

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.

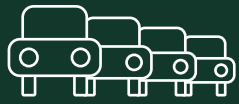
We look at comparison time periods so that you can spot emerging trends on a month-by-month basis.



MOTORS

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Stock

July 2025 at a glance

- July saw stock volumes match June 2025, but were up +1.3% YoY.
- Car supermarkets saw a small decrease volume MoM, down -0.6%, whilst being up +5.5% YoY.
- Petrol's share of stock volume was up +0.6% MoM while alternative fuel stock volume dipped slightly to 17.4% down from a high of 17.7% in June.

Stock volume by dealership

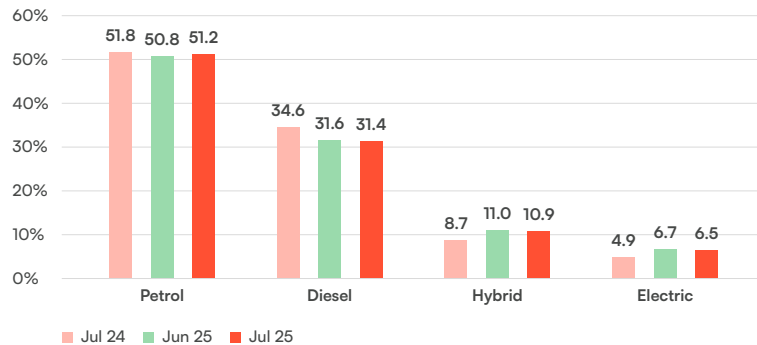
50.0

Jul 24
49.3
YoY: +1.3%

Jun 25
50.0
MoM: 0.0%

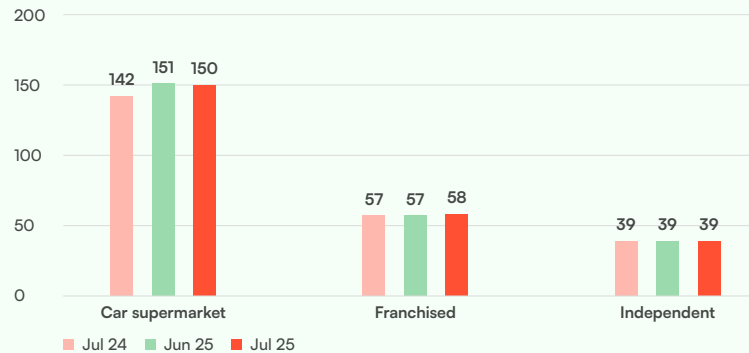
Stock volume by fuel type

Whilst stock volume for alternative fuel vehicles dipped slightly MoM, both hybrids (+26.1%) and EVs (+33.8%) were up YoY.



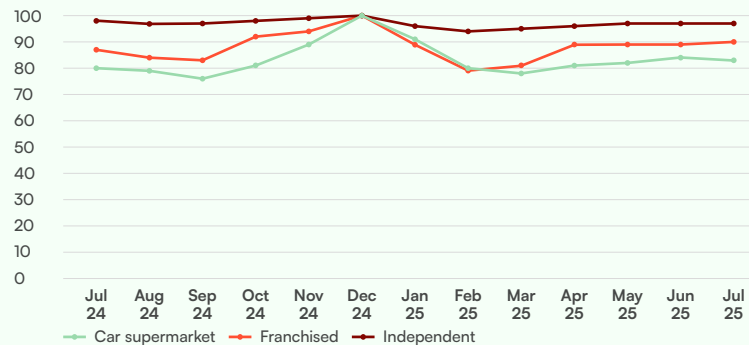
Stock volume by dealer type

Car supermarkets (+5.5%) and franchised dealers (+1.6%) both saw stock volumes rise YoY.



Stock volume trend per dealership

YoY, stock volume trends were up for car supermarkets (+6.2%) and franchises (+1.7%). Independent dealers saw no change.



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The average price of a used car on MOTORS was £17,522, up 2% (or £343) MoM and up 1% YoY.

