



Monthly Market Intelligence

The latest insight from the UK's largest new and used car platform.

NOVEMBER 2021

 AutoTrader

Market imbalance continues into November with demand exceeding supply across most segments – pushing used car values up to new records.

NEW CAR REGISTRATIONS

November's total market was up on a lockdown-hit 2020, but down 26.1% on 2019. **Retail market only 3.9% down on 2019** as OEMs prioritise delayed orders.

115,706

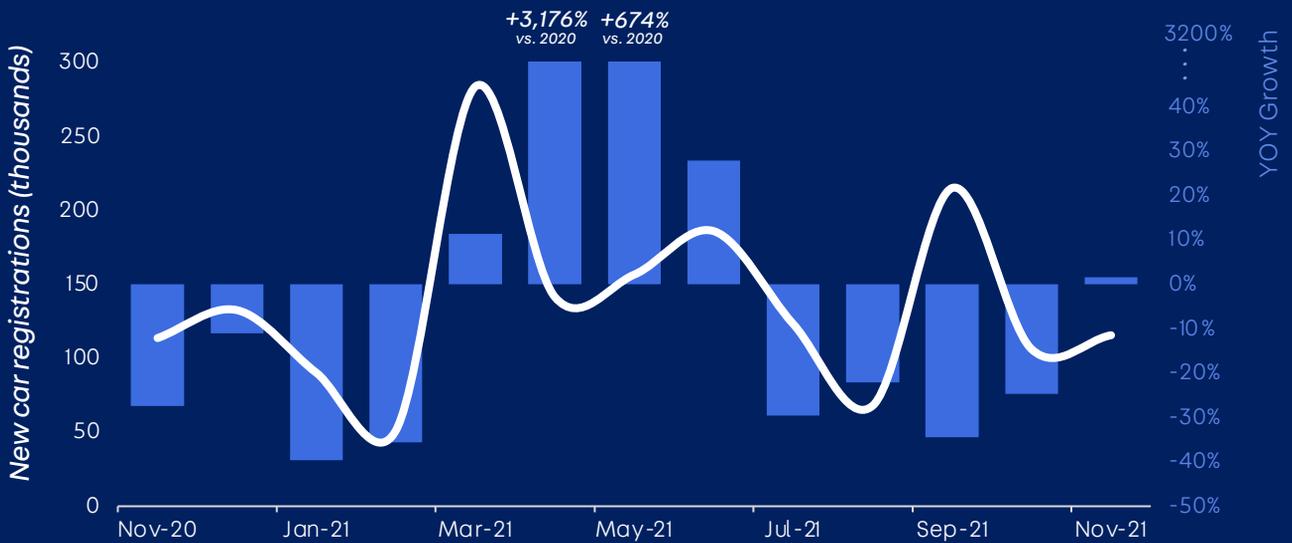
NEW CAR REGs. (SMMT)

↑ 1.7%

(VS. NOVEMBER 2020)

