

January 2026

# Market View

For all the the latest insights.

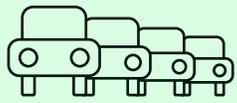
Welcome to our monthly Market View. We've analysed activity across our platforms to provide insights into stock, price, days to sell and demand by consumers based on what they are viewing, including: manufacturers, models and the increasing interest in electric and hybrid vehicles. We look at comparison 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 **0333 038 2051**

**MOTORS**

**CAZOO**





# Stock

## January 2026 at a glance

- All dealer types saw a fall in average stock volume MoM with car supermarkets down the most at -12.1%.
- Alternative fuel vehicles accounted for 20% of all stock volume in January.
- EVs share of stock volume has risen +31.4% YoY.

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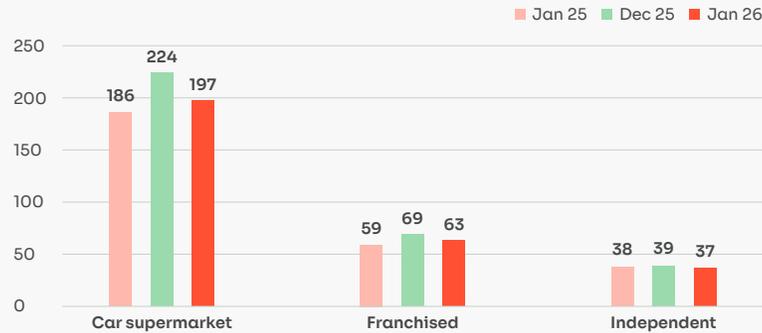
### Stock volume by dealership

# 53.9

Jan 25	Dec 25
<b>52.1</b>	<b>57.8</b>
YoY: +3.4%	MoM: -6.8%

### Stock volume by dealer type

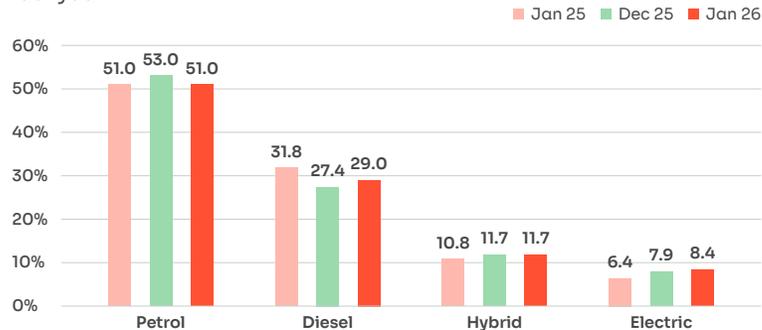
While all dealer types were down MoM, both car supermarkets (+5.9%) and franchises (+7.3%) stock levels were up YoY.



## Collectively EVs and hybrids increased to their highest ever share of vehicles being sold by dealers, accounting for 20%, up from 17.2% in January 2025.

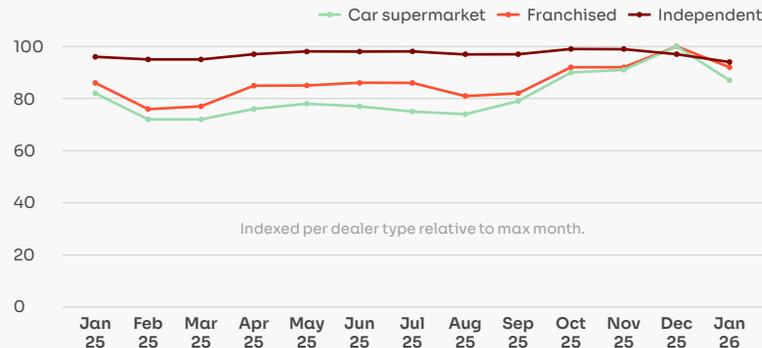
### Stock volume by fuel type

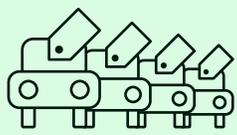
Diesel, hybrid and electric vehicles all saw MoM rises in stock volume at the expense of petrol, down -3.8% to the same levels as this time last year.



### Stock volume index trend per dealership

January saw all dealer types moving their stock, following a typical slowing in December.





# Price

## January 2026 at a glance

- The overall average vehicle price was down MoM, driven by a -1.6% drop for those aged under 2 years old.
- All fuel types saw their average prices drop MoM with EVs down the most at -3.0%.
- Both car supermarkets (+1.2%) and independents (+1.4%) saw average prices rise MoM, franchises were down -2.2%.

