



March 2025 | Edition 61

# Value pricing strategies create momentum in Europe's used car market



Young used cars are expanding their share of the used stock to over 42% at the expense of the middle-aged segment.

**Barely more than one in forty used vans sold is fully electric.**

Denmark: almost 30% BEV among young used LCVs.

**75% of young used cars sold are under two years old.**

Italy and Poland, with less than a 4% share of BEVs among used cars under 2 years old, have a lot of catching up to do.

**Türkiye has recently caught up considerably and is close to 10% for young used cars.**

Best values for marketability (MDS value) of all fuel types compared to the last two years.

**Average MDS figures of 55 for diesel, petrol, and even full hybrids.**

### Our Market Watch report is changing

We are committed to providing the European used market with live used car data on sales, stock, and pricing to keep you abreast of the fast-moving environment.

We will continue to publish our comprehensive used market analysis and country commentary for Q1, Q2, Q3 and Q4 in January, April, July and October.

Meanwhile, Lite versions of the report will be published for the remaining eight months of the year which will include an overall European summary and country graphs and tables.

**We hope you continue to enjoy our report.**

Even in the youngest age cluster, all fuel types are well below an MDS value of 100.

**Continued inflation in Türkiye (39% in February) continues to drive the market.**

Even PHEVs and BEVs have fallen to MDS values of 52 and 45 in Türkiye, respectively.

**The marketability of full hybrids stands out negatively in Germany and Austria, (last place) among all fuel types in each country.**

However, Poland and Austria have good values for the HEV price index.

**Poland is stable in the price index comparison with other markets, at an average of 93.7%, closely followed by Spain (91.7%) and Sweden (91.3%).**

Compared to January 2023, combustion engine indices in Sweden have actually increased and are currently between 104% and 107%.

Country	Latest used car price percentage point movement versus Jan 2023
Turkey	<b>80.3pp</b>
Poland	-6.3pp
Spain	-8.3pp
Sweden	-8.8pp
Portugal	-11.8pp
The Netherlands	-9.6pp
Italy	-12.4pp
Belgium	-11.2pp
France	-11.5pp
Austria	-11.2pp
Germany	-10.2pp
United Kingdom	-13.8pp
Denmark	-18.0pp
<b>Average</b>	<b>-4.1pp</b>
<b>EU Region</b>	<b>-11.1pp</b>



# Younger used passenger cars increase their market share again

Despite a further slight decline in new registrations in Europe compared to the previous year, the used car market as a whole is stable and the share of young used cars in sales and stock is rising again. While cars up to 2 years old have increased their share of the market to the detriment of the mid-age segment, sales have improved more significantly in relative terms but are still below 34%. This is a sign of the increasing returns from demo, rental and OEM registrations and short-term private leasing contract, which are no longer being disposed quickly enough and have begun to fill dealership forecourts.

Petrol models in particular continue to set the tone here and are increasingly weighing on the used car market as younger models are growing in numbers.

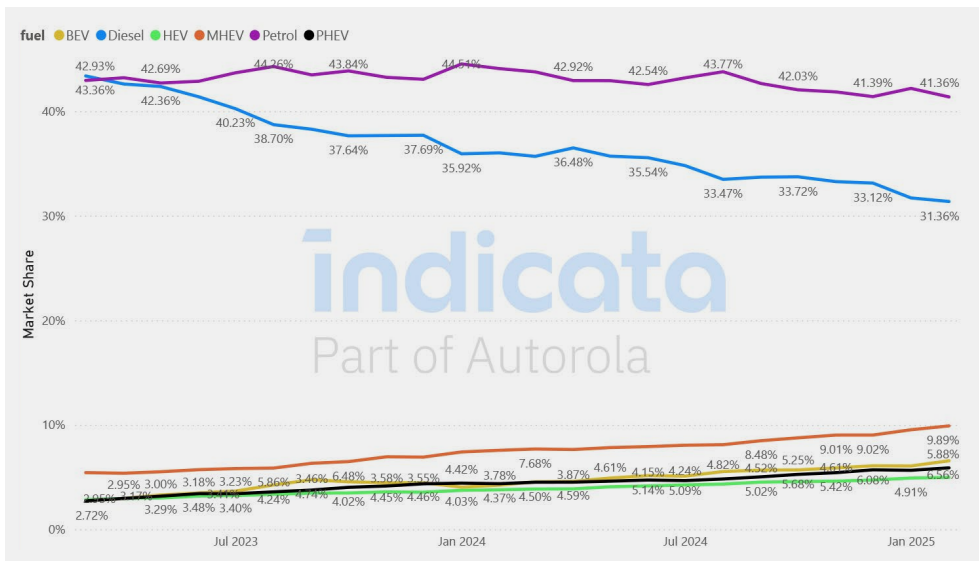
However, the sales rate is still increasing, so the price pressure is still limited. The sale of used light commercial vehicles is even more clearly dominated by fuel type. Hardly more than one in forty vans is fully electric, and even in the very young vehicle age cluster, the average share of sales is only just over 6%, and around 2% for 3-4-year-old vehicles.

None of the established brands have a relevant market share in the middle age segment, with only Mercedes-Benz and MAN recently showing some movement in sales, at 4.7% and 7.3% respectively. However, this is apparently only a flash in the pan for MAN, as their younger models are again below one per cent. The major manufacturers have made great efforts to expand their range of new electric vans in

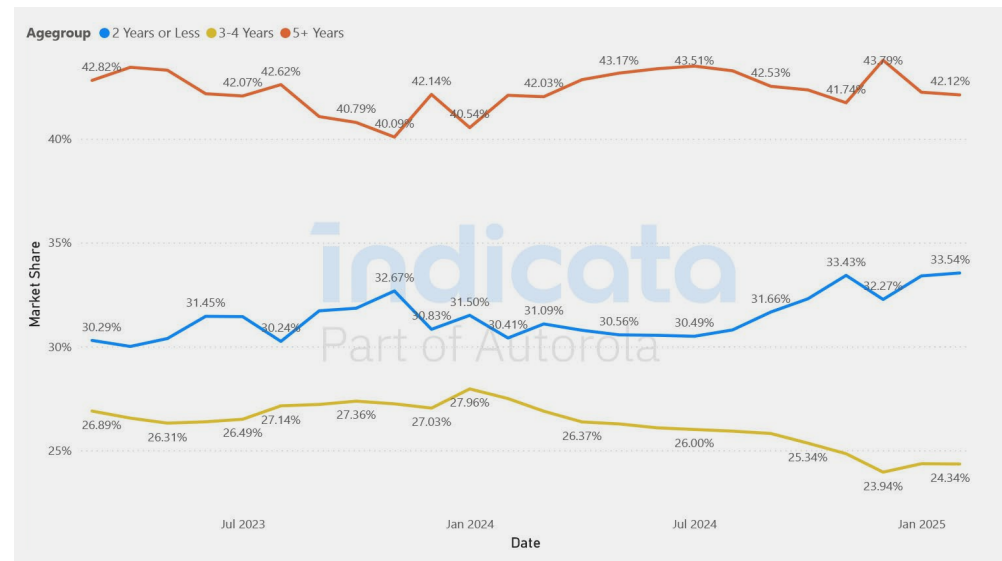
recent years, but without much response from the potential target group.

In terms of markets, Denmark stands out with almost 30% BEV among young used LCVs. This means Denmark are likely to remain an important export target market for electric commercial vehicles. Despite growing maturity, however, the market share of vans is nowhere near that of Danish BEV passenger cars. A sales share of 75% of young used cars under 2 years of age is an exception among progressive markets with an affinity for electric vehicles. At the other end of the scale, Italy and Poland are fighting for the honour of the lowest market share with less than 4%. Even Türkiye has recently caught up considerably and is just under 10%.

Sales Market Share by Month and Fuel Type - European Market



Sales Market Share by Month and Age Group - European Market



# High used demand reduces Market Day's Supply

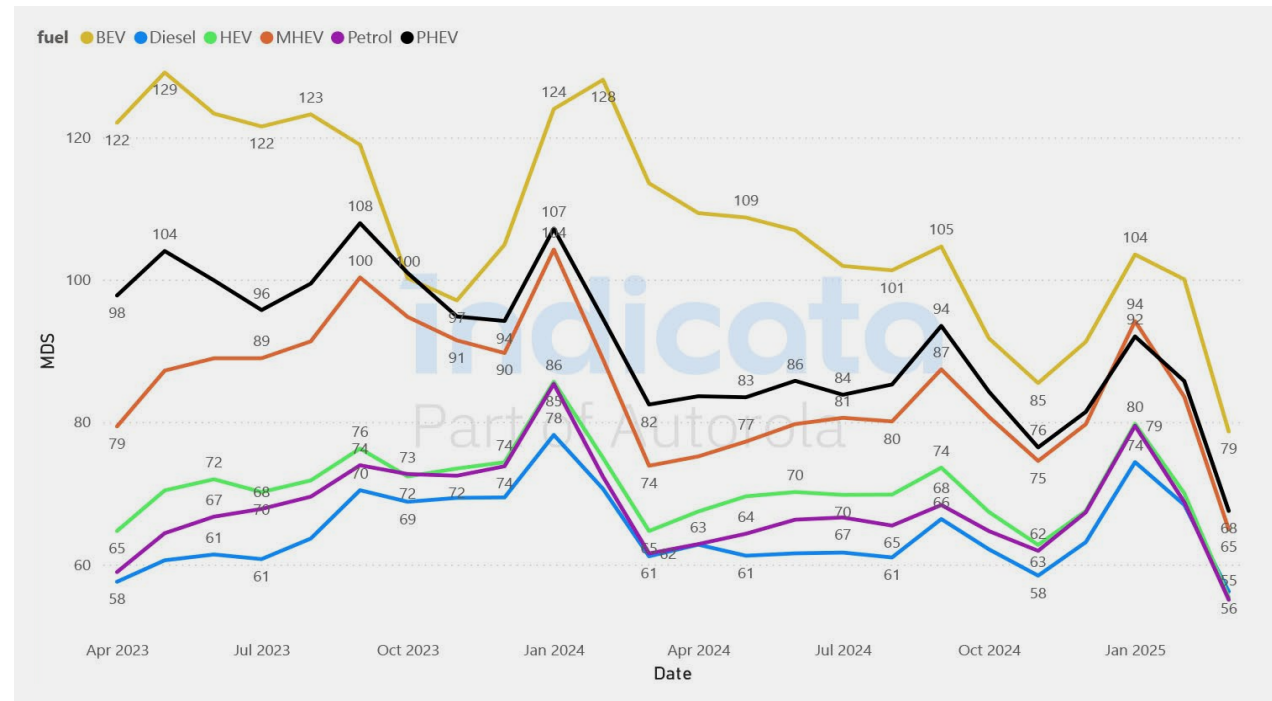
The supply/demand ratio has continued to improve since the beginning of the year, as is usual for seasonal reasons, and the resumption of demand has reduced the MDS values. All fuel types show best values here compared to the last two years. Average MDS key figures of approx. 55 for diesel, petrol and even full hybrids indicate healthy demand compared with subsequent volumes. However, in view of the still high average price discounts for BEV and PHEV, it can be assumed this is stimulating demand for these fuel types which is leading to comparatively quick sales.

The perception of 'difficult-to-sell' in the trade stems from the steady stream of subsequent electrified returns and growing inventories. The whole thing combined with the pressure to lower prices to remain competitive or to close a sale, completes the picture of the 'problem child' BEV.

