



# Monthly Market Intelligence

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

SEPTEMBER 2021

 AutoTrader

Another month of records, with used prices up 21.4% vs. 2020. Supply remains the challenge on new and used as buyer demand continues to grow

## NEW CAR REGISTRATIONS

Despite healthy demand, the global semiconductor shortage had a heavy impact on September's new car market with sales down over a third versus 2020.

**215,312**

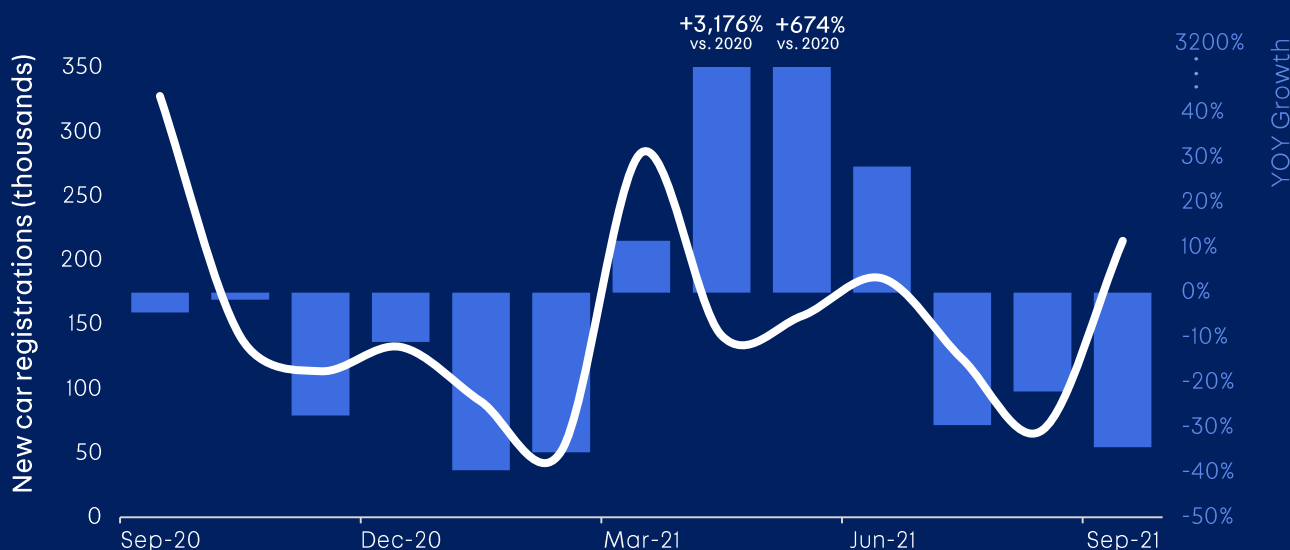
NEW CAR REGs. (SMMT)

**↓ 34.4%**

(VS. SEPTEMBER 2020)