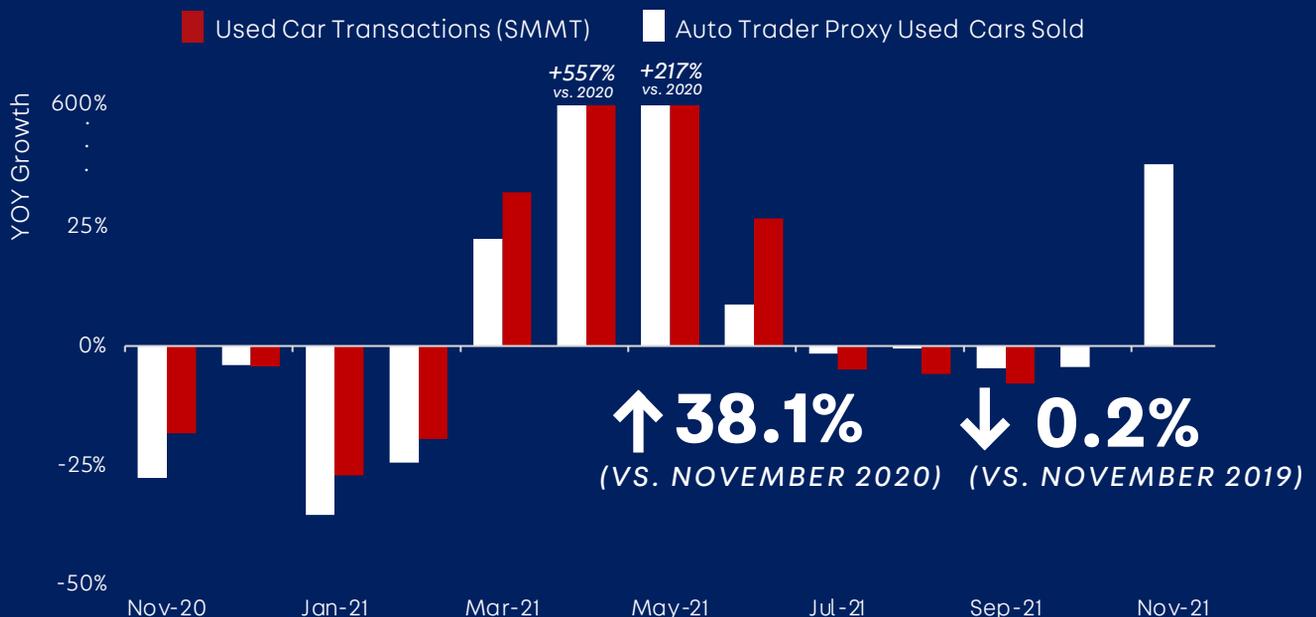
↓ 26.1%

(VS. NOVEMBER 2019)



AUTO TRADER PROXY USED CARS SOLD (YOY GROWTH)

November saw strong year-on-year used car trading growth due to regional restrictions in 2020. Diminishing stock availability impacting underlying sales.



Data based on vehicles removed from Auto Trader. We assume that the vehicle is sold on the last day we saw it on our site. Strong historical correlation to official SMMT used car transactions and retailer data.

AUTO TRADER AUDIENCE

Buoyant levels of market activity for this time of year means there were 57 million visits to the Auto Trader platform in November, 7.4% more than 2020 (+7.4%). With 22 visits every second, it is an encouraging sign for retailers as buyers start to think about their next purchase in the New Year.

57M

TOTAL VISITS

↑ 7.4%

VS. NOVEMBER 2020

↑ 22.9%

VS. NOVEMBER 2019



NEW AND USED CAR ENGAGEMENT PER CAR (INDEXED)

New car engagement continues to break records despite limited stock availability, with the average new car advert viewed twice as many times as in 2020. The average used car generated 3% higher engagement YOY



