



# Monthly Market Intelligence

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

SEPTEMBER 2025

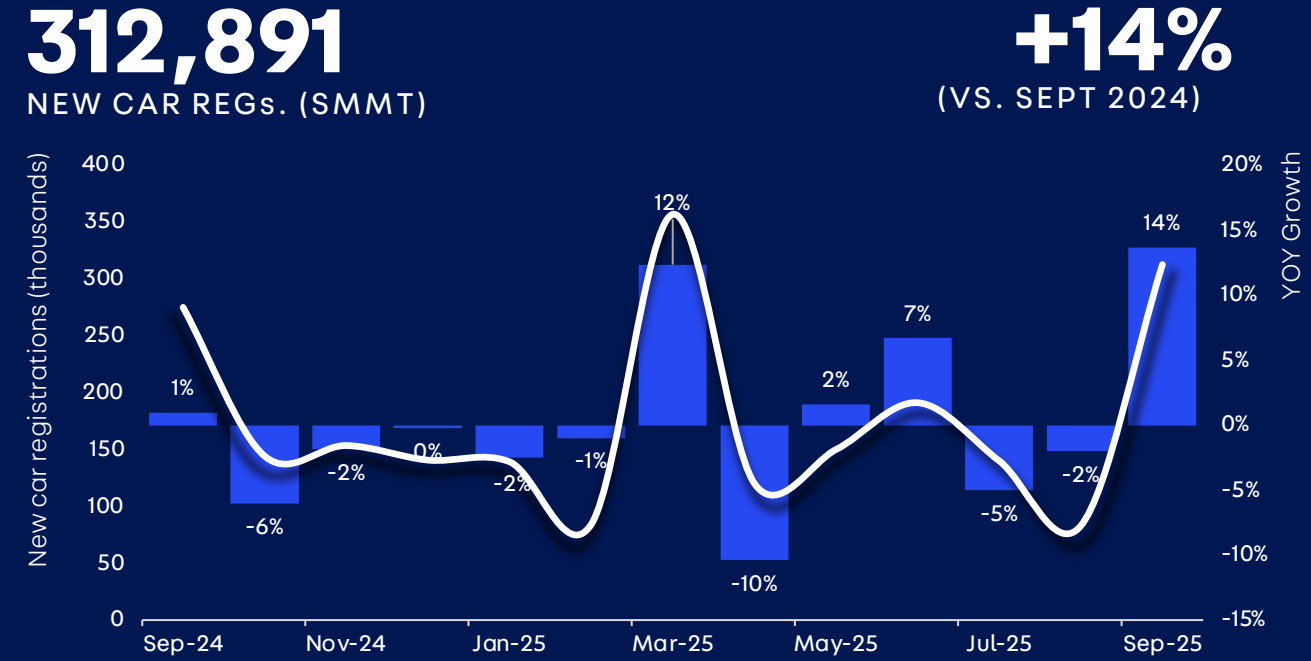
 Autotrader



# Used and new car markets remain stable, while EVs continue to gain momentum

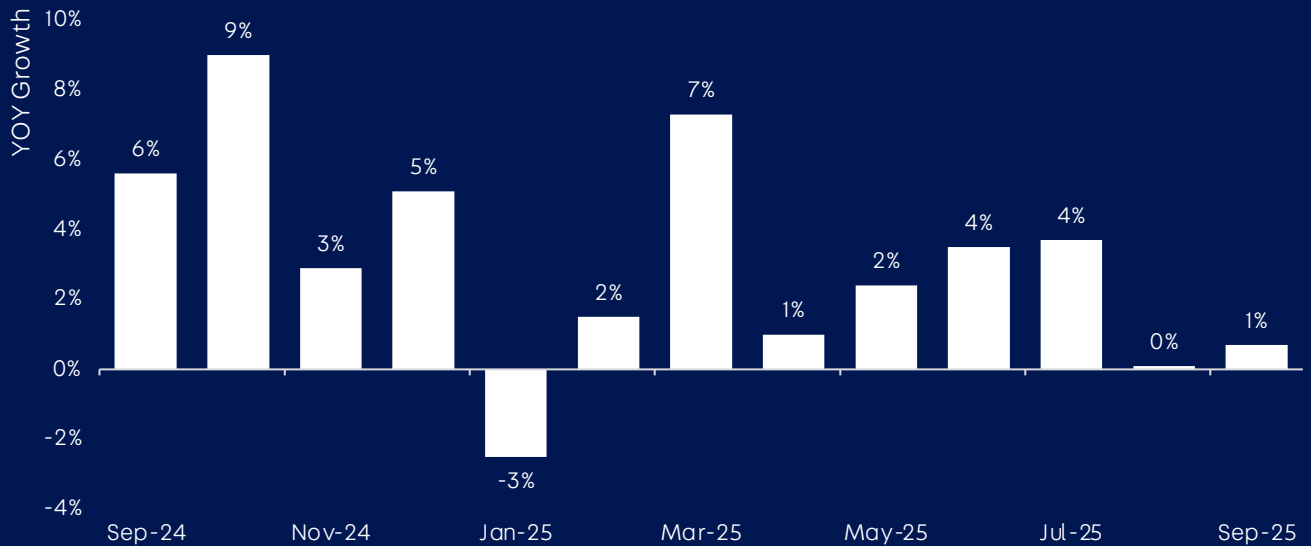
## NEW CAR REGISTRATIONS

New car registrations rose 14% during plate change month, marking the strongest September performance since 2020, although volumes remained 9% below 2019 levels. Half of all vehicles registered were electrified, with plug-in hybrids seeing the largest growth at 56%. Electric vehicles also achieved their best month on record, with volumes up 29%, raising their market