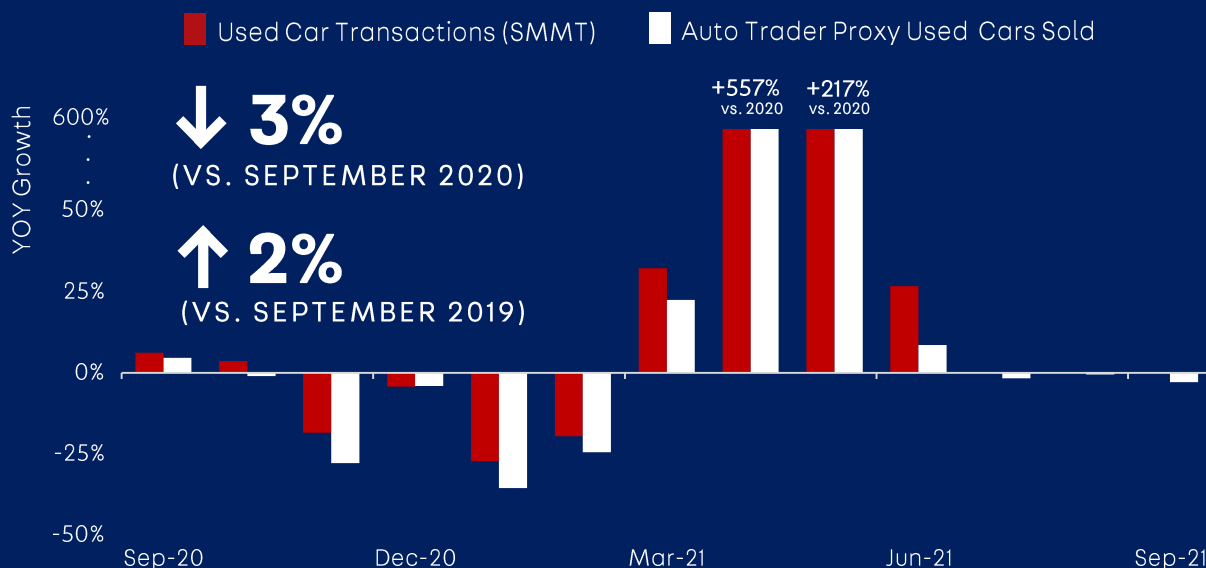
**↓ 37.3%**

(VS. SEPTEMBER 2019)



## AUTO TRADER PROXY USED CARS SOLD (YOY GROWTH)

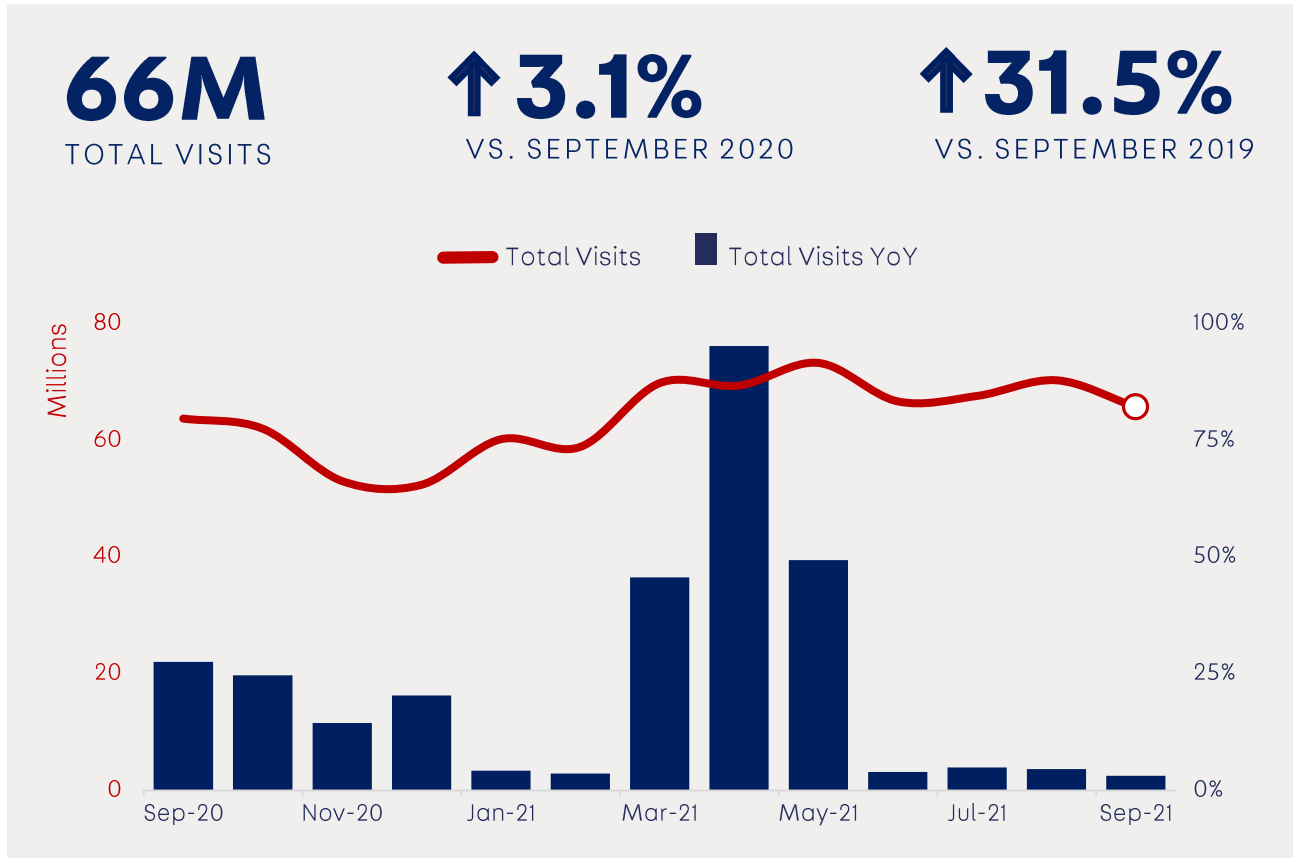
Used car transactions were positive throughout Q3, with September at similar levels to 2020's post-lockdown recovery, and up 3% vs. the same period in 2019.



