

An aerial photograph of a two-lane asphalt road that curves through a dense forest. The trees are in peak autumn foliage, displaying a range of colors from deep reds and oranges to yellows and some remaining greens. The road has white dashed lines for lane separation and a solid white line on the outer edge. The perspective is from directly above, looking down the length of the road as it disappears into the woods.

Monthly Market Intelligence

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

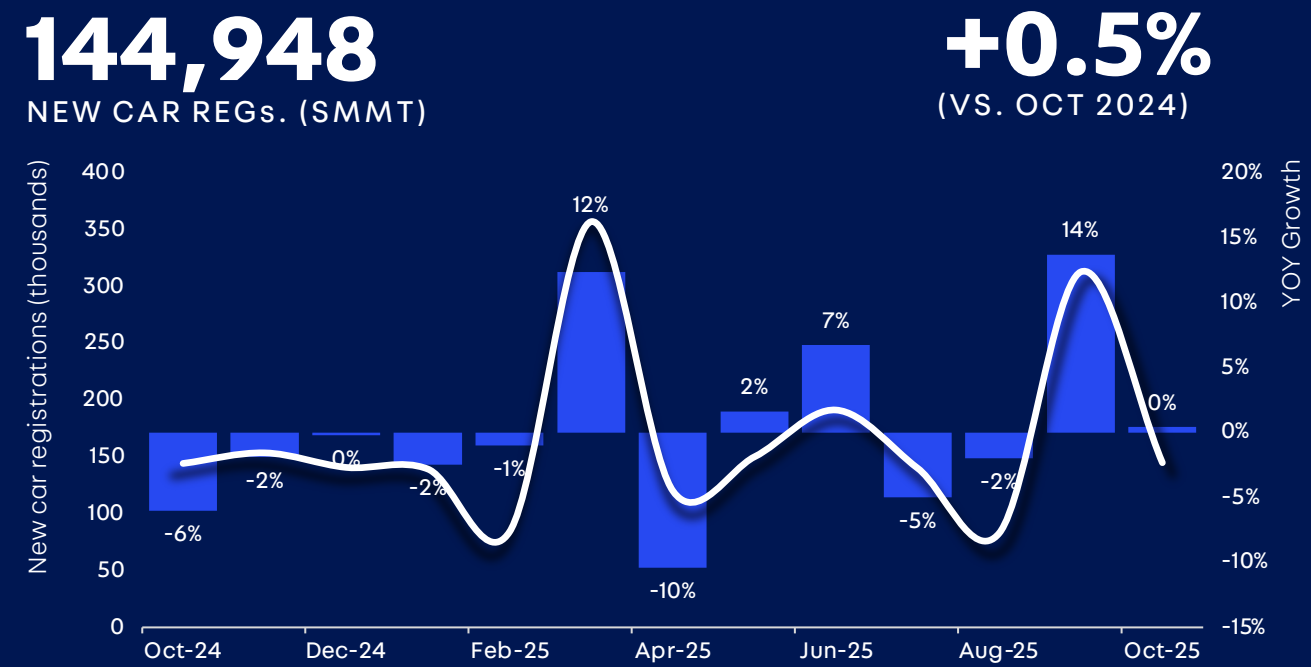
OCTOBER 2025

 Autotrader

Solid used and new car market heading into the end of the year

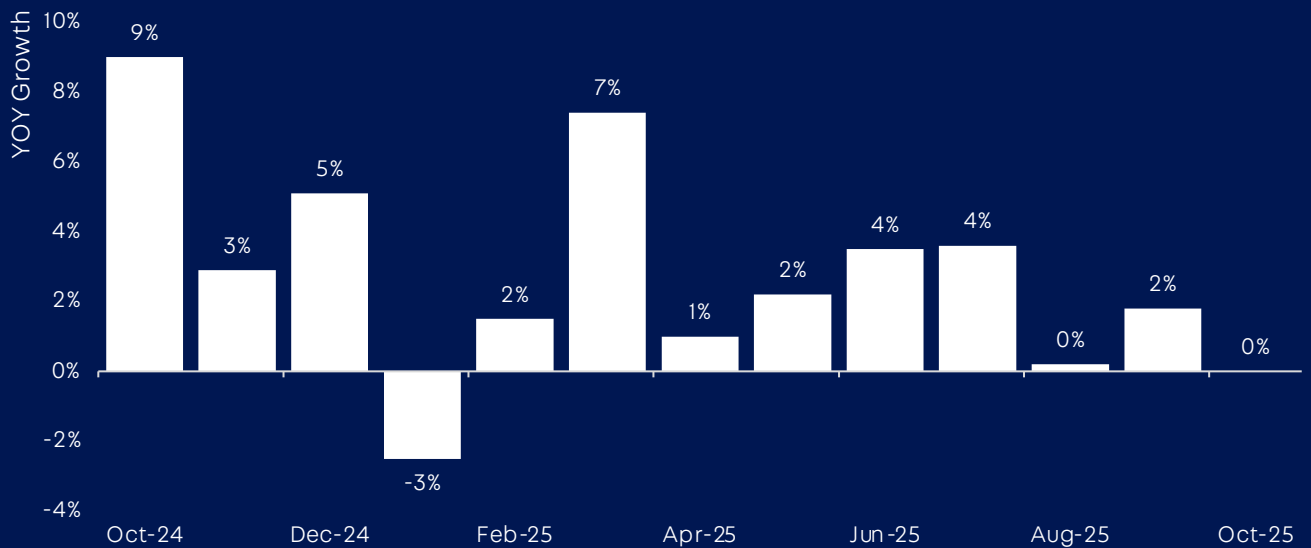
NEW CAR REGISTRATIONS