share to 23%, driven by manufacturer discounts and the introduction of the Electric Car Grant. All market sectors recorded growth, with fleet registrations up 17% year-on-year and retail sales increasing by 9%.



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

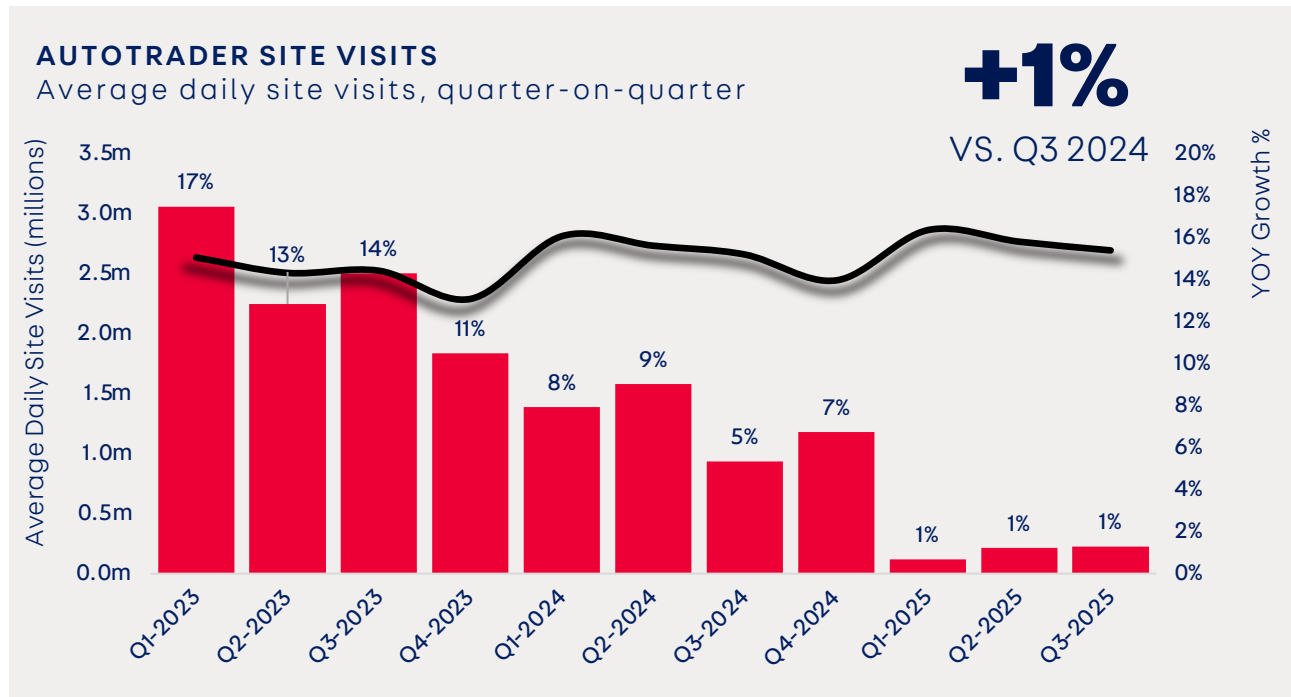
Used car sales in September saw a 1% year-on-year increase, marking eight consecutive months of growth. Independent retailers drove the growth, supported by their larger share of older stock with its strong demand. Franchise retailer sales fell 2% amid challenging supply of petrol and diesel - transactions for these fuel types fell by 11% and 25%, respectively.