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.

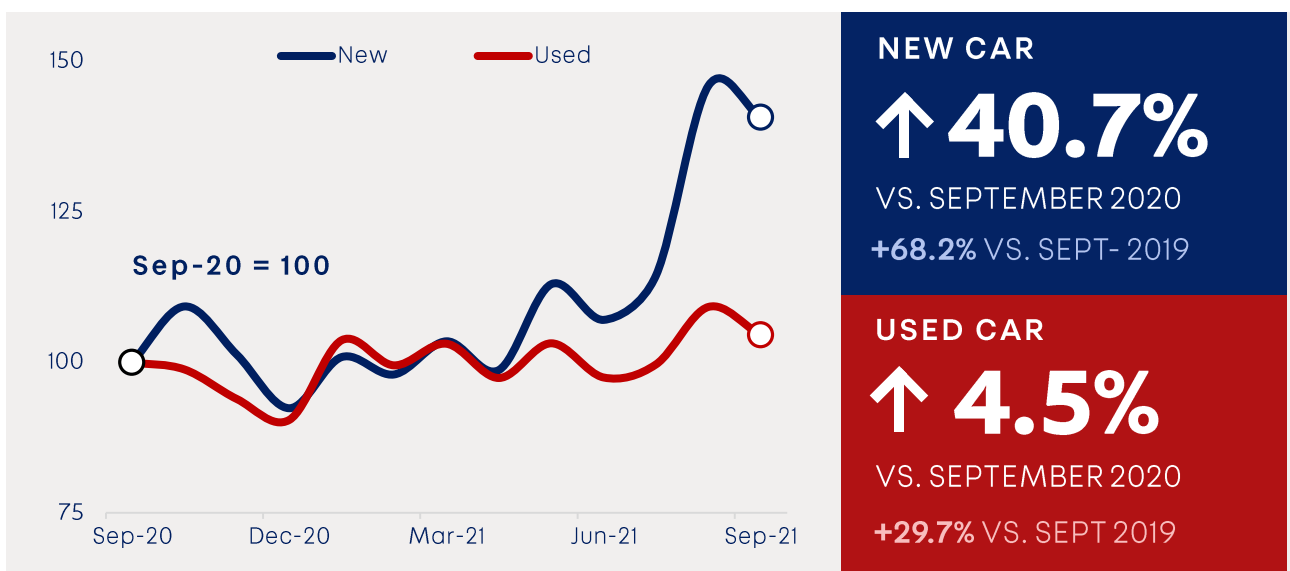
## AUTO TRADER AUDIENCE

The elevated levels of consumer demand seen since the start of the year have continued into September with site-visits up 3.1% on the previous year and up 31.5% on 2019. It suggests there is still excess demand in the market, which is strengthening car values.



