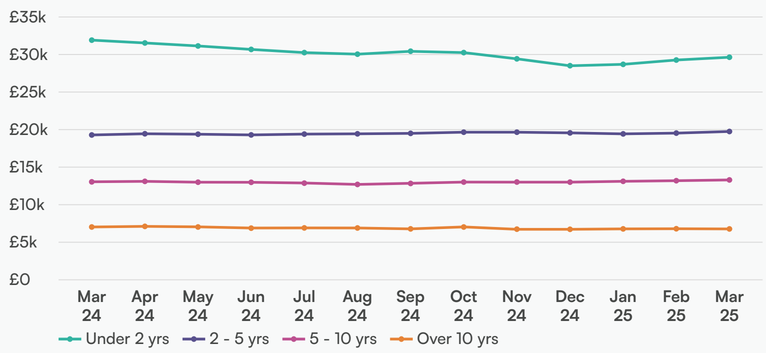
Average price

£17,391

Mar 24	Feb 25
£17,188	£17,385
YoY: +1.2%	MoM: 0.0%

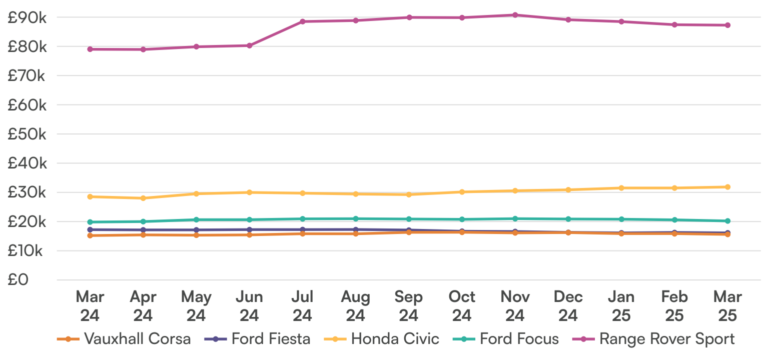
Average price by age

The average price of a vehicle under 2 years old is -7.0% down from this time last year. All other age groups saw little change throughout the year.



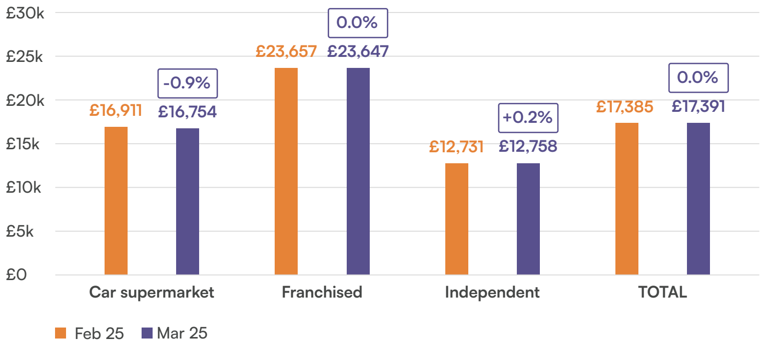
Average price selected makes/models

Honda Civic and Range Rover Sport are both up double digits YoY, +10.8% and +10.5% respectively.



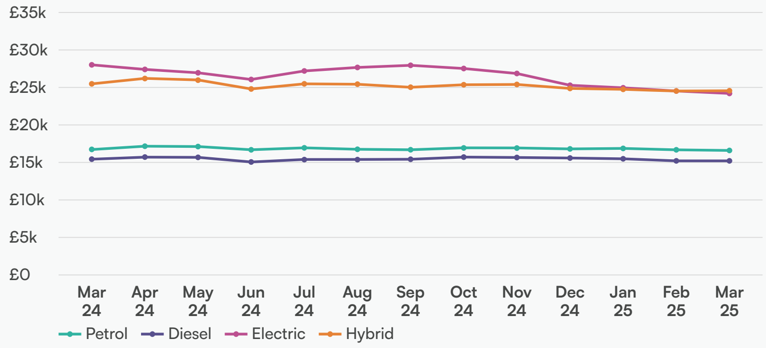
Average price by dealer type

YoY, car supermarkets saw average prices up +2.3% to £16,754 while both franchises (-2.1% to £23,657) and independents (-3.5% to £12,758) were down.



