



Welcome to the eBay Motors Group Market View. Every month we analyse the consumer response to more than 600,000 used vehicles, identifying key trends by vehicle segment, fuel type and dealership.

At a glance

- Overall, average stock volume per dealership advertised on Motors.co.uk in Jun-21 was -6% down relative to May-21
- All dealer types saw a modest MoM drop in average stock of around -5% - but compared to Jun-19, Franchised dealers are holding -27% less stock, Independents -36% less and Supermarkets down -47%.
- Average time to sell fell from 39.3 days in May-21 to 36.5 days in Jun-21 as the market continues to perform at a strong level but with some supply issues. Independents saw days to sell fall by -2% MoM with Franchised and Supermarkets both down by in excess of -10%.
- Due to the covid lockdown in 2020 and volatility of the days to sell data, average days to sell for June 2020 is not available

Stock volume per dealership

39.9

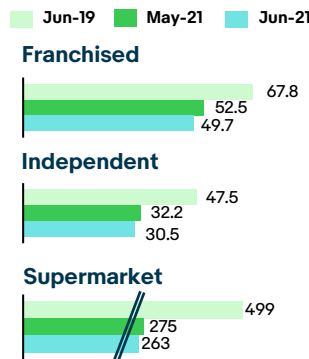
May 21 - 42.3
Jun 19 - 67.5

Average days to sell

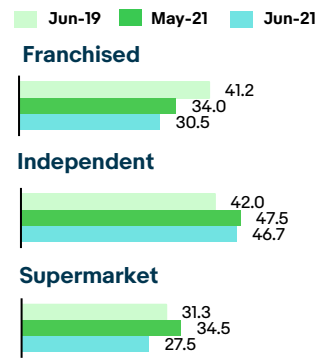
36.5

May 21 - 39.3
Jun 19 - 39.5

Stock volume by dealer type

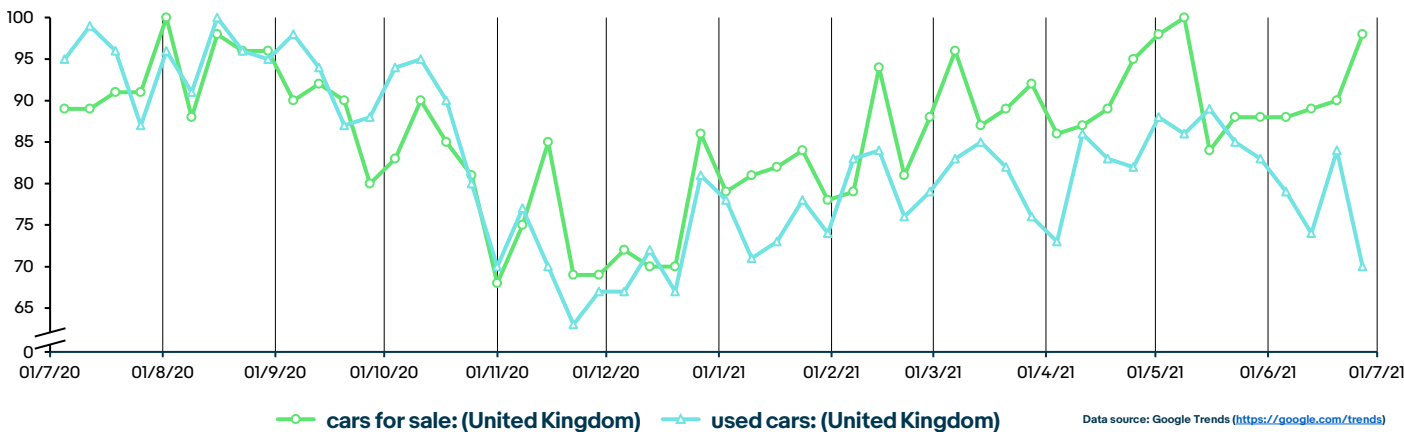


Average days to sell by dealer type



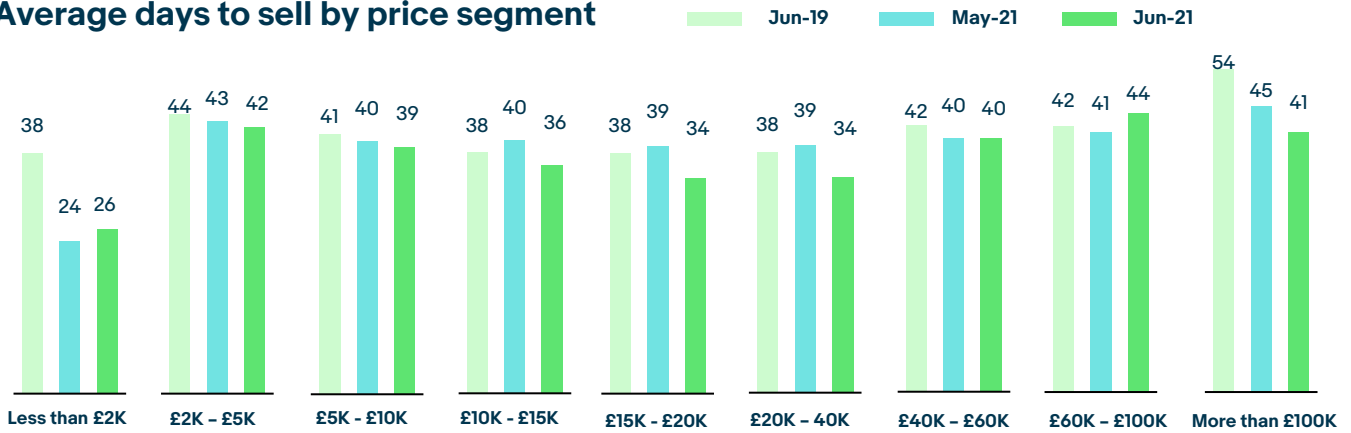
