

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, please call our team on **0203 966 2711** or email us at AdvertiseSmarter@ebaymotorsgroup.co.uk



Stock

May 2022

At a glance

- Overall stock volumes have been relatively stable in the past few months with average dealer volume down just -2% MoM but +8% higher than May 21.
- Whilst all dealers held more stock YoY in May 22, Supermarkets and Franchised saw a -3% to -4% drop MoM, suggesting continued supply challenges in the used car market.
- Hybrid and Electric listings grew from 3.6% share in May 21 to 4.1% in May 22. Petrol vehicles lost some share of listings vs Diesel.

Stock volume per dealership

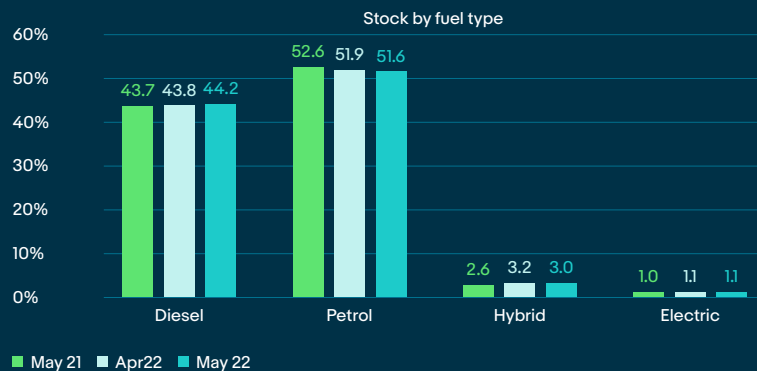
Overall stock volumes have been relatively stable in the past few months with average dealer volume down just -2% MoM but +8% higher than May 21.

46.1

Apr 22: **46.8** MoM: **-2.0%**
 May 21: **42.8** YoY: **+8.0%**

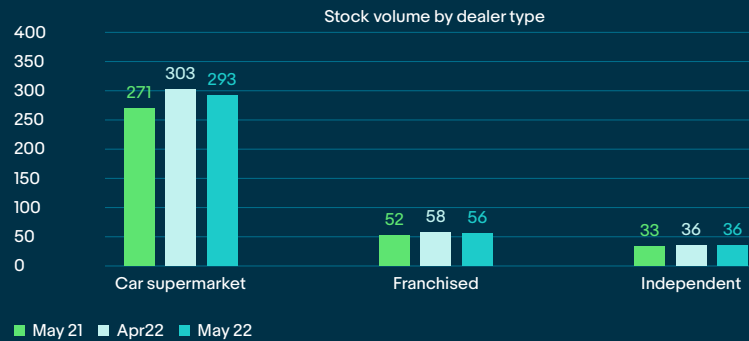
Stock volume by fuel type

Hybrid and Electric listings grew from 3.6% share in May 21 to 4.1% in May 22. Petrol vehicles lost some share of listings vs Diesel.



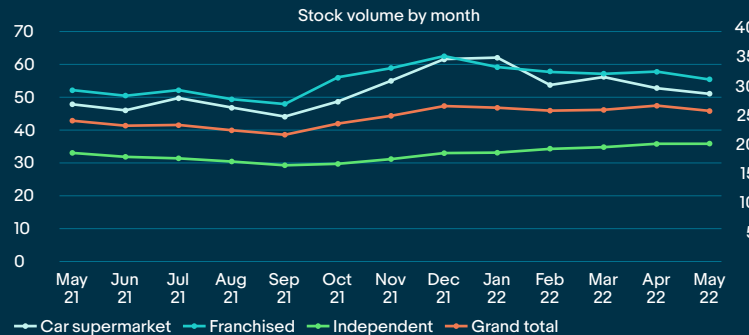
Stock volume by dealer type

Whilst all dealers held more stock YoY in May 22, Supermarkets and Franchised saw a -3% to -4% drop MoM, suggesting continued supply challenges in the used car market.



