



THE ROAD TO 2030

Monthly Market Intelligence

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

FEBRUARY 2022

 AutoTrader

Stormy weather and war in Ukraine soften demand – but used car prices rise further.

NEW CAR REGISTRATIONS

February's new car market was up 15% on 2021 - when the UK was in lockdown - but behind pre-pandemic times as supply constraints persist. Encouragingly, more than 1 in 6 new car sales were battery electric.

58,994

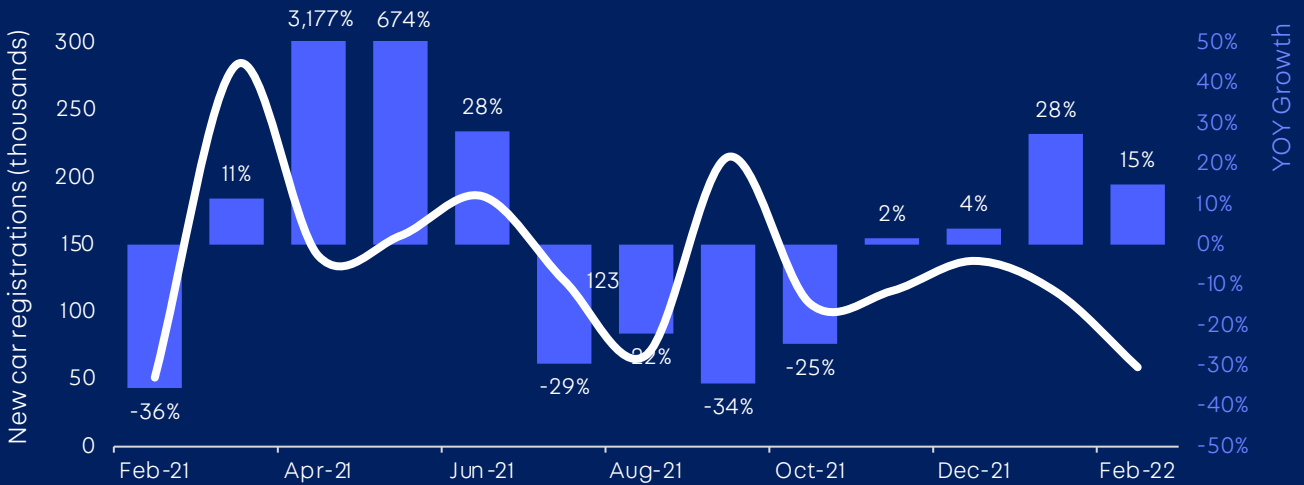
NEW CAR REGs. (SMMT)

↑ 15%

(VS. FEBRUARY 2021)