When looking at the age cohorts, all fuel types in the youngest cluster are now well below an MDS value of 100. This means that the current stocks of used vehicles that are a maximum of two years old would last for 89 (BEV) to 68 (full hybrids and petrol engines) days at current demand levels. For older vehicles, stocks of full hybrids will only last for less than 45 days. Under normal market conditions, these values should actually ensure price stability, but for models with a plug, this is hardly the case despite all the improvements. We can continue to observe a special characteristic in Türkiye. High inflation remains at 39% which was last measured in February which makes long stocking times highly unattractive from an economic point of view and puts pressure on achieving a quick turnover. Even plug-in hybrids and battery electric used cars have fallen to MDS values of 52 and 45 respectively.

The growing disparity in the market attractiveness of full hybrids within Europe is also unusual. While they achieve top marks in many markets on a par with combustion engines, Germany and Austria stand out negatively and come in last among all fuel types in each country. However, full hybrids have a good price index in Germany and, in the case of Austria, top marks.

MDS by Fuel Type - European Market



Top selling car models up to 4-years-old by volume

All powertrains	MDS	ICE	MDS	Hybrid	MDS	BEV	MDS
Volkswagen Golf	59.3	Volkswagen Golf	59.3	Toyota Yaris	42.6	Tesla Model 3	34.4
Peugeot 208	64.1	Volkswagen T-ROC	61.3	Toyota C-HR	49.4	Volkswagen ID.3	57.1
Volkswagen T-ROC	61.3	Peugeot 208	59.1	Toyota Corolla	50.8	Fiat 500	81.7

Fastest selling car models up to 4-years-old by Market Days Supply

All powertrains	MDS	ICE	MDS	Hybrid	MDS	BEV	MDS
Tesla Model 3	34.4	MG HS	32.0	Hyundai IONIQ	36.9	Tesla Model 3	34.4
MG HS / EHS	37.3	Volvo XC40	33.4	Toyota RAV 4	42.4	Tesla Model Y	37.7
Tesla Model Y	37.7	Renault Twingo	36.8	Toyota Yaris	42.6	Polestar 2	38.0

# Combustion engine vehicles ensure overall price stability

In the markets observed, the year 2024 showed a slowdown with an average decrease of around 6 percentage points for plug-ins and almost 10 points for used BEVs in the price index compared to the previous year. In 2025, this trend continued overall with -0.1 pp and -0.6 pp per month at the beginning of the year. Poland is particularly price stable compared to other markets, with an average of 93.7%, closely followed by Spain (91.7%) and Sweden (91.3%).

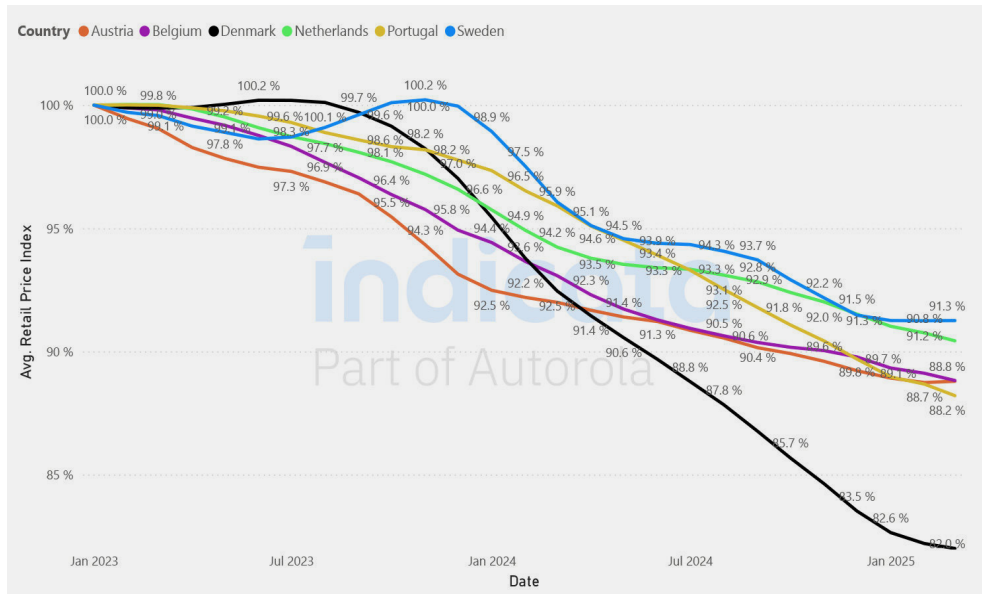
Poland and Spain are supported by an above-average share of internal combustion engine vehicles, which are experiencing sufficient demand and are not causing an excessive increase in supply due to the declines of recent years. Sweden has a stronger

affinity for electric drives, but here, too, stability is achieved through combustion engines and full hybrids. Compared to January 2023, their indices in Sweden have even increased and are currently between 104% and 107%.

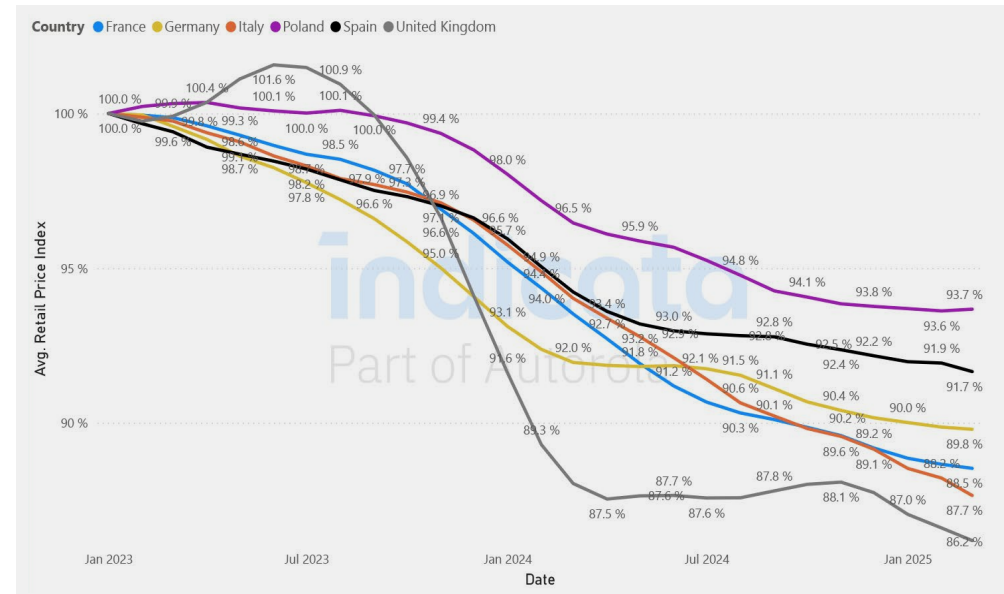
In the group of larger markets, the UK is much more volatile than continental European countries due to its lack of permeability (right-hand drive) and the fact that, to a certain extent, they can switch to other markets when volume pressure is growing. After reaching price parity with the price-stricken BEVs, these are now joining the overall British market in terms of price development and are adapting a slightly negative overall trend.

Denmark, on the other hand, is suffering primarily from the rapid and sometimes disruptive transformation of the automotive market towards electrification. Supported by rigid taxation, a high momentum has emerged that has made fully electric vehicles the dominant drive type in the new and used car market within a year and, in view of above-average local purchasing power and prices, the target of European exports. The extent to which the transformation is revolutionising the Danish market can also be seen from the average age of the vehicle fleet there, which is less than 10 years. The overcapacities that create these conditions are being offset by price adjustments.

Retail Price (weighted. avg.) Index 100 = Jan - AT, BE, DK, NE, PT, SE

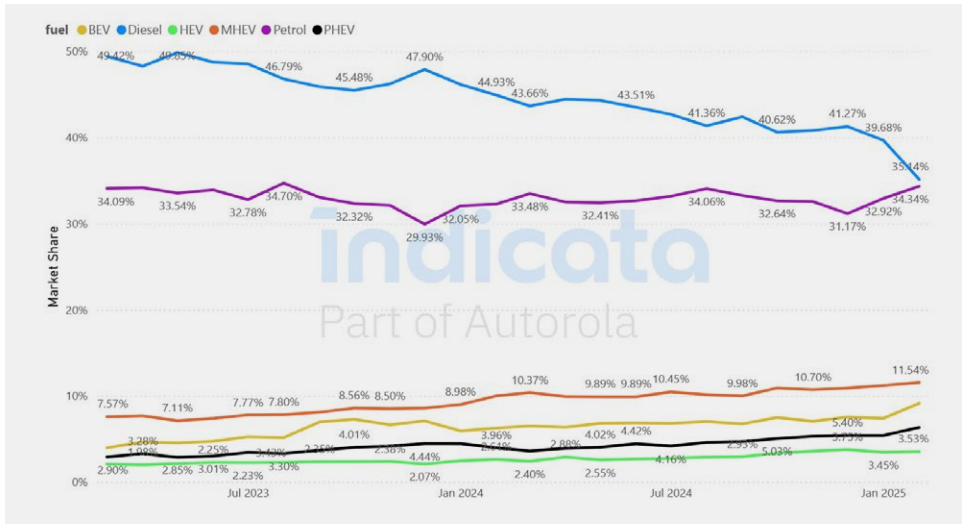


Retail Price (weighted. avg.) Index 100 = Jan - FR, DE, IT, PL, ES, GB

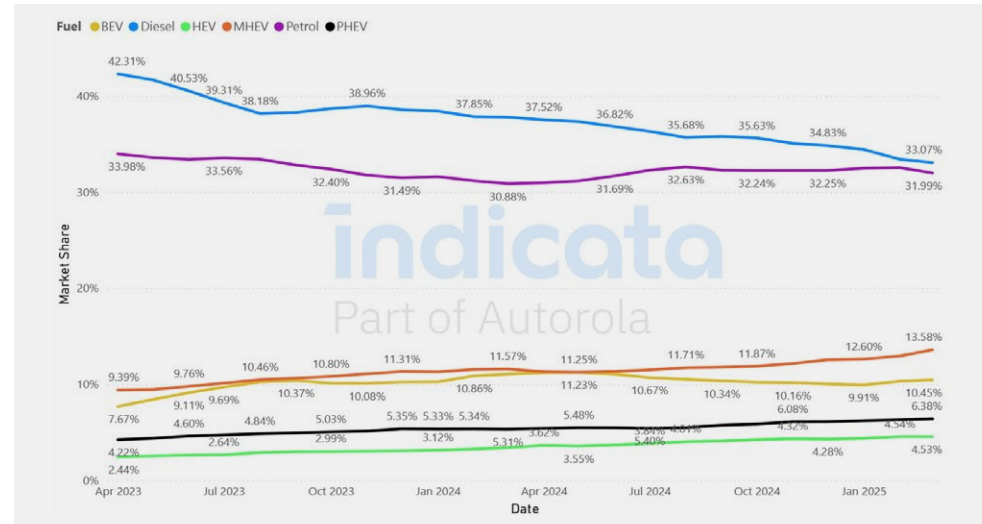


Please note that Indicata is currently in the process of enhancing the Marketwatch Retail Price Index. As a result, there may be variations compared to the versions available in previous months. We appreciate your understanding as we strive to deliver a better experience.

