

# Monthly Market Intelligence

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



MARCH 2025

 AutoTrader

# Rising household bills fail to deter buyers as March sees boost in car buying activity

## NEW CAR REGISTRATIONS

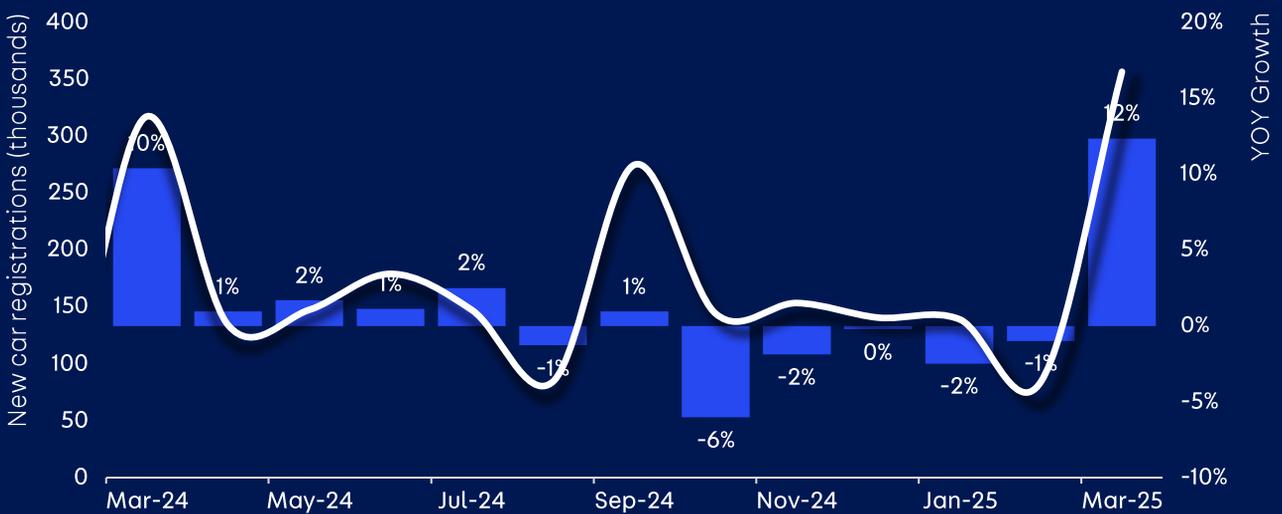
New car registrations grew 12% in the industry's biggest month, delivering the strongest March performance since 2019. As a result, Q1's sales volumes were 6% ahead of 2024 following two consecutive months of decline at the start of the year. The strong growth was driven by both private buyers (+15%) and fleets (+12%), with the sector reversing a seven-month run of declining performance. Electric cars saw the largest volume of registrations ever in March, accounting for 19% of total sales, driven by large discounts to incentivise buyers and some buyers looking to beat the tax increase effective from 1<sup>st</sup> April.

# 357,103

NEW CAR REGs. (SMMT)