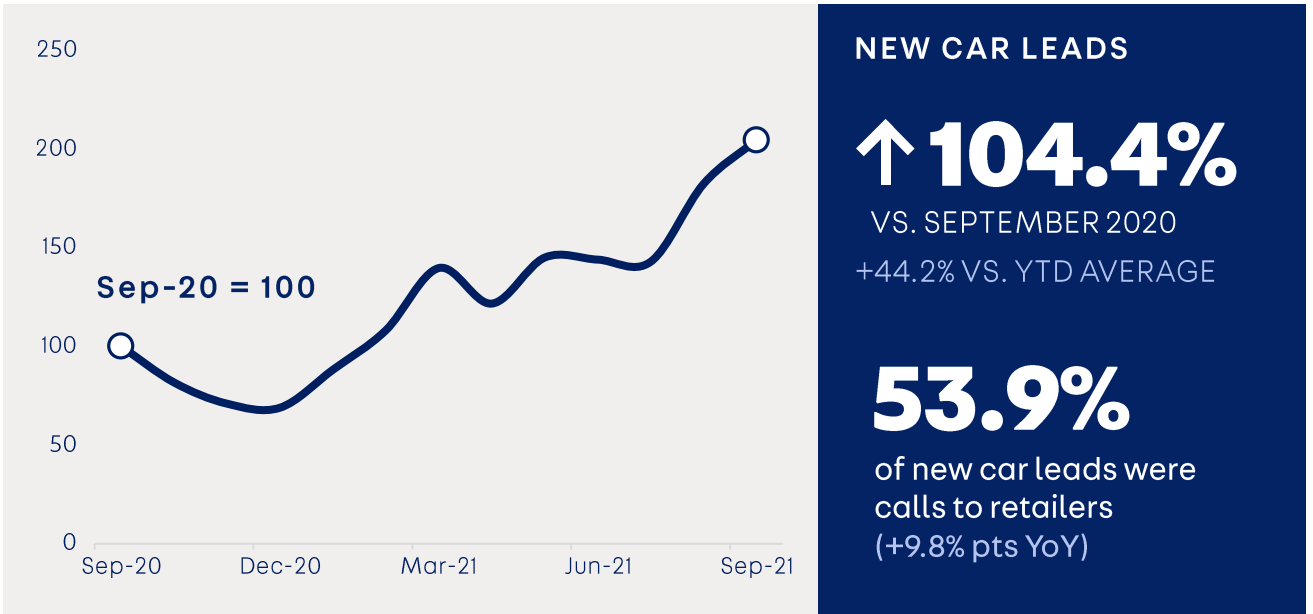
## NEW AND USED CAR ENGAGEMENT PER CAR (INDEXED)

New car demand remains extremely high despite supply issues, with each new car advertised on Auto Trader being viewed 138 times, up 40.7% YoY. The average used car generated 326 ad views, up 4.5% YoY.