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### Average price

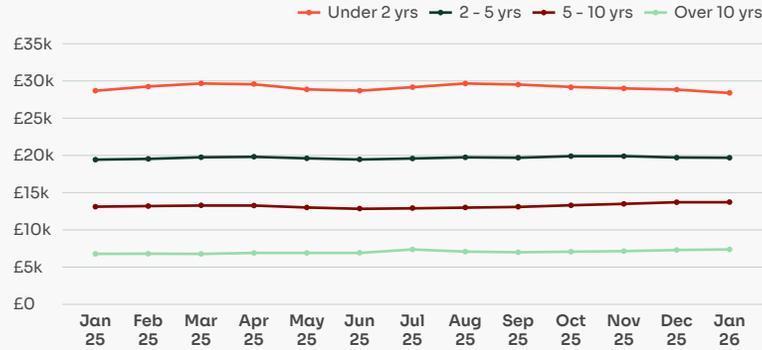
# £17,815

Jan 25  
£17,591  
YoY: +1.3%

Dec 25  
£18,102  
MoM: -1.6%

### Average price by age

Only vehicles under 2 years old saw a drop in average price YoY (-1.1%). All other age bands were up, with those over 10 years old up the most at +8.8%.



### Top 5 price movers by MoM increase and decrease

#### Increase

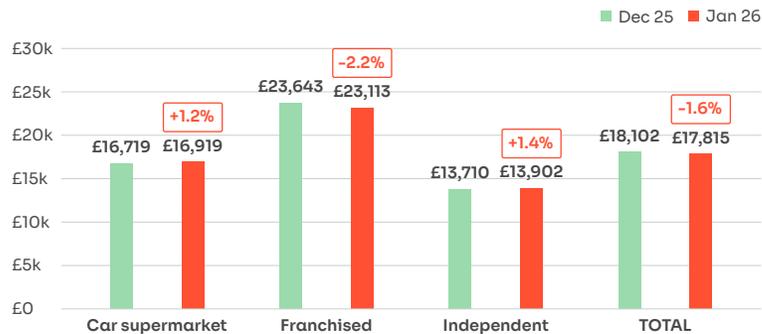
Make	Model	Age	Fuel type	Stock	Avg price	% change
Vauxhall	Corsa	1 - 2 yrs	Petrol	259	£15,620	+3.0%
Ford	Focus	8 - 10 yrs	Petrol	216	£11,379	+2.8%
MG	MG S5	Under 6 mths	Electric	216	£25,084	+2.3%
Fiat	500	10 - 12 yrs	Petrol	235	£4,603	+2.1%
Ford	Focus	2 - 3 yrs	Petrol	338	£16,672	+1.6%

#### Decrease

Make	Model	Age	Fuel type	Stock	Avg price	% change
Vauxhall	Mokka X	6 - 8 yrs	Petrol	225	£8,608	-3.6%
Kia	Sportage	Under 6 mths	Hybrid	264	£29,500	-2.6%
Nissan	Qashqai	3 - 4 yrs	Petrol	677	£17,149	-2.6%
Vauxhall	Corsa	Under 6 mths	Petrol	425	£17,234	-2.6%
Mercedes-Benz A Class		5 - 6 yrs	Petrol	209	£18,140	-2.6%

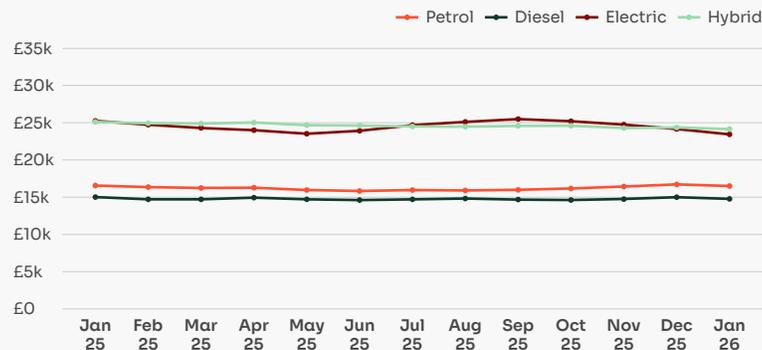
### Average price by dealer type

Both car supermarkets (-1.2%) and franchises (-1.5%) saw average prices fall YoY, independents were up +6.2%.