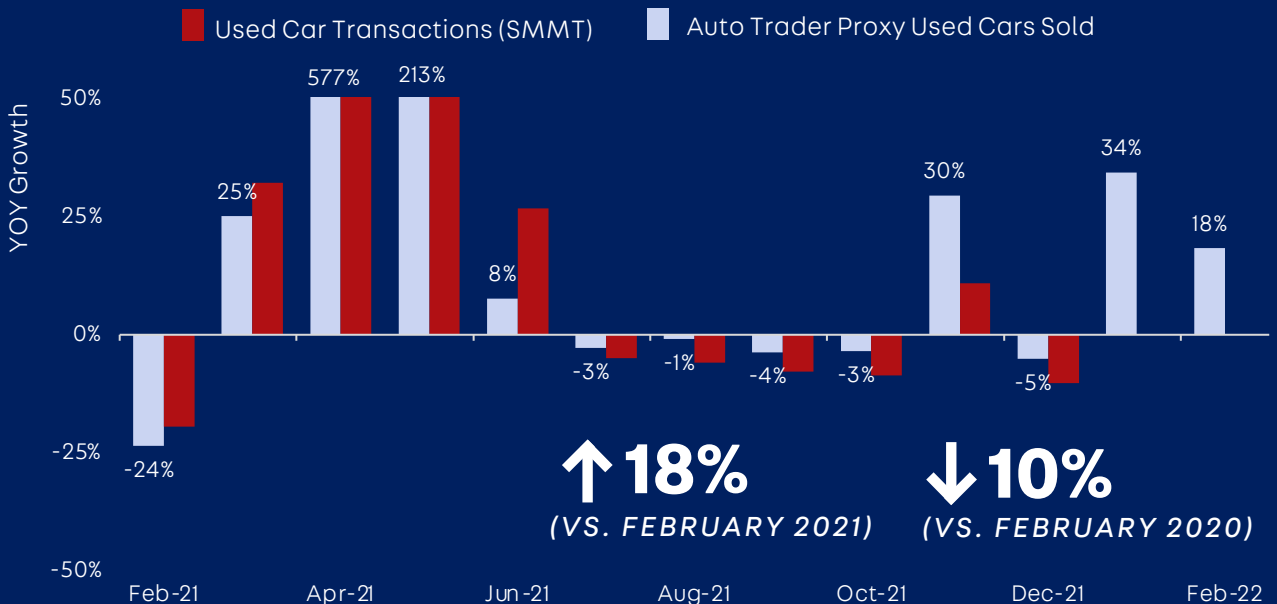
↓ 26%

(VS. FEBRUARY 2020)



AUTO TRADER PROXY USED CARS SOLD (YOY GROWTH)

Proxy sales of used cars were up 18% in February vs 2021, but transactions were down 10% when compared to the same period in 2020 as supply constraints continue to impact the used car market.



↑ 18%

(VS. FEBRUARY 2021)

↓ 10%

(VS. FEBRUARY 2020)

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.

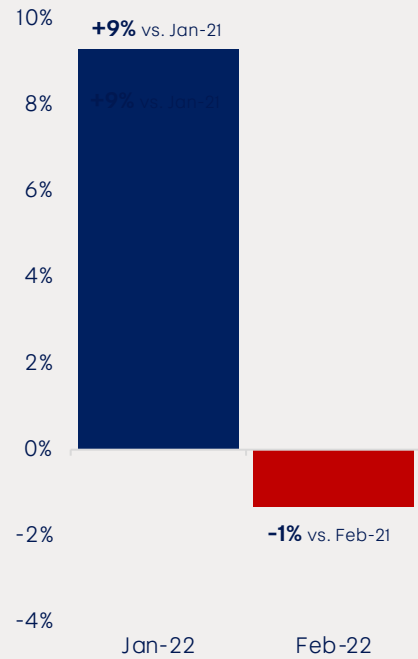
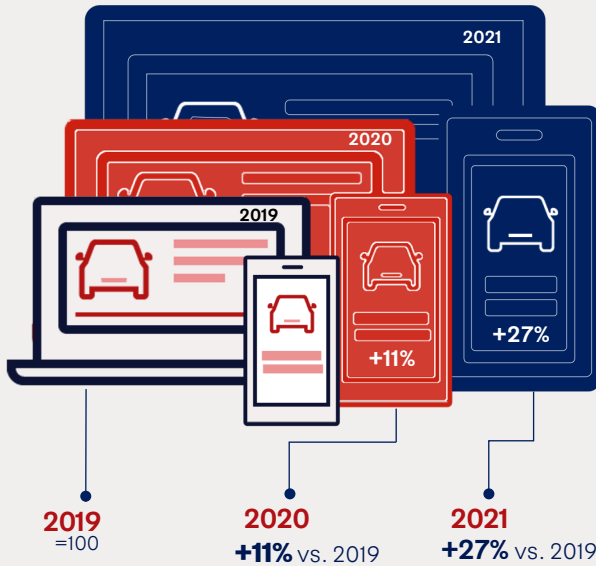
AUTO TRADER AUDIENCE

Stormy weather and conflict in Ukraine both impacted levels of consumer demand in February with site visits down 1% year-on-year. But two years of exceptional demand (+27% in 2021 vs. 2019) for car ownership means the market is still in a healthy position relative to pre-COVID.