Average price by fuel type

Prices remained stable for all fuel types MoM. Alternative fuel vehicle prices fell YoY with EVs down -13.6% and hybrids -3.6%.



Data from vehicles listed across the MOTORS Network.

Price

MOTORS

March 2025 at a glance

- There were no alternative fuel vehicles in the top 5 price risers in March.
- East Anglia saw the biggest YoY fall in overall average vehicle prices, down just over £700 (-8.7%).
- Scotland saw the biggest YoY rise, up just over £1,100 (+6.5%).

Top 5 price movers by MoM increase and decrease

The biggest risers were Audi and the biggest fallers were Teslas.

Increase

Make	Model	Age	Fuel type	Mar 25 stock	Mar 25 avg price	% change
Audi	A1	6 - 8 yrs	Petrol	223	£12,627	+3.0%
Audi	A3	3 - 4 yrs	Petrol	249	£21,201	+2.3%
Vauxhall	Corsa	4 - 5 yrs	Petrol	321	£11,233	+2.1%
Ford	Fiesta	6 - 8 yrs	Petrol	526	£8,460	+2.1%
Land Rover	Discovery Sport	6 - 8 yrs	Diesel	235	£14,579	+1.9%

Decrease

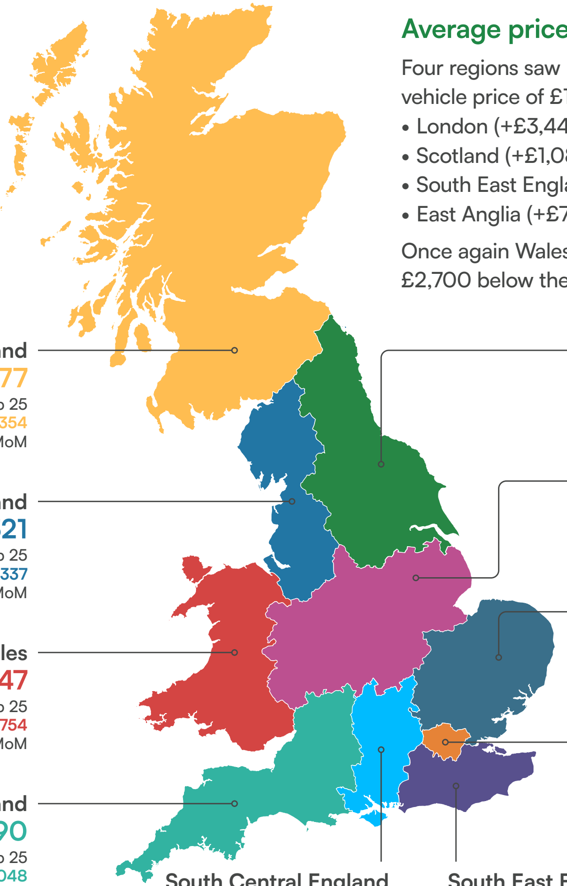
Make	Model	Age	Fuel type	Mar 25 stock	Mar 25 avg price	% change
Vauxhall	Corsa	2 - 3 yrs	Petrol	462	£12,723	-1.3%
Peugeot	208	1 - 2 yrs	Petrol	239	£16,801	-1.4%
Ford	Fiesta	1 - 2 yrs	Petrol	210	£16,565	-1.8%
Tesla	Model 3	4 - 5 yrs	Electric	257	£18,591	-2.3%
Tesla	Model 3	3 - 4 yrs	Electric	394	£20,263	-2.6%

Average price by region

Four regions saw prices higher than the overall average vehicle price of £17,391:

- London (+£3,449)
- Scotland (+£1,086)
- South East England (+£888)
- East Anglia (+£753)

Once again Wales is the cheapest region at just over £2,700 below the overall average.