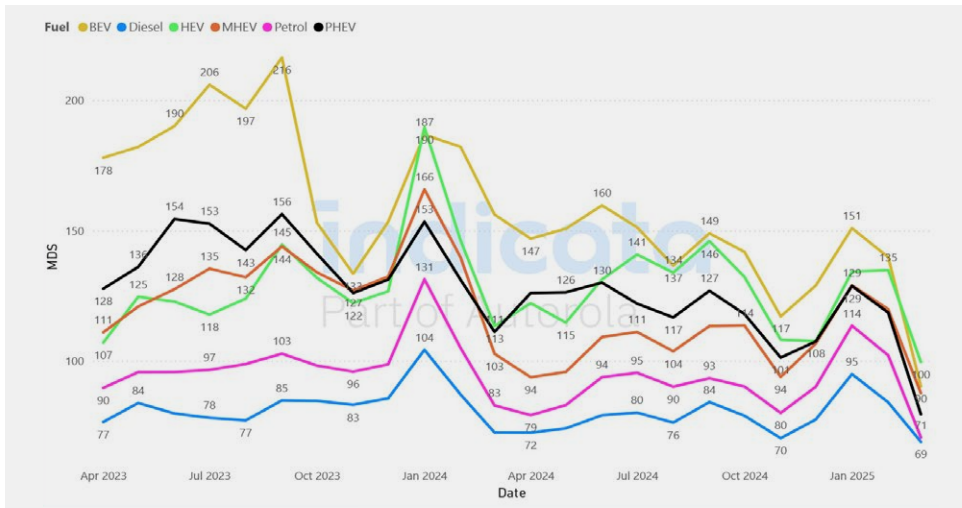
### Sales Market Share by Month and Fuel Type - Austria



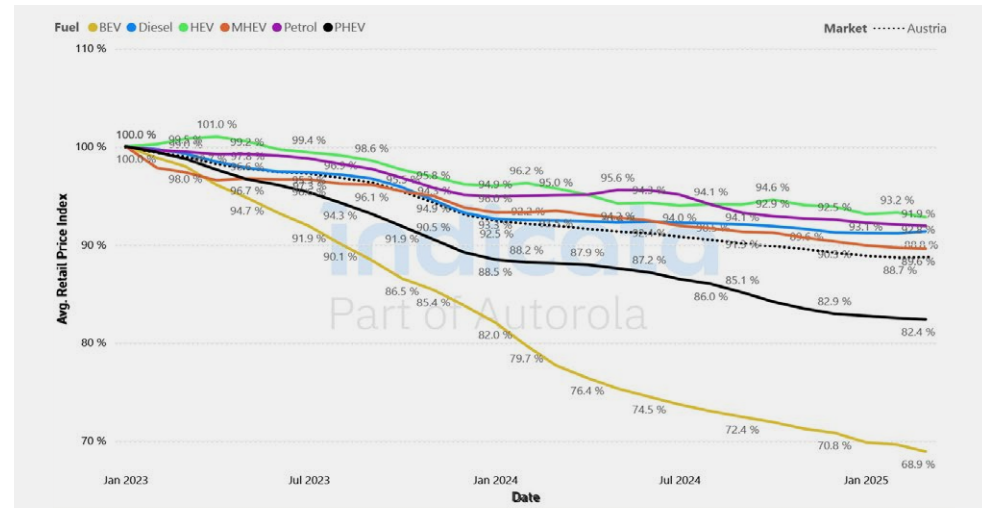
### Stock Market Share by Month and Fuel Type - Austria



### MDS by Fuel Type - Austria



### Retail Price (Weighted Avg.) Index 100 = Jan - Austria

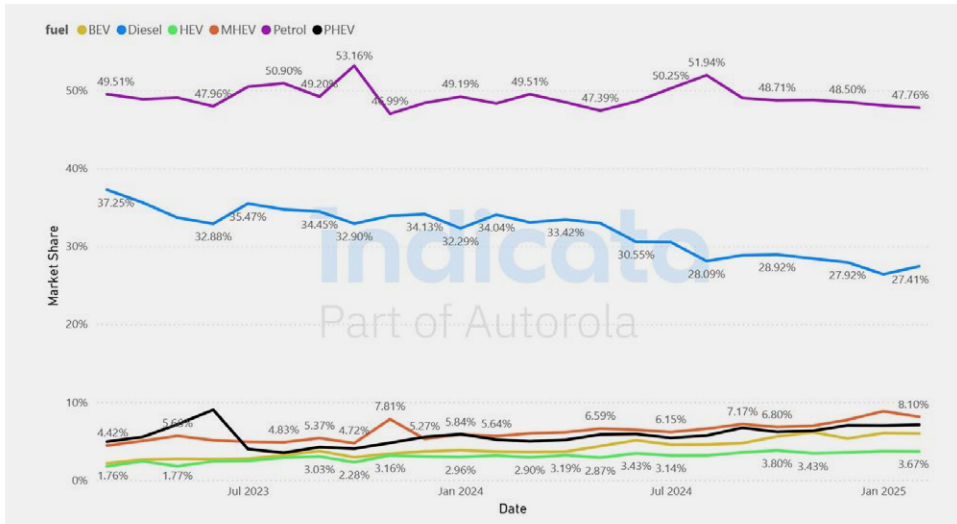


Top selling < 4-years-old by volume		
Make	Model	MDS
Hyundai	Kona	18.5
Škoda	Octavia	61.1
Mercedes-Benz	C-Class	32.6

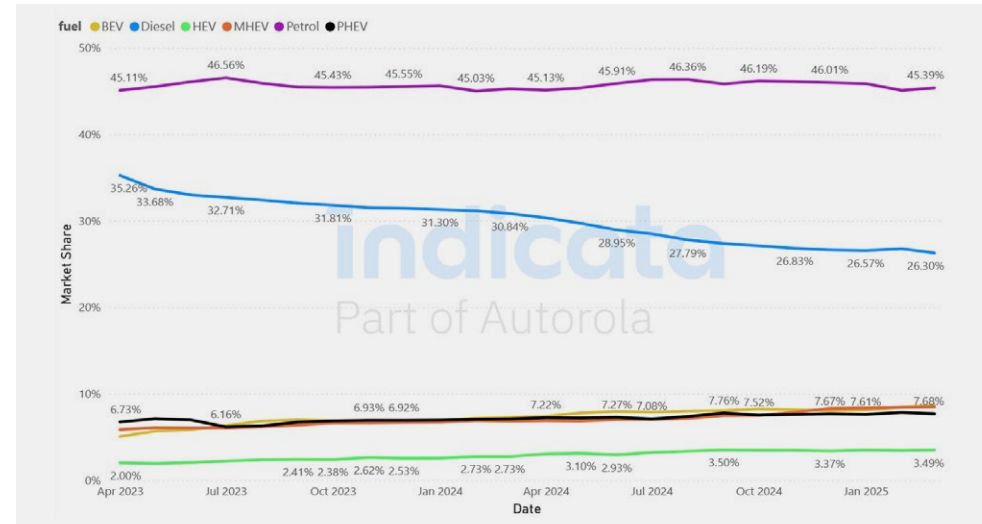
Fastest selling < 4-years-old by Market Days Supply			
Make	Model	Stock turn	MDS
Hyundai	i20	21x	17.3
Hyundai	Kona	20x	18.5
Hyundai	i10	17x	21.1



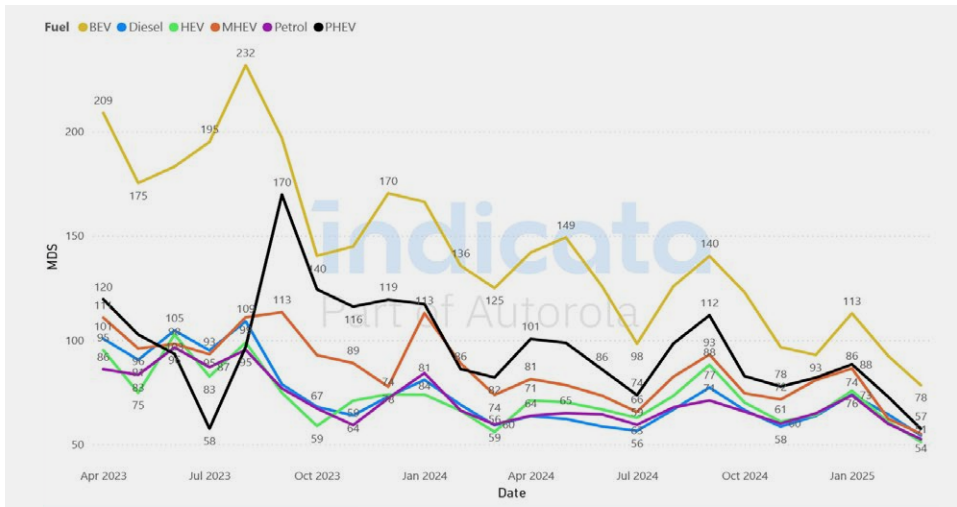
### Sales Market Share by Month and Fuel Type - Belgium



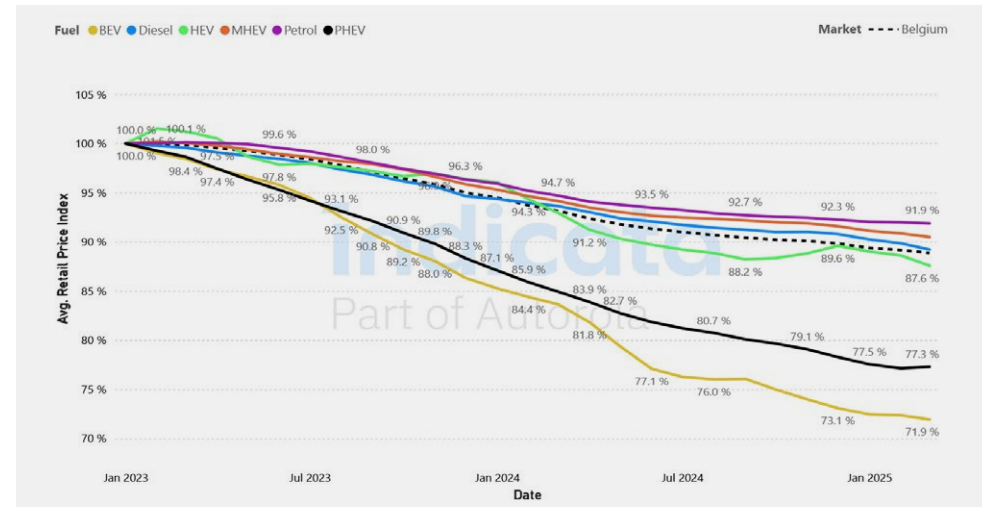
### Stock Market Share by Month and Fuel Type - Belgium



### MDS by Fuel Type - Belgium



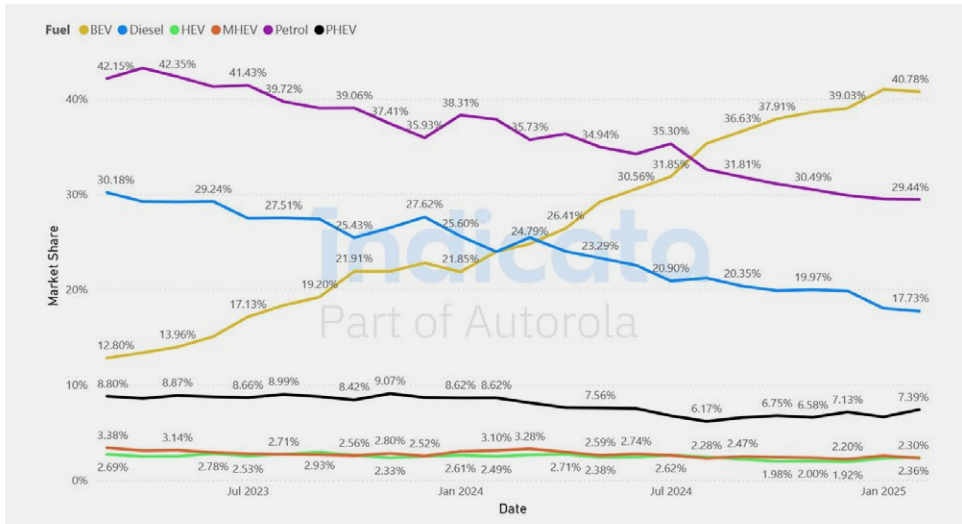
### Retail Price (Weighted Avg.) Index 100 = Jan - Belgium