AUTO TRADER SITE VISITS

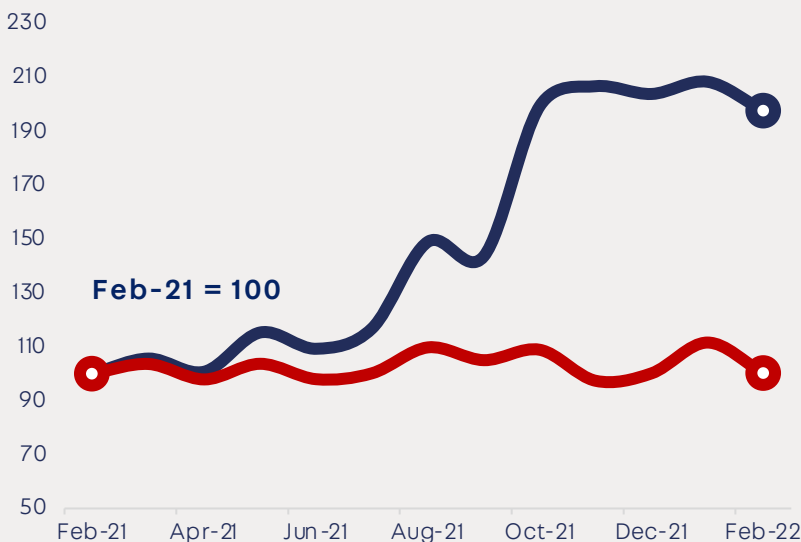
1) 2019-2021. Indexed (2019= 100).
Google Analytics.

2) 2022 YTD. Year-on-Year.
Snowplow.



NEW AND USED CAR ENGAGEMENT PER CAR (INDEXED)

Demand for new cars remains extremely high despite supply issues, with each new car advertised on Auto Trader being viewed 189 times in February, up 98% on prior year. Used car engagement matched the level seen in February 2021 but was up 5% on 2020.