NEW CAR

↑ 100.0%

VS. NOVEMBER 2020

+192.5% VS. NOV-2019

USED CAR

↑ 3.2%

VS. NOVEMBER 2020

+25.2% VS. NOV 2019

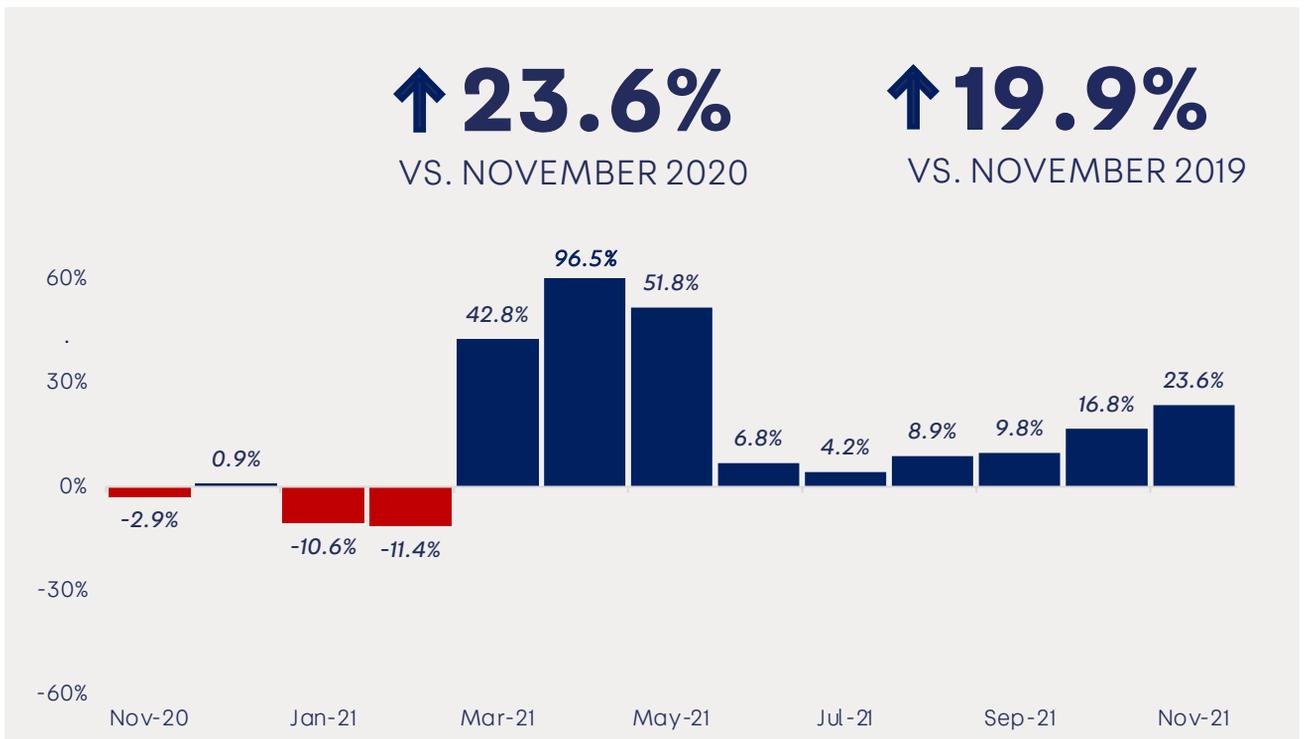
NEW CAR LEADS (INDEXED)

As 1 in 4 nearly-new cars are priced above new, car buyers seem willing to wait for their next purchase as **the number of enquiries sent to retailers on new cars was more than double November 2020's figure.**



AUTO TRADER USED CAR MARKET HEALTH (YOY GROWTH)

Strong audience numbers and less stock availability in November mean **the Auto Trader used car market health indicator was 23.6% higher than 2020.** It marks 9 consecutive months of growth, and a further widening of the gap between supply and demand.



The Market Health metric shows the ratio of supply vs. demand compared to the previous year

Used car prices increase by a record-breaking 28.6% in November

as demand continues to outstrip supply. Market dynamics unlikely to change into 2022.

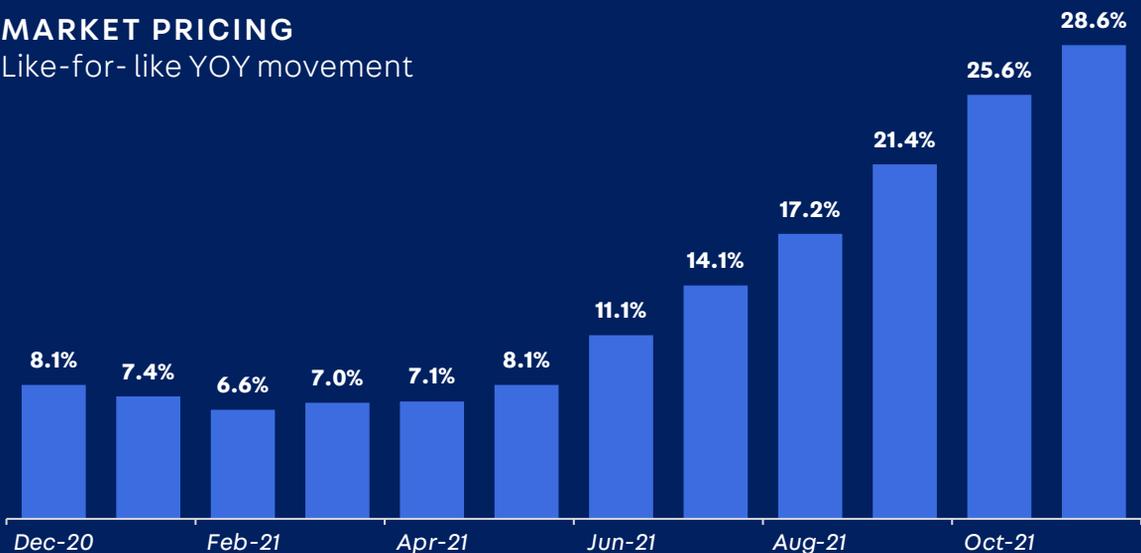
November marks 20 consecutive months of year-on-year used car price growth, driven by sustained levels of exceptional demand and limited supply across almost all fuel types and body types.