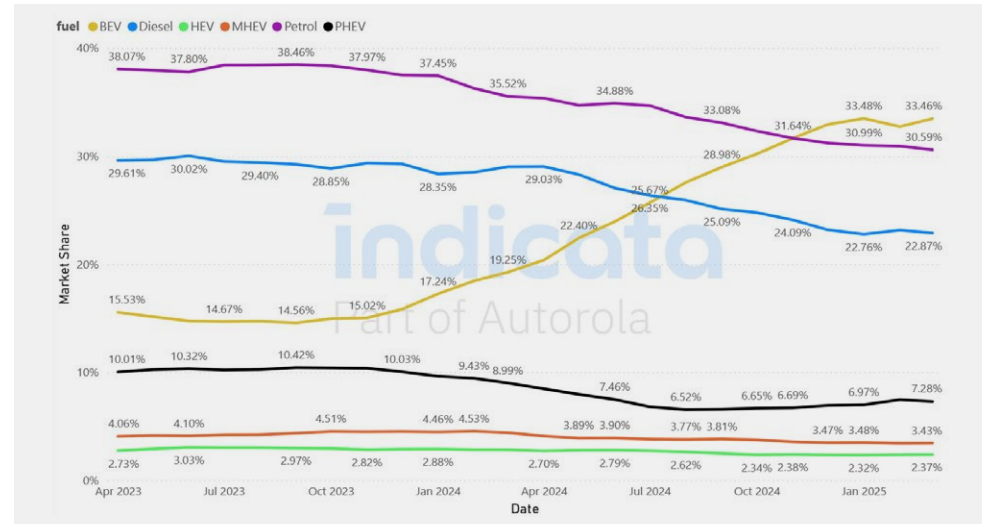
Top selling < 4-years-old by volume		
Make	Model	MDS
BMW	1 Series	53.8
Volkswagen	Golf	55.4
BMW	3 Series	61.7

Fastest selling < 4-years-old by Market Days Supply			
Make	Model	Stock turn	MDS
Dacia	Duster	12x	29.2
Land Rover	Range Rover Evoque	12x	30.5
Land Rover	Range Rover	12x	30.7

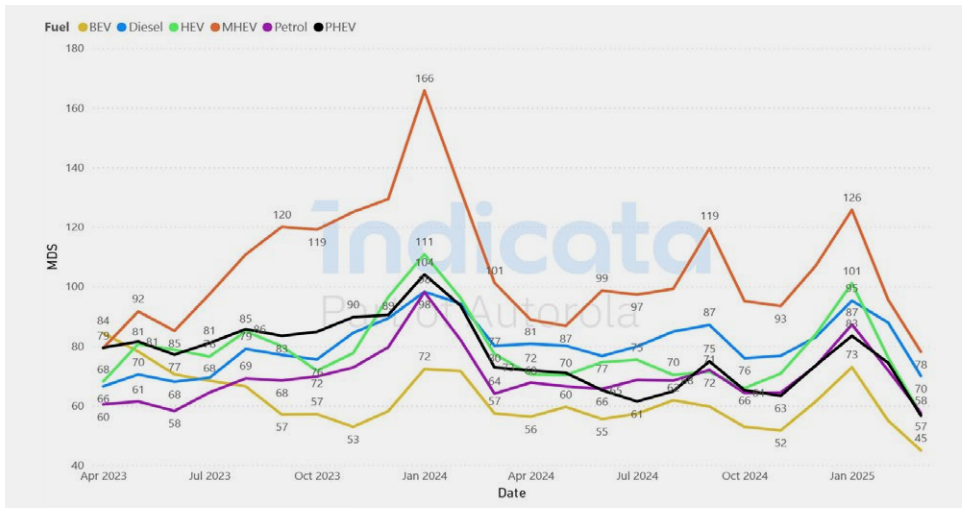
Sales Market Share by Month and Fuel Type - Denmark



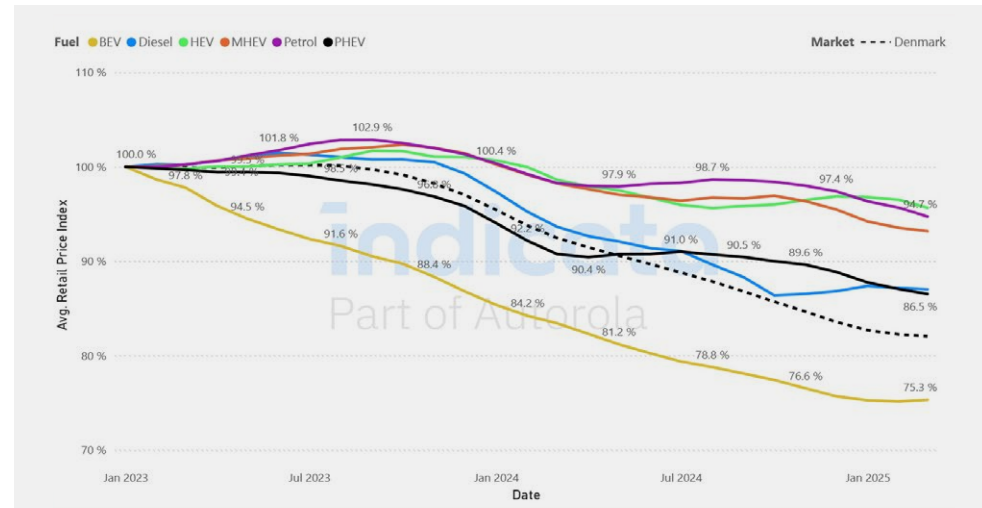
Stock Market Share by Month and Fuel Type - Denmark



MDS by Fuel Type - Denmark



Retail Price (Weighted Avg.) Index 100 = Jan - Denmark

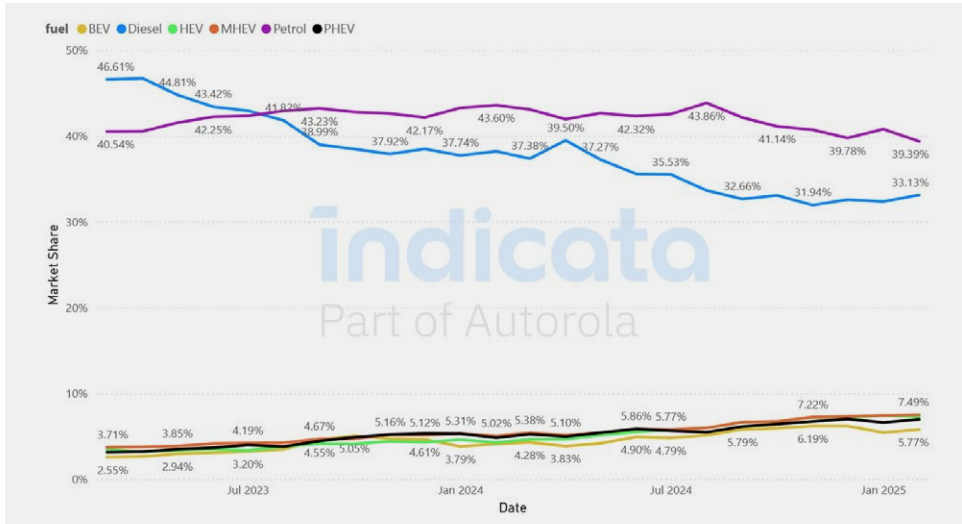


Top selling < 4-years-old by volume		
Make	Model	MDS
Volkswagen	ID.4	36.8
Volkswagen	ID.3	31.3
Škoda	Enyaq	30.9

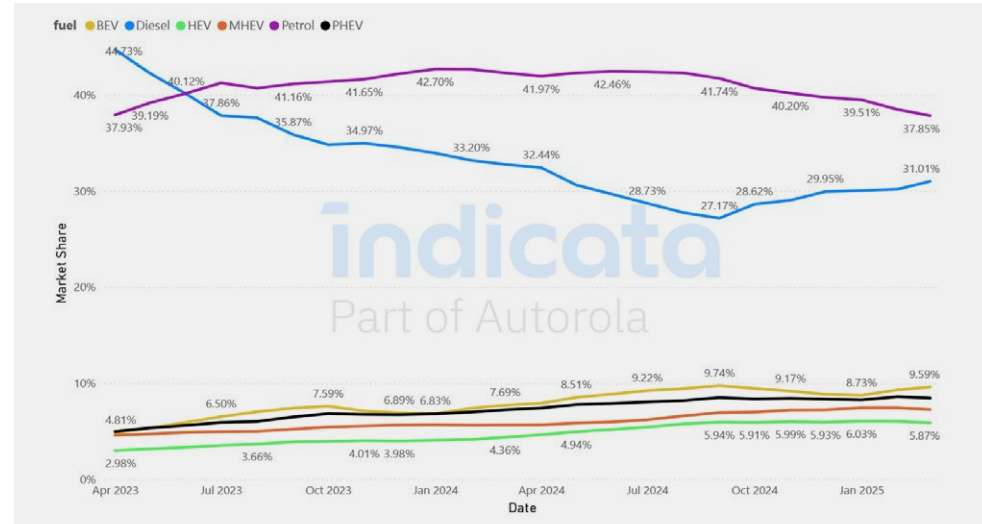
Fastest selling < 4-years-old by Market Days Supply			
Make	Model	Stock turn	MDS
MG	4	23x	15.9
Volvo	EX30	20x	18.2
Renault	Mégane	14x	26.7



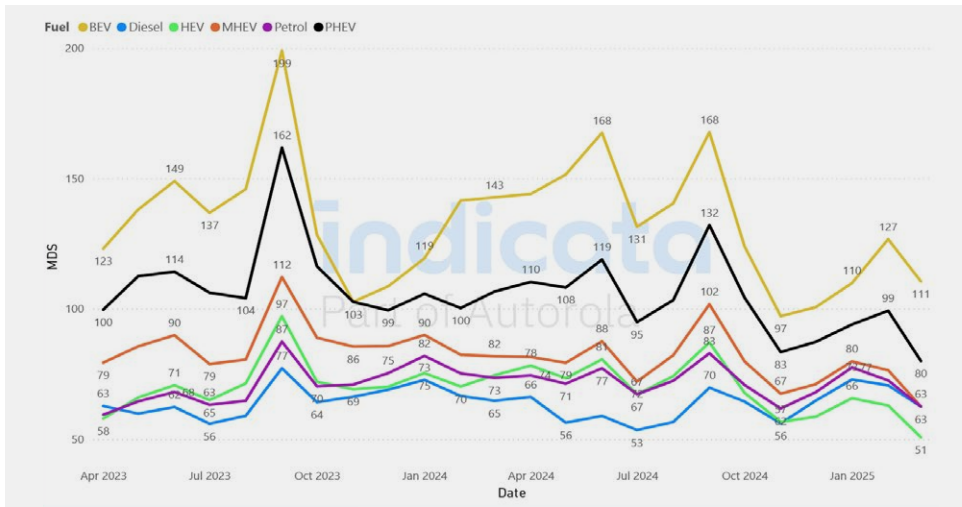
Sales Market Share by Month and Fuel Type - France



