

The logo for eBay Motors Group, featuring the text 'ebay motors group' in a white, lowercase, sans-serif font on a dark blue background.The logo for MOTORS, featuring the text 'MOTORS' in a white, uppercase, sans-serif font on a dark blue background.The logo for Gumtree, featuring a white tree icon and the text 'Gumtree' in a white, lowercase, sans-serif font on a dark blue background.The logo for eBay, featuring the text 'ebay' in a white, lowercase, sans-serif font on a dark blue background.The logo for ARCHANT, featuring the text 'ARCHANT' in a white, uppercase, sans-serif font on a dark blue background.The logo for PARKERS, featuring the text 'PARKERS' in a white, uppercase, sans-serif font on a dark blue background.The logo for Top Gear, featuring the text 'Top Gear' in a white, lowercase, sans-serif font on a dark blue background.The logo for Confused, featuring the text 'Confused' in a white, lowercase, sans-serif font on a dark blue background.The logo for RAC Cars, featuring the text 'RAC Cars' in a white, lowercase, sans-serif font on a dark blue background.The logo for hpl valuations, featuring the text 'hpl valuations' in a white, lowercase, sans-serif font on a dark blue background.

March 2022

Market View

For the latest insights from eBay Motors Group

Welcome to our monthly Market View. We've analysed activity across the eBay Motors Group 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.

For information about advertising and content marketing opportunities on our expanded eBay Motors Group portfolio including Motors.co.uk, Gumtree Motors, eBay Motors, RAC Cars, Parkers and Top Gear, please call our team on **0203 966 2711** or email us at AdvertiseSmarter@ebaymotorsgroup.co.uk



Stock

March 2022

At a glance

- The availability of used cars in the market has been fairly stable in early 2022, with average listings up just +1% MoM in March 22 and -8% down YoY.
- Franchised dealers saw a small drop MoM in available stock but Supermarkets and Independents increased by +4.7% and +2.3% respectively.
- Alternative fuel vehicles saw a healthy MoM rise as used Electric and Hybrid vehicles came into the market during plate change month, up +7% and +6% respectively.

Stock volume per dealership

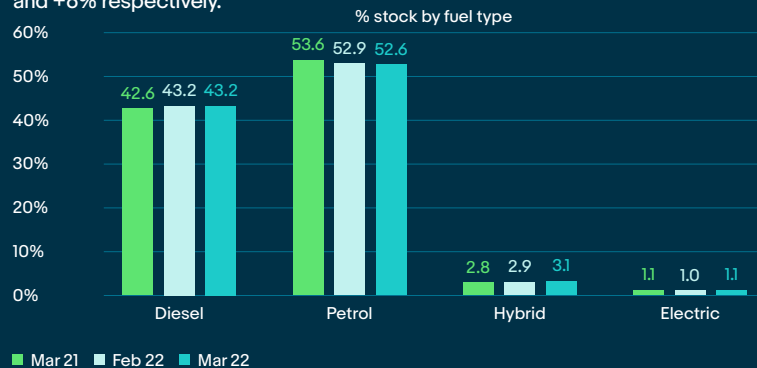
The availability of used cars in the market has been fairly stable in early 2022, with average listings up just +1% MoM in March 22 and -8% down YoY.

46.2

Feb 22: **45.6** MoM: **+1.0%**
 Mar 21: **50.3** YoY: **-8.0%**

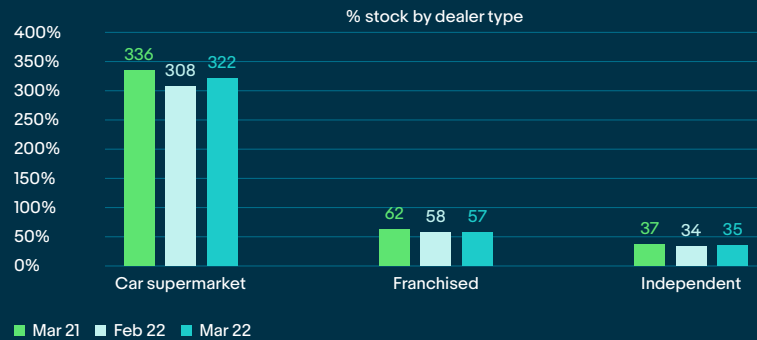
Stock volume by fuel type

Alternative fuel vehicles saw a healthy MoM rise as used Electric and Hybrid vehicles came into the market during plate change month, up +7% and +6% respectively.