New car registrations remained steady in October, inching up by 0.5%. For the second consecutive month, electrified cars accounted for half of all registrations, being the only fuel types to see growth. EVs led the gains with a 24% increase, securing a 25% market share. Plug-in hybrids also performed strongly, up 27% to reach a 12% share. Although fleet registrations declined by 2%, this was balanced by a 2% rise in private sales.



USED CAR SALES (YEAR-ON-YEAR)*

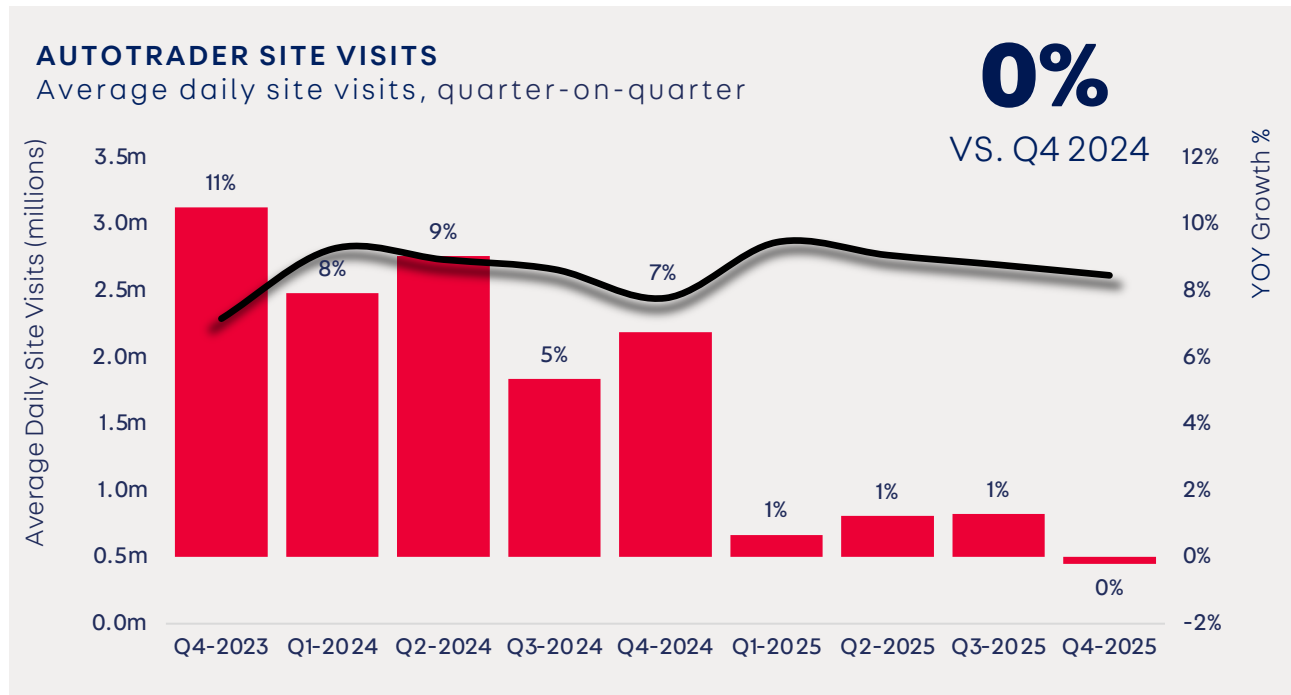
Used car sales were flat year-on-year in October, maintaining a positive 2025, and year-to-date volumes remain 2% higher than last year. Alternative fuel cars account for nearly 1 in 4 used car sales with volumes up 37% year-on-year. EVs lead this growth, recording a 55% year-on-year increase.