Stock volume trend per dealership

Independent dealers saw average volumes increase by +1.5% MoM but both Supermarkets and Franchised slipped back by more than -3% MoM.



“The fourth consecutive month-on-month drop in average advertised used car prices is closely tracking the widely reported drops in the wholesale sector but remain significantly ahead of May last year.”

Lucy Tugby,
Head of Marketing, Motors

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Price

May 2022

At a glance

- May 22 saw the 4th consecutive month of declines in average listing price for used vehicles, falling by -2.1% from Apr 22 but still +23% higher than last year.
- Franchised dealers and Supermarkets saw average prices fall by up to -2.5% MoM, whilst Independents continue to see more modest falls in stock price.
- Avg prices for most selected make/models (<30k miles and < 3 years old) were down by up to -3.0% MoM, with the main exception of GLA Class which increased by +3.9%.

Average vehicle price

Average prices have dropped slightly on the previous month but still nearly 23% higher than May 21.

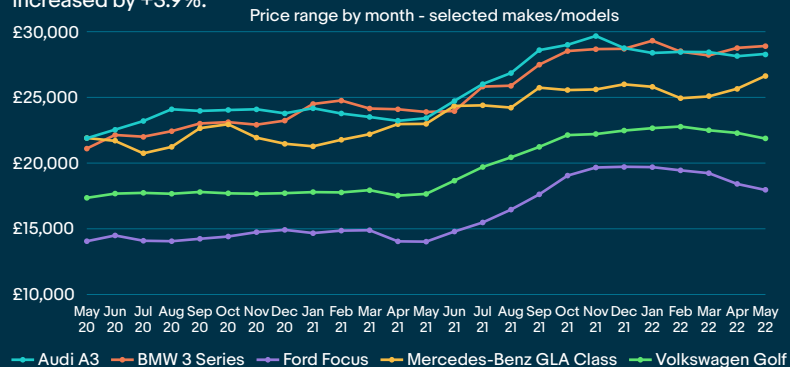
£16,872

Apr 22: **£17,242** MoM: **-2.1%**

May 21: **£13,726** YoY: **+22.9%**

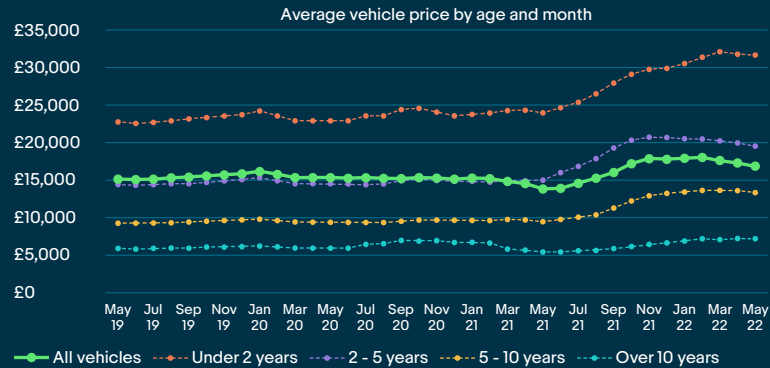
Average price by month – selected makes/models

Avg prices for most selected make/models (<30k miles and < 3 years old) were down by up to -3.0% MoM, with the main exception of GLA Class which increased by +3.9%.



Average listing price over time

May 22 saw the 4th consecutive month of declines in average listing price for used vehicles, falling by -2.1% from Apr 22 but still +23% higher than last year.