\*Data based on vehicles removed from Autotrader. 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.

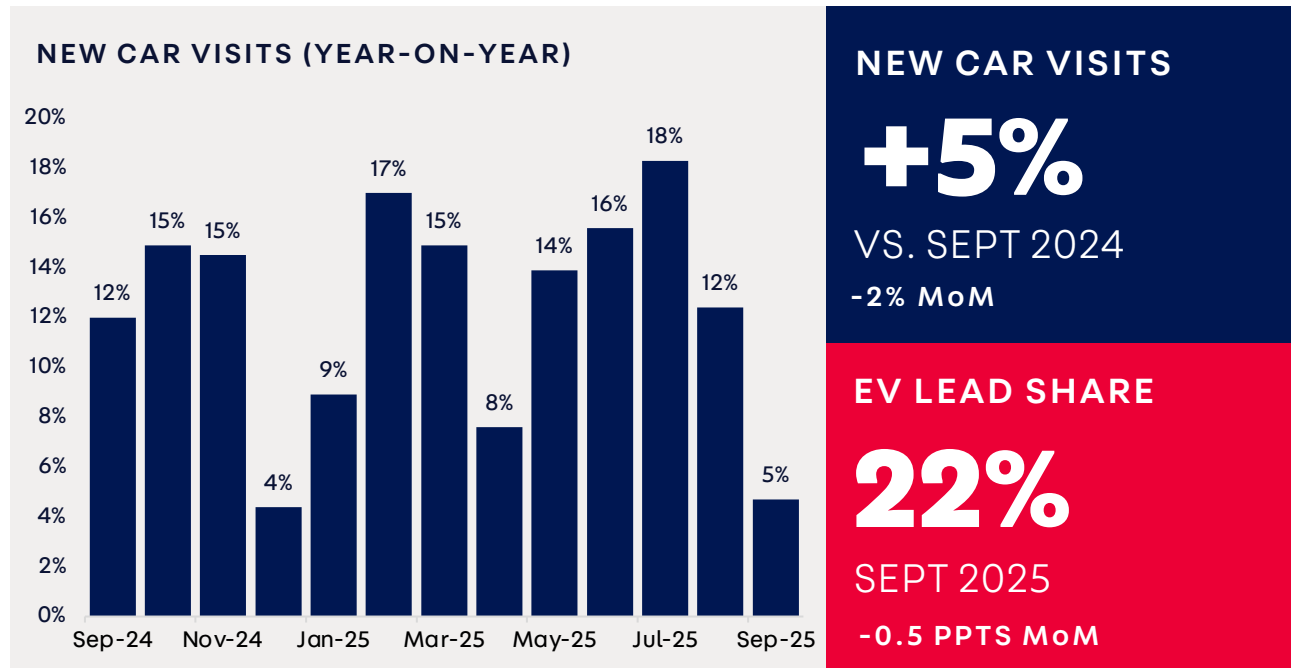
# AUTOTRADER AUDIENCE

During Q3, Autotrader averaged 2.7 million daily visits, up 1% year-on-year versus record visitor levels in 2024. The chart below looks at each Quarter’s performance versus the same period in the prior year, illustrating the extent of growth through 2023-4 and how 2025 has maintained those strong audience numbers. With 3 in 4 remaining confident in their ability to afford their next car, the outlook continues to look solid<sup>1</sup>.