*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.

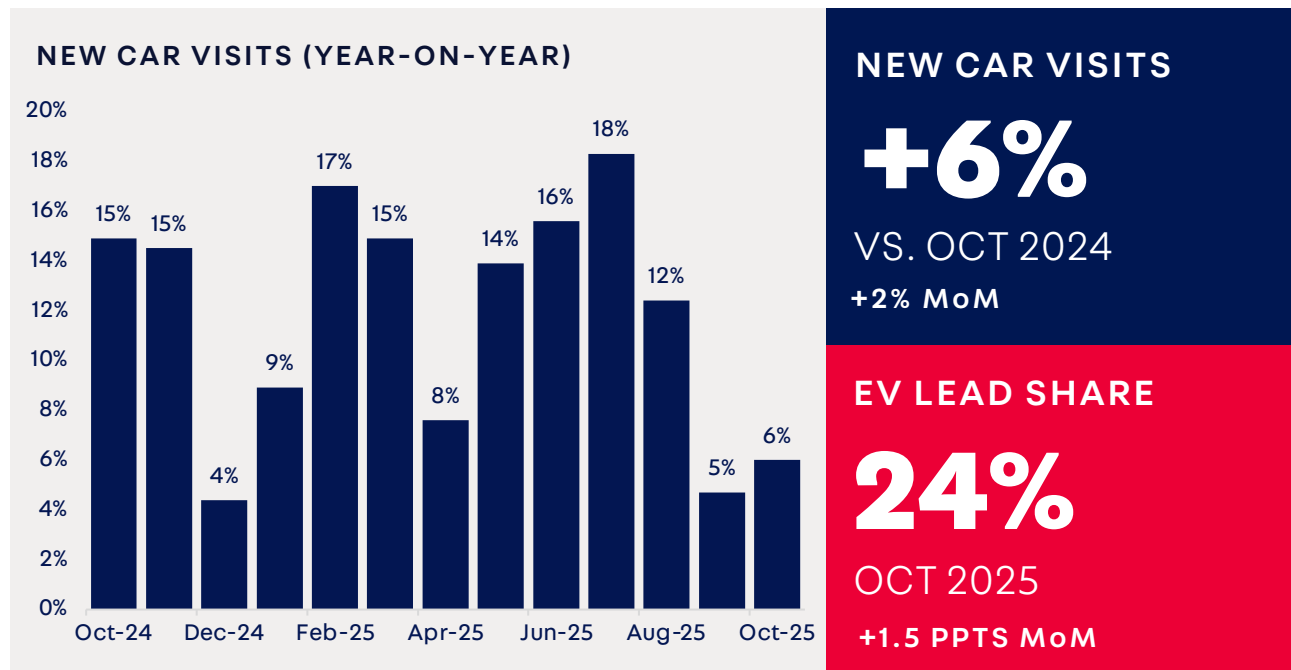
AUTOTRADER AUDIENCE

The strong momentum in car buying research has continued into Q4, with daily site visits averaging 2.6 million in October. While consumers remain somewhat cautious ahead of the budget, confidence has improved in line with growing stability in how people feel about their personal finances. 3 in 4 remain confident in their ability to afford their next car, supporting a positive outlook¹.



NEW CAR ACTIVITY

Retail demand for new cars remains strong, with site visits rising 6% in October. Manufacturers continue to target private buyers through competitive offers, with average discounts reaching 9.9% - up 0.9 ppts year-on-year and applied across 81% of models. EVs remain the most heavily discounted at 11.7%. Meanwhile, discounting on full/mild hybrids and petrol models have seen the largest year-on-year increase, up from 7.4% to 9.7% and 8.7% to 10%, respectively.