NEW CAR

↑98%

VS. FEBRUARY 2021

+97% VS. FEB-2020

USED CAR

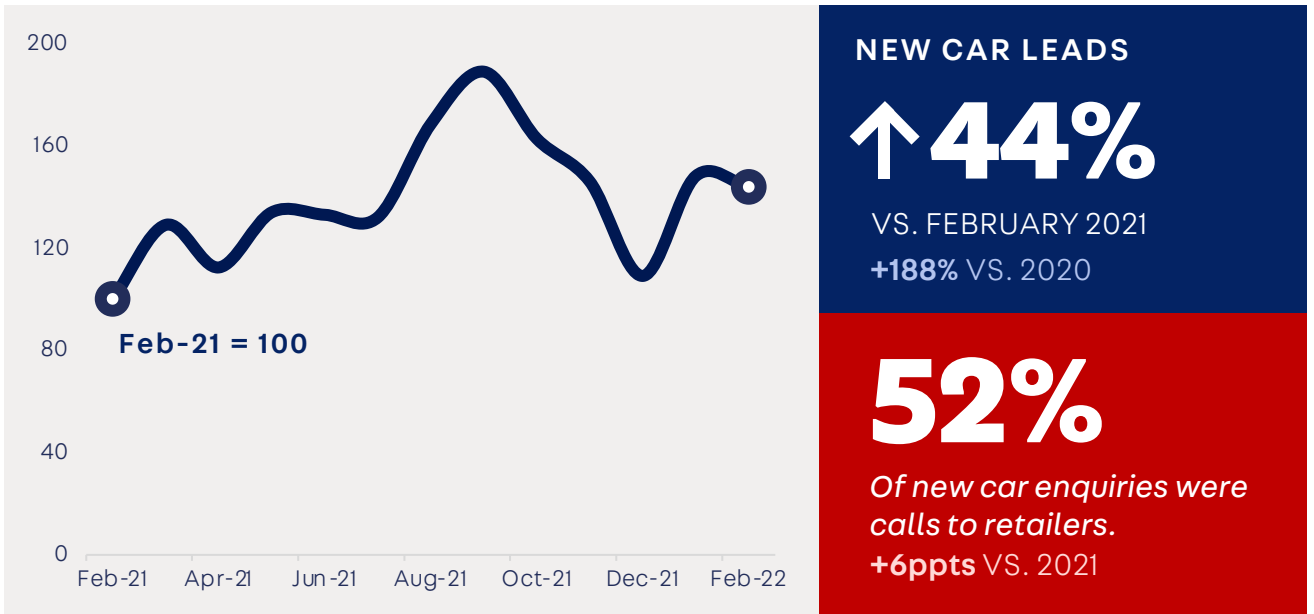
0%

VS. FEBRUARY 2021

+5% VS. FEB-2020

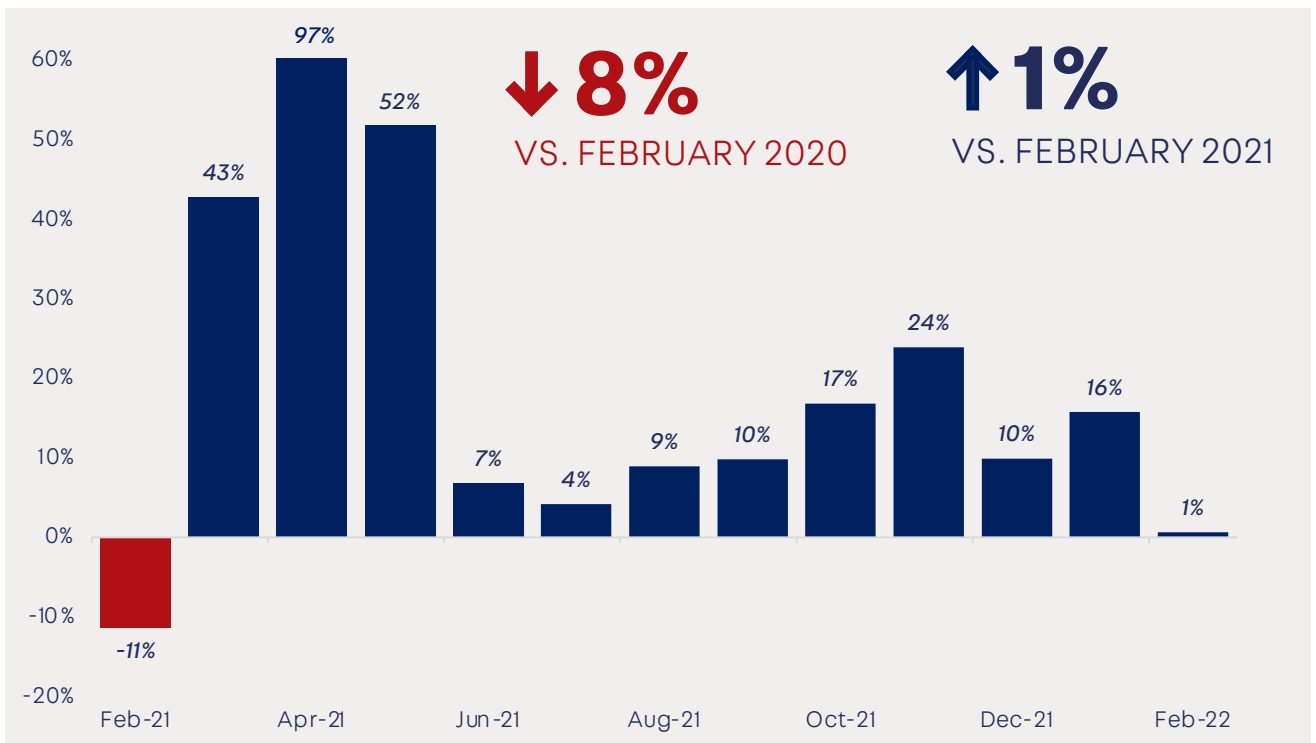
NEW CAR LEADS (INDEXED)

Last month was the strongest February on record for new car leads. The total volume sent to retailers was up 44% vs. 2021, highlighting car buyers' sustained interest in a new car purchase ahead of the March plate change. 52% of these enquiries were calls to retailers (+6ppts YoY).