Top 5 price movers

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

Increase

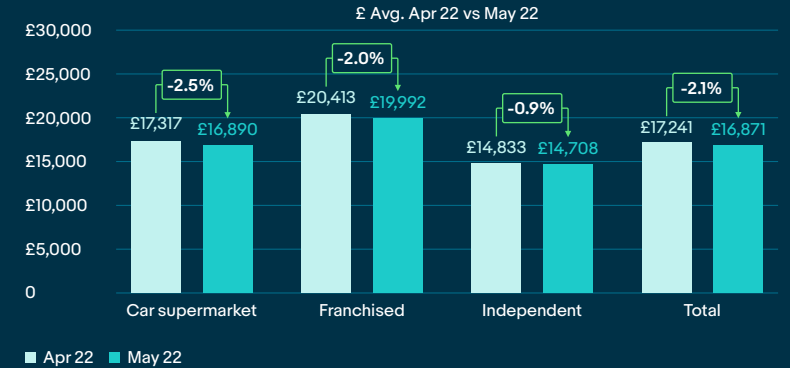
| Make | Model | Age band | Fuel type | Apr stock | Apr avg price | % change |
|---------|-------|-------------|-----------|-----------|---------------|----------|
| Honda | Civic | 12 - 14 yrs | Petrol | 120 | £5,074 | 5.7% |
| Ford | Focus | 8 - 10 yrs | Petrol | 372 | £8,093 | 5.4% |
| Ford | KA | 10 - 12 yrs | Petrol | 159 | £3,804 | 5.4% |
| Peugeot | 3008 | 8 - 10 yrs | Diesel | 127 | £6,227 | 5.2% |
| Kia | Ceed | 4 - 5 yrs | Diesel | 125 | £12,867 | 5.1% |

Decrease

| Make | Model | Age band | Fuel type | Apr stock | Apr avg price | % change |
|----------|----------|-------------|-----------|-----------|---------------|----------|
| Vauxhall | Astra | 12 - 14 yrs | Petrol | 191 | £3,097 | -8.0% |
| Audi | Q2 | 3 - 4 yrs | Diesel | 128 | £19,702 | -8.0% |
| Ford | Focus | 10 - 12 yrs | Petrol | 344 | £6,523 | -8.3% |
| Ford | Focus | 10 - 12 yrs | Diesel | 177 | £4,284 | -13.6% |
| BMW | 3 Series | 12 - 14 yrs | Petrol | 128 | £6,602 | -21.3% |

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

Franchised dealers and Supermarkets saw average prices fall by up to -2.5% MoM, whilst Independents continue to see more modest falls in stock price.



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Demand

May 2022

At a glance

- Average days to sell decreased by almost 3 days YoY as consumer demand and continued supply challenges maintain a competitive marketplace.
- Supermarkets and Independents saw a small drop in days to sell but Franchised dealers sold vehicles 4 days more quickly in May 22 than Apr 22.
- Overall days to sell decreased by -5% MoM, slightly more for higher priced stock but little change for vehicles under £5k.

Average days to sell

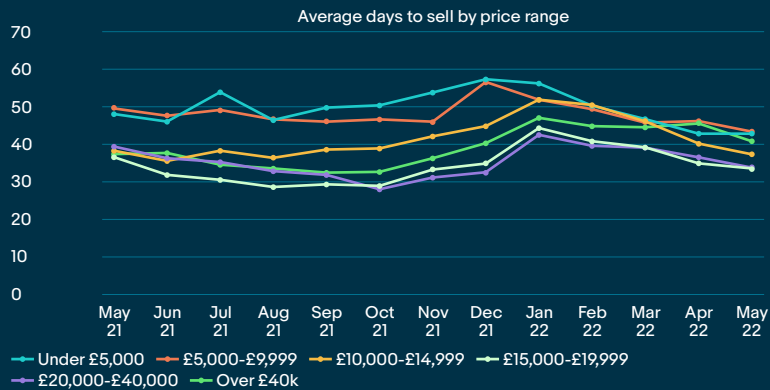
Average days to sell decreased by 2.6 days YoY as consumer demand and continued supply challenges maintain a competitive marketplace.