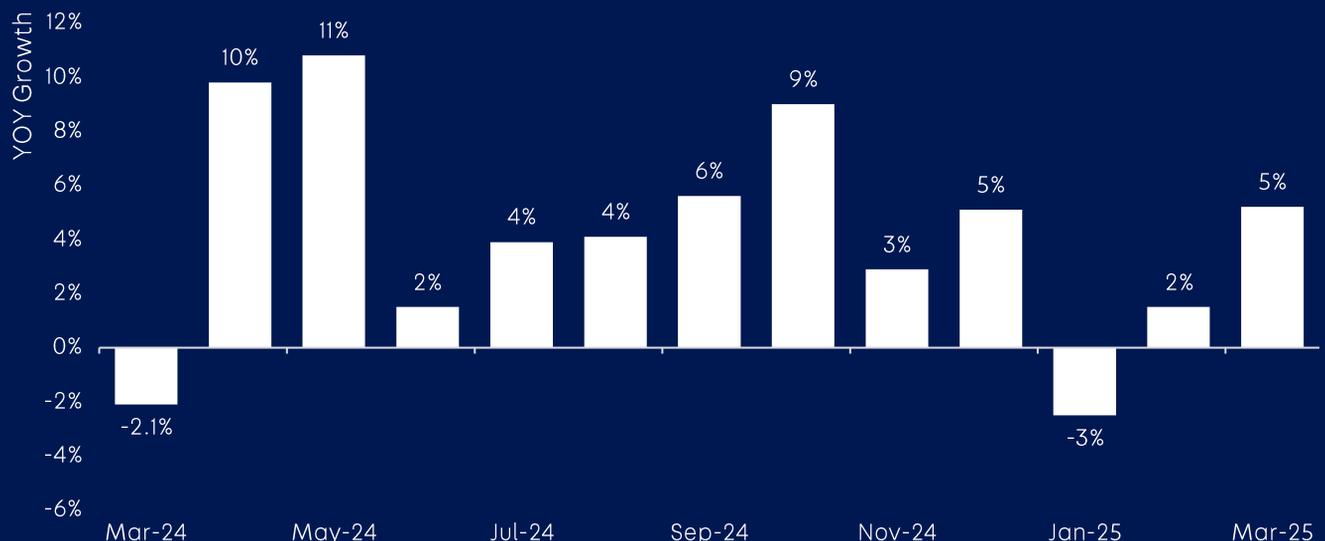
# +12%

(VS. MARCH 2024)



## USED CAR SALES (YEAR-ON-YEAR)

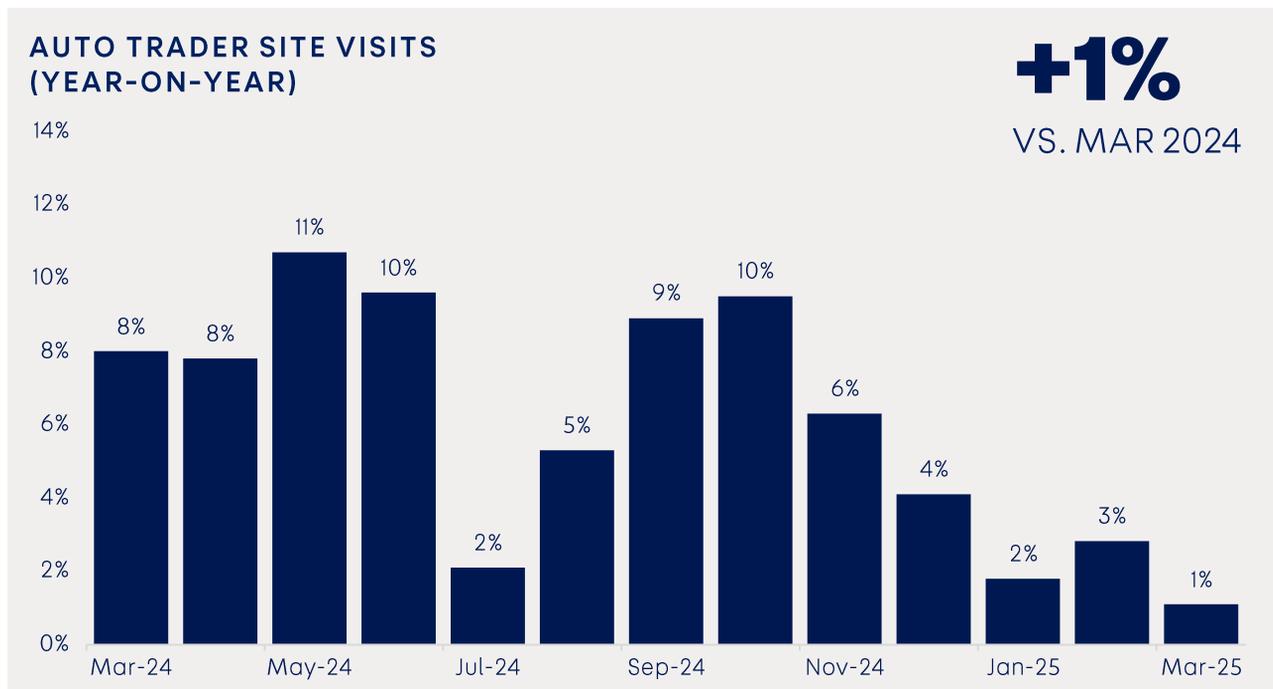
March was a strong month for used car transactions as sales grew 5% on a year-on-year basis, based on the stock removed from Auto Trader. The growth was predominantly driven by transactions of used EVs (+65%), with sales of petrol vehicles slightly up (1%), and diesel sales down 8% year-on-year. Both franchise and independent retailers saw the volume of transactions grow 4% and 7%, respectively.