AUTO TRADER USED CAR MARKET HEALTH (YOY GROWTH)

Used car market health softened in February as a result of bad weather and the ongoing war in Ukraine, but with supply still very constrained the indicator is still positive vs. 2021.



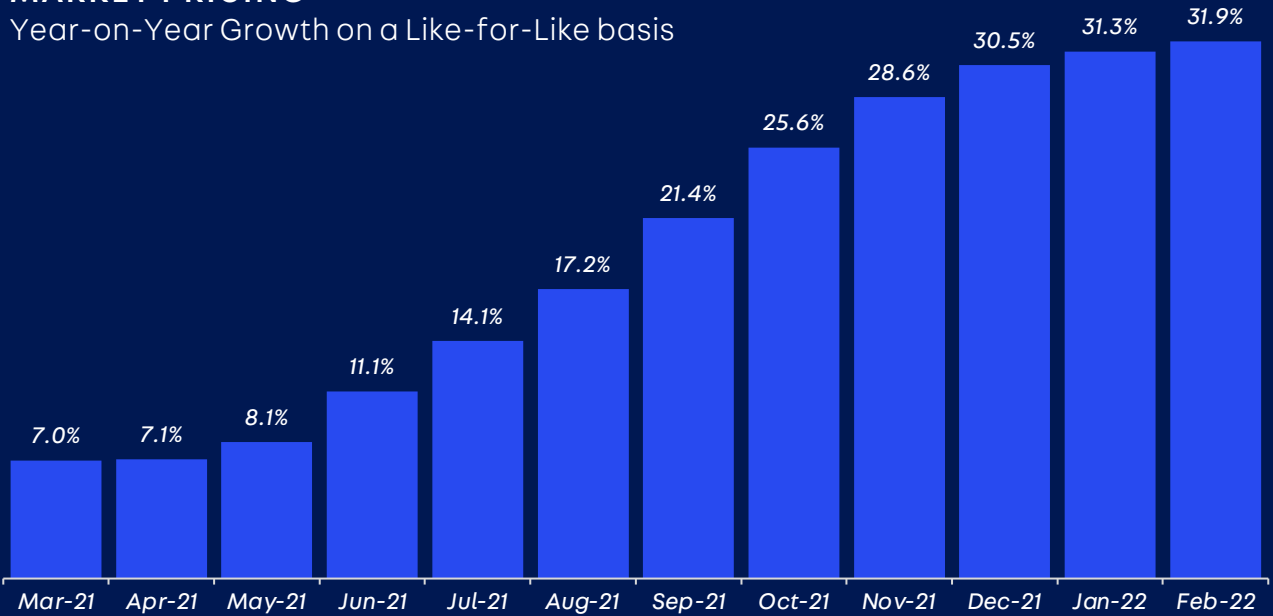
The Market Health metric shows the ratio of supply vs. demand compared to the previous year

Used car prices increase a record 31.9% in February.

Another month of record growth, with YoY increases approaching a third - and prices have been climbing for almost two years. There are signs of growth slowing, but the market remains very healthy.