Stock levels were unchanged MoM at 50 units and days to sell remained flat at 31.



Price

July 2025 at a glance

- The overall average vehicle price increased by +2.0% MoM and +0.6% YoY.
- Independent dealers saw the largest increase in average prices, up +1.3% MoM and +3.2% YoY.
- The overall average price of an EV has risen since May taking it above hybrids for the first time since January this year.

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Average price

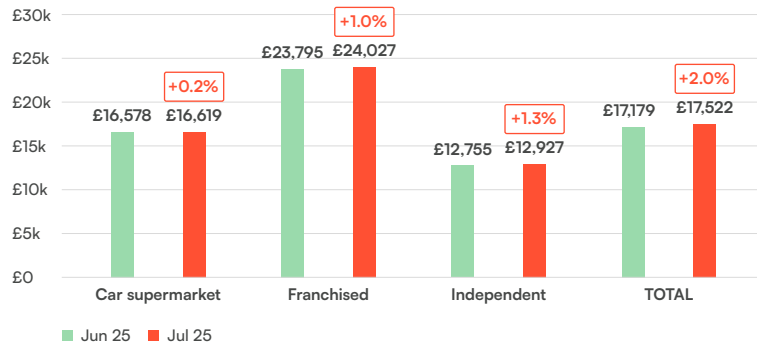
£17,522

Jul 24
£17,418
YoY: +0.6%

Jun 25
£17,179
MoM: +2.0%

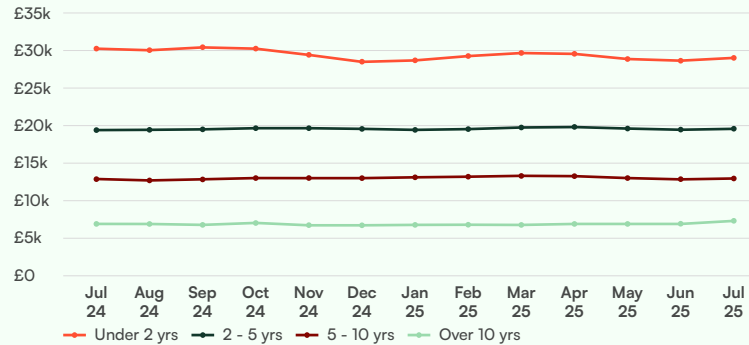
Average price by dealer type

All dealer types saw average prices increase MoM, in line with the overall average.



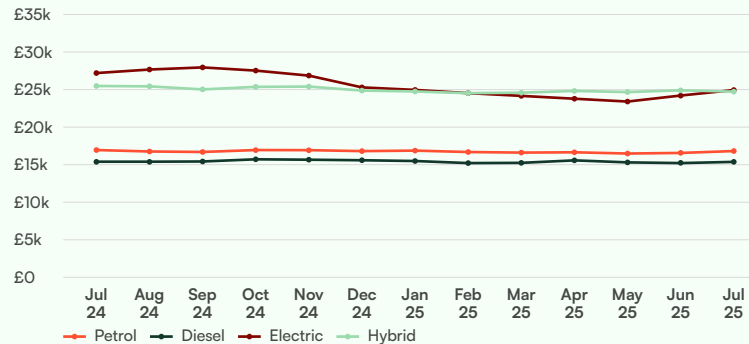
Average price by age

Vehicles over 10 years old have seen average prices rise both MoM (+5.8%) and YoY (+6.4%).



Average price by fuel type

Only hybrids saw their average price fall MoM, down -0.7%. All other fuel types were up, with EVs leading the way at +3.2%.



“While the average price of a used EV increased in July, it was still 8% lower than 12 months ago, representing an attractive saving for some buyers considering transitioning to electric.”

Lucy Tugby,
Marketing Director, MOTORS



Price

July 2025 at a glance

- 6 to 8 year old diesel Ford Kuga's saw the biggest average price rise MoM, up +2.0% to £11,999.
- 6 to 8 year old petrol Ford Focus's saw the biggest average price fall MoM, down -2.0% to £10,261.
- London was most expensive region, with the average vehicle price £4,500 greater than the overall national average.