Scotland
£18,477
Mar 24 £17,354 +6.5% YoY
Feb 25 £18,354 +0.7% MoM

North West England
£16,321
Mar 24 £16,367 -0.3% YoY
Feb 25 £16,337 -0.1% MoM

Wales
£14,647
Mar 24 £14,519 +0.9% YoY
Feb 25 £14,754 -0.7% MoM

South West England
£16,590
Mar 24 £16,671 -0.5% YoY
Feb 25 £17,048 -2.7% MoM

South Central England
£17,341
Mar 24 £17,916 -3.2% YoY
Feb 25 £17,613 -1.5% MoM

South East England
£18,279
Mar 24 £18,166 +0.6% YoY
Feb 25 £18,240 +0.2% MoM

North East England
£16,621
Mar 24 £16,555 +0.4% YoY
Feb 25 £16,569 +0.3% MoM

Midlands
£15,780
Mar 24 £16,281 -2.7% YoY
Feb 25 £16,182 -2.5% MoM

East Anglia
£18,144
Mar 24 £18,849 -8.7% YoY
Feb 25 £18,228 -0.5% MoM

London
£20,840
Mar 24 £21,362 -2.4% YoY
Feb 25 £20,654 +0.9% MoM

Data from vehicles listed across the MOTORS Network.

Demand

MOTORS

March 2025 at a glance

- Average days to sell in March was down from 33.0 days in February to 30.4 days as Q1 demand continues to drive vehicles sales.
- All dealer types continued to show strong performance with stock selling faster.
- Ad views were up MoM for all price bands.

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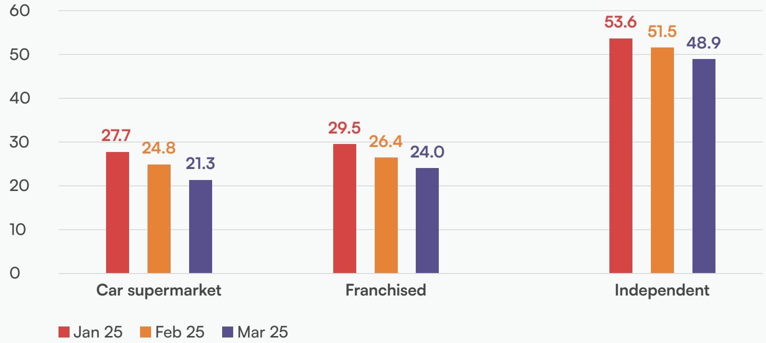
Average days to sell

30.4

Jan 25	Feb 25
35.0	33.0
2xMoM: -13.1%	MoM: -7.9%

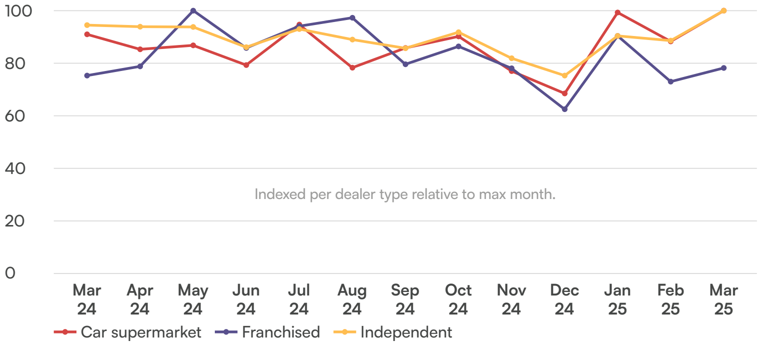
Average days to sell **by dealer type**

All dealer types continued to show strong performance with stock selling faster.



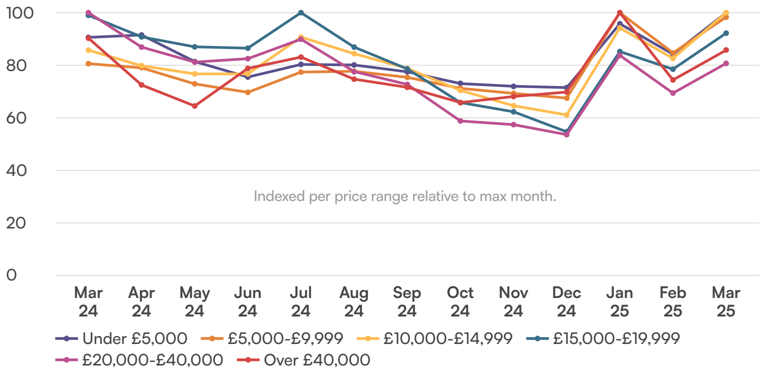
Sold volume index **by dealer type**

March saw an overall increase of +10.2% MoM. Individually, car supermarkets were up the most at +13.2% MoM and +9.8% YoY.