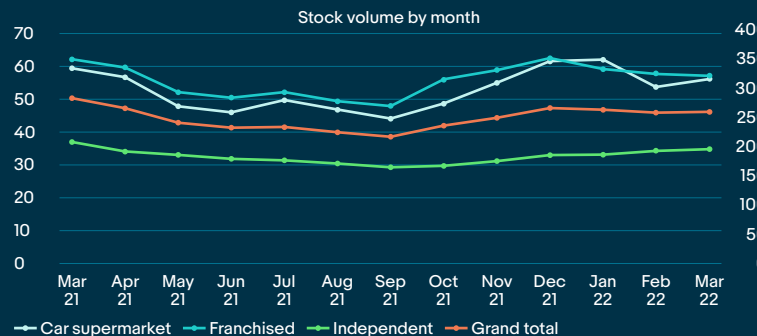
Stock volume by dealer type

Franchised dealers saw a small drop MoM in available stock but Supermarkets and Independents increased by +4.7% and +2.3% respectively.



Stock volume trend per dealership

Car Supermarkets recovered somewhat from poor supply in February 22, up +4.7% MoM.



“ March’s used car market showed welcome signs of further stability with minimal monthly fluctuations in advertised prices, stock volumes and days to sell. These were welcome trends for dealers, especially against a backdrop of falling new car registrations during the all-important plate change month. The supply disruption caused by the global chip shortage will continue to prompt in-market new car buyers to look at used alternatives.”

Dermot Kelleher,
 Head of Marketing and Research, eBay Motors Group



Data from vehicles listed on Motors.co.uk and eBay Motors Group.



Price

March 2022

At a glance

- Average vehicle list prices continue to stabilise in 2022 with March 22 down just -1% MoM, although still well above normal levels with overall average list price up +20% YoY.
- Franchised dealers and Supermarkets both saw average prices fall by just over -1% MoM, whilst Independents saw very little change.
- Average prices for most selected make/models (less than 30k miles and < 3 years old) were down by up to -2.5% MoM, with the Range Rover Sport the exception up +5.5%.

Average vehicle price

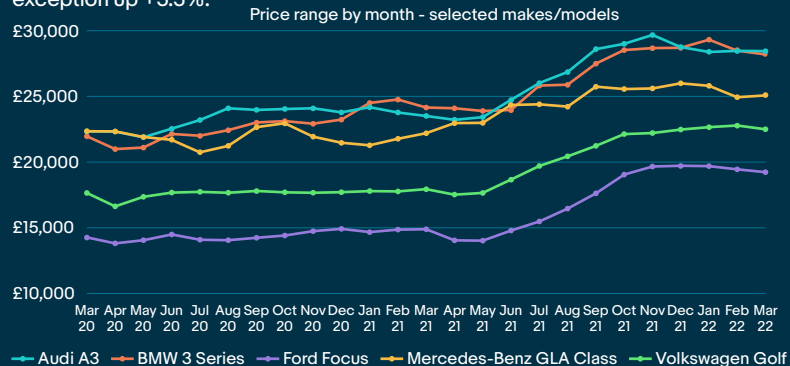
Average vehicle list prices continue to stabilise in 2022 with March 22 down just -1% MoM, although still well above normal levels with overall average list price up +20% YoY.