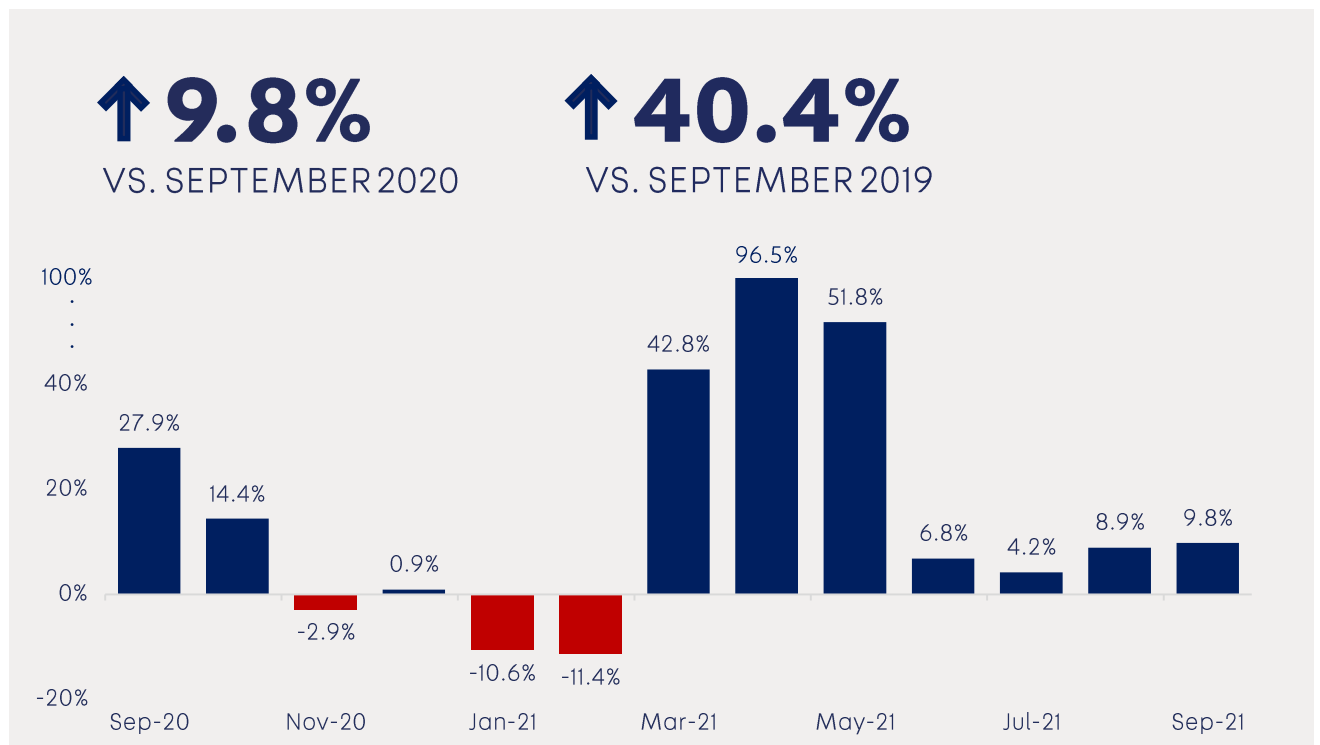
## NEW CAR LEADS (INDEXED)

Despite supply constraints limiting availability, **the number of new car leads sent to retailers again hit record levels at double last September's figure.** Most of the growth came from calls to retailers (+150% YoY)



## AUTO TRADER USED CAR MARKET HEALTH (YOY GROWTH)

**With used car demand remaining buoyant and supply still tightening,** the Auto Trader market health indicator is positive for the 7<sup>th</sup> consecutive month and up 9.8% in September over the prior year. The market is even stronger in comparison to a 'normal' year, with the health indicator up 40.4% vs. 2019.



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

**Used car prices continue to hit new highs, increasing by 21.4% in September.** It also represents the largest single month-on-month increase (up from 17.2% in August).