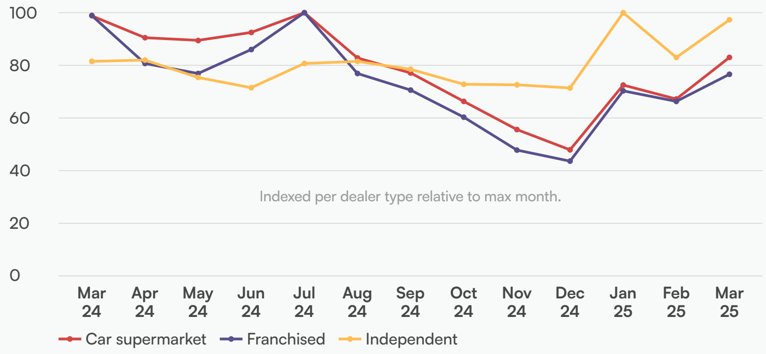
Ad views per listing index **by price**

YoY, ad views for vehicles under £15,000 are up with those in the £5,000 to £9,999 bracket up the most at +21.9%.



Ad views per listing index **by dealer type**

Ad views for independent dealers are up 19.4% YoY, highlighting consumers increased demand for good value.



> **"The stability of the used car market in Q1 enabled dealers to focus on solid consumer demand in March demonstrated by an uptick in views on MOTORS over the course of the month."**

Lucy Tugby,
Marketing Director, MOTORS

Data from vehicles listed across the MOTORS Network.

Demand

MOTORS

- The most viewed brand remains Ford with 11.4% of all page views. Mercedes-benz, Toyota and BMW all showed strong YoY performance.
- The fastest selling make/model in March was the Volkswagen Golf selling in 9.7 days
- Medium vehicles continue to provide over 40% of stock and 36% of vehicles views. Large and convertible show most views per vehicle.

Top 10 most viewed manufacturers

The most viewed brand remains Ford with 11.4% of all page views. Mercedes-Benz, Toyota and BMW all showed strong YoY performance.

#	Manufacturer	Mar 24	Feb 25	Mar 25
1	Ford	12.3%	11.7%	11.4%
2	Volkswagen	9.2%	9.5%	9.8%
3	BMW	7.9%	7.8%	8.5%
4	Mercedes-Benz	5.2%	8.2%	8.1%
5	Audi	7.8%	7.1%	7.4%
6	Vauxhall	7.3%	6.0%	6.3%
7	Toyota	5.0%	5.6%	5.4%
8	Nissan	4.8%	4.5%	4.4%
9	Land Rover	4.3%	4.7%	4.3%
10	Peugeot	3.8%	3.3%	3.3%

Top 10 fastest selling makes/models

The fastest selling make/model in March was the Volkswagen Golf, selling in 9.7 days.

#	Make	Model	Age	Fuel type	Mileage	Avg days to sell
1	Volkswagen	Golf	Under 6 mths	Petrol	Under 5k	9.7
2	Vauxhall	Corsa	2 - 3 yrs	Petrol	20 - 30k	10.9
3	MG	HS	Under 6 mths	Petrol	Under 5k	11.9
4	Vauxhall	Corsa	Under 6 mths	Electric	Under 5k	12.0
5	Vauxhall	Corsa	3 - 4 yrs	Petrol	10 - 20k	13.5
6	Vauxhall	Corsa	3 4 yrs	Petrol	20 - 30k	15.9
7	MG	ZS	1 - 2 yrs	Petrol	10 - 20k	16.1
8	Vauxhall	Corsa	2 - 3 yrs	Petrol	10 - 20k	16.7
9	Nissan	Qashqai	2 - 3 yrs	Petrol	10 - 20k	17.9
10	Vauxhall	Mokka	3 - 4 yrs	Petrol	10 - 20k	18.2

Vehicle listings, indexed views per vehicle

Views per vehicle performed most strongly for diesel vehicles due to reduced stock and growth in views, likely driven by good value for diesel models.