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Top 5 price movers by MoM increase and decrease

It's the older vehicles (6 to 12 years old) that dominate the top 5 price risers with the only diesel leading the way.

Increase

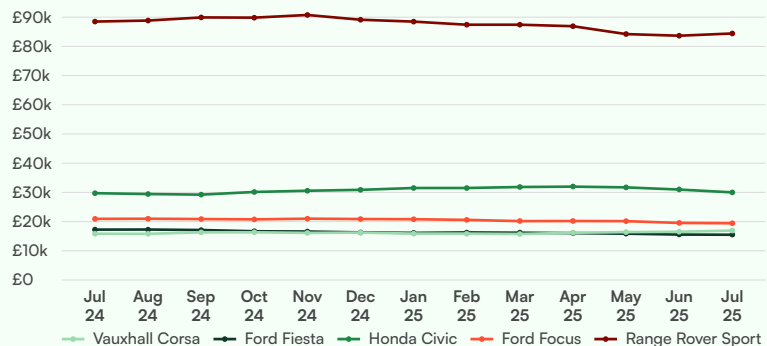
Make	Model	Age	Fuel type	Jul 25 stock	Jul 25 avg price	% change
Ford	Kuga	6 - 8 yrs	Diesel	268	£11,999	+2.0%
MG	MG3	Under 6 mths	Petrol	244	£15,317	+1.9%
Vauxhall	Corsa	6 - 8 yrs	Petrol	390	£7,922	+1.9%
Fiat	500	10 - 12 yrs	Petrol	252	£4,877	+1.6%
Ford	Fiesta	10 - 12 yrs	Petrol	488	£5,025	+1.5%

Decrease

Make	Model	Age	Fuel type	Jul 25 stock	Jul 25 avg price	% change
Ford	Focus	6 - 8 Years	Petrol	344	£10,621	-2.0%
Nissan	Qashqai	6 - 8 yrs	Petrol	234	£11,157	-1.3%
Peugeot	2008	1 - 2 yrs	Petrol	261	£19,410	-1.2%
Ford	Ecosport	3 - 4 yrs	Petrol	268	£13,333	-1.2%
Ford	Fiesta	3 - 4 yrs	Petrol	243	£14,202	-1.0%