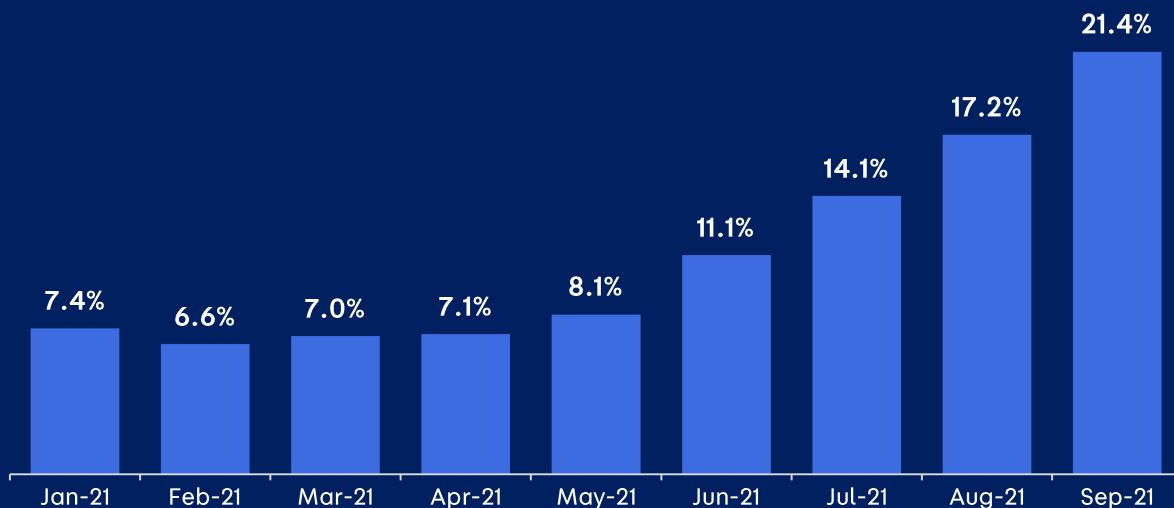
The recent period of exceptional used car price growth continued into September, with like-for-like prices up 21.4% vs. the prior year.

It's another record-breaking month of used car price growth, and marks 18 consecutive months of price rises. Such is the huge acceleration in used car prices, 1 in 6 nearly new cars (aged up to 1 year old) were priced higher than their brand-new counterparts in September.

The average price of a petrol, 3 to 5 year old, volume brand SUV is now £15,469, up £3,822 vs. September 2020; and the average price of a petrol, 3 to 5 year old, premium brand SUV is now £29,004, up £3,438 vs. September 2020