\*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. Ongoing improvements to the data means historic figures may change slightly each month.

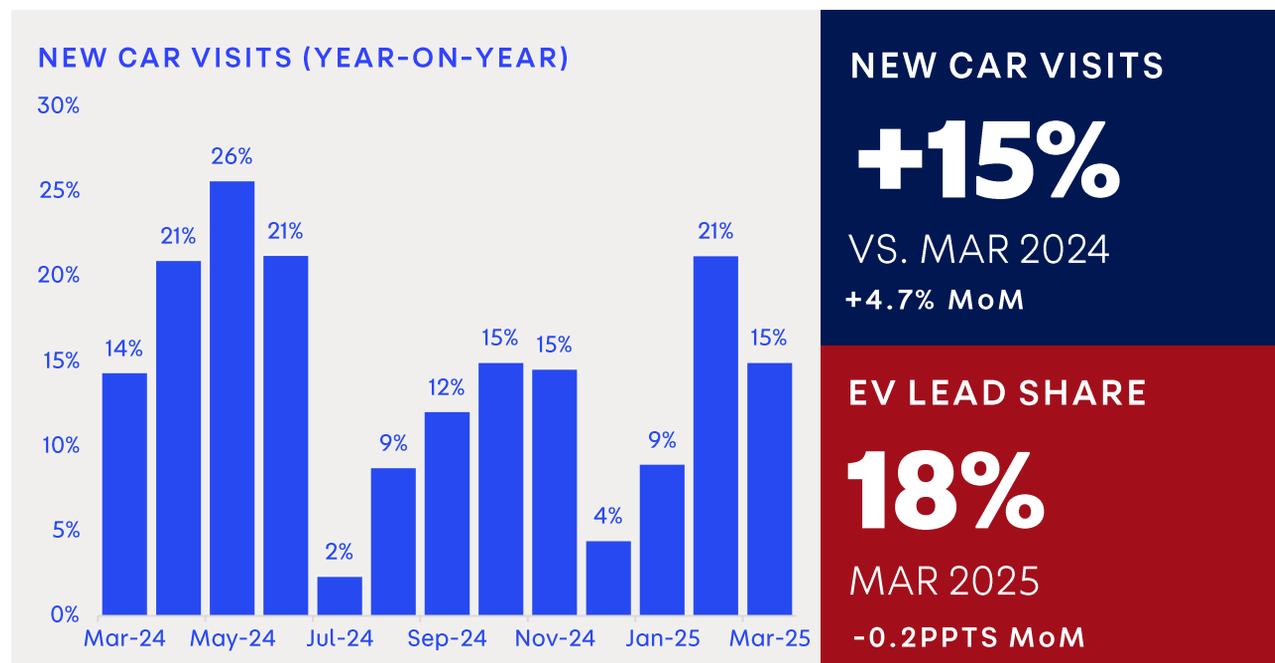
## AUTO TRADER AUDIENCE

Despite softened traffic over a sunny final weekend, site visits to Auto Trader were 1% higher in March than the previous year, highlighting the resilience of consumer demand. This was supported by rising consumer confidence reported by GfK (up 1ppt) and 74% of site visitors surveyed planning to buy a car within six months, despite the anticipation of household bill increases in April.