£17,636

Feb 22: **£17,825** MoM: **-1.1%**
 Mar 21: **£14,752** YoY: **+19.5%**

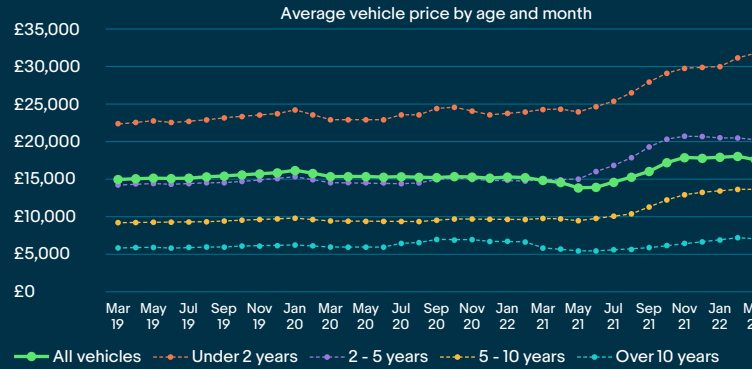
Average price by month – selected makes/models

Average prices for most selected make/models (less than 30k miles and < 3 years old) were down by up to -2.5% MoM, with the Range Rover Sport the exception up +5.5%.



Average listing price over time

The average listing price remains steady in vehicles over 2 years but 0 - 2 year old vehicles continue to rise.



Top 5 price movers

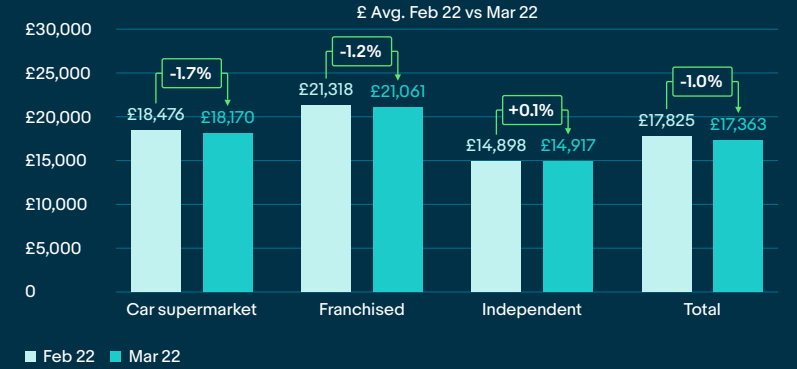
Top 5 makes/models by MoM increase and decrease in price.

Increase						
Make	Model	Age band	Fuel type	Mar stock	Mar avg price	% change
Vauxhall	Astra	14 - 16yrs	Petrol	107	£2,601	18.0%
Ford	Focus	10 - 12 yrs	Diesel	144	£4,088	9.0%
Nissan	X-Trail	6 - 8 yrs	Diesel	155	£14,973	8.2%
Volkswagen	Golf	8 - 10 yrs	Petrol	129	£10,703	8.2%
Land Rover	Discovery	5 - 6 yrs	Diesel	115	£30,896	7.5%

Decrease						
Make	Model	Age band	Fuel type	Mar stock	Mar avg price	% change
BMW	1 Series	4 - 5 yrs	Petrol	336	£18,342	-4.2%
BMW	2 Series	5 - 6 yrs	Petrol	128	£17,059	-4.4%
Ford	Focus	10 - 12 yrs	Petrol	298	£7,782	-6.5%
Ford	Kuga	10 - 12 yrs	Diesel	133	£6,773	-7.6%
Toyota	Yaris	12 - 14 yrs	Petrol	102	£3,690	-13.3%

Average price of vehicles on Motors.co.uk by dealer type

Franchised dealers and Supermarkets both saw average prices fall by just over -1% MoM, whilst Independents saw very little change.



Data from vehicles listed on Motors.co.uk and eBay Motors Group.



Demand

March 2022

At a glance

- Average days to sell decreased by almost -6% YoY although showed little change from last month.
- Supermarkets saw days to sell increase MoM but still well down YoY. Little change for Franchised dealers MoM/YoY but Independents saw slightly slower sales in March 22.
- Generally the lower priced vehicles saw Days to Sell decrease MoM, as demand for lower priced vehicles and good deals remains strong. Higher priced stock saw a slight slowdown MoM.