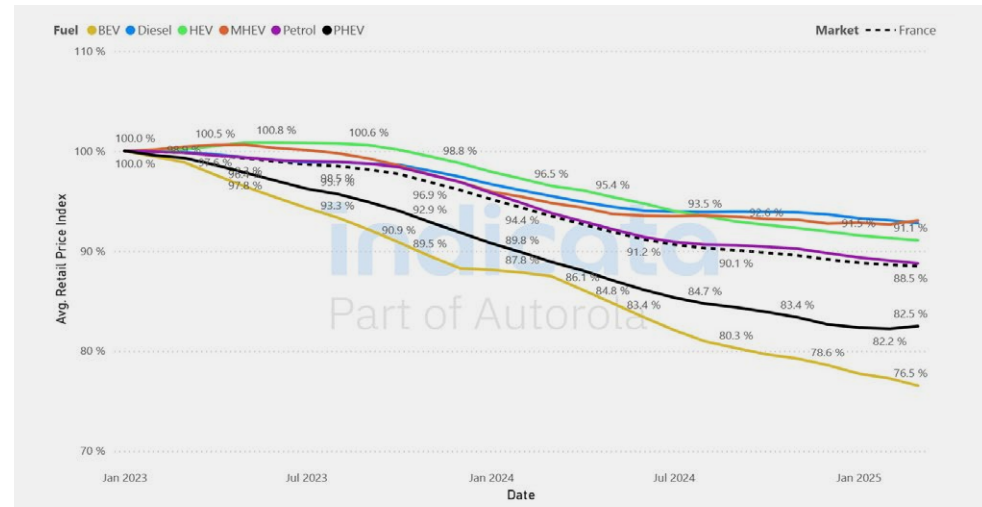
Stock Market Share by Month and Fuel Type - France



MDS by Fuel Type - France



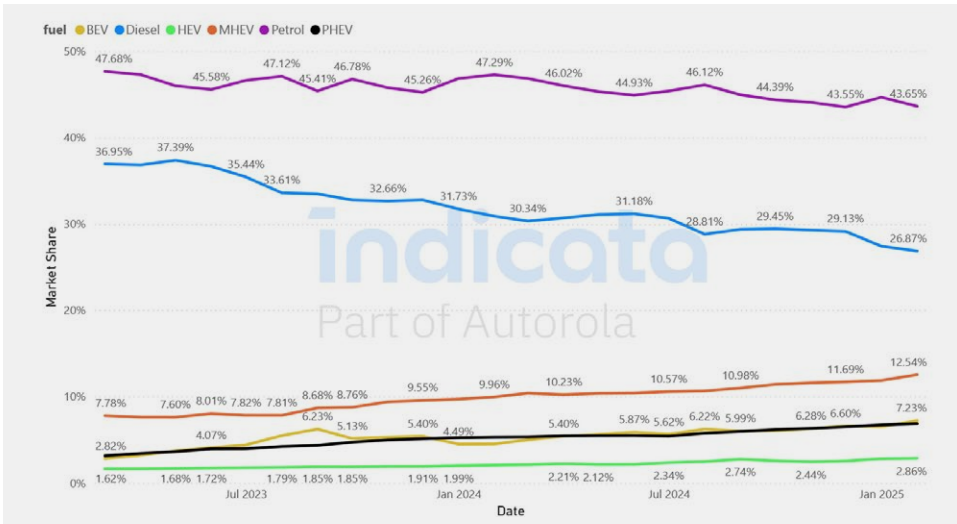
Retail Price (Weighted Avg.) Index 100 = Jan - France



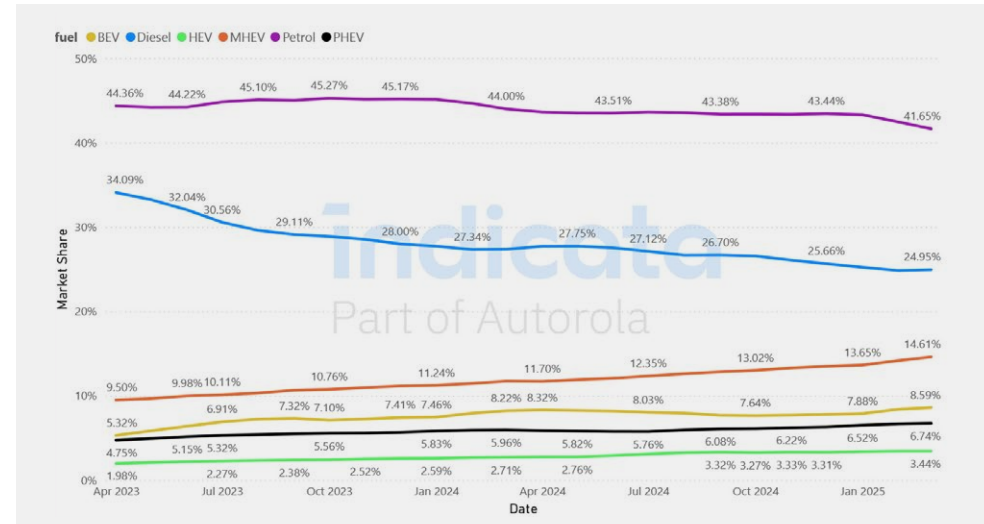
Top selling < 4-years-old by volume		
Make	Model	MDS
Peugeot	208	73.0
Renault	Clio	42.6
Peugeot	2008	71.5

Fastest selling < 4-years-old by Market Days Supply			
Make	Model	Stock turn	MDS
Dacia	Sandero	12x	30.9
Toyota	Yaris	11x	31.7
Hyundai	i20	11x	32.9

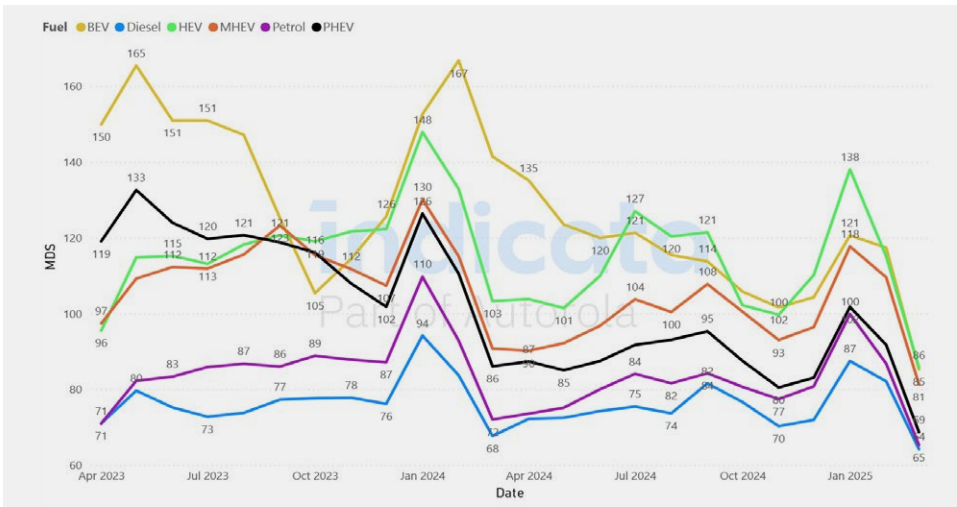
## Sales Market Share by Month and Fuel Type - Germany



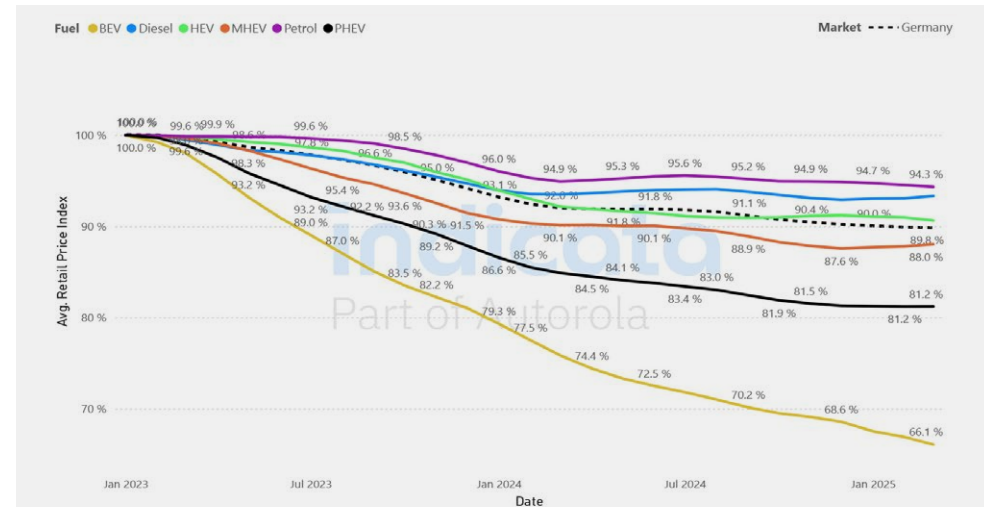
## Stock Market Share by Month and Fuel Type - Germany