	% of listings		Views per vehicle index		% of ad views	
Fuel type	Mar 24	Mar 25	Mar 24	Mar 25	Mar 24	Mar 25
Petrol	49.4%	48.1%	105.7	100.3	52.2%	48.2%
Diesel	38.5%	36.0%	109.0	124.7	42.0%	44.9%
Hybrid	7.2%	9.5%	58.7	52.1	4.3%	5.0%
Electric	4.8%	6.4%	31.9	30.5	1.5%	2.0%
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 vehicles continue to provide over 40% of stock and 36% of vehicles views. Large and convertible show most views per vehicle.

	% of listings		Views per vehicle index		% of ad views	
Vehicle sector	Mar 24	Mar 25	Mar 24	Mar 25	Mar 24	Mar 25
Medium	41.1%	40.9%	94	88	38.5%	35.9%
Small/Supermini	22.2%	26.2%	97	79	21.5%	20.6%
Prestige	16.6%	14.6%	110	138	18.2%	20.1%
Large	5.8%	5.7%	119	150	6.9%	8.6%
MPV	7.2%	6.6%	92	107	6.6%	7.1%
Estate	4.6%	3.8%	106	105	4.9%	4.0%
Convertible	2.6%	2.2%	133	173	3.4%	3.8%
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

54% of stock is between 3 and 10 years old, with 56% of views coming from 6-14 year old vehicles.

	% of listings		Views per vehicle index		% of ad views	
Age	Mar 24	Mar 25	Mar 24	Mar 25	Mar 24	Mar 25
Under 6 mths	4.4%	5.1%	35	28	1.6%	1.4%
6 mths - 1 yr	4.6%	4.9%	35	26	1.6%	1.3%
1 - 2 yrs	6.3%	7.8%	40	30	2.6%	2.3%
2 - 3 yrs	8.2%	8.0%	44	31	3.6%	2.5%
3 - 4 yrs	12.4%	13.0%	43	33	5.3%	4.3%
4 - 5 yrs	11.0%	8.0%	58	49	6.4%	3.9%
5 - 6 yrs	8.7%	8.6%	72	67	6.3%	5.8%
6 - 8 yrs	13.7%	13.3%	102	99	14.0%	13.2%
8 - 10 yrs	10.8%	10.8%	139	149	15.0%	16.1%
10 - 12 yrs	7.9%	8.3%	166	185	13.1%	15.3%
12 - 14 yrs	4.8%	5.0%	221	229	10.5%	11.4%
14 - 16 yrs	3.0%	3.1%	263	267	7.9%	8.2%
16 - 18 yrs	1.9%	1.8%	288	331	5.6%	6.1%
18 - 20 yrs	0.9%	1.0%	317	356	3.0%	3.5%
Over 20 yrs	1.3%	1.4%	257	348	3.4%	4.8%
Grand Total	100%	100%	100	100	100%	100%

Indexed against monthly average views per listing.

Electric/hybrid

MOTORS

March 2025 at a glance

- Stock volumes for both EVs (+63.8%) and hybrids (+64%) are up from this time last year.
- Hybrid prices remained remained fairly static across all age bands MoM.
- Only EVs under 2 years old saw a MoM price rise, albeit small, up just +0.7% to £33,031.

Electric average price

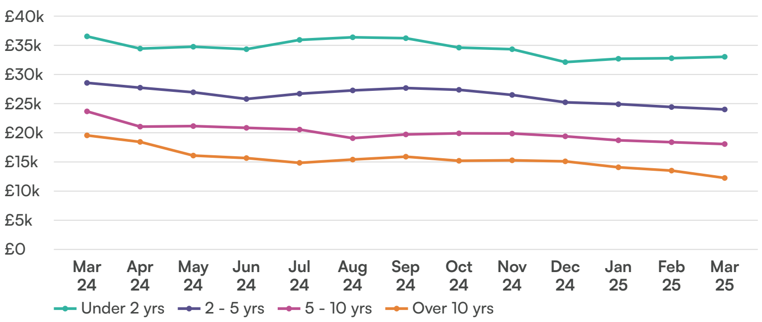
£24,347

Feb 25
£24,758
MoM: -1.7%

Mar 24
£29,264
YoY: -16.8%

Electric average price by age

The overall average price is down for all age bands YoY with EVs over 10 years old down the most at -37.3%.