# NEW CAR ACTIVITY

In September’s plate change, new car visits rose by 5%, driven by increased stock volumes and manufacturer discounting. The average discount climbed to 10.1%, compared with 9.1% last year, with 82% of adverts offering a discount. Electric vehicles saw the most aggressive incentives, averaging 11.8%. This, though, was -0.3ppts lower than last year as brands assess sales tactics following the introduction of the Government’s Electric Car Grant (ECG) – see focus area for more information on the ECG.

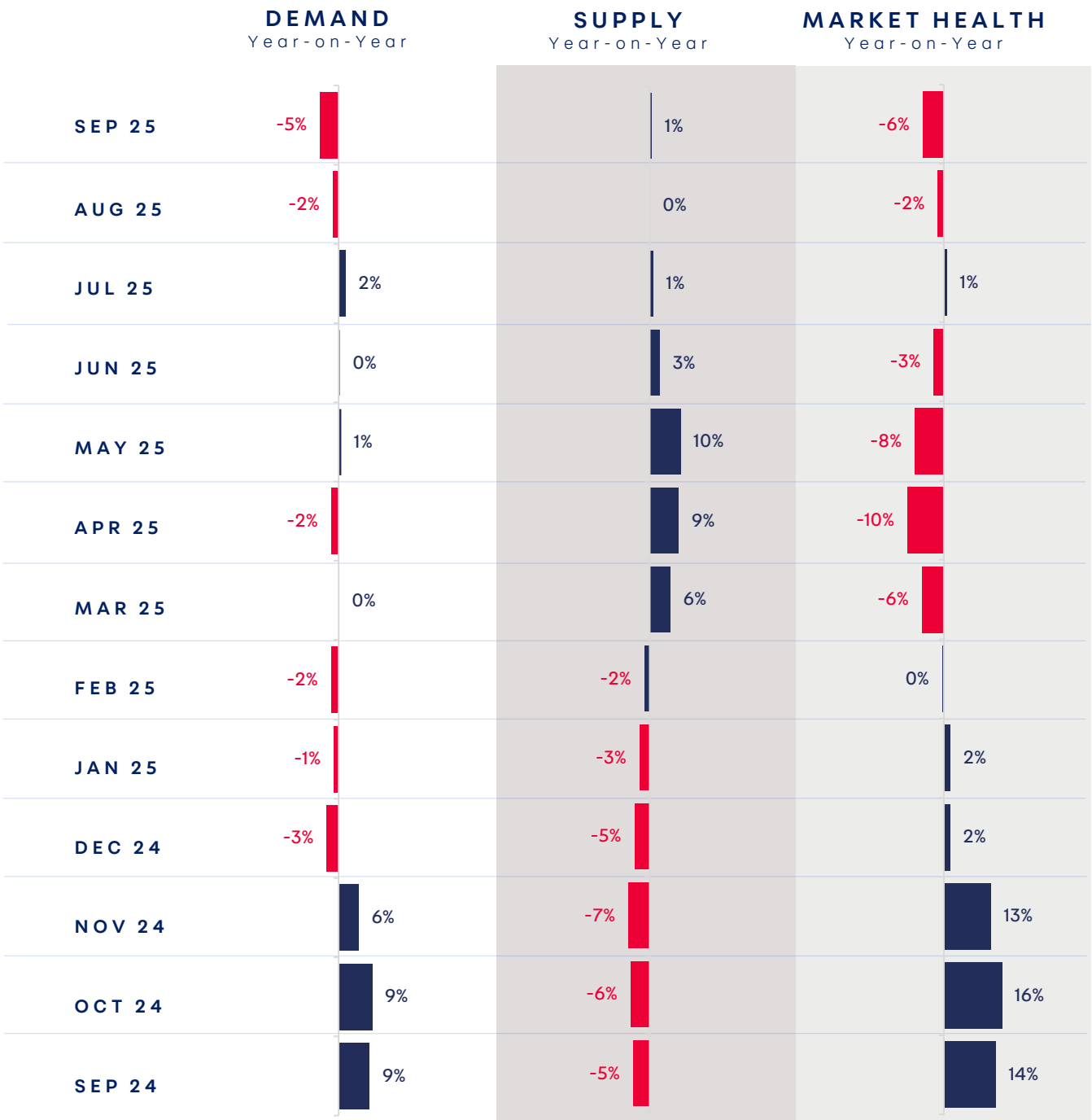


# USED CAR MARKET HEALTH

In September, used car supply remained steady year-on-year, with demand easing versus a very strong September 2024; against historic levels, though, demand remains solid. 