Average days to sell

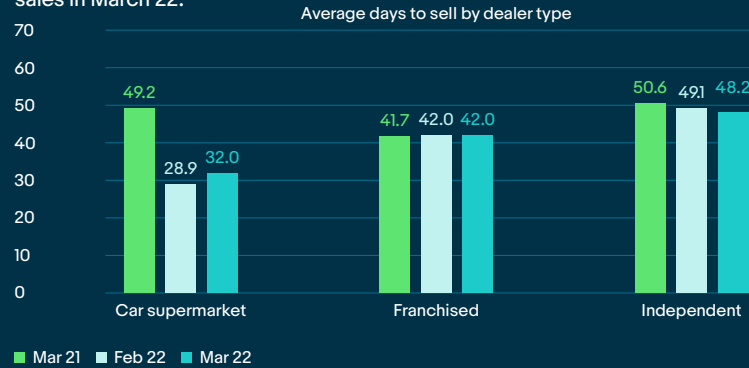
Average days to sell decreased by almost -6% YoY although showed little change from last month.

43.4

Feb 22: **43.3** MoM: **+0.2%**
 Mar 21: **46.0** YoY: **-5.7%**

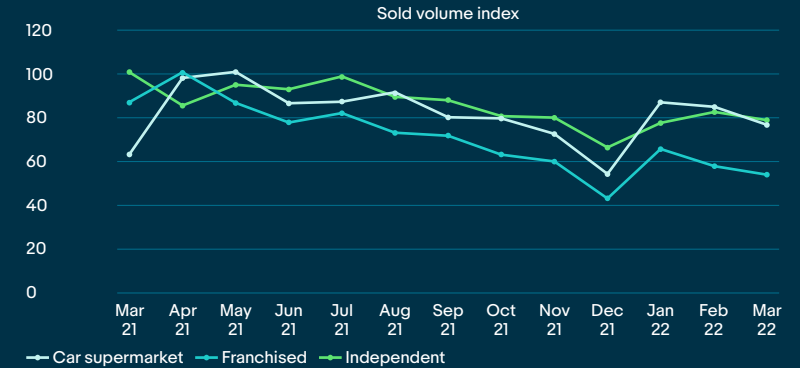
Average days to sell by dealer type

Supermarkets saw days to sell increase MoM but still well down YoY. Little change for Franchised dealers MoM/YoY but Independents saw slightly quicker sales in March 22.



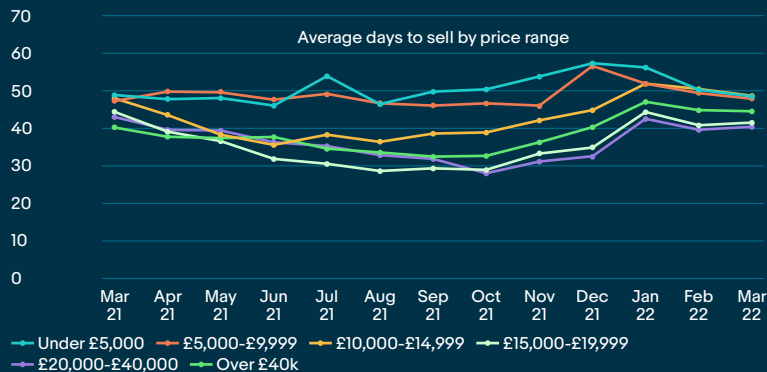
Sold volume index by dealer type

Indexed volume of sold stock shows a similar trend across dealer types as supply and consumer demand have resulted in a recent trend of declining volumes.