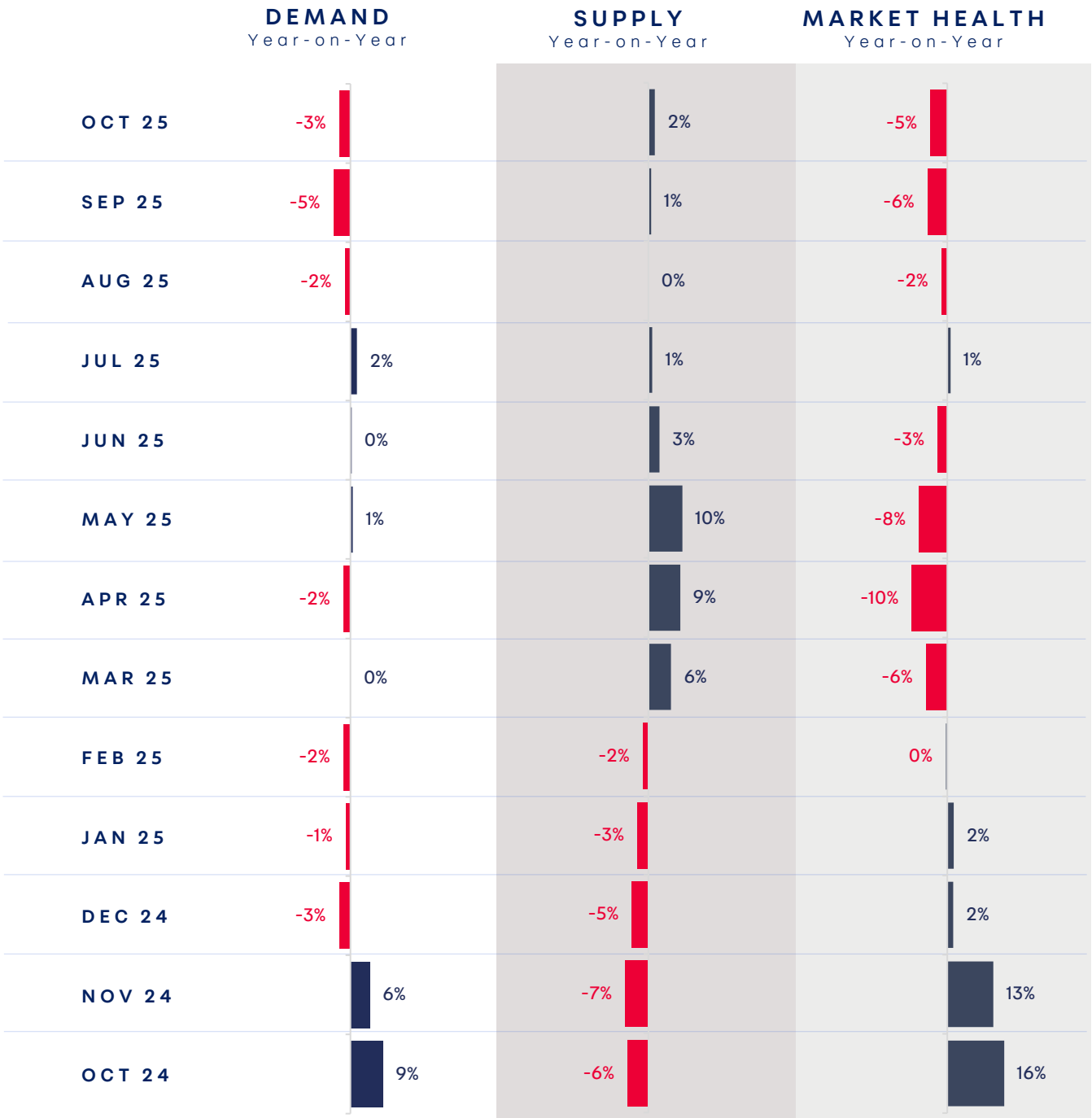
¹Source: Autotrader Consumer Survey Data (n=2738)

USED CAR MARKET HEALTH

In October, used car supply increased by 2% and demand remained solid, easing slightly compared with a very strong October 2024. Supply for 3-5-year-old cars continues to lag, down 8%, while demand for under 1’s has grown 10% with returning stock rising by 14%. These younger cars are turning every 27 days – the fastest rate since October 2022. Overall, cars are selling every 28 days, with EVs leading for the fourth consecutive month at just 24 days.