Such is the magnitude of imbalance between supply and demand, used car prices have recorded five years' worth of growth in just six months.

Further highlighting just how strong today's used car market is, more than a quarter (25.8%) of the 'nearly new' cars available (those aged up to 12 months) were more expensive than their brand-new equivalents in November.

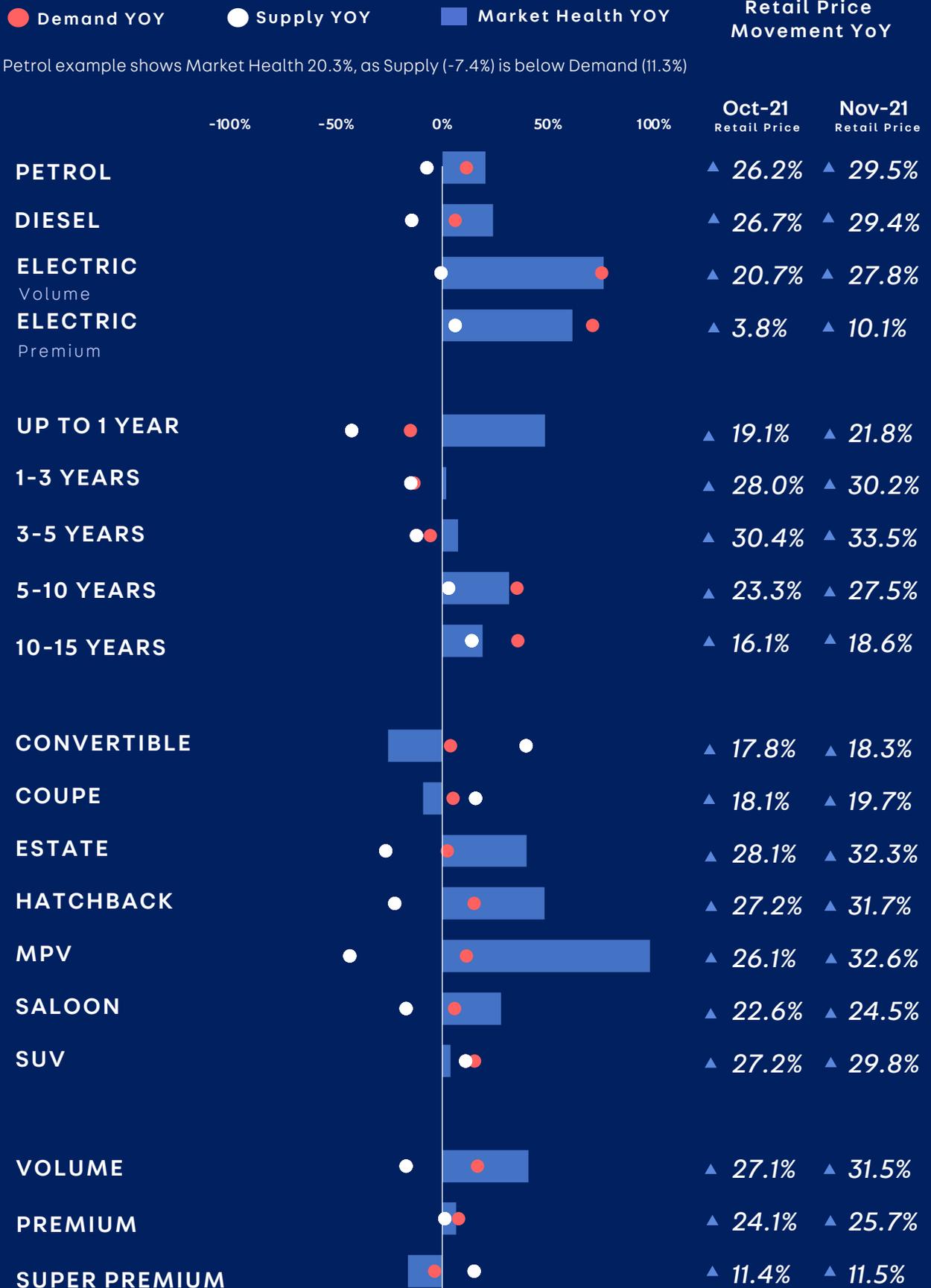
MARKET PRICING

Like-for-like YOY movement



DEMAND, SUPPLY, MARKET HEALTH & PRICE MOVEMENT (YOY GROWTH)

Charts show Market Health (blue bar), Demand (red) and Supply (white), with pricing movements.