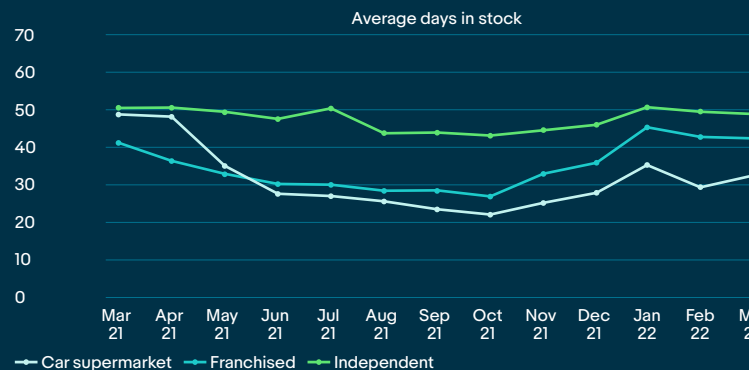
Average days to sell by price

Generally the lower priced vehicles saw Days to Sell decrease MoM, as demand for lower priced vehicles and good deals remains strong. Higher priced stock saw a slight slowdown MoM.



Average days in stock by dealer type

Days to sell increased MoM for Supermarkets but slight decreases for Franchised and Independent dealers.



MOTORS
.co.uk



Data from vehicles listed on Motors.co.uk and eBay Motors Group.



Demand

March 2022

At a glance

- Ford, Volkswagen and BMW listings generate most vehicle views on eMG sites, with Ford, Vauxhall, Toyota and Peugeot all seeing strong growth in share MoM.
- Fastest selling vehicle list in March 22 was dominated by small, 5-8 year old Fords, selling in under 25 days, with Golf and 3 Series also featuring.
- Supply/demand has shifted in the used car market in the last 12 months, with a change to older vehicles listed and more ad views for older stock.

Top 10 most viewed manufacturers

Ford, Volkswagen and BMW listings generate most vehicle views on eMG sites, with Ford, Vauxhall, Toyota and Peugeot all seeing strong growth in share MoM.

Rank	Manufacturer	Mar 21	Feb 22	Mar 22
1	Ford	13.3%	13.5%	13.8%
2	Volkswagen	8.9%	9.3%	9.4%
3	BMW	9.5%	9.0%	9.1%
4	Mercedes-Benz	9.4%	8.8%	8.3%
5	Audi	7.3%	7.4%	7.3%
6	Vauxhall	5.8%	5.7%	5.8%
7	Land Rover	4.6%	4.7%	4.3%
8	Toyota	3.2%	3.5%	3.7%
9	Nissan	3.7%	3.5%	3.5%
10	Peugeot	3.0%	2.8%	2.9%

Top 10 fastest selling makes/models

Fastest selling vehicle list in March 22 was dominated by small, 5-8 year old Fords, selling in under 25 days, with Golf and 3 Series also featuring.

Rank	Make	Model	Age band	Fuel type	Mileage	Avg days to sell
1	Volkswagen	Golf	6 - 8 yrs	Diesel	60 - 80k	19.7
2	Ford	Fiesta	6 - 8 yrs	Petrol	50 - 60k	20.9
3	Ford	Fiesta	5 - 6 yrs	Petrol	30 - 40k	21.1
4	Ford	Focus	6 - 8 yrs	Petrol	60 - 80k	21.1
5	Ford	Fiesta	5 - 6 yrs	Petrol	40 - 50k	21.5
6	Ford	Fiesta	6 - 8 yrs	Petrol	40 - 50k	22.1
7	BMW	3 Series	6 - 8 yrs	Diesel	60 - 80k	22.9
8	Ford	Fiesta	8 - 10 yrs	Petrol	50 - 60k	23.2
9	Ford	Focus	6 - 8 yrs	Diesel	60 - 80k	24.4
10	Ford	Fiesta	6 - 8 yrs	Petrol	60 - 80k	24.6

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

Petrol vehicles make up over half of all listed stock and vehicle views. March 22 saw a decrease in days to sell across all fuel types YoY.

Fuel type	% of listings		Avg days to sell		% of ad views	
	Mar 21	Mar 22	Mar 21	Mar 22	Mar 21	Mar 22
Petrol	53.6%	52.6%	47.5	44.2	51.5%	53.4%
Diesel	42.6%	43.2%	43.0	42.7	46.0%	43.1%
Hybrid	2.8%	3.1%	63.4	40.5	1.8%	2.5%
Electric	1.1%	1.1%	56.8	39.0	0.7%	1.0%
Grand Total	100%	100%	46.0	43.4	100%	100%

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

Medium vehicle sector listings accounted for more than 40% of total listings and 37% of ad views, selling in an average of 42.1 days.