Average price selected makes/models

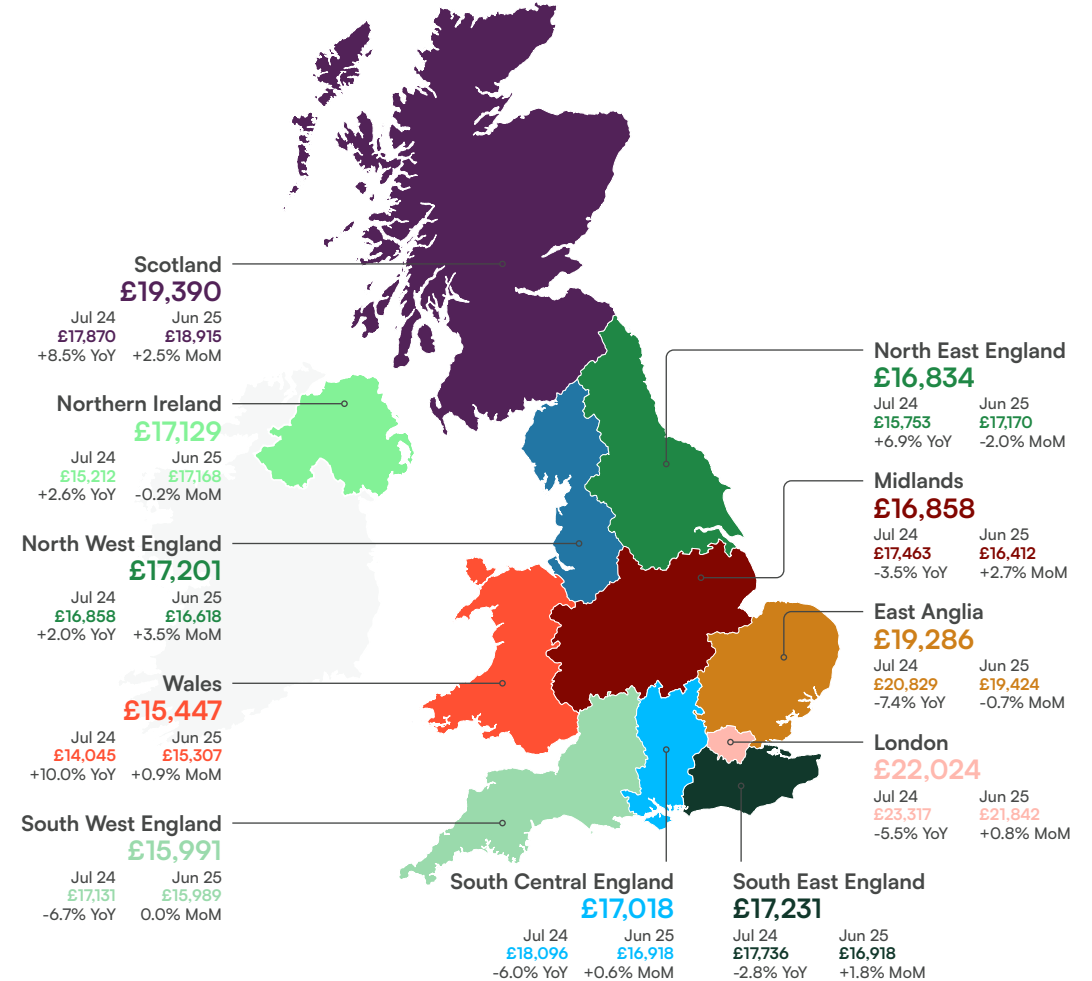
Of our selected makes/models, only the Honda Civic saw a drop in average price MoM, down -3.2% (-£1,008).

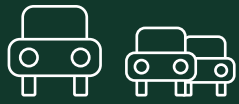


Average price by region

The national overall average price in July was **£17,522**. We compared the difference by region:

- London **+£4,502**
- Scotland **+£1,868**
- East Anglia **+£1,764**
- South East England **-£291**
- Northern Ireland **-£393**
- South Central England **-£504**
- North West England **-£501**
- Midlands **-£664**
- North East England **-£688**
- South West England **-£1,531**
- Wales **-£2,075**





Demand

July 2025 at a glance

- Overall, stock was selling faster MoM.
- MoM there was little or no change for car supermarkets or franchises. Independents however saw days to sell drop by 1.7 days.
- Sold index showed that vehicle sales for all dealer types performed strongly, with volumes up +15.3% MoM.