In focus this month

Surging new car demand - without the supply

The new car market may have stalled by the reduced global availability of semiconductors, but underlying demand has never been stronger with more buyers enquiring on new cars each month. **New car leads sent to retailers on Auto Trader have increased 4x in two years, as supply struggles to keep pace.**



4X

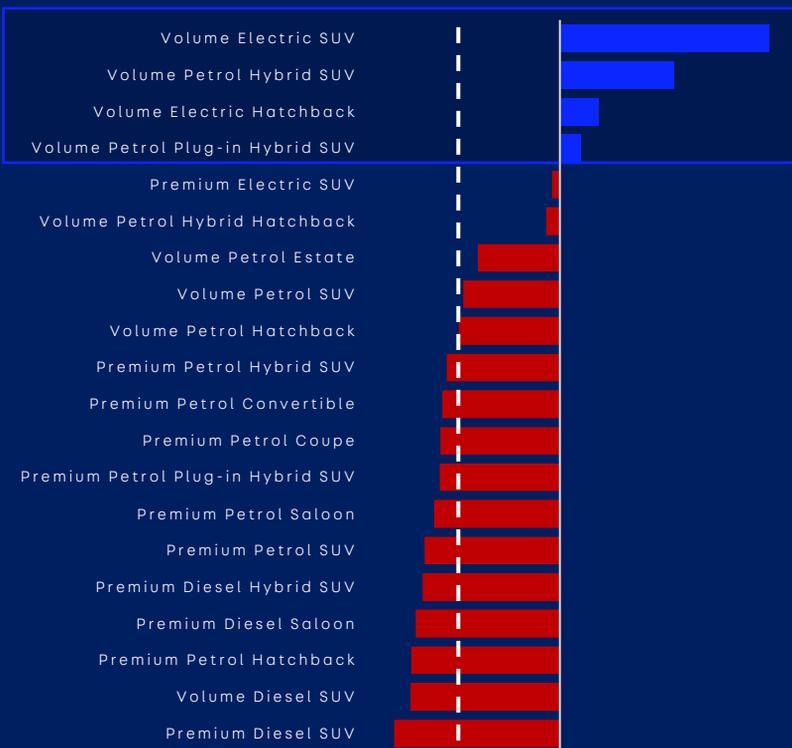
GROWTH IN NEW CAR LEADS

-22%

NEW CAR RETAIL SALES

New car stock has contracted for 16 out of 20 segments. Only alternatively fuelled vehicles have become more available.