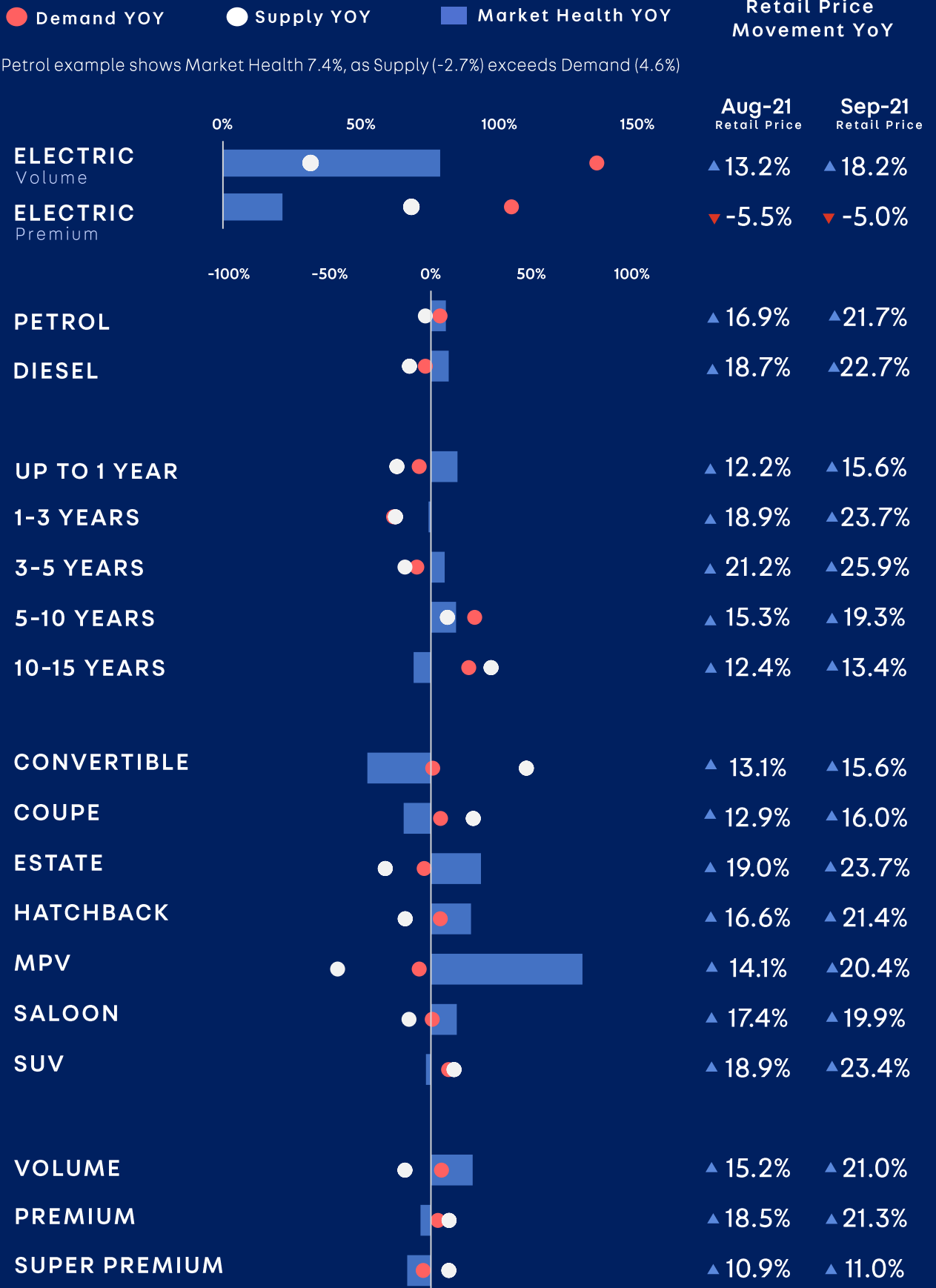
## MARKET PRICING

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

# The Fuel Crisis – a catalyst for change?

The recent panic buying of petrol and diesel from forecourts across the UK has led to a surge in consumer engagement for electric cars on Auto Trader. With 1 in 4 new cars looked at now being EV, the question is whether the fuel crisis will be seen as a catalyst for change, or a temporary shift.