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Average days to sell

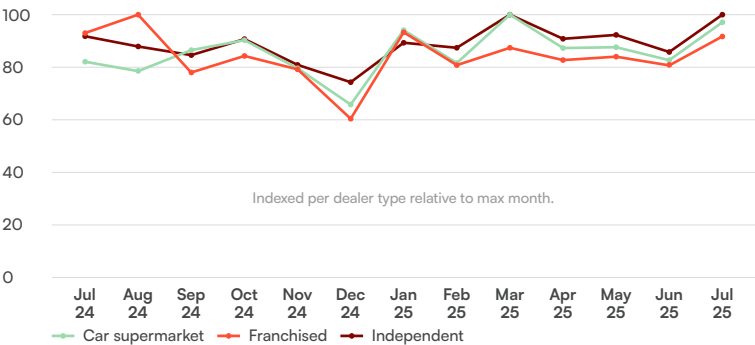
30.7

May 25
30.1
2xMoM: +2.0%

Jun 25
31.2
MoM: -1.6%

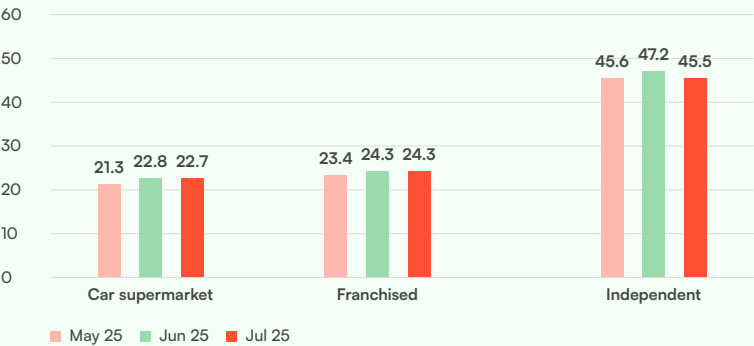
Sold volume index by dealer type

Sold index showed that vehicle sales for all dealer types performed strongly, with volumes up +15.3% MoM. YoY, car supermarket dealers performed the best, up +18.3%.



Average days to sell by dealer type

On average, days to sell for all dealer types has remained static for the last two months.



Top 10 fastest selling makes/models

It was the younger models (under 2 years old) that were selling the fastest in July with all fuel types represented in the top 10.

#	Make	Model	Age	Fuel type	Mileage	Avg days to sell
1	Vauxhall	Grandland	Under 6 mths	Petrol	Under 5k	7.7
2	MG	HS	Under 6 mths	Petrol	Under 5k	8.1
3	Citroen	Berlingo	Under 6 mths	Diesel	Under 5k	10.5
4	Nissan	Qashqai	1 - 2 yrs	Hybrid	10 - 20k	11.1
5	Nissan	Juke	1 - 2 yrs	Hybrid	10 - 20k	12.1
6	Vauxhall	Corsa	Under 6 mths	Petrol	Under 5k	12.5
7	Peugeot	Expert	6 mths - 1 yr	Diesel	Under 5k	14.6
8	Volvo	EX30	Under 6 mths	Electric	Under 5k	15.0
9	Vauxhall	Astra	Under 6 mths	Petrol	Under 5k	15.2
10	Hyundai	Tucson	6 mths - 1 yr	Petrol	5 - 10k	16.6

The fastest selling used car honours in July were shared by the Vauxhall Grandland (petrol, under six months and less than 5,000 miles) and the MG HS (petrol, under six months, less than 5,000 miles) averaging just eight days on dealer forecourts.



Demand

July 2025 at a glance

- Petrol vehicles had the most listings (49.6%) and ad views (50.7%) in July, while diesel led the way with views per vehicle (114.6).
- Medium vehicles provided the most stock (41.4%) and most ad views (37.6%). Prestige (132) and convertible (162) show most views per vehicle.
- 53.3% of stock is between 3 and 10 years old, with 53.7% of views coming from 6 to 14 year old vehicles.

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

Medium vehicles provided the most stock and most ad views. Prestige vehicles and convertibles show most views per vehicle.

Vehicle sector	% of listings		Views per vehicle index		% of ad views	
	Jul 24	Jul 25	Jul 24	Jul 25	Jul 24	Jul 25
Medium	39.9%	41.4%	95	91	38.0%	37.6%
Small/Supermini	25.2%	26.9%	87	85	21.8%	22.9%
Prestige	14.6%	13.8%	118	132	17.2%	18.2%
Large	7.8%	5.7%	104	113	8.1%	6.4%
MPV	6.8%	6.3%	104	113	7.0%	7.1%
Estate	3.7%	3.9%	123	119	4.5%	4.7%
Convertible	2.1%	1.9%	159	162	3.3%	3.2%
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 fuel type

Petrol vehicles had the most listings and ad views in July, while diesel led the way with views per vehicle.