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

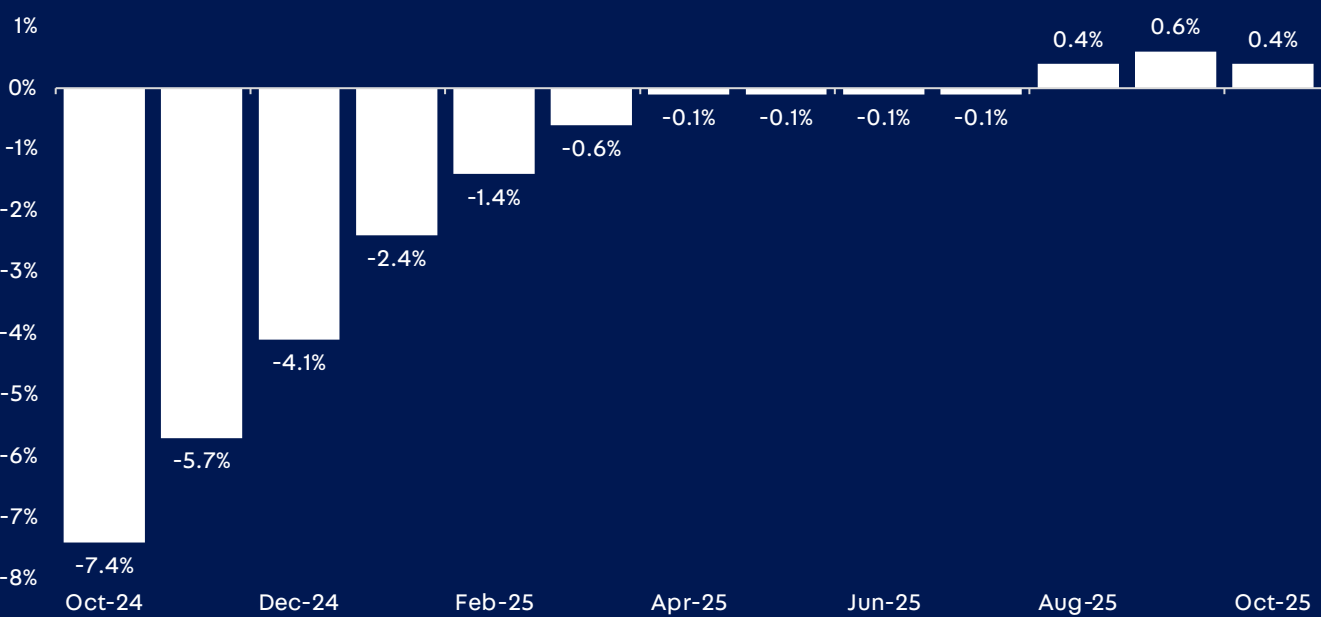


USED CAR RETAIL PRICE GROWTH

Used car prices rose by **+0.4% year-on-year**, marking the third month of growth and reflecting ongoing pricing stability. Older cars with strong demand continue to drive this trend, recording their seventh month of solid growth. Meanwhile, prices for cars under 1-year-olds continue to improve, softening by -0.6% this year compared with an -11.1% decline in October 2024.