36.7

Apr 22: **38.6** MoM: **-4.8%**
 May 21: **39.3** YoY: **-6.5%**

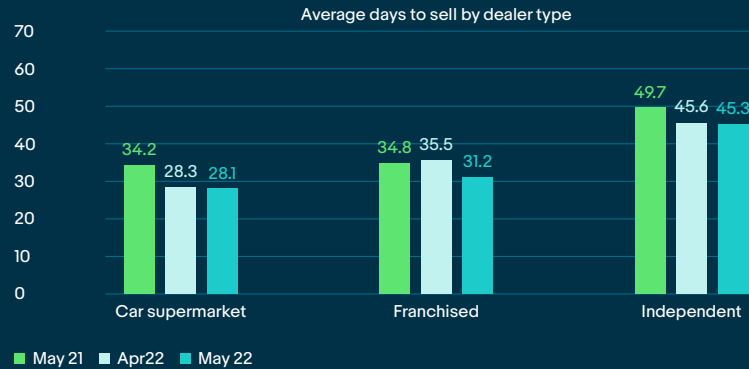
Average days to sell by price

Overall days to sell decreased by -5% MoM, slightly more for higher priced stock but little change for vehicles under £5k.



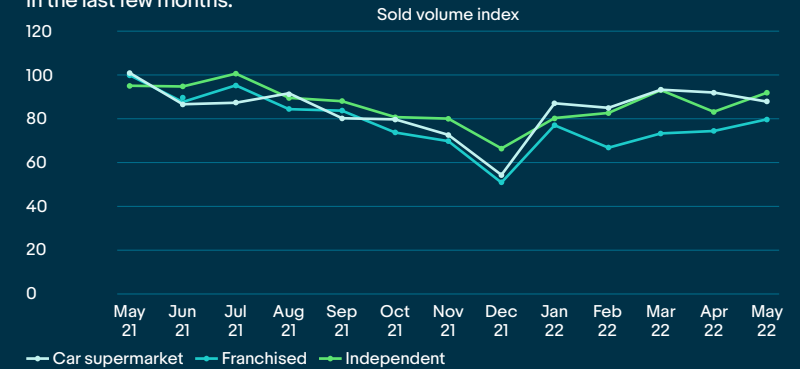
Average days to sell by dealer type

Supermarkets and Independents saw a small drop in days to sell but Franchised dealers sold vehicles 4 days more quickly in May 22 than Apr 22.



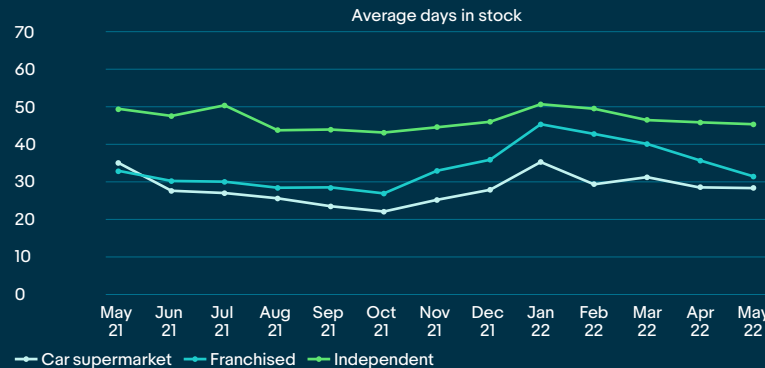
Sold volume index by dealer type

Indexed volume of sold stock shows a similar trend across dealer types as supply and consumer demand has resulted in stable volumes of sold stock in the last few months.



Average days in stock by dealer type

Franchised dealers saw days to sell fall by -12% MoM, with all dealers selling vehicles significantly more quickly compared to last year.



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



Demand

May 2022

At a glance

- Ford, BMW & Volkswagen listings generate most vehicle views on eMG sites, with Mercedes-Benz & Land Rover all seeing strong growth in share MoM.
- Fastest selling vehicle list in May 22 was dominated by small, mid-age & mileage vehicles, selling in under 23 days, with Fiesta and Focus accounting for 5 of the top 10.
- Petrol vehicles make up over half of all listed stock and vehicle views but share of listings declined slightly MoM. May 22 saw a decrease in days to sell across all fuel types YoY.