Vehicle sector	% of listings		Avg days to sell		% of ad views	
	Mar 21	Mar 22	Mar 21	Mar 22	Mar 21	Mar 22
Medium	41.0%	43.7%	44.8	42.1	37.2%	37.9%
Small/Supermini	21.8%	21.9%	49.3	42.1	19.7%	22.6%
Prestige	18.6%	17.7%	43.4	44.4	20.6%	17.6%
Large	4.6%	5.2%	43.5	47.6	6.3%	6.1%
Convertible	2.5%	3.7%	48.8	61.9	4.5%	4.4%
MPV	5.6%	3.9%	51.4	41.5	5.7%	5.7%
Estate	5.9%	4.0%	49.4	40.9	6.1%	5.7%
Grand Total	100%	100%	46.0	43.4	100%	100%



Vehicle listings, days to sell and ad views by age

As supply/demand has shifted in the used car market in the last 12 months, so we can see a change to older vehicles listed and more ad views for older stock.

Age	% of listings		Avg days to sell		% of ad views	
	Mar 21	Mar 22	Mar 21	Mar 22	Mar 21	Mar 22
Under 6 mths	3.6%	1.6%	42.4	40.5	2.3%	1.0%
6 mths - 1 yr	4.8%	2.8%	49.5	41.7	2.6%	1.6%
1 - 2 yrs	11.8%	5.4%	56.4	46.0	6.6%	2.6%
10 - 12 yrs	12.4%	12.8%	42.8	46.3	7.6%	4.8%
12 - 14 yrs	20.4%	20.9%	46.0	47.7	12.7%	7.5%
14 - 16 yrs	11.2%	13.5%	45.6	43.2	9.2%	7.0%
16 - 18 yrs	7.4%	9.3%	43.3	38.3	7.4%	7.3%
18 - 20 yrs	10.0%	11.9%	42.1	35.7	12.7%	15.0%
2 - 3 yrs	6.6%	7.5%	45.7	38.6	10.7%	14.5%
3 - 4 yrs	4.9%	5.3%	46.5	43.9	9.5%	12.8%
4 - 5 yrs	3.3%	3.8%	42.7	47.9	7.8%	10.6%
5 - 6 yrs	1.9%	2.6%	43.0	47.8	5.3%	7.7%
6 - 8 yrs	0.9%	1.2%	44.6	47.4	2.9%	4.1%
8 - 10 yrs	0.4%	0.6%	48.2	56.8	1.2%	1.8%
Over 20 Years	0.5%	0.8%	77.5	84.5	1.4%	1.9%
Grand Total	100%	100%	46.0	43.4	100%	100%



Data from vehicles listed on Motors.co.uk and eBay Motors Group.



Electric/hybrid

March 2022

At a glance

- MG5 Electric was the fastest selling electric vehicle in March 22, selling on average in around 15 days.
- Mercedes-Benz GLE was the fastest selling hybrid vehicle in March 22, selling on average in 18 days.
- Petrol vehicles accounted for 53% of all listings in March 22 with alternative fuel vehicles accounting for 4.2%.

Electric, sold >10

MG5 Electric was the fastest selling electric vehicle in March 22, selling on average in around 15 days.

Rank	Make	Model	Days to sell
1	MG	MG5	15.3
2	Vauxhall	Vivaro	21.4
3	smart	ForTwo	22.2
4	MINI	Hatch	23.7
5	Tesla	Model 3	24.3
6	Porsche	Taycan	26.4
7	Volkswagen	Golf	31.3
8	smart	forfour	31.6
9	Volkswagen	ID3	33.4
10	Jaguar	I-Pace	33.5