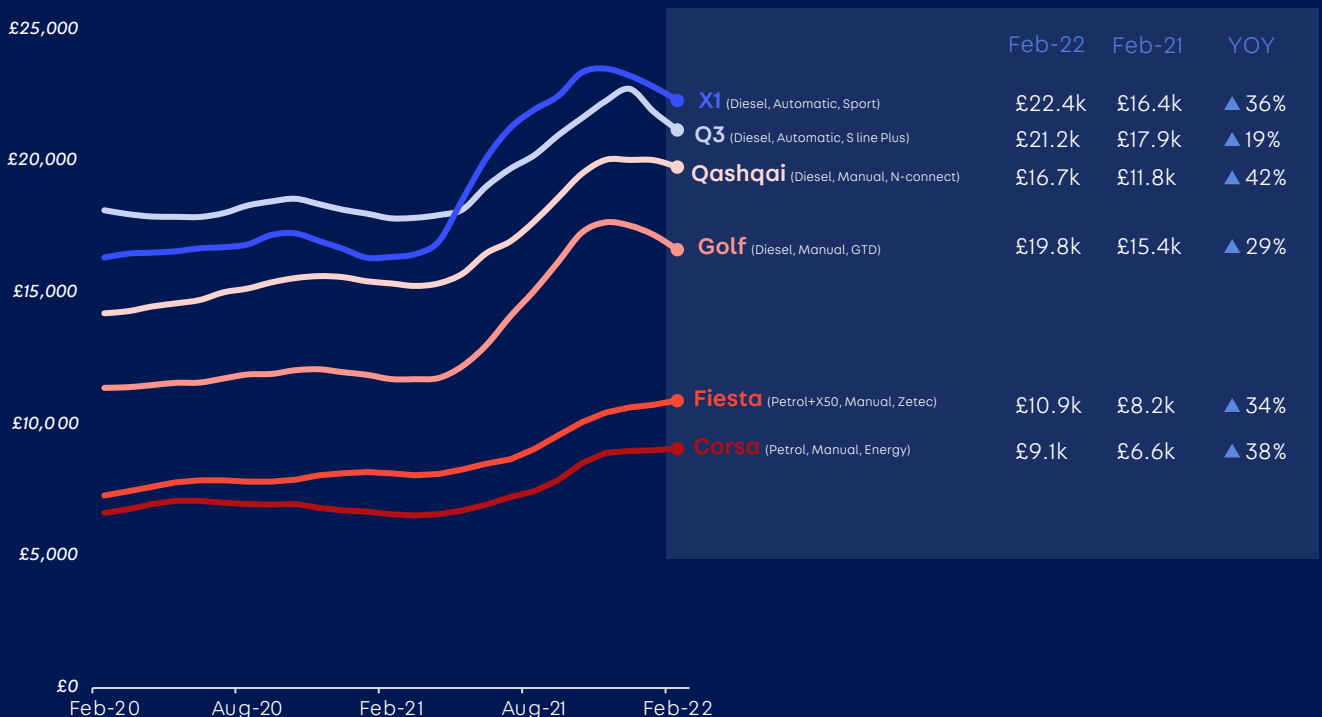
MARKET PRICING

Year-on-Year Growth on a Like-for-Like basis



Year-on-year prices are up across the whole market - the *average asking price of the market's most popular 3-5 year old models were all up significantly vs. February 2021.*

CHANGE IN AVERAGE ASKING PRICE OF 3-5 YEAR OLD MODELS



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

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

● Demand YOY ● Supply YOY ■ Market Health YOY

Petrol example shows Market Health 2%, as Supply (-5.2%) is below Demand (-3.3%)

Retail Price Movement YoY

FUEL TYPE

VEHICLE AGE

BODY TYPE

BRAND TYPE

-100% -50% 0% 50% 100%

Jan-22 Retail Price Feb-22 Retail Price

FUEL TYPE	Demand YOY	Supply YOY	Market Health YOY	Jan-22 Retail Price	Feb-22 Retail Price
PETROL	-3.3%	-5.2%	2%	▲ 32.7%	▲ 33.6%
DIESEL	-10%	-15%	5%	▲ 31.4%	▲ 31.7%
ELECTRIC Volume	45%	10%	35%	▲ 32.2%	▲ 32.2%
ELECTRIC Premium	25%	15%	10%	▲ 17.8%	▲ 19.6%
VEHICLE AGE					
UP TO 1 YEAR	-15%	-30%	15%	▲ 23.1%	▲ 24.7%
1-3 YEARS	-10%	-15%	5%	▲ 31.0%	▲ 31.4%
3-5 YEARS	-10%	-15%	5%	▲ 36.3%	▲ 37.0%
5-10 YEARS	10%	15%	5%	▲ 32.5%	▲ 32.2%
10-15 YEARS	10%	15%	5%	▲ 24.7%	▲ 26.3%
BODY TYPE					
CONVERTIBLE	10%	25%	15%	▲ 19.2%	▲ 18.6%
COUPE	10%	15%	5%	▲ 23.8%	▲ 23.5%
ESTATE	10%	15%	5%	▲ 36.5%	▲ 38.2%
HATCHBACK	10%	15%	5%	▲ 36.1%	▲ 38.1%
MPV	10%	15%	5%	▲ 40.7%	▲ 43.4%
SALOON	10%	15%	5%	▲ 26.6%	▲ 26.9%
SUV	10%	15%	5%	▲ 30.5%	▲ 30.4%
BRAND TYPE					
VOLUME	10%	15%	5%	▲ 35.6%	▲ 36.7%
PREMIUM	10%	15%	5%	▲ 27.0%	▲ 27.0%
SUPER PREMIUM	10%	15%	5%	▲ 12.7%	▲ 14.0%