Top 10 most viewed manufacturers

Ford, BMW & Volkswagen listings generate most vehicle views on eMG sites, with BMW, Mercedes-Benz, Audi & Land Rover all seeing strong growth in share MoM.

| Rank | Manufacturer | May 21 | Apr 22 | May 22 |
|------|---------------|--------|--------|--------|
| 1 | Ford | 12.7% | 12.7% | 12.6% |
| 2 | BMW | 9.6% | 9.8% | 9.5% |
| 3 | Volkswagen | 9.5% | 9.2% | 9.2% |
| 4 | Mercedes-Benz | 9.7% | 8.8% | 9.2% |
| 5 | Audi | 7.6% | 7.9% | 7.9% |
| 6 | Vauxhall | 5.8% | 5.6% | 5.5% |
| 7 | Land Rover | 4.7% | 4.6% | 4.8% |
| 8 | Toyota | 3.4% | 3.5% | 3.5% |
| 9 | Nissan | 3.7% | 3.3% | 3.2% |
| 10 | Peugeot | 2.9% | 2.8% | 2.8% |

Top 10 fastest selling makes/models

Fastest selling vehicle list in May 22 was dominated by small, mid-age & mileage vehicles, selling in under 23 days, with Fiesta and Focus accounting for 5 of the top 10.

| Rank | Make | Model | Age band | Fuel type | Mileage | Avg days to sell |
|------|---------------|----------|-----------|-----------|----------|------------------|
| 1 | Ford | Ranger | 1 - 2 yrs | Diesel | 10 - 20k | 14.3 |
| 2 | Volkswagen | Golf | 1 - 2 yrs | Petrol | 10 - 20k | 16.9 |
| 3 | Nissan | Qashqai | 6 - 8 yrs | Diesel | 60 - 80k | 19.8 |
| 4 | Ford | Fiesta | 4 - 5 yrs | Petrol | 40 - 50k | 20.7 |
| 5 | Ford | Fiesta | 6 - 8 yrs | Petrol | 50 - 60k | 21.0 |
| 6 | Ford | Focus | 6 - 8 yrs | Diesel | 60 - 80k | 21.2 |
| 7 | Mercedes-Benz | A Class | 6 - 8 yrs | Diesel | 60 - 80k | 21.3 |
| 8 | Ford | Focus | 4 - 5 yrs | Petrol | 30 - 40k | 21.7 |
| 9 | Ford | Fiesta | 6 - 8 yrs | Petrol | 60 - 80k | 21.7 |
| 10 | BMW | 1 Series | 6 - 8 yrs | Diesel | 60 - 80k | 22.3 |

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

Petrol vehicles make up over half of all listed stock and vehicle views but share of listings declined a bit MoM. May-22 saw an decrease in days to sell across all fuel types YoY.

| Fuel type | % of listings | | Avg days to sell | | % of ad views | |
|-------------|---------------|--------|------------------|--------|---------------|--------|
| | May 21 | May 22 | May 21 | May 22 | May 21 | May 22 |
| Petrol | 52.6% | 51.6% | 40.3 | 36.3 | 51.8% | 52.7% |
| Diesel | 43.9% | 44.3% | 38.9 | 37.4 | 45.6% | 43.8% |
| Hybrid | 2.5% | 3.0% | 49.9 | 35.0 | 1.9% | 2.7% |
| Electric | 1.0% | 1.1% | 57.9 | 33.0 | 0.7% | 0.8% |
| Grand Total | 100% | 100% | 39.3 | 36.7 | 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 35.0 days.