3-5-year-old cars again shaped the trends, with constrained supply (-11%) leading to a drop in demand (-15%). These cars remain among the fastest-moving vehicles, though, selling in 27 days on average. Overall, vehicles are selling in 28 days, with EVs the fastest-selling fuel type for the third consecutive month at 27 days.



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



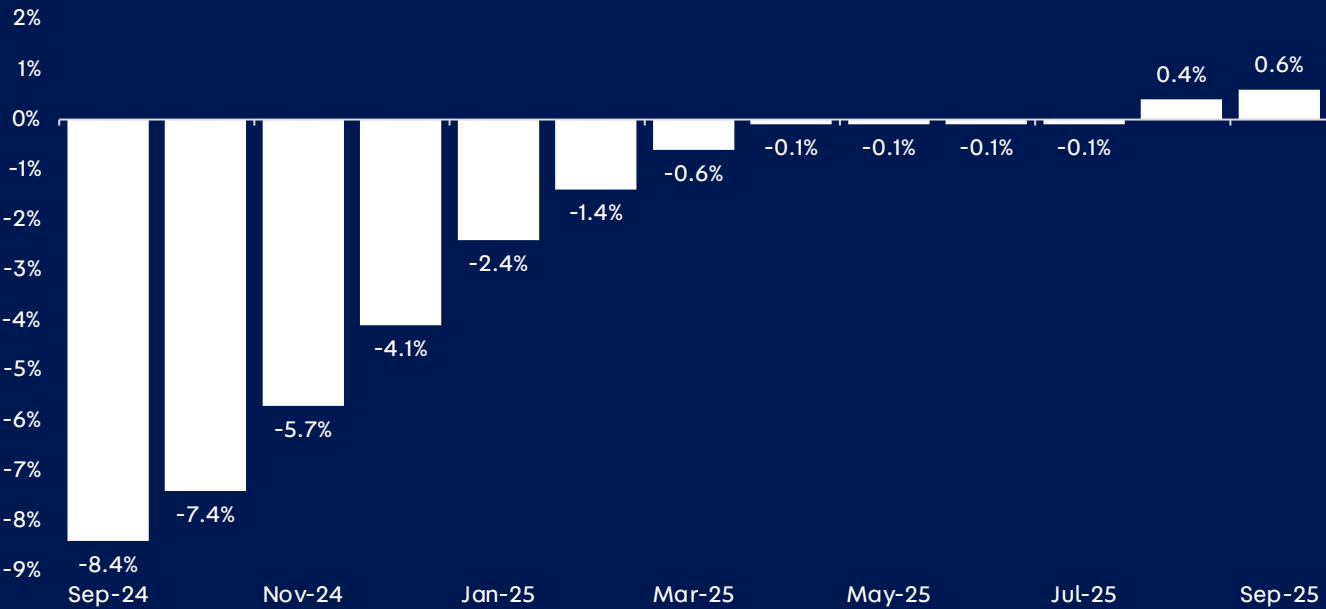


## USED CAR RETAIL PRICE GROWTH

Used car prices rose by +0.6% year-on-year, marking the second consecutive month of growth and continuing pricing stability, reflecting ongoing market resilience. Age cohorts with stronger supply-demand dynamics are seeing the most notable gains. 10+ year-old vehicles recorded the highest increases, while 3-5-year-old (+1.6%) and 5-10-year-old (+1.5%) cars saw more moderate growth. By contrast, prices for younger vehicles are softening as stock gradually returns to the market.