## MDS by Fuel Type - Germany

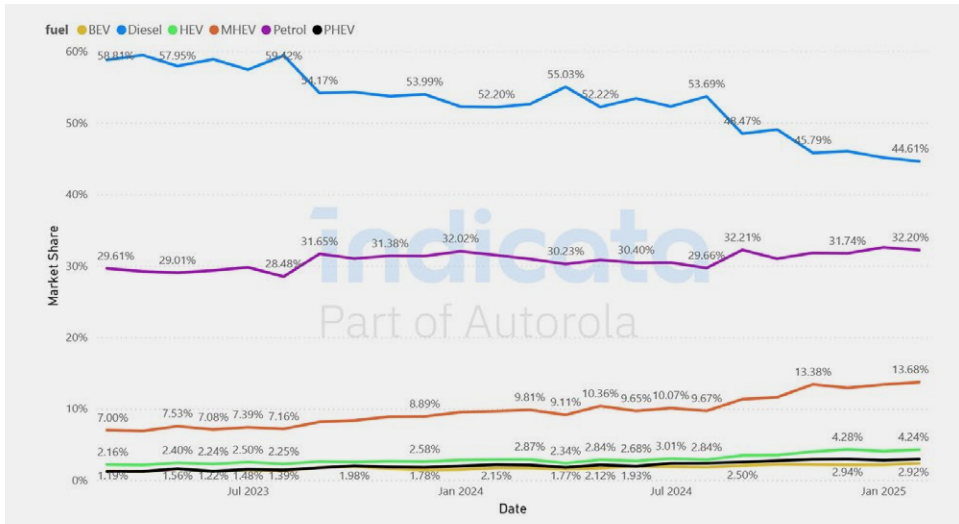
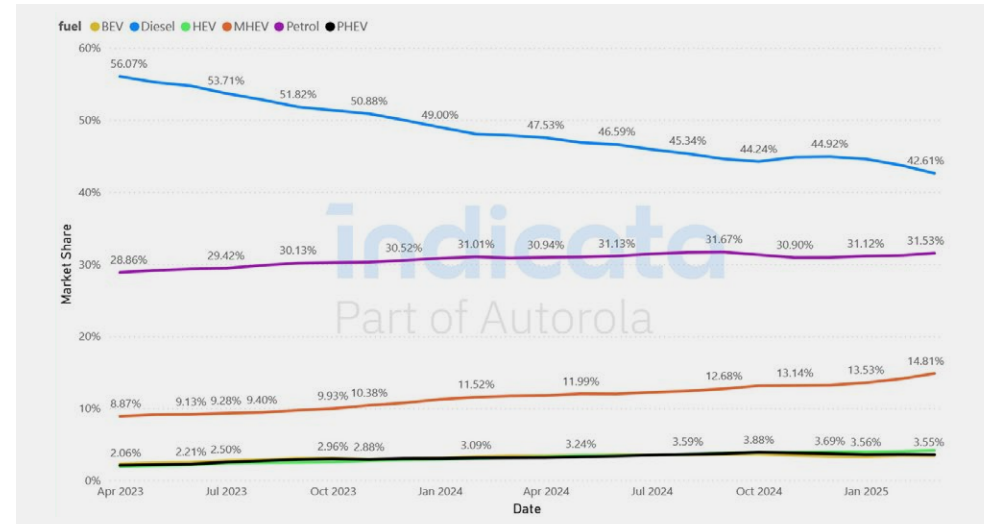
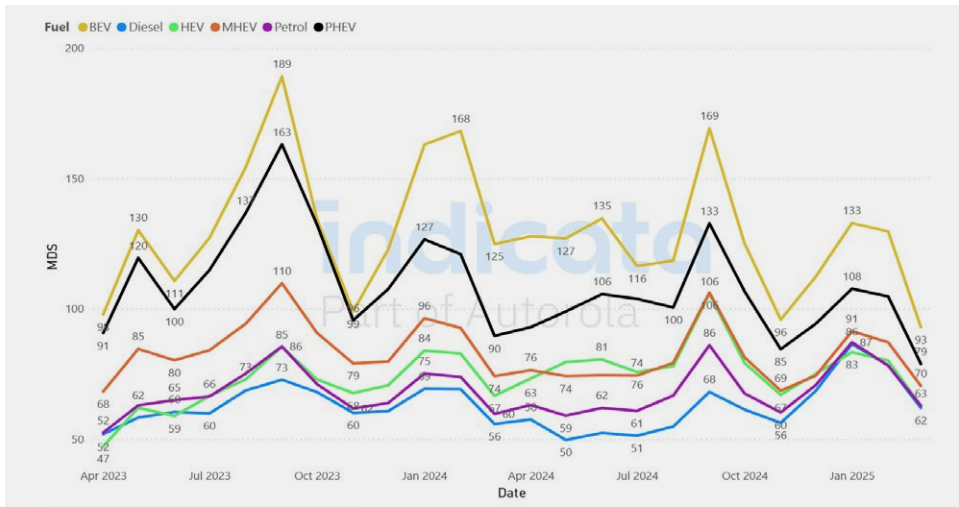
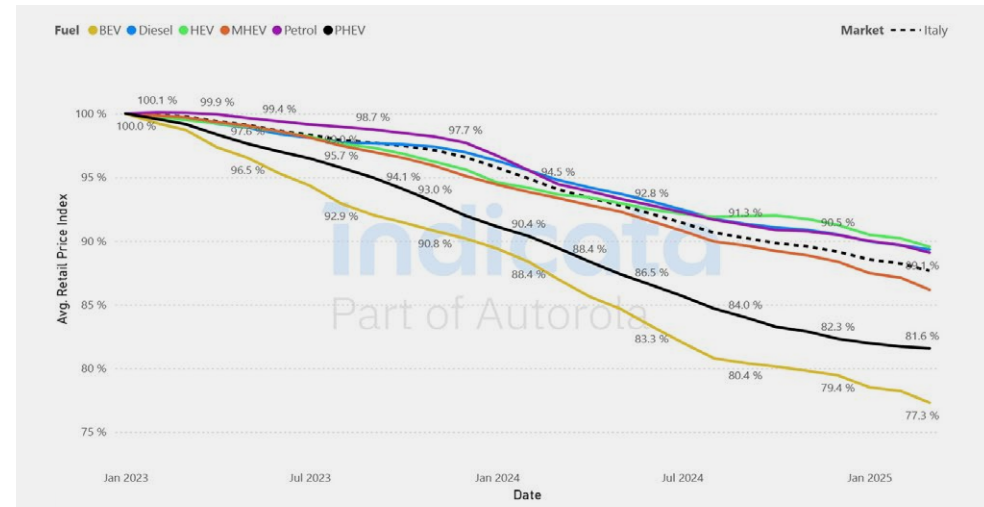


## Retail Price (Weighted Avg.) Index 100 = Jan - Germany



Top selling < 4-years-old by volume		
Make	Model	MDS
Volkswagen	Golf	69.3
Volkswagen	T-ROC	73.5
Opel	Corsa	62.4

Fastest selling < 4-years-old by Market Days Supply			
Make	Model	Stock turn	MDS
BMW	i3	19x	18.7
Tesla	Model 3	16x	22.7
Tesla	Model Y	12x	29.7

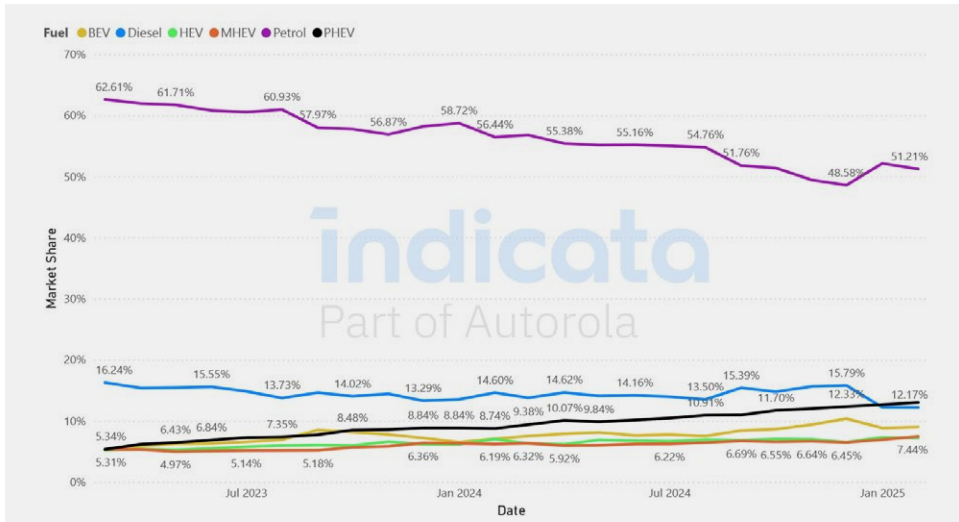
**Sales Market Share by Month and Fuel Type - Italy**

**Stock Market Share by Month and Fuel Type - Italy**

**MDS by Fuel Type - Italy**

**Retail Price (Weighted Avg.) Index 100 = Jan - Italy**


Top selling < 4-years-old by volume		
Make	Model	MDS
Fiat	Panda	51.1
Fiat	500	60.8
Volkswagen	T-ROC	62.7

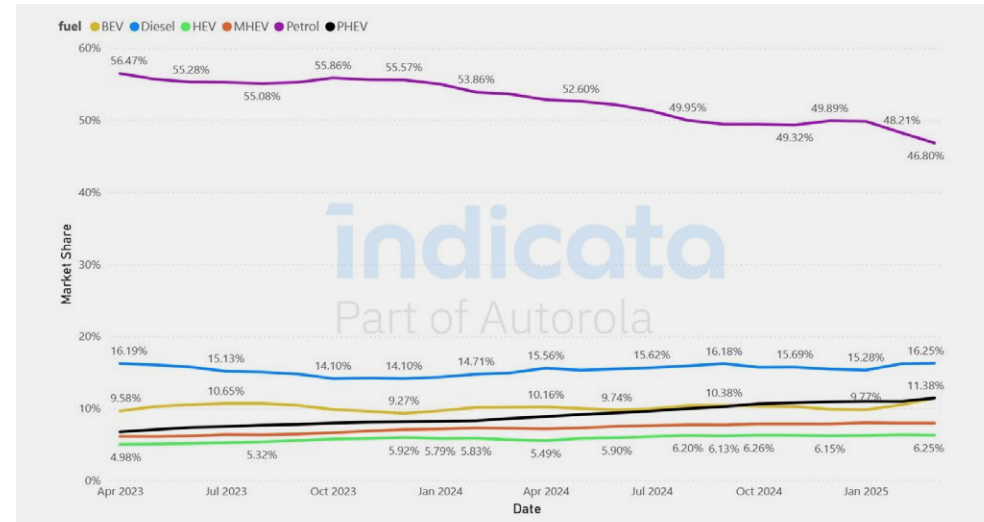
Fastest selling < 4-years-old by Market Days Supply			
Make	Model	Stock turn	MDS
Volvo	XC40	11x	34.3
MG	ZS	10x	36.1
Dacia	Sandero	10x	37.1



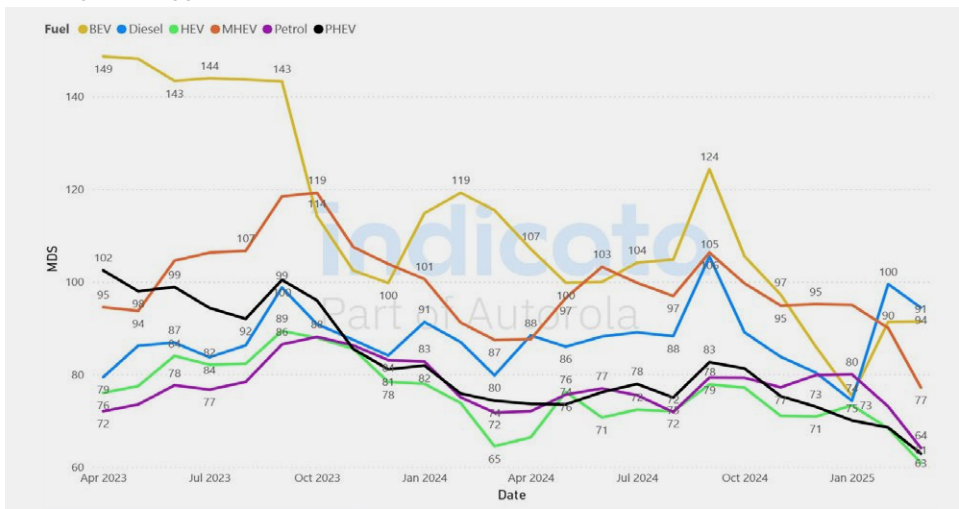
## Sales Market Share by Month and Fuel Type - Netherlands



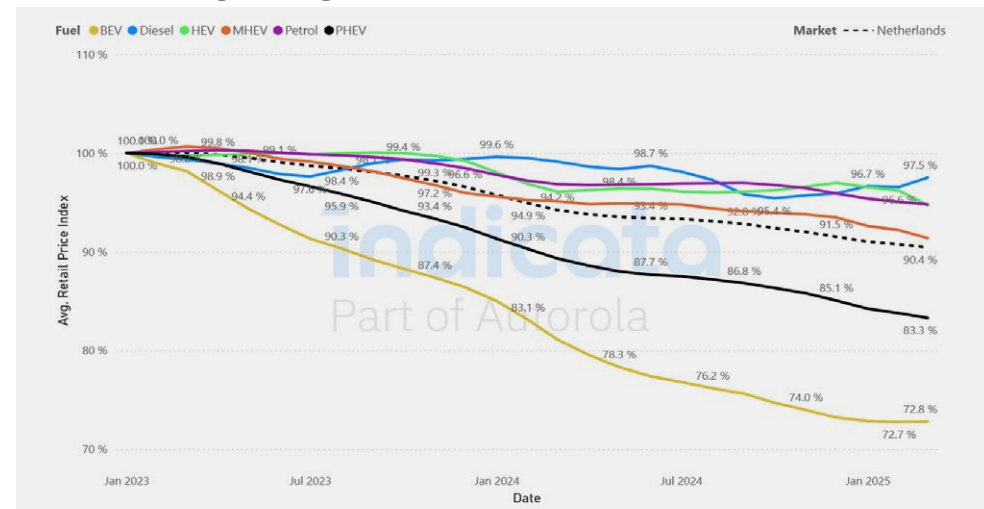
## Stock Market Share by Month and Fuel Type - Netherlands