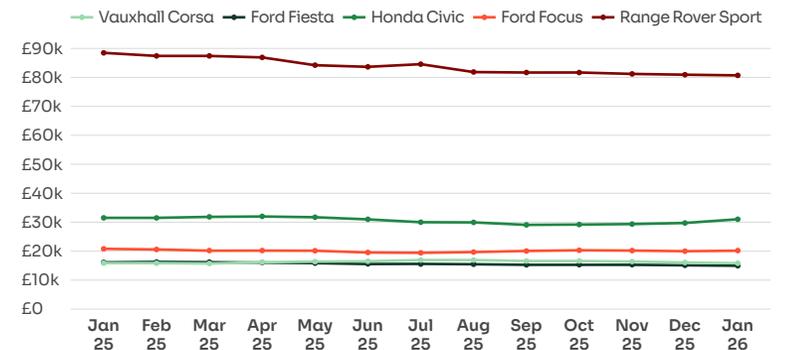
### Average price by fuel type

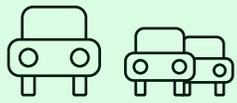
EVs saw the biggest fall in average price both MoM (-3.0%) and YoY (-7.2%).



### Average price selected makes/models

All our selected makes/models have seen prices drop YoY with the Range Rover Sport dropping the most, down -8.9%.





# Demand

## January 2026 at a glance

- Only independent dealers saw stock selling faster MoM - on average in 42 days compared to 52 in December.
- Franchises were selling stock on average 10 days slower than in the previous 2 months.
- Nearly new MGs dominate our list of fastest sellers, with 5 models in the top 10.

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### Average days to sell

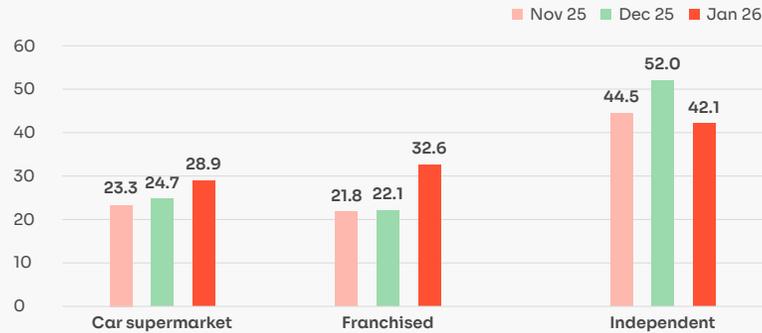
# 34.6

Nov 25  
**28.8**  
2xMoM: +19.9%

Dec 25  
**30.8**  
MoM: +12.1%

### Average days to sell by dealer type

Car supermarkets and franchises have seen a slow down in days to sell over the last 3 months.

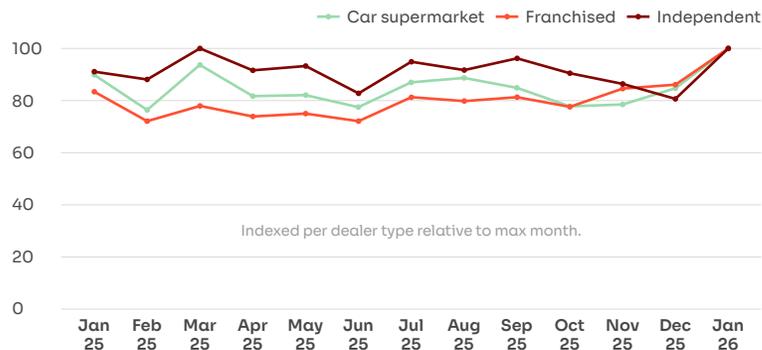


“Seasonal trends were clearly in evidence in January with the market gathering momentum as buyers returned to the market following December’s festivities.”

Lucy Tugby,  
Marketing Director, MOTORS

### Sold volume index by dealer type

Overall, more vehicles are selling YoY. Independent dealers are showing strong performance with +9.8% increase.