Hybrid, sold >10

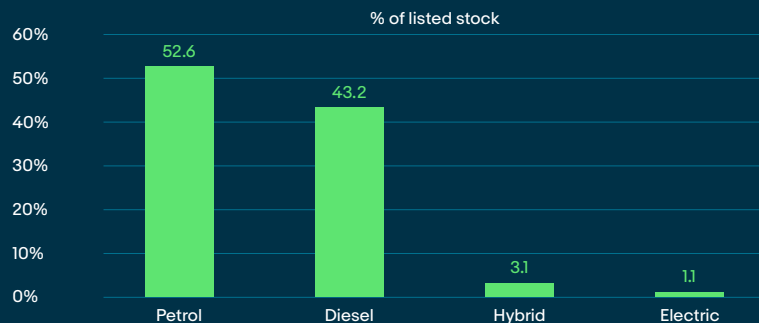
Mercedes-Benz GLE was the fastest selling hybrid vehicle in Mar-22, selling on average in 18 days.

Rank	Make	Model	Days to sell
1	Mercedes-Benz	GLE	17.9
2	Suzuki	Vitara	21.9
3	Renault	Clio	22.4
4	Ford	Puma	22.5
5	Honda	Civic	23.7
6	Kia	Sorento	25.4
7	Hyundai	Tucson	25.4
8	Ford	Fiesta	26.0
9	Honda	Insight	27.7
10	Hyundai	Kona	28.3

“The fastest selling fuel type in March was electric, followed by hybrid – both outperforming the overall market average of 43.4 days. While this is a clear indication of their desirability among some buyers, they both continue to make up a small percentage of listings and ad views.”

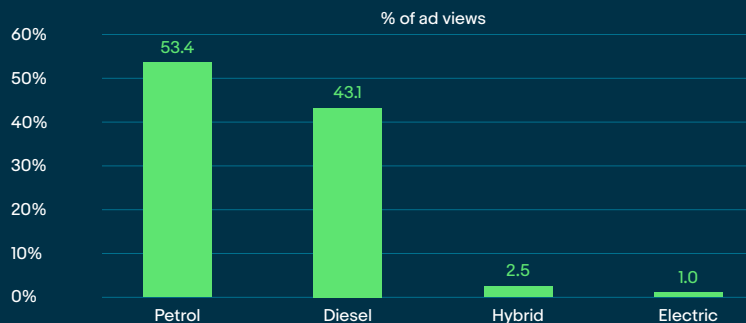
Vehicle listings by fuel type

Petrol vehicles accounted for 53% of all listings in March 22 with alternative fuel vehicles accounting for 4.2%.



Ad views by fuel type

Petrol vehicles accounted for 53% of all ad views in March 22 with alternative fuel vehicles accounting for 3.5%.



Dermot Kelleher,
Head of Marketing and Research, eBay Motors Group





Electric/hybrid

March 2022

At a glance

- 4 - 5 year, 20 - 30k mile Nissan Leaf saw the biggest price change MoM with a +8.4% increase to £16,454.
- Toyota hybrids made up 4 of the top 5 highest price increases for hybrid vehicles with models C-HR, Yaris and Prius all featuring.
- Indexed vehicle views show that interest in electric vehicles has been maintained at a higher rate than 2019. Hybrid interest is also high but has declined from mid-2021 high.

Top 5 price movers - Electric

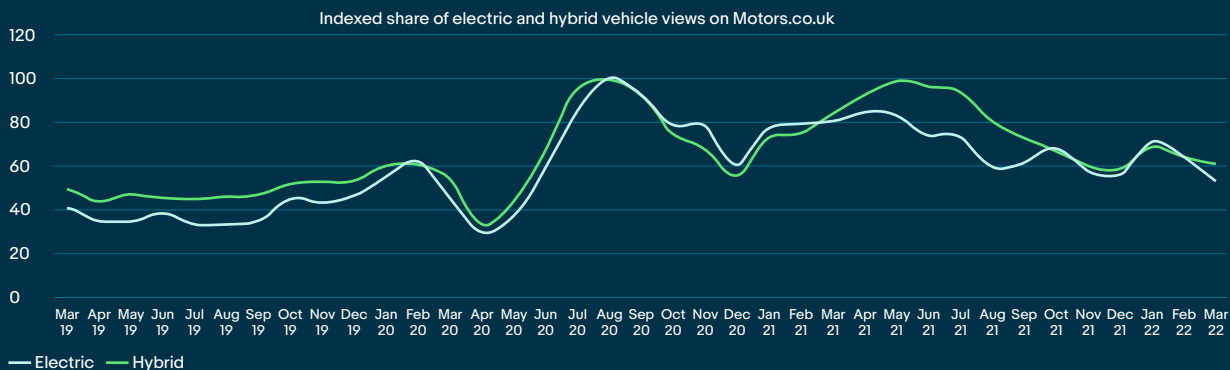
4 - 5 year, 20 - 30k mile Nissan Leaf saw the biggest price change MoM with a +8.4% increase to £16,454.