Data source: Motors.co.uk data, eBay Motors Group Data Warehouse

“Used Cars” & “Cars for Sale”, Search interest over time Weekly, w/c 5th July 2020 to 27th June 2021, Google Trends



Google Trends shows that searches for ‘Used Cars’ and ‘Cars for Sale’ remains solid as we move through Q2 2021. There is little evidence to indicate a releasing of considerable pent-up demand after the Q1 2021 lockdown, but activity has remained consistent and solid throughout the year to date, with the exception of ‘used cars’ in recent weeks

Average days to sell by price segment



Data source: Motors.co.uk data, eBay Motors Group Data Warehouse

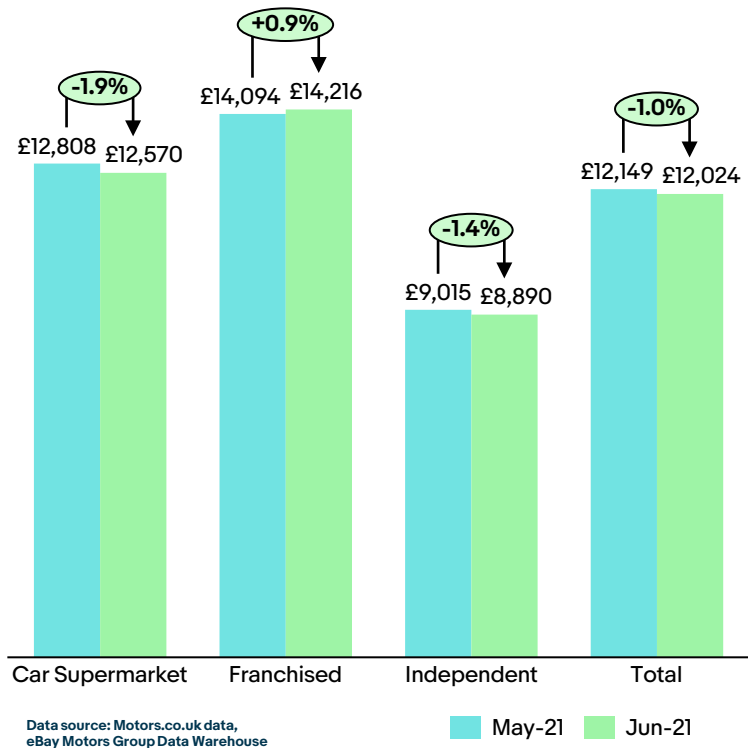
At a glance

Motors.co.uk data shows that overall vehicles across the price ranges sold more quickly in Jun-21 than May-21, though still slower than Jun-19.

Average vehicle list price for Jun-21's top 50 sold make/models decreased by -1.0% MoM, largely driven by the drop in price across Independent dealerships and Car Supermarkets, possibly as lack of nearly new stock means they are forced to replace sold stock with older inventory.

Franchised dealerships, saw a slight rise in average price, potentially as a result of supply not keeping up with consumer demand.