**+324%**

NEW EVS VIEWED  
YEAR-ON-YEAR\*

**1 IN 4**

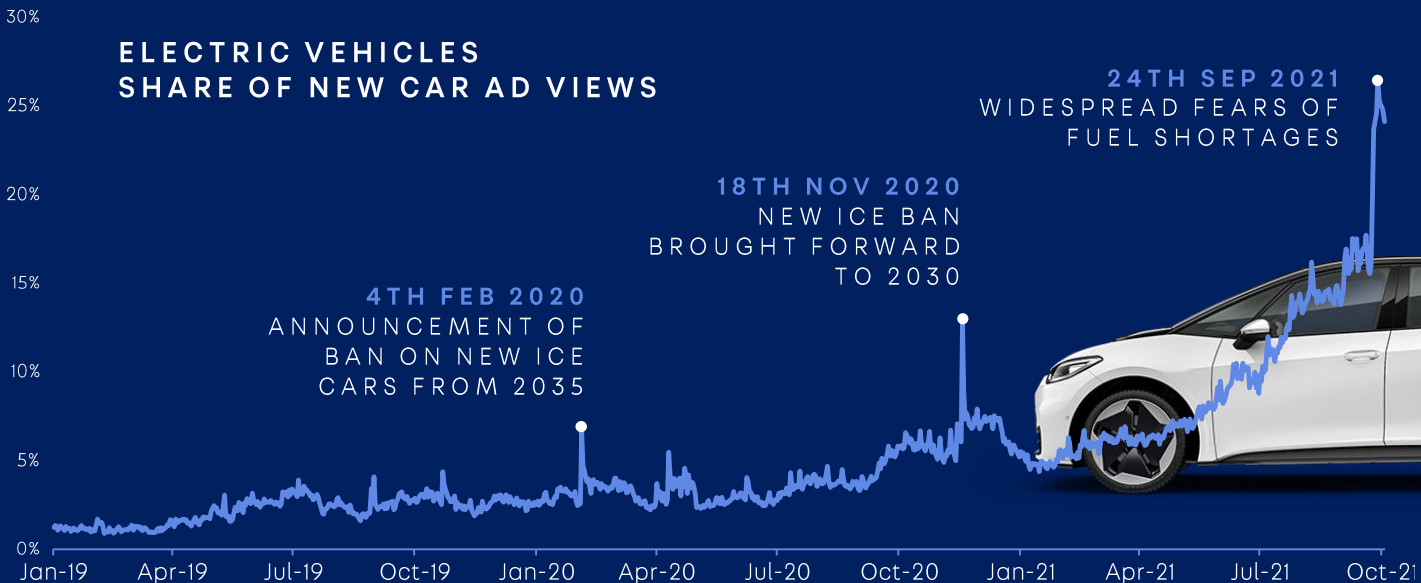
NEW CARS VIEWED  
IS ELECTRIC

**1 LEAD**

EVERY 2 MINS ON  
ELECTRIC VEHICLES

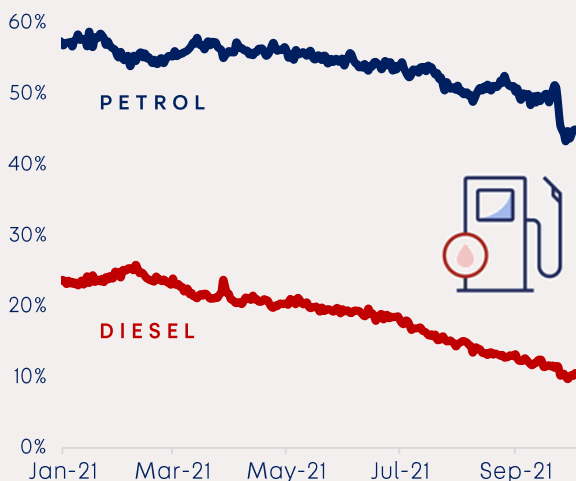
\*24<sup>th</sup> September to 3<sup>rd</sup> October

## ELECTRIC VEHICLES SHARE OF NEW CAR AD VIEWS

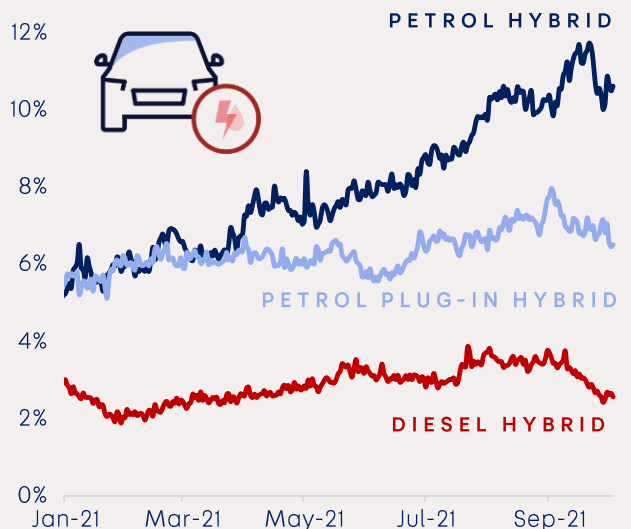


Consumers looked at fewer new petrol and petrol hybrid cars in response to the fuel crisis. There was also little change in engagement with petrol plug-in hybrids.

## PETROL & DIESEL SHARE OF NEW CAR AD VIEWS



## HYBRID SHARE OF NEW CAR AD VIEWS



There were winners to emerge from fuel anxiety. **IONIQ 5** was the **most viewed new EV model on Auto Trader** by a wide margin, but MG5 generated more leads - partly due to better stock availability.

## TOP PERFORMING NEW EV MODELS ON AUTO TRADER

24<sup>th</sup> September to 3<sup>rd</sup> October

Point size reflects share of new EV stock advertised on Auto Trader ● Volume ● Premium