## NEW CAR ACTIVITY

New car visits grew 15% in March as retailers and manufacturers increased the volume of new cars advertised on Auto Trader to maximise the March plate-change sales opportunity. Encouragingly, this uptick in activity translated into the private sales figures reported by the SMMT as manufacturers continued to incentivise retail purchases with average discounts of 9.3%, 0.6ppts higher than last year. In March, discounts for EVs jumped +0.8ppts to 11.7% to drive almost one in five new car leads

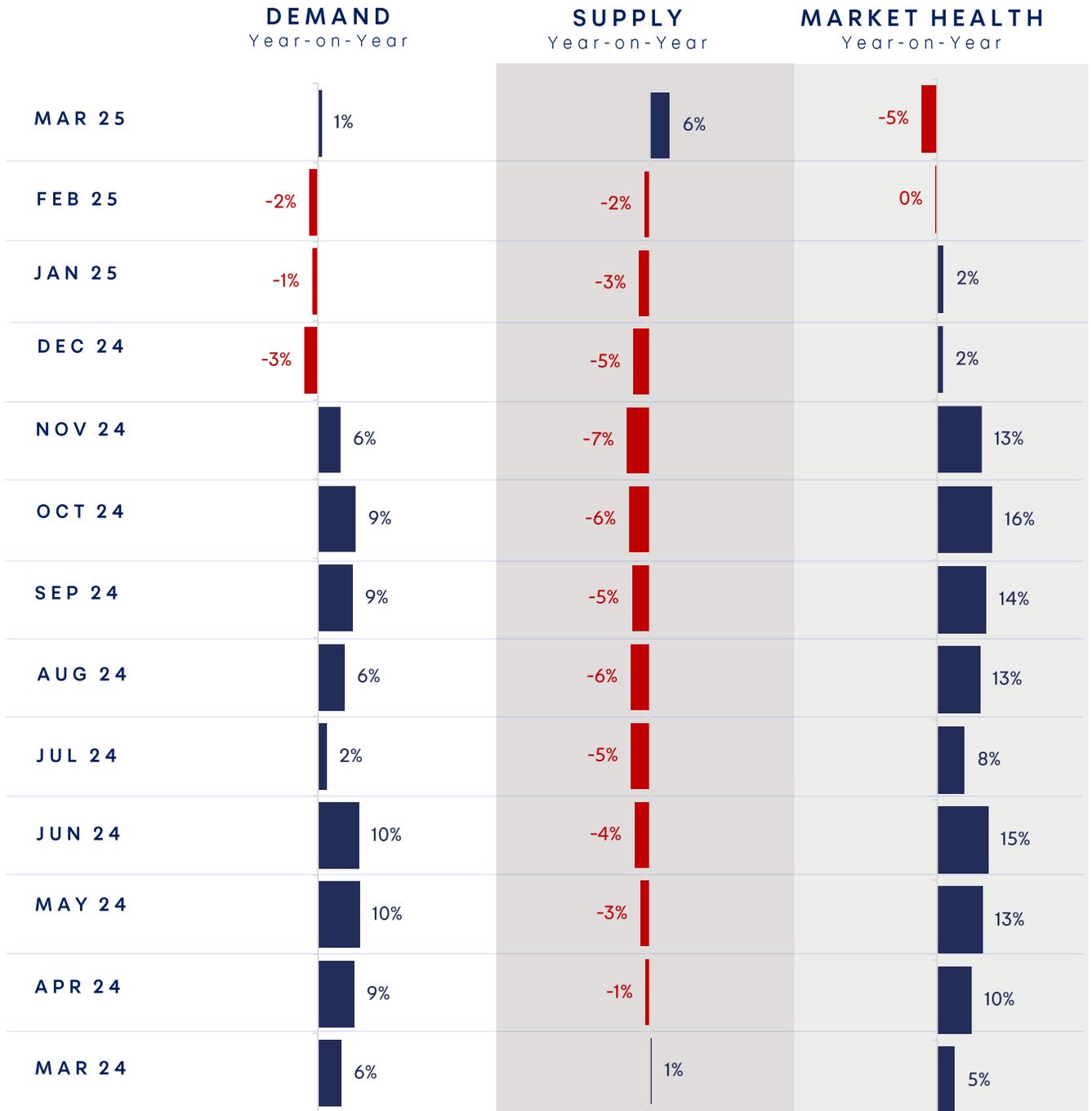


# USED CAR MARKET HEALTH

Market health for used cars fell 5% on a year-on-year basis as the supply<sup>1</sup> of vehicles on Auto