YEAR-ON-YEAR USED CAR RETAIL PRICE GROWTH

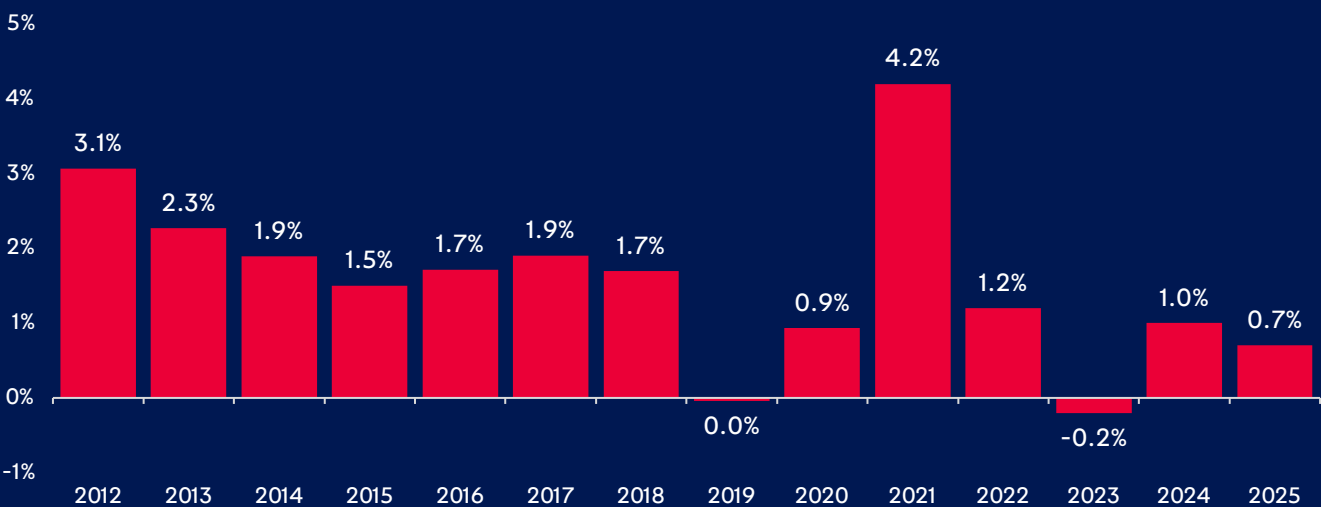
Like-for-Like Basis



In October, used car prices increased **+0.7% month-on-month**, a pace consistent with recent years though slightly below pre-pandemic seasonal averages. While all age groups and fuel types followed the broader market trend and showed softer performance than pre-pandemic norms, 10-15-year-old cars stood out, recording a +2.1% monthly gain – fully in line with historic patterns.

MONTH-ON-MONTH USED CAR RETAIL PRICE GROWTH: OCTOBER

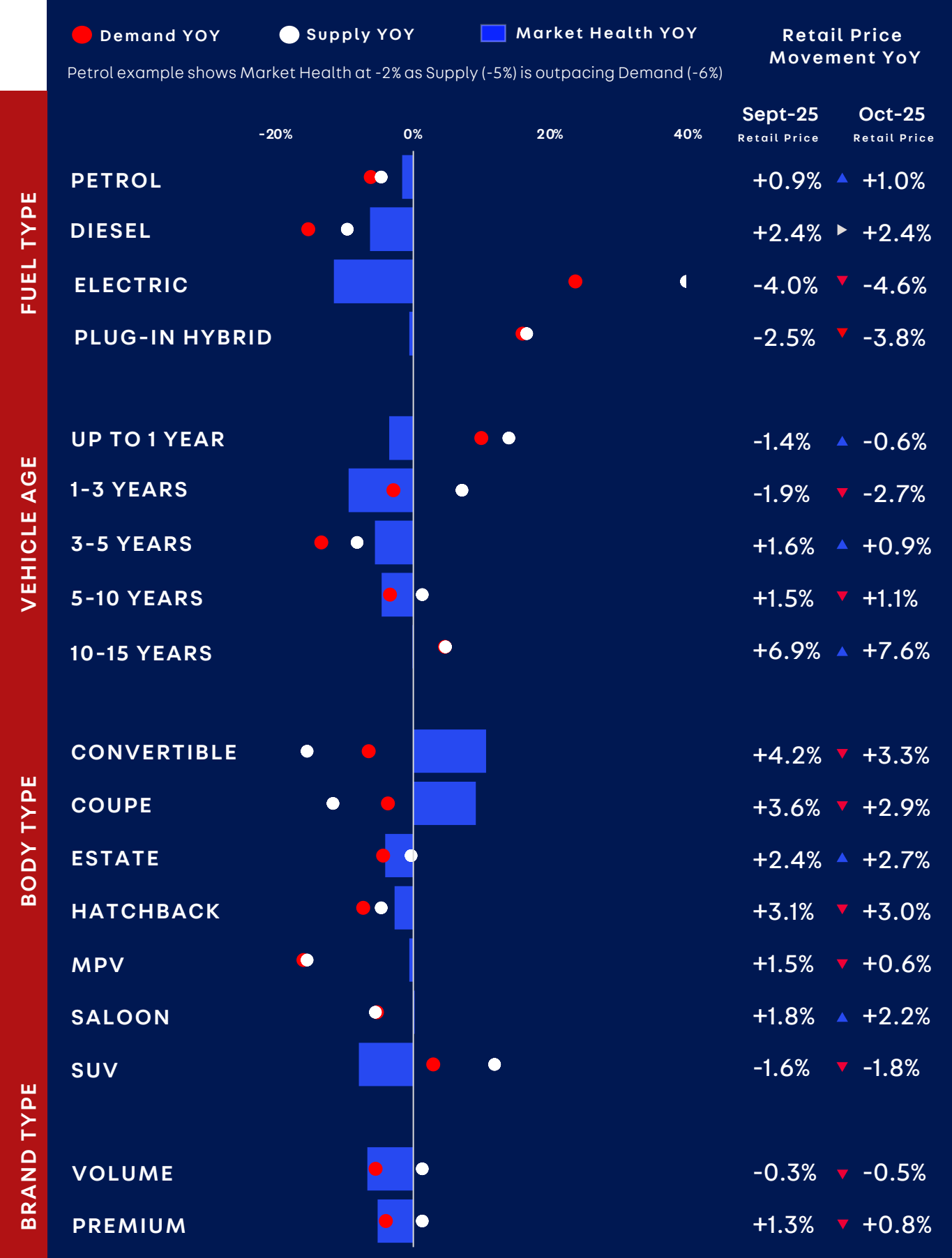
Like-for-Like Basis



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)