In focus this month

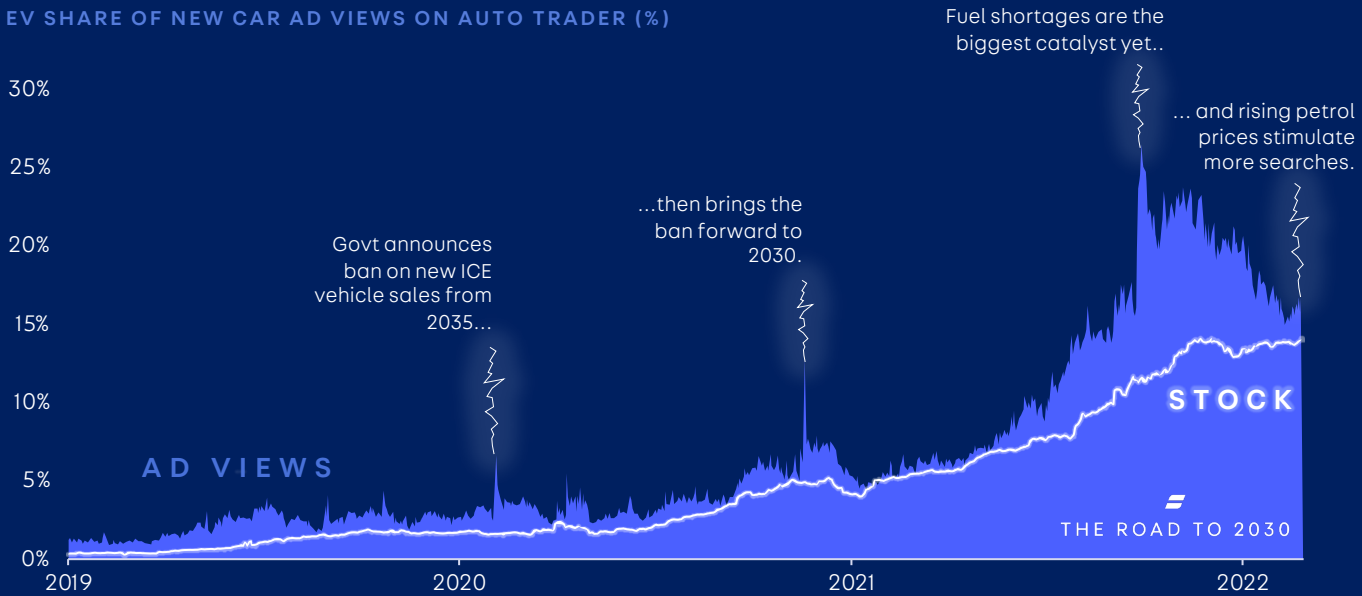
The Road to 2030

EV CONSIDERATION HEAVILY INFLUENCED BY FUEL CRISES

Interest in electric vehicles has skyrocketed over the last few years, but after late September's fuel crisis engagement dropped to the levels of last Summer.

However, with petrol and diesel prices hitting new highs, interest in electric vehicles has again risen quickly as more drivers feel the pinch at the pumps.

EV SHARE OF NEW CAR AD VIEWS ON AUTO TRADER (%)



Buyer activity in the period after the fuel crisis saw an increase in demand for full and mild hybrids. At the start of 2021, full and mild hybrids accounted for 8% of all new cars looked at on Auto Trader. One year later, they now account for 18%; it remains to be seen if this trend will return as buyers investigate alternatives due to high fuel prices.