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

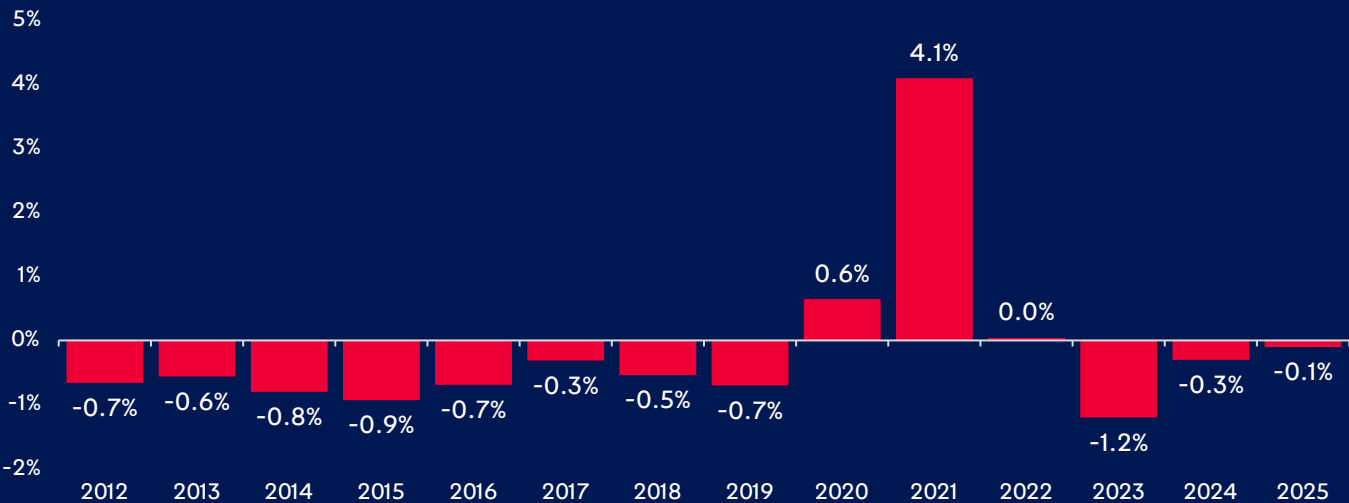
Like-for-Like Basis



On a month-on-month basis, used car retail prices eased by -0.1%, a strong performance versus usual, pre-pandemic September movements. Vehicles aged 3+ years bucked the market by recording growth, while cars under 3 years old broadly tracked seasonal patterns. By fuel type, petrol vehicles defied the market with gains, while all others, except plug-in hybrids, tracked the general trend.