Fuel type	% of listings		Views per vehicle index		% of ad views	
	Jul 24	Jul 25	Jul 24	Jul 25	Jul 24	Jul 25
Petrol	50.2%	49.6%	99.8	102.1	50.1%	50.7%
Diesel	37.3%	34.5%	114.5	114.6	42.7%	39.6%
Hybrid	8.0%	10.1%	62.4	63.5	5.0%	6.4%
Electric	4.5%	5.8%	49.2	58.4	2.2%	3.4%
Grand Total	100%	100%	100	100	100%	100%

Indexed against monthly average views per listing.

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

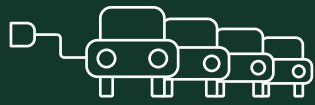
53.3% of stock is between 3 and 10 years old, with 53.7% of views coming from 6 to 14 year old vehicles.

Age	% of listings		Views per vehicle index		% of ad views	
	Jul 24	Jul 25	Jul 24	Jul 25	Jul 24	Jul 25
Under 6 mths	5.2%	5.2%	35	40	1.8%	2.1%
6 mths - 1 yr	5.3%	4.8%	37	35	2.0%	1.7%
1 - 2 yrs	7.1%	7.8%	42	43	3.0%	3.4%
2 - 3 yrs	7.4%	8.1%	46	46	3.4%	3.8%
3 - 4 yrs	16.3%	12.4%	45	50	7.4%	6.2%
4 - 5 yrs	7.7%	9.6%	62	66	4.8%	6.4%
5 - 6 yrs	8.2%	6.3%	79	84	6.5%	5.3%
6 - 8 yrs	12.6%	13.8%	110	103	13.8%	14.2%
8 - 10 yrs	10.4%	11.2%	142	142	14.8%	15.9%
10 - 12 yrs	8.0%	8.6%	172	163	13.7%	14.0%
12 - 14 yrs	4.8%	5.0%	209	192	10.0%	9.6%
14 - 16 yrs	2.9%	3.0%	251	236	7.4%	7.1%
16 - 18 yrs	1.9%	1.7%	290	255	5.5%	4.4%
18 - 20 yrs	0.9%	0.9%	286	303	2.7%	2.8%
Over 20 yrs	1.3%	1.4%	253	234	3.3%	3.2%
Grand Total	100%	100%	100	100	100%	100%

Indexed against monthly average views per listing.

“Against a background of socio-economic uncertainty, the July used car market proved to be remarkably resilient with dealers achieving some solid results in the lead up to August when buyers’ priorities and budgets switch to summer holidays.”

Lucy Tugby,
Marketing Director, MOTORS



Electric/hybrid

July 2025 at a glance

- The average price of an EV is higher than that of a hybrid for the first time since January this year.
- EVs over 10 years old were, on average, +9.8% more expensive MoM. Up from £12,351 to £13,563 (+£1,212).
- Biggest MoM price risers: EV: MG MG4 (2 - 3 yrs, under 5k) +6.1% Hybrid: Toyota C-HR (under 6mths, under 5k) +5.7%.

Electric average price

£24,641

Jun 25

£23,962

MoM: +2.8%

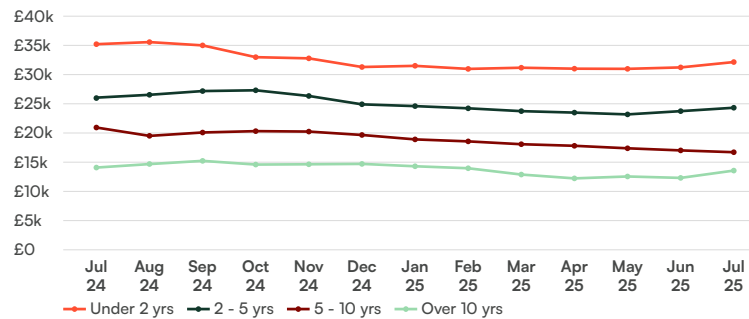
Jul 24

£27,239

YoY: -9.5%

Electric average price by age

Average prices for all age bands is down YoY, with vehicles aged between 5 and 10 years old down the most at -20.9%.