Increase					
Make	Model	Age band	Mileage	Avg price	% change
Nissan	Leaf	4 - 5 yrs	20 - 30k	£16,454	8.4%
Porsche	Taycan	1 - 2 yrs	5 - 10k	£128,655	6.8%
Audi	E-Tron	6 mths - 1 yr	5 - 10k	£71,470	5.0%
BMW	i3	3 - 4 yrs	20 - 30k	£24,436	4.6%
Nissan	Leaf	4 - 5 yrs	40 - 50k	£15,498	4.2%

Decrease					
Make	Model	Age band	Mileage	Avg price	% change
Hyundai	Ioniq	Under 6 mths	Under 5k	£33,103	-2.8%
Ford	Mustang	6 mths - 1 yr	5 - 10k	£52,630	-3.1%
Jaguar	I-Pace	3 - 4 yrs	20 - 30k	£53,315	-3.3%
Tesla	Model 3	2 - 3 yrs	20 - 30k	£43,983	-3.7%
Volkswagen	ID4	Under 6 mths	5 - 10k	£48,401	-5.4%

Vehicle views over time by fuel type

Indexed vehicle views show that interest in electric vehicles has been maintained at a higher rate than 2019. Hybrid interest is also high but has declined from mid-2021 high.



Top 5 price movers - Hybrid

Toyota hybrids made up 4 of the top 5 highest price increases for hybrid vehicles with models C-HR, Yaris and Prius all featuring.

Increase					
Make	Model	Age band	Mileage	Avg price	% change
Toyota	C-HR	Under 6 mths	Under 5k	£33,024	17.9%
Toyota	Yaris	6 - 8 yrs	40 - 50k	£11,266	8.3%
Lexus	NX	Under 6 mths	Under 5k	£56,615	6.8%
Toyota	Prius	10 - 12 yrs	Over 200k	£4,082	6.5%
Toyota	Yaris	6 - 8 yrs	30 - 40k	£12,534	5.4%

Decrease					
Make	Model	Age band	Mileage	Avg price	% change
Toyota	C-HR	3 - 4 yrs	5 - 10k	£23,149	-3.5%
BMW	3 Series	3 - 4 yrs	20 - 30k	£23,074	-4.0%
Suzuki	Vitara	1 - 2 yrs	5 - 10k	£20,617	-4.6%
Mercedes-Benz	C Class	4 - 5 yrs	40 - 50k	£22,660	-5.5%
Toyota	Auris	5 - 6 yrs	40 - 50k	£16,182	-12.7%

For advertising and marketing opportunities across eBay Motors Group, please call our team on 0203 966 2711 or email us at AdvertiseSmarter@ebaymotorsgroup.co.uk

Formed in January 2020, the eBay Motors Group is an advertising platform for automotive retailers, enabling them to reach millions of buyers across Motors.co.uk, Gumtree Motors and eBay Motors and its network of partner websites.

Whilst car buyers continue to enjoy separate shop windows across the different participating websites, the eBay Motors Group ensures dealers advertising keep pace with these customers across multiple digital touchpoints during the buying journey, all managed via one stock management and response reporting tool and a single point of account management.



Data from vehicles listed on Motors.co.uk and eBay Motors Group.