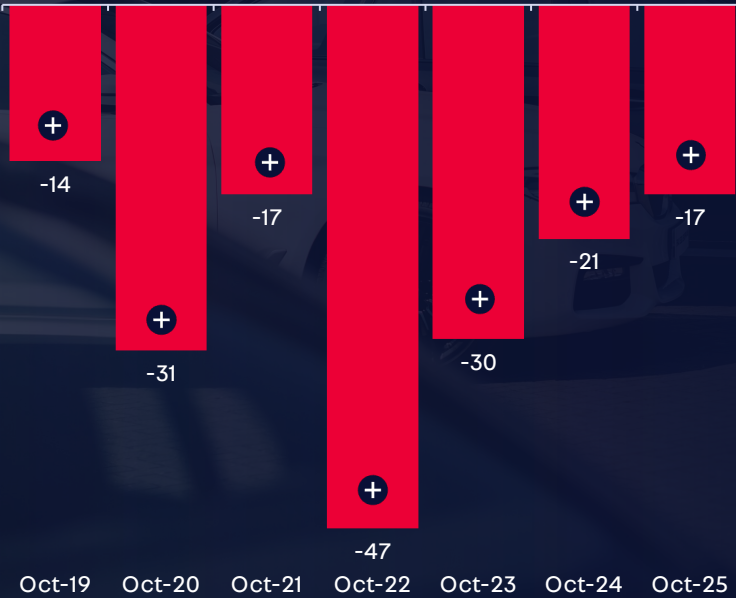
Charts show Market Health (blue bar), Demand (red) and Supply (white), with pricing movements. The monthly movement of retail prices is illustrated by blue/red arrows.



In focus this month

Is consumer confidence impacting car buying activity?

GfK CONSUMER CONFIDENCE: MONTH OF OCTOBER
Overall Index Score.



Confidence in October was the highest in 4 years.

GfK's Overall Consumer Confidence Score has stabilised over the past 12 months following a few years of volatility, and 2025 recorded the most positive October since 2021.

The shock to confidence caused by the 2022 mini-Budget led to a dramatic decline in October 2022, with a sustained period of high inflation and economic uncertainty.

The gradual recovery in confidence reflects easing inflationary pressures and greater stability in household finances.

Major purchase intentions strengthen amid improving household finances.

For many, the general economic situation feels bleak, but personal finances are more stable. Major purchase intent has strengthened over the past year, reflecting improving confidence in personal finances.

While households remain selective in their spending, appetite for essential big-ticket items – such as cars – continues to be resilient.