Trader outpaced the increase in demand. Despite this, the 1% increase in consumer demand is measured against a strong position in 2024, reflecting the robust demand backdrop. Used car sales are still growing and stock continues to turn quickly, selling on average every 25 days, one day faster than in Mar-24 and four days faster than Mar-22, when pent-up demand post-COVID was still being fulfilled. These indicators reflect the underlying health of the market.



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



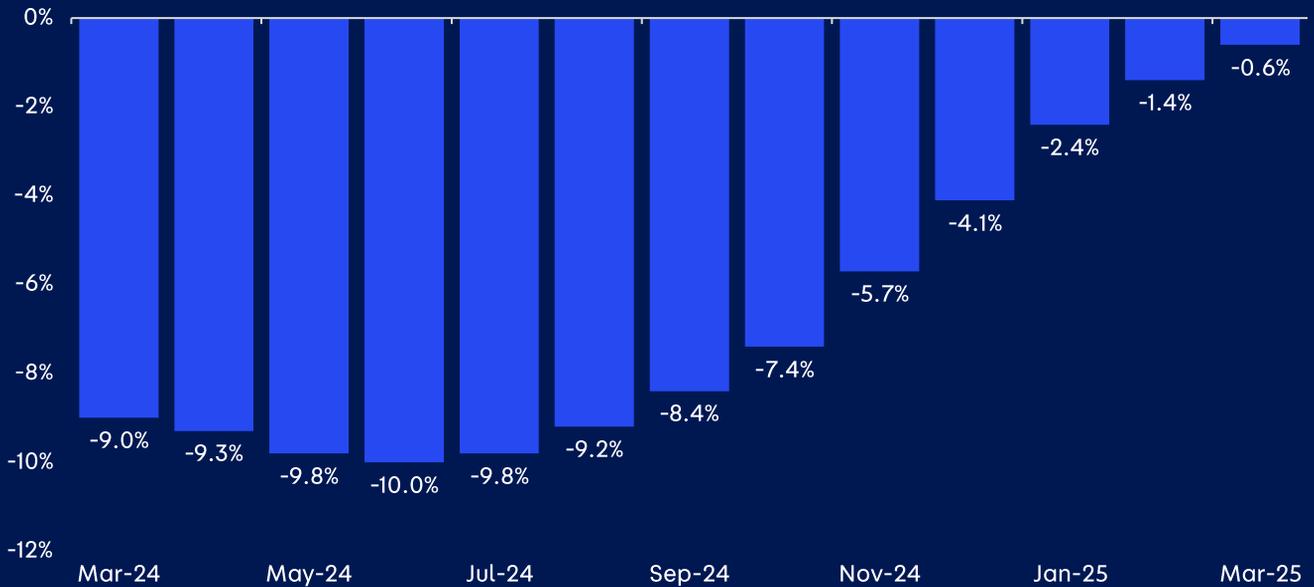
<sup>1</sup>The increase in supply partly reflects a promotional campaign resulting in more vehicles being advertised on Auto Trader