| Vehicle sector | % of listings | | Avg days to sell | | % of ad views | |
|-----------------|---------------|--------|------------------|--------|---------------|--------|
| | May 21 | May 22 | May 21 | May 22 | May 21 | May 22 |
| Medium | 41.1% | 44.3% | 38.9 | 34.9 | 37.1% | 37.0% |
| Small/Supermini | 23.5% | 22.2% | 43.1 | 35.0 | 21.3% | 20.6% |
| Prestige | 17.7% | 16.8% | 40.6 | 38.5 | 20.1% | 19.6% |
| Large | 4.5% | 5.4% | 40.7 | 43.7 | 5.7% | 6.8% |
| Convertible | 2.5% | 3.1% | 39.6 | 53.2 | 3.8% | 4.8% |
| MPV | 5.2% | 4.5% | 46.9 | 36.5 | 6.1% | 6.1% |
| Estate | 5.5% | 3.7% | 43.7 | 37.3 | 5.9% | 5.1% |
| Grand Total | 100% | 100% | 39.3 | 36.7 | 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 | |
|---------------|---------------|--------|------------------|--------|---------------|--------|
| | May 21 | May 22 | May 21 | May 22 | May 21 | May 22 |
| Under 6 mths | 3.6% | 1.3% | 33.0 | 24.4 | 1.9% | 0.9% |
| 6 mths - 1 yr | 5.1% | 2.2% | 49.3 | 33.1 | 2.4% | 1.4% |
| 1 - 2 yrs | 8.1% | 6.3% | 49.1 | 35.0 | 4.1% | 3.2% |
| 2 - 3 yrs | 10.7% | 9.4% | 39.9 | 38.6 | 6.1% | 3.9% |
| 3 - 4 yrs | 17.8% | 19.5% | 41.0 | 37.4 | 10.7% | 7.3% |
| 4 - 5 yrs | 10.9% | 14.1% | 41.1 | 37.9 | 8.8% | 7.2% |
| 5 - 6 yrs | 8.1% | 10.0% | 36.4 | 34.0 | 7.7% | 7.4% |
| 6 - 8 yrs | 12.1% | 13.4% | 35.4 | 32.9 | 14.4% | 14.8% |
| 8 - 10 yrs | 8.4% | 8.4% | 40.6 | 34.4 | 12.5% | 14.2% |
| 10 - 12 yrs | 6.5% | 5.7% | 43.9 | 38.1 | 11.2% | 12.4% |
| 12 - 14 yrs | 4.2% | 4.1% | 42.8 | 43.3 | 8.8% | 10.4% |
| 14 - 16 yrs | 2.5% | 2.8% | 39.3 | 44.4 | 6.0% | 8.2% |
| 16 - 18 yrs | 1.1% | 1.3% | 41.5 | 46.5 | 3.1% | 4.4% |
| 18 - 20 yrs | 0.5% | 0.6% | 45.4 | 48.9 | 1.3% | 2.1% |
| Over 20 yrs | 0.6% | 0.9% | 72.2 | 77.7 | 1.2% | 2.3% |
| Grand Total | 100% | 100% | 43.2 | 40.3 | 100% | 100% |





Electric/hybrid

May 2022

At a glance

- Lexus UX Electric was the fastest selling electric vehicle in May 22, selling on average in around 7 days.
- Subaru XV was the fastest selling hybrid vehicle in May 22, selling on average in 13 days.
- Petrol vehicles accounted for 52% of all listings in May 22 with alternative fuel vehicles accounting for 4.1%.

Electric, sold >10

Lexus UX Electric was the fastest selling electric vehicle in May-22, selling on average in around 7 days.

| Rank | Make | Model | Days to sell |
|------|------------|--------|--------------|
| 1 | Lexus | UX | 6.8 |
| 2 | Kia | Niro | 13.7 |
| 3 | Hyundai | Ioniq | 15.5 |
| 4 | Skoda | Enyaq | 16.5 |
| 5 | Fiat | 500 | 18.8 |
| 6 | Hyundai | Kona | 19.7 |
| 7 | Vauxhall | Vivaro | 20.0 |
| 8 | Volkswagen | Golf | 20.2 |
| 9 | Kia | Soul | 21.5 |
| 10 | MG | ZS | 21.7 |

Hybrid, sold >10

Subaru XV was the fastest selling hybrid vehicle in May 22, selling on average in 13 days.