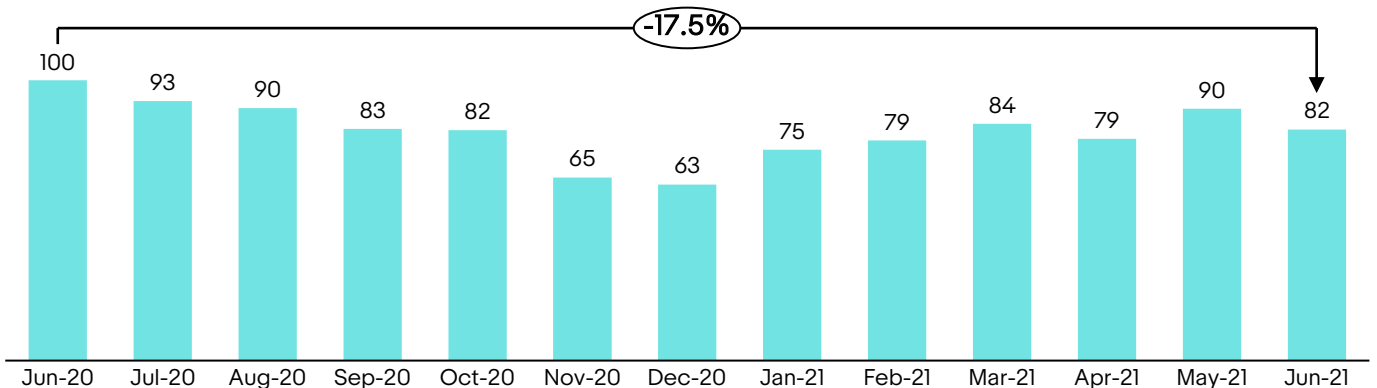
Avg Listing Price of Top 50 leading make/models on Motors.co.uk £Avg, May 2021 vs. Jun 2021



Data source: Motors.co.uk data, eBay Motors Group Data Warehouse

May-21 Jun-21

Total eBay Motors Group leads by Month Indexed Volume of Leads: Jun-20 to Jun-21



Jun-21 saw slightly weaker activity across the eMG Network, but generally desire to research and complete vehicle purchases remains relatively strong and on par with the first quarter. Total dealer enquires were down -18% YoY as Jun-20 activity was very high after first lockdown in 2020 ended.

Stock volume, vehicle views and average time to sell by fuel type

	Jun-19	Jun-21
Diesel		
Stock volume	46.5%	43.5%
Vehicle views	45.7%	43.8%
Avg. days to sell	40.1	34.8
Petrol		
Stock volume	51.8%	52.9%
Vehicle views	52.3%	53.0%
Avg. days to sell	39.0	37.3
Hybrid		
Stock volume	1.4%	2.5%
Vehicle views	1.5%	2.4%
Avg. days to sell	39.9	42.3
Electric		
Stock volume	0.3%	1.0%
Vehicle views	0.6%	0.8%
Avg. days to sell	35.5	48.3

Data source: Motors.co.uk data, eBay Motors Group Data Warehouse



Top 10 fastest selling makes and models

(June 2021- minimum 100 vehicles)

Rank	Make	Model	Average days to sell
1	Skoda	Yeti Outdoor	19.4
2	Kia	Sorento	22.3
3	Land Rover	Discovery	23.1
4	Citroen	Berlingo	24.5
5	Volkswagen	Touareg	24.7
6	Mercedes-Benz	GLC	25.3
7	Fiat	500C	25.5
8	Mazda	MX-5	25.7
9	Mercedes-Benz	GLA Class	26.0
10	Ford	Kuga	26.0

At a glance

Stock volume by fuel type saw Diesel vehicles down as a share of total stock YoY, replaced by other fuel types - but particularly Petrol & hybrid models.

Petrol vehicles outperformed diesel stock in terms of relative share of views, though diesel vehicles generally sold more quickly than petrol vehicles in Jun-21, indicating a better supply/demand ratio as dealers reduce their overall diesel stock.

Skoda Yeti Out was the fastest selling volume car during Jun-21, selling in less than 20 days on average. Kia Sorento and Land Rover Discovery were second and third, selling in 22 and 23 days respectively.

Convertibles had a very strong month seeing a jump in rank and days to sell at 34 days. 4x4's sold the fastest in June with an average of 33 days.

Average days in stock by region showed a mixed picture for Jun-21 with South Central, Midlands, North-east and NI all improving in relative rank from Jun-19, South-west holding position and all others dropping down.

Average days to sell by sector

Sector	Jun-19	Jun-21	Rank change
Lower Medium	38	38	+4 ●
4x4	38	33	-1 ●
Medium	38	36	-1 ●
Prestige	39	36	-1 ●
Coupe	44	37	-4 ●
Estate	39	38	+1 ●
Supermini	42	40	+1 ●
MPV	41	39	+2 ●
Small	44	44	+1 ●
Convertible	46	34	-9 ●
Upper Medium	42	40	+3 ●
Large	46	45	0 ●

Average days to sell by region

Region	Jun-19	Jun-21	Rank change
London	28	30	+1 ●
South East England	39	49	+6 ●
North West England	37	43	+4 ●
Scotland	34	31	+1 ●
South Central England	51	40	-5 ●
Midlands	40	34	-1 ●
North East England	47	41	-1 ●
East Anglia	46	45	+2 ●
South West England	53	50	0 ●
Wales	49	49	+1 ●
Northern Ireland	51	28	-8 ●