### Top 10 fastest selling makes/models

#	Make	Model	Age	Fuel type	Mileage	Avg days to sell
1	MG	MG3	Under 6 mths	Petrol	Under 5k	7.4
2	Vauxhall	Frontera	Under 6 mths	Electric	Under 5k	9.7
3	MG	ZS	Under 6 mths	Petrol	Under 5k	10.2
4	Hyundai	i10	Under 6 mths	Petrol	Under 5k	11.1
5	MG	HS	1 - 2 yrs	Petrol	10 - 20k	16.0
6	MG	ZS	6 mths - 1 yr	Hybrid	5 - 10k	18.4
7	SEAT	Ibiza	Under 6 mths	Petrol	Under 5k	18.9
8	MG	ZS	Under 6 mths	Hybrid	Under 5k	19.8
9	Vauxhall	Mokka	3 - 4 yrs	Petrol	20 - 30k	23.0
10	Ford	Focus	Under 6 mths	Petrol	Under 5k	24.5



# Demand

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## January 2026 at a glance

- Medium vehicles had the most listings (40.3%) and ad views (38.9%). Prestige had the most views per vehicle (138).
- 53.3% of stock was aged between 3 and 10 years old, while 66.9% of ad views was for vehicles aged between 6 and 16 years old.
- Petrol vehicles had the most listings (49.4%) and ad views (48.3%). Diesel had the most views per vehicle (131.5).

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

Vehicle sector	% of listings		Views per vehicle index		% of ad views	
	Jan 25	Jan 26	Jan 25	Jan 26	Jan 25	Jan 26
Medium	41.2%	40.3%	85	96	35.1%	38.9%
Small/Supermini	26.3%	27.0%	80	77	20.9%	20.9%
Prestige	13.8%	13.9%	142	138	19.6%	19.1%
Large	5.4%	5.4%	180	134	9.8%	7.2%
MPV	7.3%	7.7%	101	87	7.4%	6.7%
Estate	3.8%	3.7%	104	128	3.9%	4.7%
Convertible	2.2%	2.1%	149	120	3.2%	2.5%
<b>Grand Total</b>	<b>100%</b>	<b>100%</b>	<b>100</b>	<b>100</b>	<b>100%</b>	<b>100%</b>

Indexed against monthly average views per listing.



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

Age	% of listings		Views per vehicle index		% of ad views	
	Jan 25	Jan 26	Jan 25	Jan 26	Jan 25	Jan 26
Under 6 mths	5.3%	6.0%	24	21	1.2%	1.2%
6 mths - 1 yr	6.1%	5.3%	25	24	1.5%	1.3%
1 - 2 yrs	8.8%	7.2%	25	25	2.2%	1.8%
2 - 3 yrs	8.1%	8.2%	30	32	2.4%	2.6%
3 - 4 yrs	14.2%	13.1%	32	31	4.6%	4.1%
4 - 5 yrs	8.8%	8.3%	51	49	4.5%	4.1%
5 - 6 yrs	8.5%	6.4%	76	64	6.5%	4.1%
6 - 8 yrs	12.2%	14.3%	118	89	14.4%	12.7%
8 - 10 yrs	9.8%	11.2%	160	143	15.7%	16.0%
10 - 12 yrs	7.4%	8.6%	198	191	14.7%	16.5%
12 - 14 yrs	4.4%	5.0%	241	256	10.5%	12.7%
14 - 16 yrs	2.7%	2.7%	292	336	7.9%	9.0%
16 - 18 yrs	1.7%	1.6%	332	361	5.6%	5.9%
18 - 20 yrs	0.9%	0.9%	359	449	3.1%	4.1%
Over 20 yrs	1.2%	1.3%	435	319	5.3%	4.0%
<b>Grand Total</b>	<b>100%</b>	<b>100%</b>	<b>100</b>	<b>100</b>	<b>100%</b>	<b>100%</b>

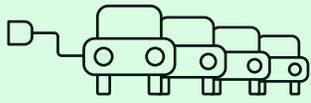
Indexed against monthly average views per listing.

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

Fuel type	% of listings		Views per vehicle index		% of ad views	
	Jan 25	Jan 26	Jan 25	Jan 26	Jan 25	Jan 26
Petrol	49.6%	49.4%	98.5	97.7	48.8%	48.3%
Diesel	34.3%	32.7%	129.1	131.5	44.3%	43.0%
Hybrid	10.2%	10.7%	49.4	59.6	5.0%	6.4%
Electric	5.9%	7.1%	30.4	32.1	1.8%	2.3%
<b>Grand Total</b>	<b>100%</b>	<b>100%</b>	<b>100</b>	<b>100</b>	<b>100%</b>	<b>100%</b>

Indexed against monthly average views per listing.