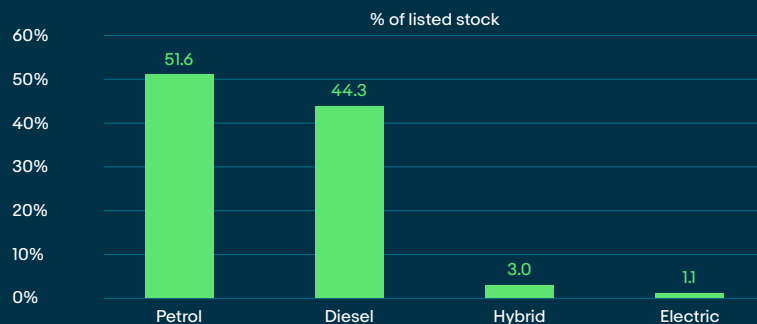
| Rank | Make | Model | Days to sell |
|------|------------|-----------------|--------------|
| 1 | Subaru | XV | 13.1 |
| 2 | Ford | Focus | 14.3 |
| 3 | Land Rover | Discovery Sport | 14.8 |
| 4 | Honda | Jazz | 16.3 |
| 5 | Kia | Xceed | 16.8 |
| 6 | Honda | HR-V | 17.5 |
| 7 | Skoda | Octavia | 17.5 |
| 8 | Porsche | Panamera | 20.2 |
| 9 | Renault | Clio | 20.3 |
| 10 | Audi | Q7 | 21.3 |

“Although electric and hybrid vehicles are driving consumer demand in the new car sector, the used car market remains focused on petrol and diesel models as reflected by their continued dominance in listings and ad views.”

Lucy Tugby,
Head of Marketing, Motors

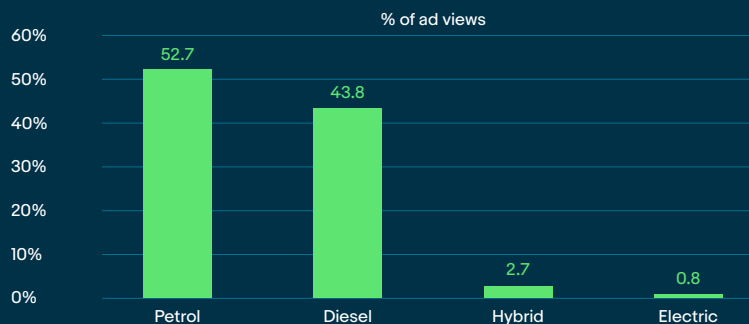
Vehicle listings by fuel type

Petrol vehicles accounted for 52% of all listings in May 22 with alternative fuel vehicles accounting for 4.1%.



Ad views by fuel type

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



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Electric/hybrid

May 2022

At a glance

- 4-5 year, 20k-30k mile Nissan Leaf saw the biggest price change MoM with a +7.0% increase to £18,660.
- BMW 3 Series hybrid <1year and >20k miles saw an +8.5% increase in average price to £43,651. Slightly older BMW 3 series also increased by +5.4% MoM.
- Indexed vehicle views show that interest in electric vehicles has been maintained at a higher rate than 2019 and increased MoM, whereas hybrids dropped back a touch.

Top 5 price movers - Electric

4-5 year, 20k-30k mile Nissan Leaf saw the biggest price change MoM with a +7.0% increase to £18,660.

| Increase | | | | | |
|----------|---------|--------------|-----------|-----------|----------|
| Make | Model | Age band | Mileage | Avg price | % change |
| Nissan | Leaf | 4 - 5 yrs | 20 - 30k | £18,660 | 7.1% |
| Audi | E-Tron | Under 6 mths | Under 5k | £70,667 | 5.8% |
| Tesla | Model 3 | 2 - 3 yrs | 5 - 10k | £50,661 | 4.0% |
| Tesla | Model 3 | 1 - 2 yrs | 10k - 20k | £51,085 | 3.9% |
| Nissan | Leaf | 4 - 5 yrs | 10k - 20k | £20,247 | 3.6% |

| Decrease | | | | | |
|----------|--------|---------------|----------|-----------|----------|
| Make | Model | Age band | Mileage | Avg price | % change |
| Jaguar | I-Pace | 3 - 4 yrs | 30 - 40k | £44,940 | -5.2% |
| Jaguar | I-Pace | 2 - 3 yrs | 10 - 20k | £50,834 | -5.2% |
| Audi | E-Tron | 1 - 2 yrs | 10 - 20k | £54,875 | -5.3% |
| Jaguar | I-Pace | 6 mths - 1 yr | 5 - 10k | £64,070 | -5.3% |
| Audi | E-Tron | 6 mths - 1 yr | Under 5k | £65,200 | -7.6% |