## MDS by Fuel Type - Netherlands



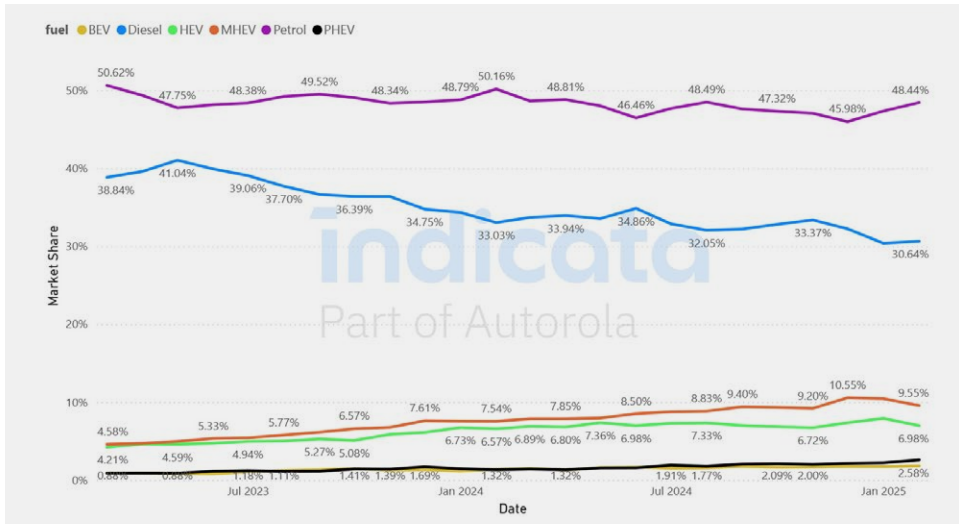
## Retail Price (Weighted Avg.) Index 100 = Jan - Netherlands



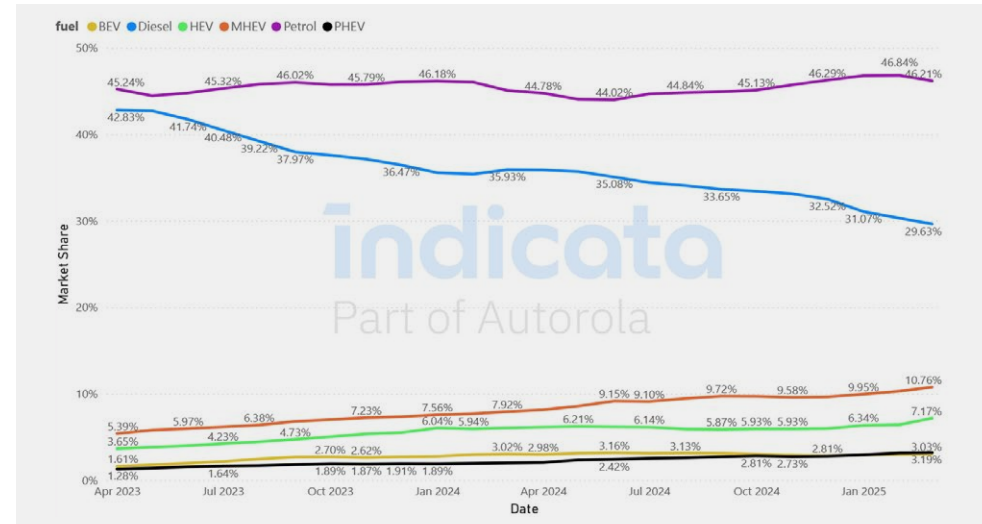
Top selling < 4-years-old by volume		
Make	Model	MDS
Lynk & Co	01	26.1
Volkswagen	Golf	63.4
Volvo	XC40	47.0

Fastest selling < 4-years-old by Market Days Supply			
Make	Model	Stock turn	MDS
Lynk & Co	01	14x	26.1
Cupra	Terramar	11x	32.0
Seat	Tarracor	9x	41.7

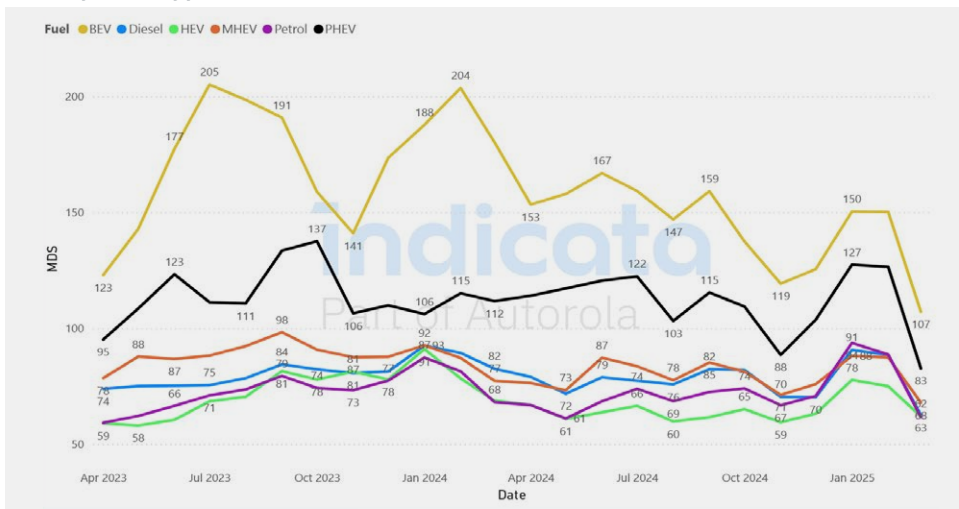
Sales Market Share by Month and Fuel Type - Poland



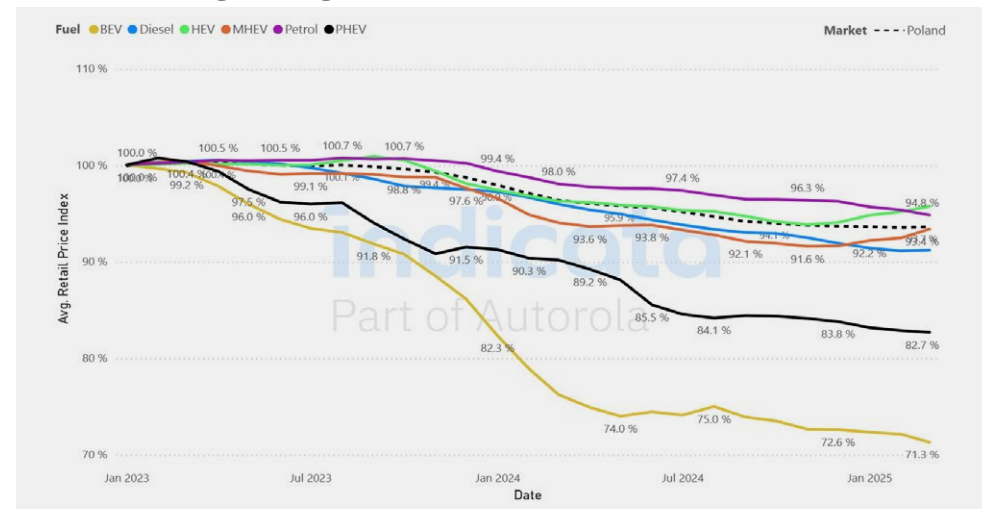
Stock Market Share by Month and Fuel Type - Poland



MDS by Fuel Type - Poland



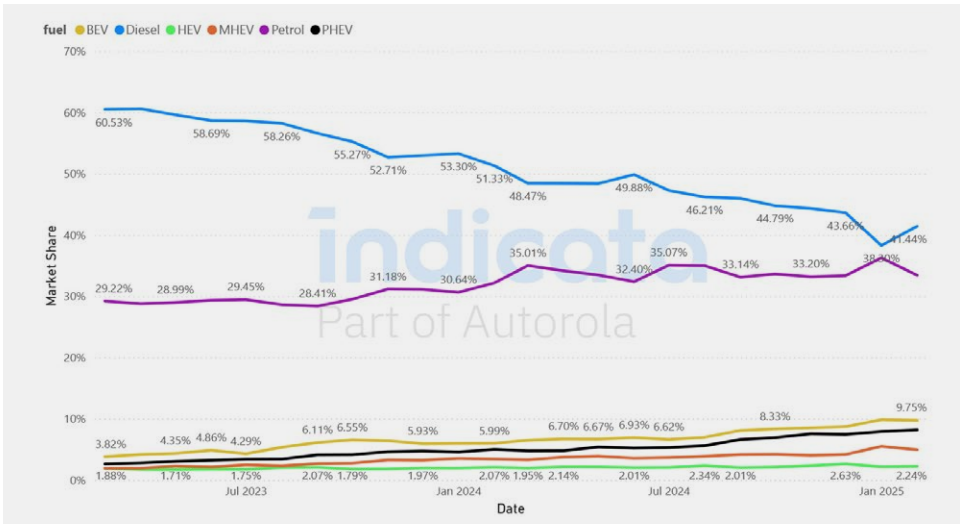
Retail Price (Weighted Avg.) Index 100 = Jan - Poland



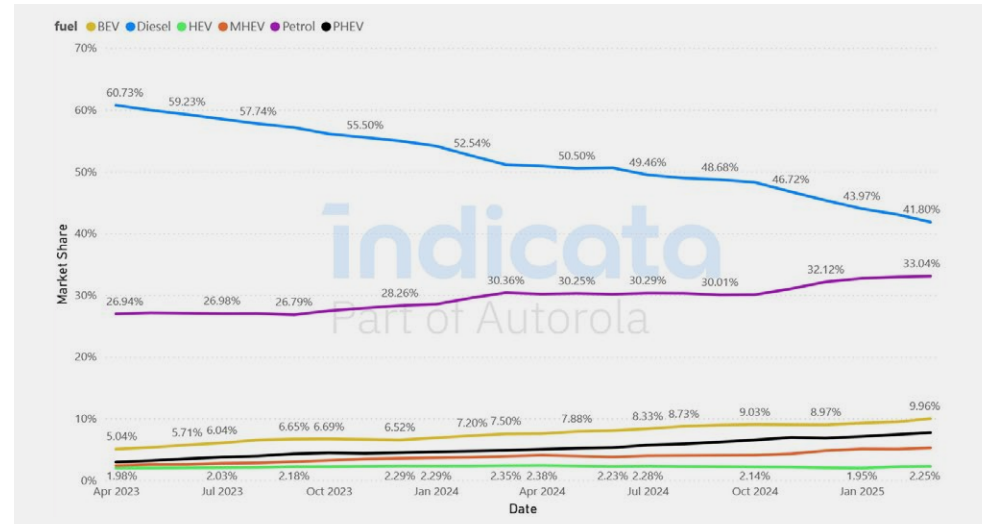
Top selling < 4-years-old by volume		
Make	Model	MDS
Toyota	Corolla	50.0
Toyota	CH-R	51.9
Toyota	Yaris	53.0

Fastest selling < 4-years-old by Market Days Supply			
Make	Model	Stock turn	MDS
Mini	3-door / 5-door Hatch	11x	32.3
Seat	Arona	11x	32.4
Seat	Ateca	11x	33.1