SHARE OF NEW CAR AD VIEWS ON AUTO TRADER BY FUEL TYPE (%)



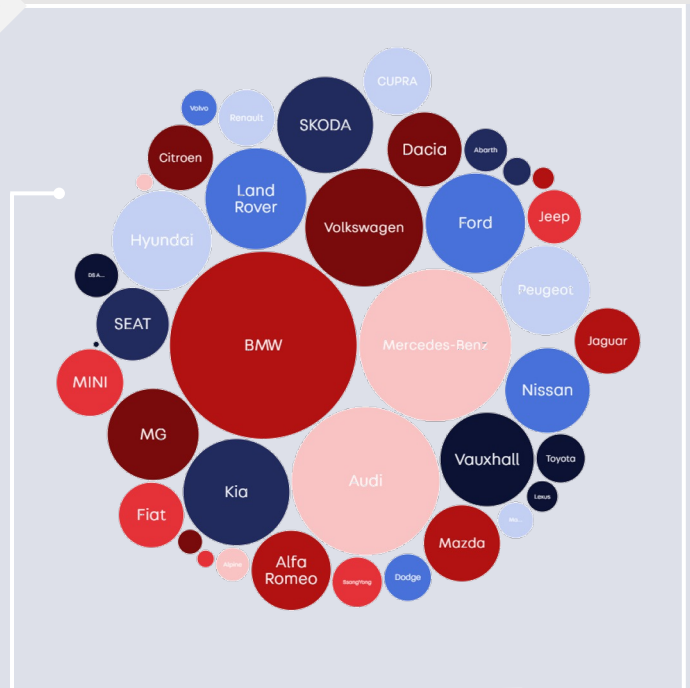
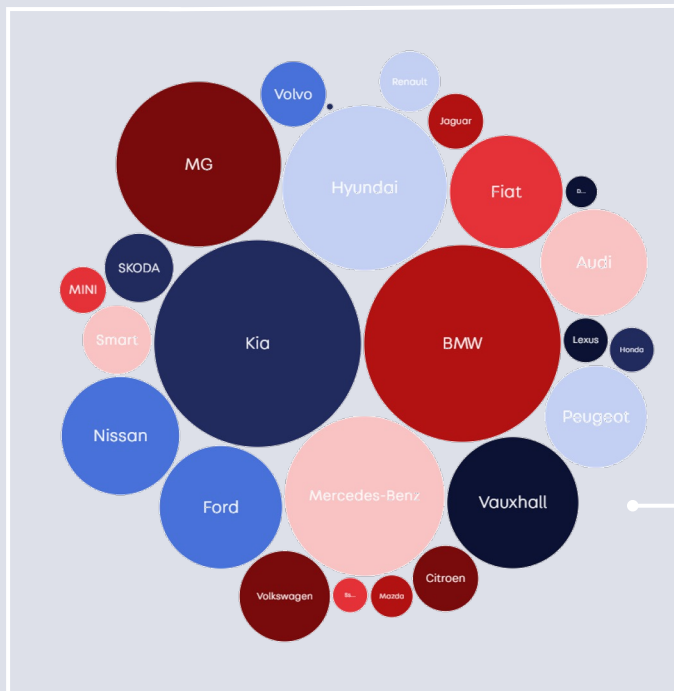
The brand landscape is changing. Electric has helped some brands to reinvent themselves in the eyes of consumers, and they're now competing with established automotive heavyweights. Brand, product and availability have propelled them into the baskets of more shoppers, and broadened their appeal to entirely new demographics.

Recent winners include Kia, Hyundai, and MG, all of which have at least twice the share of engagement in the EV market vs. the ICE market on Auto Trader's new car marketplace.

SHARE OF NEW CAR AD VIEWS ON AUTO TRADER'S NEW CAR MARKETPLACE



ICE MARKET



EV MARKET



Click on the link to read the full version of **The Road to 2030** report!

[Full report](#)