Top 5 price movers - Hybrid

BMW 3 Series hybrid <1year and >20k miles saw an +8.5% increase in average price to £43,651. Slightly older BMW 3 series also increased by +5.4% MoM.

| Increase | | | | | |
|----------|----------|---------------|----------|-----------|----------|
| Make | Model | Age band | Mileage | Avg price | % change |
| BMW | 3 Series | 6 mths - 1 yr | 10 - 20k | £43,651 | 8.5% |
| Honda | Jazz | 1 - 2 yrs | 5 - 10k | £20,639 | 7.8% |
| Toyota | RAV4 | 3 - 4 yrs | 10 - 20k | £28,689 | 6.2% |
| Volvo | XC90 | 1 - 2 yrs | 5 - 10k | £61,785 | 5.5% |
| BMW | 3 Series | 1 - 2 yrs | 10 - 20k | £38,315 | 5.4% |

| Decrease | | | | | |
|---------------|-----------|-------------|------------|-----------|----------|
| Make | Model | Age band | Mileage | Avg price | % change |
| Mitsubishi | Outlander | 6 - 8 Years | 100 - 120k | £12,430 | -5.1% |
| Lexus | RX | 6 - 8 Years | 60 - 80k | £20,790 | -5.5% |
| BMW | 3 Series | 5 - 6 Years | 60 - 80k | £15,497 | -6.3% |
| Mercedes-Benz | C Class | 6 - 8 Years | 50 - 60k | £19,026 | -6.7% |
| Mercedes-Benz | C Class | 6 - 8 Years | 60 - 80k | £17,475 | -9.2% |

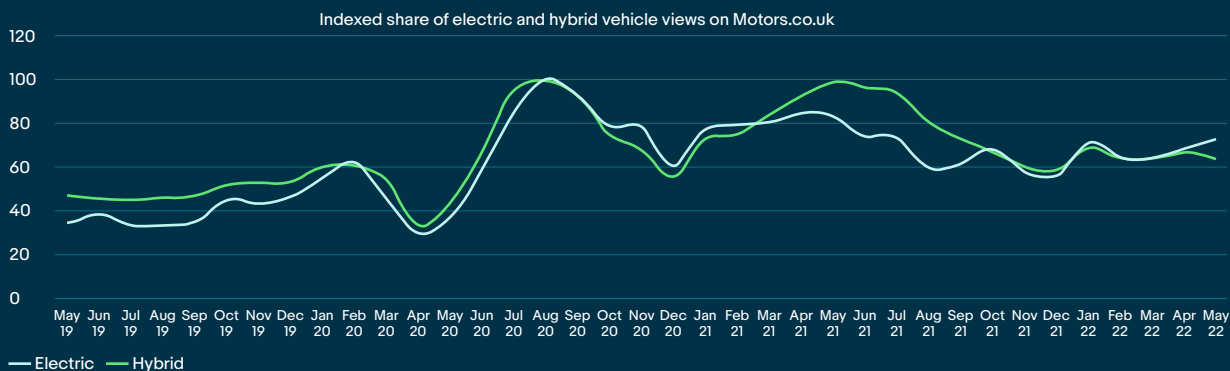
For advertising and marketing opportunities across eBay Motors Group, please call our team on 0203 966 2711 or email us at AdvertiseSmarter@ebaymotorsgroup.co.uk

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.

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 and increased MoM, whereas hybrids dropped back a touch.



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