## USED CAR RETAIL PRICE GROWTH

Retail prices of used cars continued to improve as seen over recent months, moving to within just 0.6% of the levels seen this time last year. The easing pressure on retail prices across multiple vehicle cohorts reflects the fast speed at which stock is turning. Vehicles in short supply saw the most positive movements, with prices of 3-5-year-old vehicles improving 1.4%, while those in plentiful supply, such as vehicles under 1-year-old, still saw negative price movements (-6.3%), although these are also trending upwards. These price movements are buoyed by solid consumer demand and rising sales.

### YEAR-ON-YEAR USED CAR RETAIL PRICE GROWTH

Like-for-Like Basis



On a month-on-month basis, used car retail prices increased to defy typical seasonal price movements from February to March. Most fuel types also beat seasonal norms to grow in March, but retail prices of EVs fell more steeply, falling -1.6% as supply exceeds consumer demand – see the Focus Area for further details. By contrast, supply-constrained 3-5-year-old vehicles saw the most significant increase, growing 0.7% on a MoM basis.

### MONTH-ON-MONTH USED CAR RETAIL PRICE GROWTH: MARCH

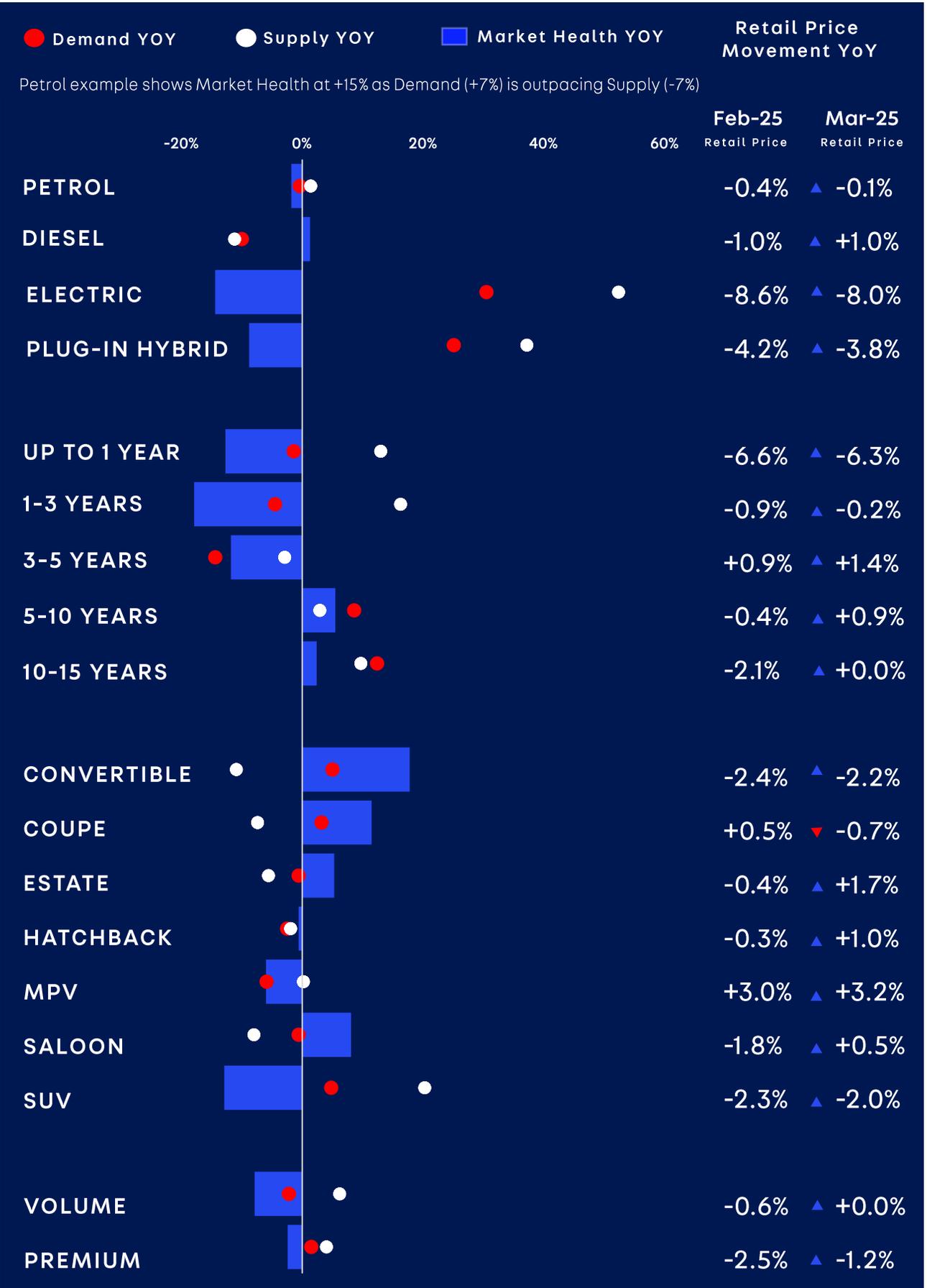