Nearly new models aged under six months, with less than 5,000 miles on their clocks were the fastest sellers in January.



# Electric/hybrid

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## January 2026 at a glance

- The overall average price of an EV is down £1,850 since this time last year.
- Average stock levels for EVs (+58.9%) and hybrids (+37.6%) were up YoY.
- With overall average prices for hybrids down YoY, only those aged between 5 and 10 years old saw a rise (+3.7%).

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### Electric average price

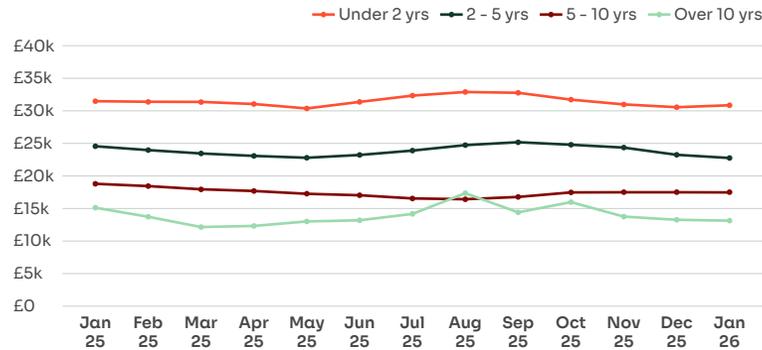
# £23,245

Dec 25  
**£23,516**  
 MoM: -1.2%

Jan 25  
**£25,095**  
 YoY: -7.4%

### Electric average price by age

Average prices are down for all age groups YoY with those aged over 10 years old falling the most, down -13.2%.



### Top 5 electric price movers

#### Increase

Make	Model	Age	Mileage	Avg price	% change
Audi	Q4 e-tron	6 mths - 1 yr	5 - 10k	£35,738	+3.8%
BMW	i4	Under 6 mths	Under 5k	£47,637	+3.4%
Audi	Q4 e-tron	6 mths - 1 yr	Under 5k	£36,208	+2.8%
Nissan	Leaf	3 - 4 yrs	30 - 40k	£10,738	+2.4%
Fiat	600	Under 6 mths	Under 5k	£23,881	+1.9%

#### Decrease

Make	Model	Age	Mileage	Avg price	% change
Audi	e-tron	4 - 5 yrs	30 - 40k	£20,626	-5.7%
Polestar	Polestar 2	2 - 3 yrs	40 - 50k	£18,834	-4.7%
BYD	Seal	Under 6 mths	Under 5k	£34,934	-4.7%
Polestar	Polestar 2	2 - 3 yrs	30 - 40k	£20,069	-4.1%
Citroen	C3	Under 6 mths	Under 5k	£17,502	-4.1%

### Hybrid average price

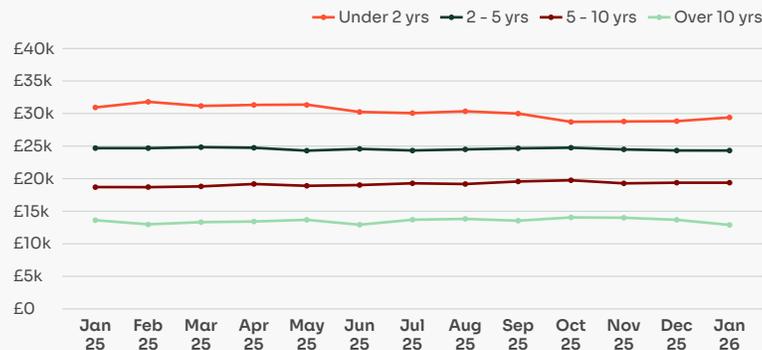
# £23,944

Dec 25  
**£23,896**  
 MoM: +0.2%

Jan 25  
**£24,460**  
 YoY: -2.1%

### Hybrid average price by age

Hybrids aged over 10 years old saw the biggest average price drop MoM, down -5.6%.