Top 5 electric price movers

Audi E-Tron (4 - 5 yrs / 40 - 50k) had the biggest MoM increase, going up +4.0%.

Increase

Make	Model	Age	Mileage	Avg price	% change
Audi	E-Tron	4 - 5 yrs	40 - 50k	£22,506	+4.0%
Nissan	Leaf	4 - 5 yrs	10 - 20k	£11,368	+2.2%
Vauxhall	Mokka	Under 6 mths	Under 5k	£22,433	+2.1%
Tesla	Model Y	2 - 3 yrs	30 - 40k	£28,746	+1.6%
Kia	Niro	4 - 5 yrs	30 - 40k	£16,732	+1.2%

Decrease

Make	Model	Age	Mileage	Avg price	% change
MINI	Hatch	3 - 4 yrs	20 - 30k	£13,317	-4.3%
Ford	Capri	Under 6 mths	Under 5k	£42,302	-4.3%
Nissan	Leaf	2 - 3 yrs	10 - 20k	£12,735	-5.6%
Peugeot	2008	6 mths - 1 yr	Under 5k	£22,757	-6.1%
BMW	i5	1 - 2 yrs	5 - 10k	£47,263	-6.3%

Hybrid average price

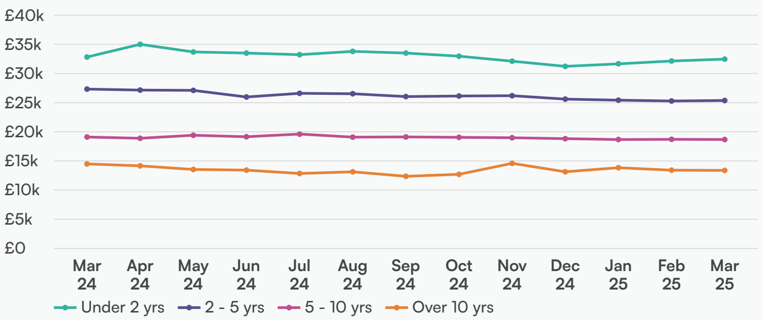
£24,882

Feb 25
£24,848
MoM: +0.1%

Mar 24
£26,157
YoY: -4.9%

Hybrid average price by age

Hybrid prices are also down YoY but not as much as EVs. Hybrids over 10 years old fell the most, down -7.4%.



Top 5 hybrid price movers

Cupra Formentor (under 6mths / under 5k)) had the biggest MoM increase, going up +14.5%.

Increase

Make	Model	Age	Mileage	Avg price	% change
Cupra	Formentor	Under 6 mths	Under 5k	£34,137	+14.5%
Toyota	C-HR	1 - 2 yrs	5 - 10k	£26,487	+5.1%
Renault	Clio	6 mths - 1 yr	10 - 20k	£17,272	+4.5%
Toyota	Yaris Cross	2 - 3 yrs	20 - 30k	£20,653	+4.3%
Nissan	Qashqai	2 Years - 3 yrs	30 - 40k	£18,257	+3.6%

Decrease

Make	Model	Age	Mileage	Avg price	% change
Kia	Niro	3 - 4 yrs	30 - 40k	£17,236	-2.8%
Ford	Puma	1 - 2 yrs	5 - 10k	£20,926	-2.8%
Jeep	Compass	Under 6 mths	Under 5k	£28,759	-3.0%
Mercedes-Benz	A Class	4 - 5 yrs	20 - 30k	£18,995	-3.3%
Hyundai	Tucson	6 mths - 1 yr	5 - 10k	£29,368	-4.6%

“ EV trends remain an area of interest with our data showing how average prices have now dipped below hybrids, the result of price corrections and an increase in models aged 5 to 10 years coming to market.”

Lucy Tugby,
Marketing Director, MOTORS

Electric/hybrid

MOTORS

March 2025 at a glance

- Chinese manufactured BYD Dolphin was the fastest selling EV, selling on average in 13.9 days.
- The MG ZS was the fastest selling hybrid, selling on average in 8.4 days.
- Alternative fuel vehicles accounted for 17.3% of listings and 7.0% of ad views.