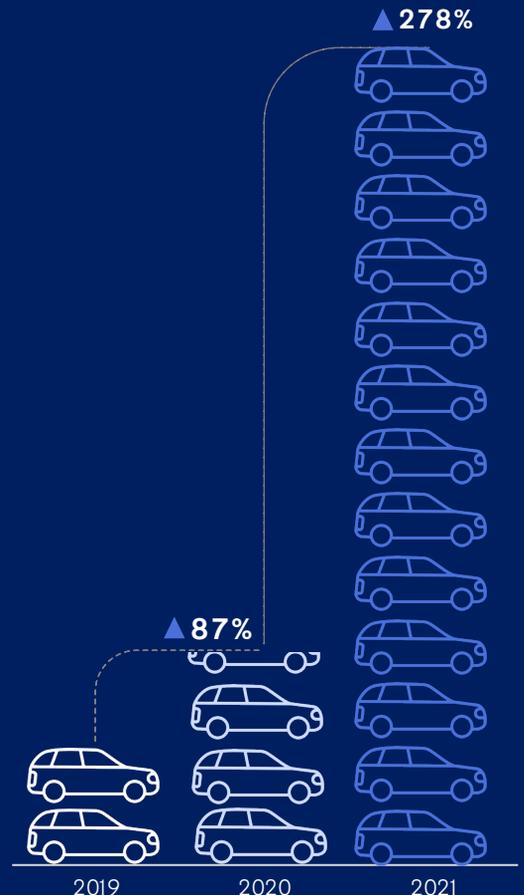
NEW CAR STOCK PER SEGMENT



TOTAL MARKET NEW CAR STOCK AVAILABILITY

Strong underlying demand and limited stock has **propelled the average number of leads on each new car.**

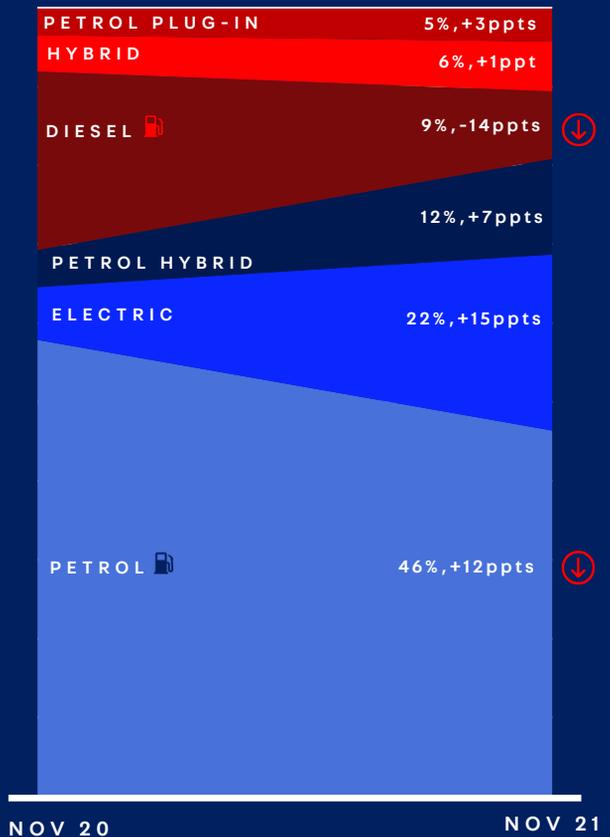
LEADS PER NEW CAR



SHARE OF NEW CAR AD VIEWS
(NOVEMBER 20 - NOVEMBER 21 MOVEMENT)

And new car buyers are considering different vehicles – which means they’re now **looking at more alternatively fuelled vehicles.**

42% of all new cars looked at in November were either electric or hybrid, 26% more than 2020. This is translating into rapid growth in leads sent on alternatively fuelled vehicles.



Brands with strong alternatively fuelled vehicles offerings - and greater new car availability - performed particularly well in November, including **Kia**, **Hyundai** and **MG**. However, **27 out of 30 brands received more new car leads** in November 2021 vs. 2020.