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Top 5 electric price movers

Five different manufacturers in the top 5 price risers, with vehicles all with under 5,000 miles on the clock.

Increase

Make	Model	Age	Mileage	Avg price	% change
MG	MG4	2 - 3 yrs	Under 5k	£24,844	+6.1%
Kia	Niro	6 mths - 1 yr	Under 5k	£27,429	+4.1%
Audi	Q4 E-TRON	Under 6 mths	Under 5k	£44,248	+4.0%
MINI	Cooper	6 mths - 1 yr	Under 5k	£26,857	+4.0%
Mercedes-Benz	EQA	6 mths - 1 yr	Under 5k	£39,310	+3.3%

Decrease

Make	Model	Age	Mileage	Avg price	% change
Tesla	Model Y	2 - 3 yrs	10 - 20k	£27,175	-5.4%
Ford	Explorer	6 mths - 1 yr	5 - 10k	£33,574	-5.0%
Nissan	Leaf	4 - 5 yrs	20 - 30k	£9,531	-4.6%
Ford	Explorer	6 mths - 1 yr	Under 5k	£32,532	-4.4%
BYD	Atto3	Under 6 mths	Under 5k	£30,807	-4.3%

Hybrid average price

£24,529

Jun 25

£24,674

MoM: -0.6%

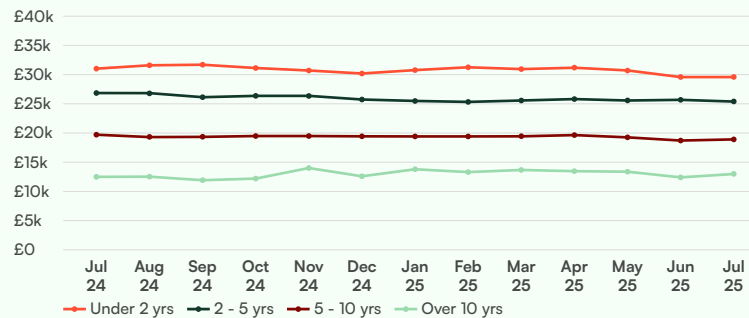
Jul 24

£25,607

YoY: -4.2%

Hybrid average price by age

Only vehicles over 10 years old have seen their average price rise YoY, up +4.1%). The also showed the biggest MoM rise, up +4.8%.



Top 5 hybrid price movers

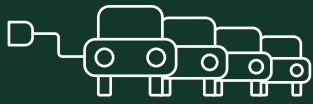
Five different manufacturers in the top 5 price risers, with vehicles aged from under 6 months to 4 years old.

Increase

Make	Model	Age	Mileage	Avg price	% change
Toyota	C-HR	Under 6 mths	Under 5k	£34,506	+5.7%
BMW	3 Series	4 - 5 yrs	30 - 40k	£23,206	+5.3%
Nissan	Qashqai	1 - 2 yrs	5 - 10k	£25,759	+3.4%
Kia	Sportage	3 - 4 yrs	30 - 40k	£22,279	+2.7%
BMW	3 Series	3 - 4 yrs	50 - 60k	£22,007	+2.6%

Decrease

Make	Model	Age	Mileage	Avg price	% change
Toyota	Prius	Under 6 mths	60 - 80k	£5,036	-4.7%
Mazda	CX-60	Under 6 mths	Under 5k	£39,853	-3.6%
Mercedes-Benz	A Class	4 - 5 yrs	30 40k	£18,627	-3.6%
Ford	Kuga	6 mths - 1 yr	Under 5k	£28,158	-3.4%
Ford	Puma	3 - 4 yrs	10 - 20k	£16,132	-3.2%



Electric/hybrid

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July 2025 at a glance

- Ford Capri was the fastest selling EV, selling on average in 14.6 days.
- MG ZS was the fastest selling hybrid, selling on average in 10.0 days.
- Alternative fuel vehicles dipped below last month's peak (17.7%), making up 17.4% of MOTORS Stock.