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

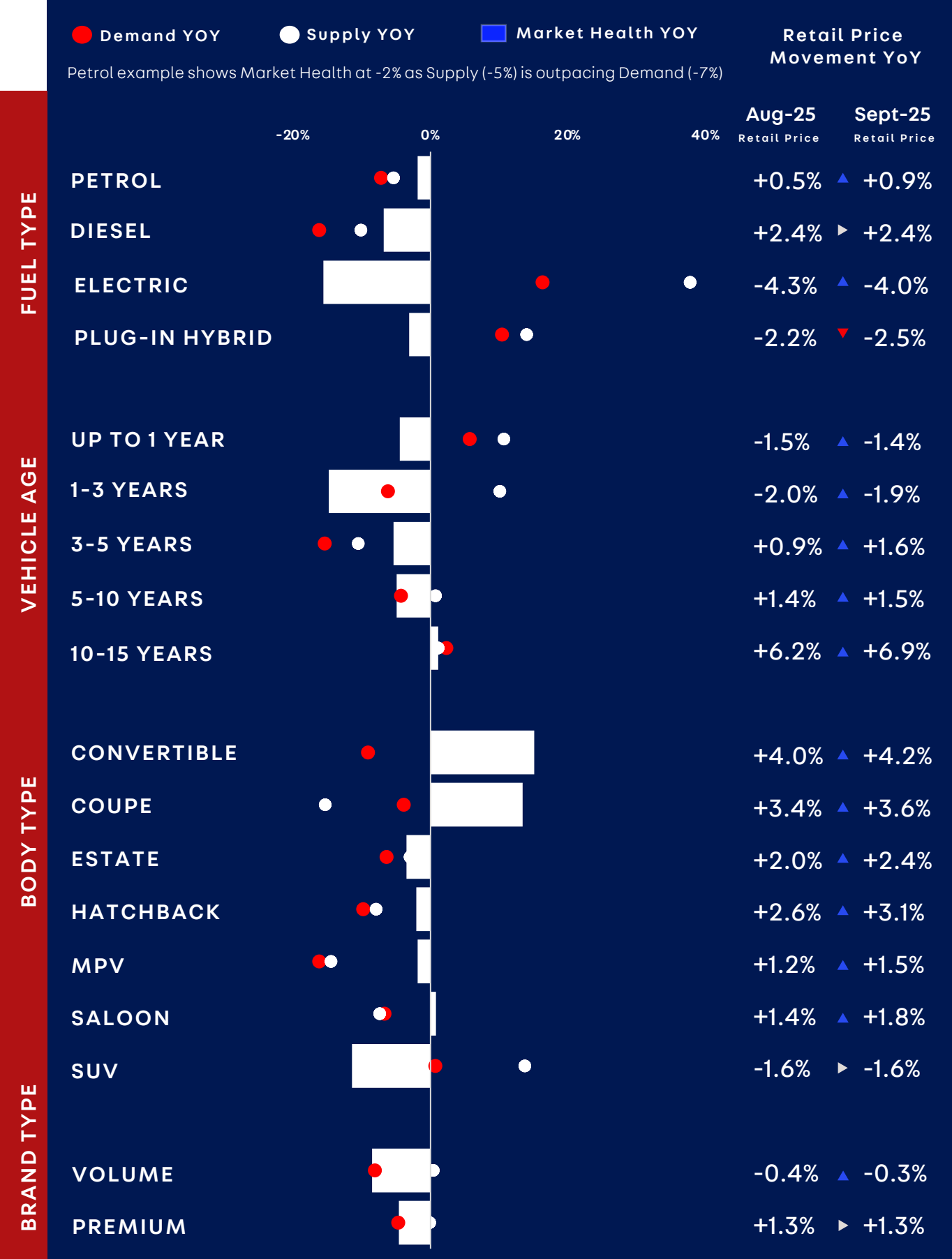
Like-for-Like Basis



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

# What difference has the Electric Car Grant made?

**+44%**

New EV Enquiries  
Vs. pre-grant announcement



**+118%**

EV Grant Models



**+24%**

Non-Grant EV Models



**The Electric Car Grant has had a significant effect on enquiries.**

After an initial – and short-lived – spike in interest following the 14<sup>th</sup> July announcement, momentum has built following the clarification of eligible models in August and the marketing efforts of car brands.

Comparing the latest four-week period with the four weeks prior to the grant, enquiries for grant-eligible cars have more than doubled.

September saw a record number of EV registrations, reinforcing expectations that it will accelerate new EV uptake.

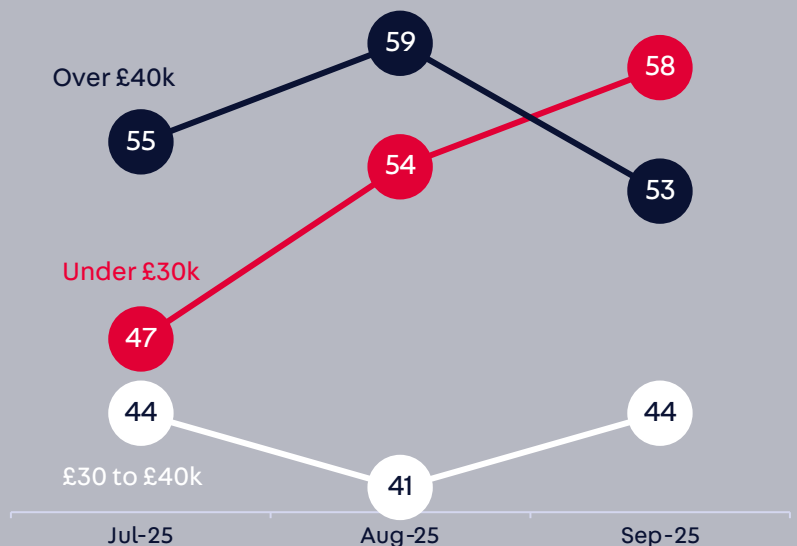
EV share of new car market. Pre = 4 weeks prior to ECG announcement (14<sup>th</sup> July 25). Post = Latest 4 weeks. 1<sup>st</sup> to 28<sup>th</sup> Sept 25.