Like-for-Like Basis



Retail price observations. Year on year like-for-like pricing. Removes the impact of stock mix shift to reflect true value adjustments

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

Charts show Market Health (blue bar), Demand (red) and Supply (white), with pricing movements. The monthly movement of retail prices is illustrated by blue/red arrows.



In focus this month

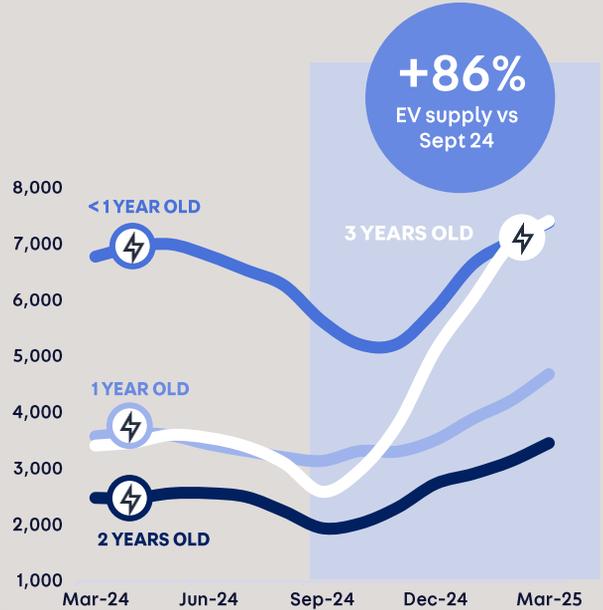
# Should I stock an EV?

Supply of used EVs on retailer forecourts is climbing as ex-lease models re-enter the market at a growing rate.

In just six months, the number of three-year-old EVs for sale has jumped 86%. As leasing continues to drive record new EV registrations, supply will continue to rise.



AVERAGE DAILY NO. OF USED EVS FOR SALE  
Advertised on Auto Trader



The used EV market continues to grow, with demand on Auto Trader, transactions and speed of sale all pointing to a positive trend - much of this is the result of used EVs already being at price parity with ICE counterparts.

The recent supply increase has added some downward price pressure, but trends differ across models and the market-wide volatility seen in 2023 has not reappeared.