Top 10 fastest selling EVs

Chinese manufactured BYD Dolphin was the fastest selling EV, selling on average in 13.9 days.

#	Make	Model	Days to sell
1	BYD	Dolphin	13.9
2	Mercedes-Benz	EQB	16.8
=3	Tesla	Model Y	17.0
=3	Mercedes-Benz	EQA	17.0
4	Ford	Mustang Mach-E	17.4
5	Hyundai	Ioniq	17.9
6	BMW	iX3	18.0
=7	Vauxhall	Corsa	18.8
=7	Nissan	Ariya	18.8
8	Mercedes-Benz	EQC	19.6

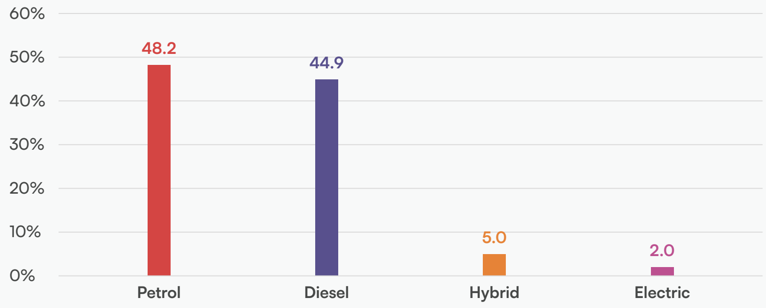
Top 10 fastest selling hybrids

The MG ZS was the fastest selling hybrid, selling on average in 8.4 days.

#	Make	Model	Days to sell
1	MG	ZS	8.4
2	Mercedes-Benz	GLE	16.2
3	Hyundai	Bayon	16.7
4	Volvo	V60	17.8
5	Hyundai	Tucson	18.9
6	BMW	2 Series	19.3
7	Land Rover	Range Rover Evoque	20.5
8	Mercedes-Benz	A Class	20.7
9	SEAT	Leon	20.9
10	Lexus	CT	21.3

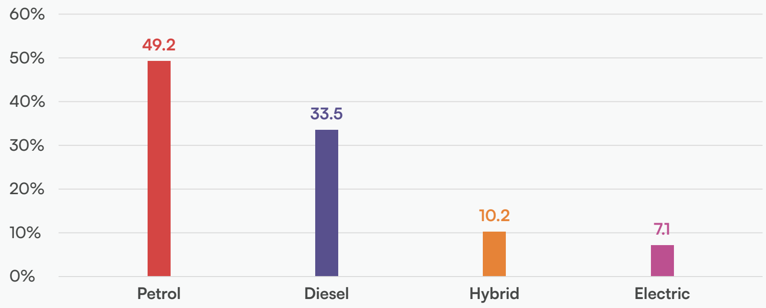
Ad views by fuel type

Alternative fuel vehicles accounted for 7.0% of all ad views, up from 5.2% this time last year.



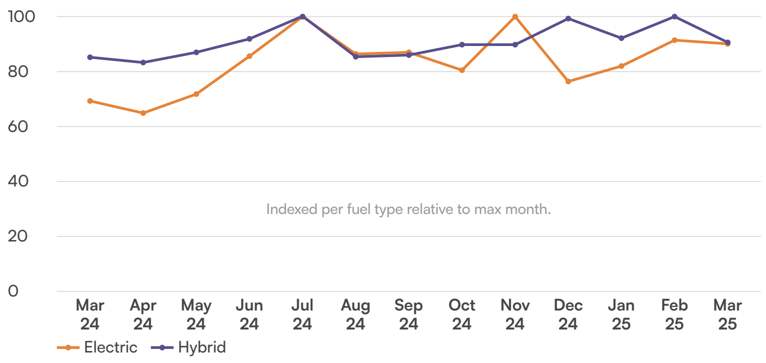
Vehicle listings by fuel type

Alternative fuel vehicles accounted for 17.3% of all listings, up from 12.0% this time last year.



Indexed ad views by fuel type

Alernative fuel views as a share of total view by fuel type have increased YoY. EVs up +30.1% and hybrid +6.4%.



Data from vehicles listed across the MOTORS Network.

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).