**The Grant has also driven a sharp rise in more affordable models.**

There has been clear progress since the grant rollout - the average EV price premium has narrowed to 19% from 33% a year ago with some approaching price parity.

The number of models under £40k has also increased since July - enhancing consumer choice and affordability.

**NEW EV MODEL COUNT BY AVERAGE ADVERTISED PRICE**  
Based on vehicles advertised on Autotrader.



Grants are reshaping demand, with more affordable EVs offering incentives now dominating the top 10 most enquired upon models. The Ford Puma Gen-E, one of only two vehicles qualifying for the full £3,750 grant, has seen a significant spike in interest.

MOST ENQUIRED UPON EV MODELS

Pre = 4 weeks prior to ECG announcement (14<sup>th</sup> July 25).

Post = Latest 4 weeks. 1<sup>st</sup> to 28<sup>th</sup> Sept 25.

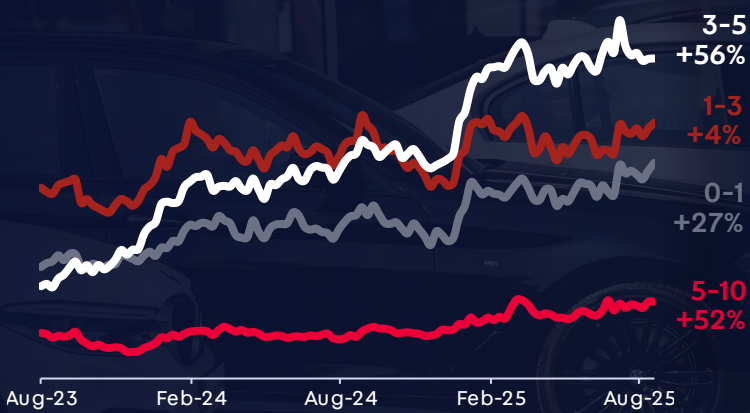
PRE GRANT				POST GRANT			
RANK	MODEL	LEAD SHARE	AVERAGE PRICE	MODEL	AVERAGE PRICE	GRANT LEVEL	LEAD SHARE CHANGE
1	MG S5	13.6%	£29,215	MG S5	£27,128	£1,500 (manufacturer grant)	13.6% 9.9%
2	Dacia Spring	5.0%	£14,330	Renault 5 E-Tech	£27,347	£1,500	4.3% 5.4%
3	Renault 5 E-Tech	4.3%	£28,166	Ford Puma Gen-E	£28,979	£3,750	0.2% 5.2%
4	Volkswagen ID. Buzz	4.2%	£61,609	Skoda Elroq	£36,247	£1,500	2.3% 4.9%
5	BMW i4	4.0%	£57,206	MG 4	£26,801	£1,500 (manufacturer grant)	2.4% 3.3%
6	Alpine A290	3.2%	£37,651	CUPRA Born	£30,056	£1,500	0.9% 3.0%
7	BMW iX	2.9%	£78,555	Dacia Spring	£15,038	-	5.0% 2.6%
8	Audi Q6 e-tron	2.5%	£67,107	Leapmotor C10	£34,144	£3,750 (manufacturer grant)	0.1% 2.4%
9	Hyundai INSTER	2.5%	£24,557	Volkswagen ID.3	£34,574	£1,500	2.1% 2.4%
10	MG 4	2.4%	£26,998	Omoda E5	£29,983	-	1.5% 2.2%

Demand for used EVs has been consistently increasing, notably for 3-5-year-old vehicles. In September, they were the fastest-selling fuel type, averaging just 27 days to sell, indicating that the Grant hasn't negatively impacted the used market.

Used EV prices are stable, with monthly movements since July meeting or exceeding broader market trends.

ELECTRIC CAR DEMAND BY AGE COHORT

Based on Autotrader site visits



ELECTRIC PRICES

	Sept-24	Sept-25
YoY	-15.7%	-4.0%
MoM	-0.1%	-0.3%