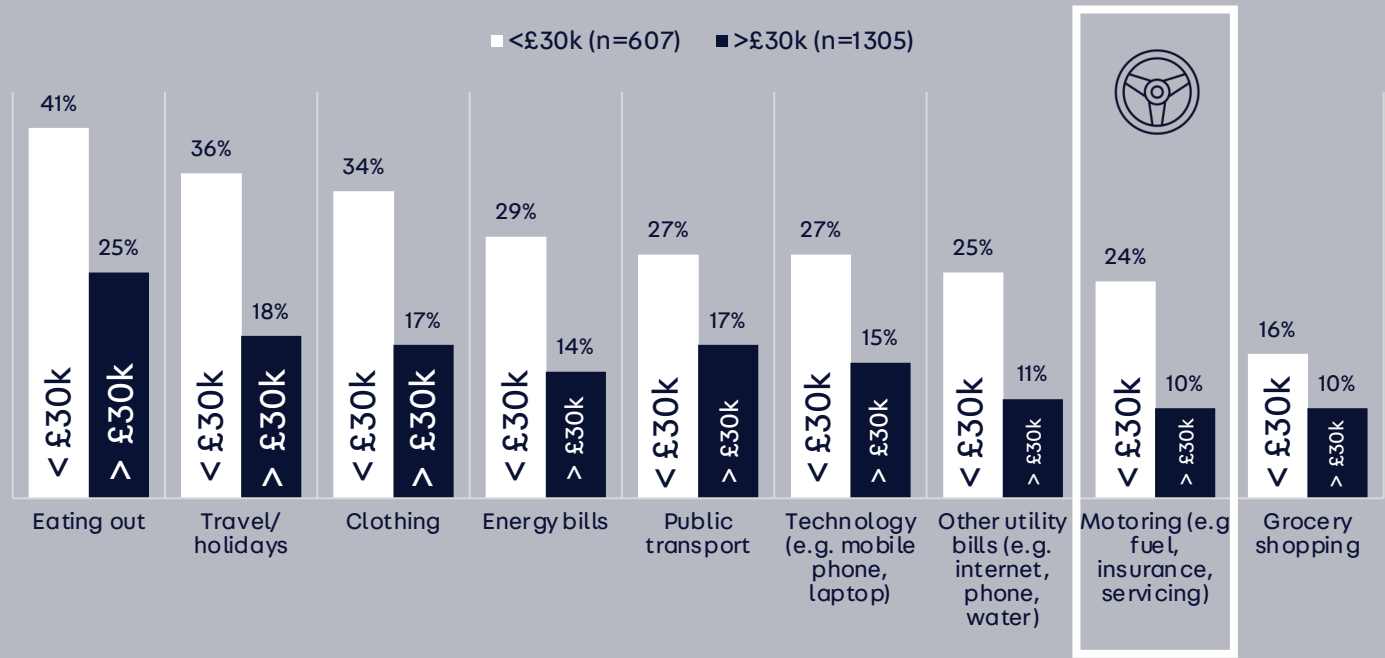
GfK OVERALL INDEX BREAKDOWN
October 2025 versus October 2024

UK Measures		Oct-25	Oct-24
Overall Index Score	↑	-17	-21
Personal Financial Situation over the last 12 months	↑	-5	-10
Personal Financial Situation over next last 12 months	↑	3	-2
General Economic Situation over the last 12 months	→	-42	-42
General Economic Situation over the next 12 months	↓	-30	-28
Major Purchase Index	↑	-12	-21
Savings Index (not factored into total consumer confidence)	↑	29	27

Those with a household income below £30k have difficult decisions to make, but those above seem largely unaffected. When consumers look to cut back on spending, though, non-essential purchases are the first to be cut, with motoring among the last areas to be affected.

WHERE CONSUMERS ARE LOOKING TO REDUCE SPEND – BY HOUSEHOLD INCOME

Are you looking to reduce your spending across any of the following areas?
% who selected “I am trying to reduce my spend on this a lot”



The majority of buyers on Autotrader are more confident than last year in their ability to afford a car, with 3 in 4 planning to purchase within the next six months.

Historical trends show that 23% of used car sales occur in the final quarter of the year. Despite the run up to Christmas and Autumn Statement uncertainty the car market is busy.

3 in 4

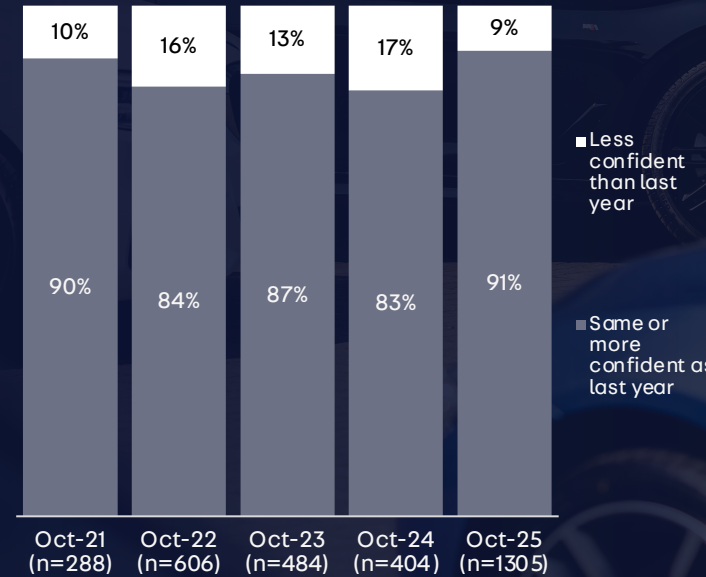
Looking to buy in the next 6 months¹

23%

of used car sales happen in the final quarter

CONFIDENCE IN AFFORDABILITY

Confidence in being able to afford a car compared to previous year



¹Source: Autotrader Consumer Survey Data (n=2738)