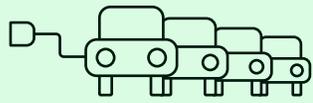
### Top 5 hybrid price movers

#### Increase

Make	Model	Age	Mileage	Avg price	% change
MG	HS	6 mths - 1 yr	Under 5k	£27,604	+5.4%
MG	HS	Under 6 mths	Under 5k	£27,985	+5.2%
BMW	3 Series	4 - 5 yrs	30 - 40k	£22,936	+5.1%
BMW	3 Series	3 - 4 yrs	60 - 80k	£20,292	+4.3%
Kia	Niro	Under 6 mths	Under 5k	£28,408	+3.0%

#### Decrease

Make	Model	Age	Mileage	Avg price	% change
Nissan	Qashqai	2 - 3 yrs	30 - 40k	£18,027	-4.3%
Nissan	Juke	1 - 2 yrs	20 - 30k	£17,473	-4.0%
Nissan	Qashqai	1 - 2 yrs	10 - 20k	£23,297	-3.8%
MG	MG3	6 mths - 1 yr	10 - 20k	£15,353	-3.4%
Renault	Arkana	3 - 4 yrs	30 - 40k	£15,012	-3.1%



# Electric/hybrid

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## January 2026 at a glance

- Alternative fuel vehicles accounted for 20.1% of all listings and 8.7% of all ad views.
- The Polestar 4 was the fastest selling EV – selling on average in 16.3 days.
- The Chery Tiggo 8 was the fastest selling hybrid – selling on average in 13.5 days.

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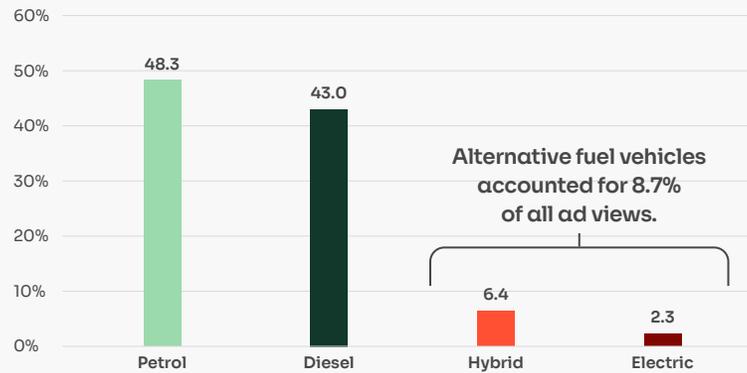
### Top 10 fastest selling EVs

#	Make	Model	Days to sell
1	Polestar	Polestar 4	16.3
2	Citroen	C4	20.6
3	MINI	Electric Hatch	21.6
4	Fiat	500	22.1
5	Audi	e-tron	22.4
=6	Renault	Zoe	22.5
=6	Mercedes-Benz	EQC	22.5
7	Peugeot	2008	22.7
8	Kia	EV3	23.7
9	BMW	iX3	24.1

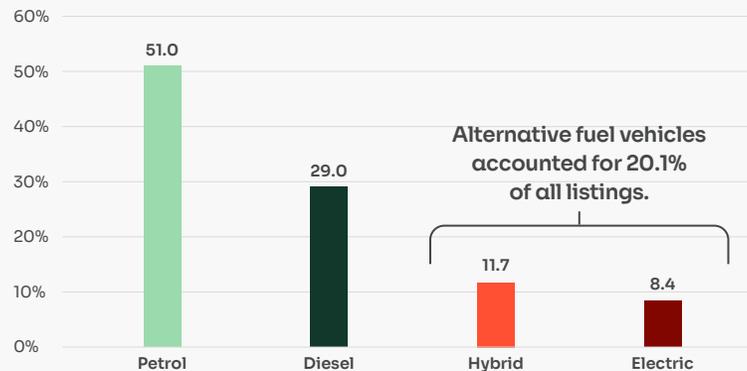
### Top 10 fastest selling hybrids

#	Make	Model	Days to sell
1	Chery	Tiggo 8	13.5
2	MG	ZS	22.0
3	Renault	Arkana	23.5
4	Chery	Tiggo 7	24.8
5	Mercedes-Benz	A Class	25.3
6	MG	HS	25.5
7	Land Rover	Range Rover Evoque	25.6
=8	Skoda	Octavia	25.7
=8	Hyundai	Tucson	25.7
9	Mercedes-Benz	GLA Class	25.9

### Ad views by fuel type



### Vehicle listings by fuel type



“The increased volumes of EVs entering the used car market is presenting buyers with more affordable options from an ever increasing choice of makes and models, while rewarding dealers able to maximise on the small drops in wholesale pricing.”

Lucy Tugby,  
Marketing Director, MOTORS

# About us

**We are 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, across MOTORS, Cazoo, eBay 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 the Cazoo 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 we publish 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](http://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.

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