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Top 10 fastest selling EVs

Down from second place last month (14.8 days) is the Mercedes-Benz EQA - taking 4.3 days longer to sell.

#	Make	Model	Days to sell
1	Ford	Capri	14.6
2	BMW	iX3	14.9
3	Mercedes-Benz	EQB	15.4
4	Audi	E-Tron	16.7
5	MINI	Hatch	16.8
6	Tesla	Model 3	17.2
7	Tesla	Model Y	17.3
8	Mercedes-Benz	EQC	17.6
9	Ford	Explorer	19.0
10	Mercedes-Benz	EQA	19.1

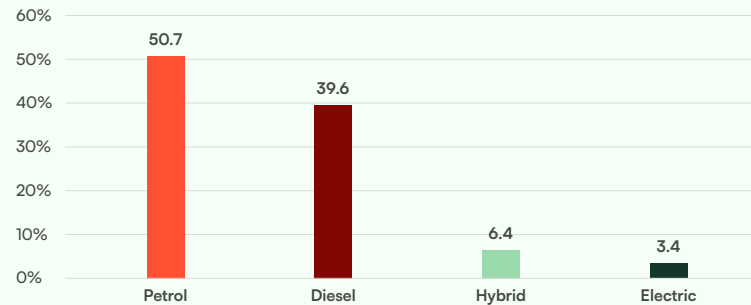
Top 10 fastest selling hybrids

The BYD Seal U was the fastest seller last month but is down to second, even though it's selling 0.8 days faster.

#	Make	Model	Days to sell
1	MG	ZS	10.0
2	BYD	Seal U	13.0
3	Citroen	C5 Aircross	18.5
=4	Hyundai	Ioniq	19.2
=4	Mercedes-Benz	CLA	19.2
5	MG	MG3	19.4
6	Audi	A3	19.6
7	Hyundai	Tucson	20.0
8	Toyota	RAV4	21.3
9	Hyundai	Santa FE	21.7

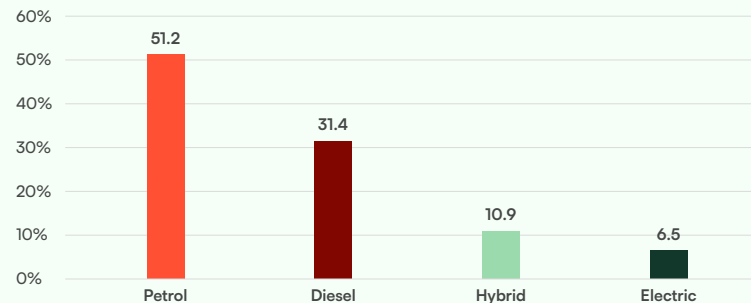
Ad views by fuel type

Alternative fuel vehicles make up 9.8% of all ad views, up from 8.9% last month.



Vehicle listings by fuel type

Alternative fuel vehicles make up 17.4% of all listings, down from 17.7% last month.



“We tracked a significant rise in EV searches triggered by the Electric Car Grant announcement, with buyer interest raised even though used cars were excluded from the government’s scheme.”

Lucy Tugby,
Marketing Director, 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 partnerships with eBay, Gumtree and Parkers. This creates a cost-effective advertising platform reaching buyers across the digital car search journey, which typically sees them visit on average 3.9 sites.*

The Cazoo brand was acquired by MOTORS in June 2024 and was relaunched as a used car search marketplace in April 2025 with more than 300,000 listings providing even greater online visibility for car dealers. Along with a new app it has become the flagship brand in the MOTORS network. 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 O3 Industries and Novum Capital.

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



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Source: *MOTORS Digital Touchpoints Survey, March 2025. Independent research of 3,000 car buyers conducted by Insight Advantage from 24 February to 2 March 2025. Motors.co.uk Limited, registered in England and Wales with number 05975777, 27 Old Gloucester Street, London, WC1N 3AX, United Kingdom. © Copyright 2000-2025 Motors.co.uk Limited. All rights reserved. VAT No. GB 345 7692 64.