**+65%**

Used EV transactions YoY

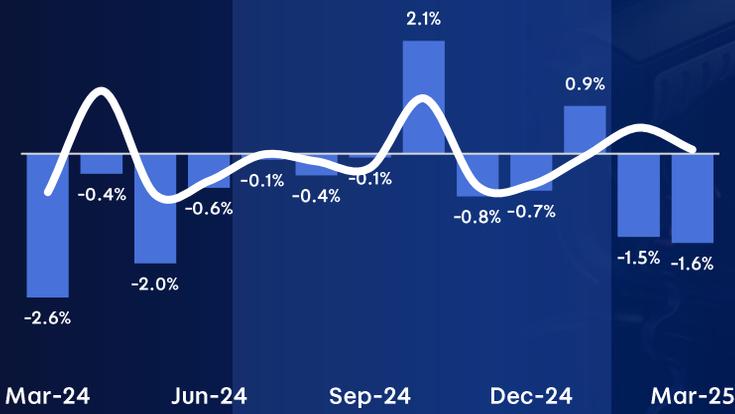
**+36%**

Used EV demand growth YoY

**29**

Average days to sell  
1 day faster YoY

EV PRICES WERE STABILISING



◀ MONTH-ON-MONTH RETAIL PRICING  
Like-for-Like

EV MARKET TOTAL MARKET

The strong consumer demand for used EVs is reflected in how quickly they're selling on forecourts, including – and in spite of Tesla's recent headlines – a 3-year-old Model 3 taking an average of 22 days to sell. However, many electric vehicles were underpriced relative to their market value – used EVs represent a big opportunity in both volume and margin.

USED EVS DAYS TO SELL – MARCH 2025  
Top 10 most sold vehicles

A vehicle priced at 98% is priced 2% under market value

MODEL	AGE (YEARS)	DAYS TO SELL	MEDIAN LAST PRICE POSITION
 Tesla Model 3	3	22	98.0%
 Tesla Model 3	4	22	98.2%
 Volkswagen ID.3	3	26	99.6%
 MINI Electric Hatch	3	30	98.9%
 Tesla Model Y	2	21	98.3%
 Hyundai KONA	3	22	99.0%
 Mercedes-Benz EQA	3	19	99.7%
 Audi Q4 e-tron	3	33	99.9%
 KIA Niro	3	26	98.6%
 Nissan Leaf	3	33	97.7%

Whilst support is needed to drive more consumer demand for affordable used EVs, retailers must have a strategy to source, price and sell used EVs with confidence. The good news is that more retailers are moving into EVs, but progress must accelerate if the industry is to manage the increasing supply.

NO. RETAILERS STOCKING EVS  
Advertising on Auto Trader

FRANCHISE RETAILERS

84%

+9%  
YOY



+34%  
YOY



INDEPENDENT RETAILERS

The infographic below is produced to answer common questions about EVs:

## ELECTRIC CARS

The Facts

WHAT'S EV PRICING LIKE? <sup>1</sup>

2 in 5 used electric cars under

**£20,000**

29 brand new electric cars RRP under

**£30,000**

WHAT ABOUT RUNNING COSTS? <sup>2</sup>

Save up to

**£790**

A YEAR

If you mostly charge at home, compared to ICE

CAN I CHARGE ON-THE-GO? <sup>3</sup>

As of October, there are

**75,675**

public charge points in total across the UK

Including 14,711 rapid/ultrarapid chargers that can charge a car to 80% in just 20-40 mins

WILL MY EV BATTERY LAST? <sup>4</sup>

**YES**

Data suggests you should expect your EV to last as long as an ICE car. Getting EVs repaired is getting easier with the increasing number of skilled technicians available.

WHAT CAN I EXPECT FROM A FULL CHARGE? <sup>5</sup>

The average range of a new EV is more than

**290 MILES**

That's about 2 weeks driving for most people.

ARE EVS GREENER? <sup>6</sup>

**YES**

Typically an EV emits just 1/3 of the harmful greenhouse gases of a petrol car during its lifetime.

DO I NEED TO WORRY ABOUT FIRE RISKS? <sup>7</sup>

EVs are less likely to catch fire than ICE cars.

Jargon Buster

**EV** = Electric vehicle  
**ICE** = Internal combustion engine (diesel or petrol)



See the sources



See the sources

09/23/25