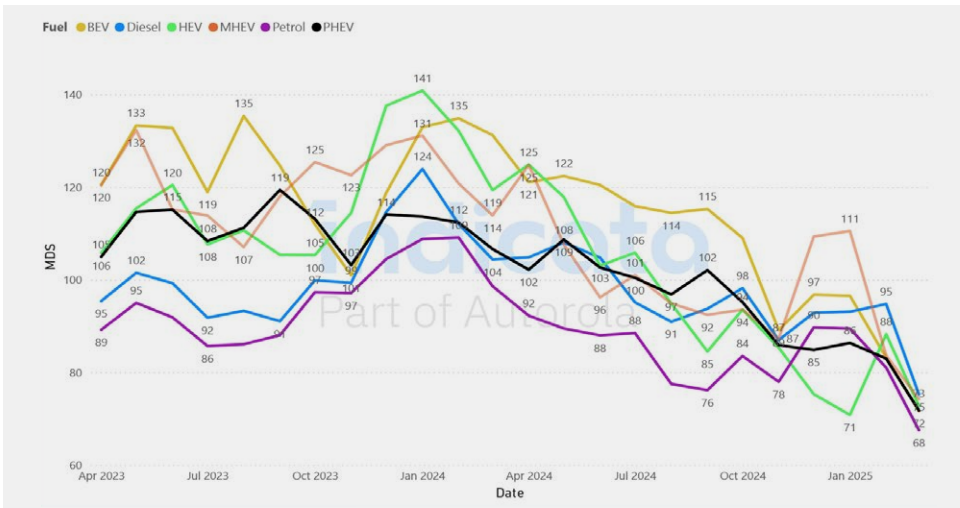
Sales Market Share by Month and Fuel Type - Portugal



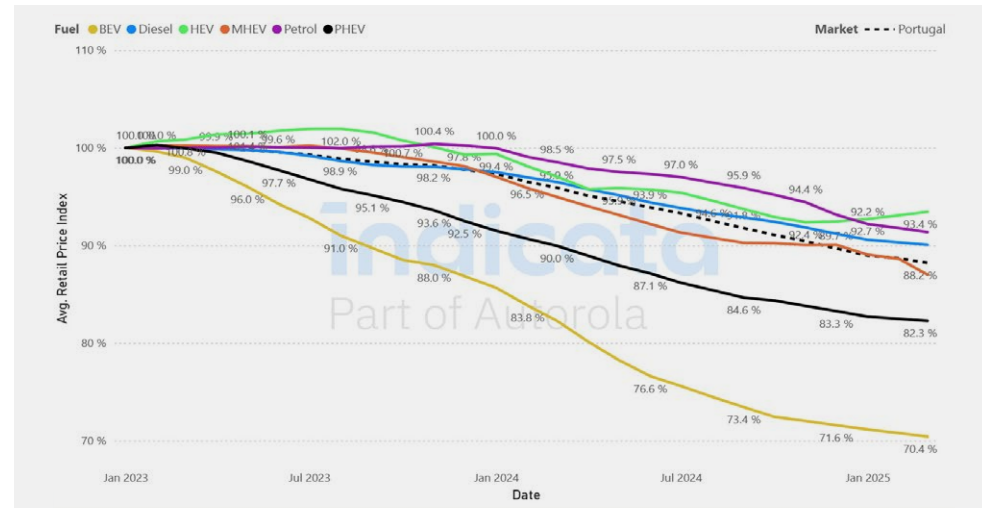
Stock Market Share by Month and Fuel Type - Portugal



MDS by Fuel Type - Portugal



Retail Price (Weighted Avg.) Index 100 = Jan - Portugal

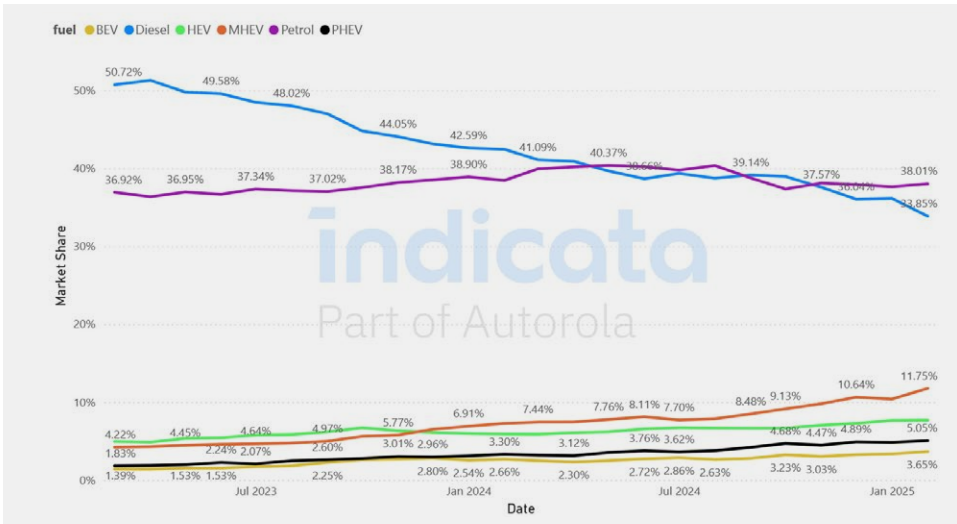


Top selling < 4-years-old by volume		
Make	Model	MDS
Mercedes-Benz	A-Class	63.6
Peugeot	2008	66.1
Peugeot	208	59.2

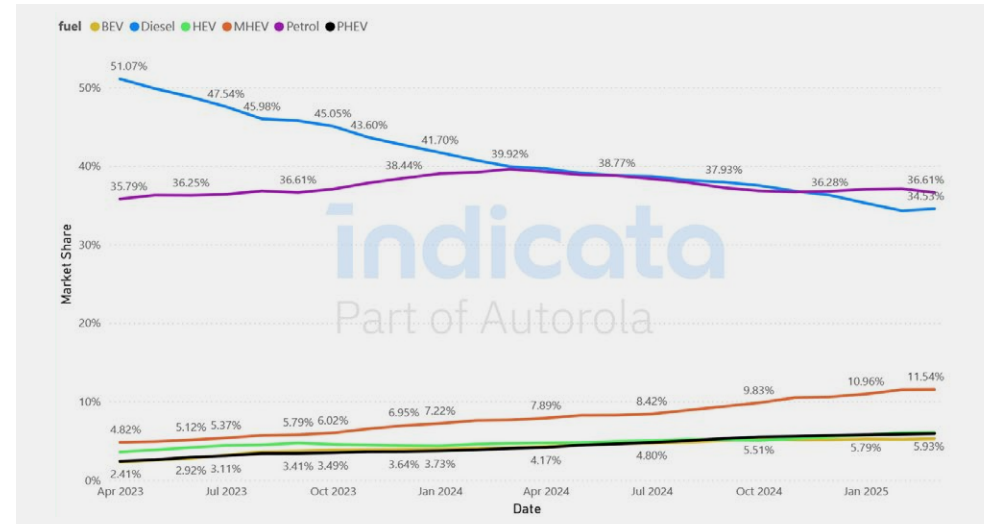
Fastest selling < 4-years-old by Market Days Supply			
Make	Model	Stock turn	MDS
Cupra	Formentor	10x	37.5
Dacia	Sandero	9x	38.5
Mitsubishi	Space Star	9x	39.8



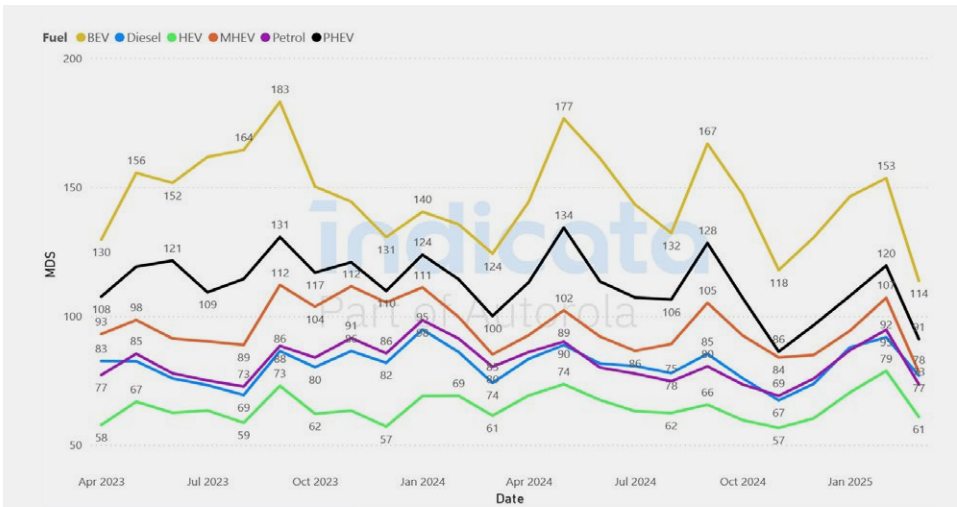
### Sales Market Share by Month and Fuel Type - Spain



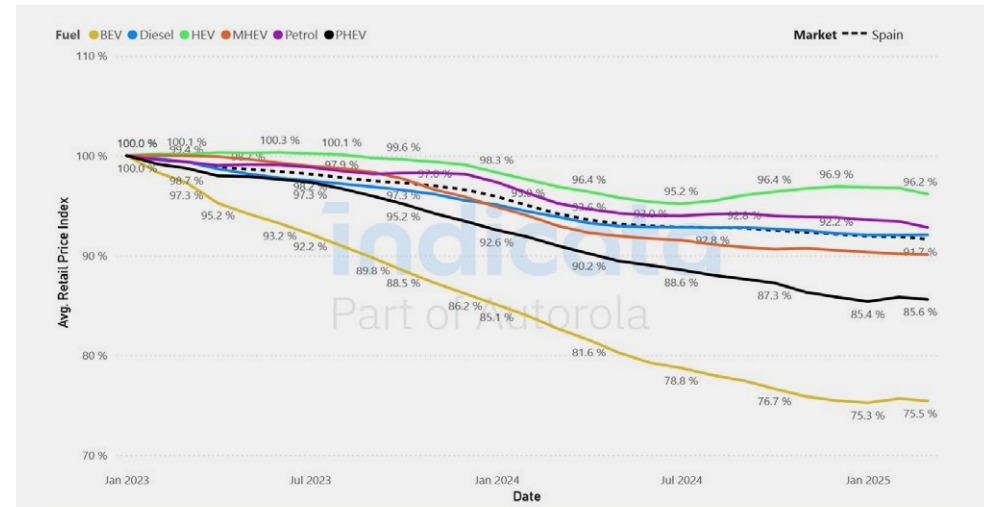
### Stock Market Share by Month and Fuel Type - Spain



### MDS by Fuel Type - Spain



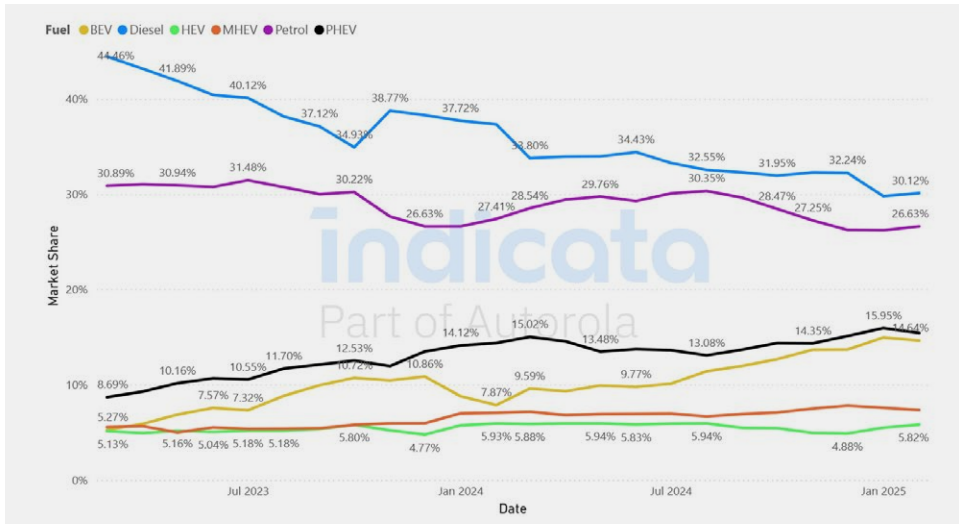
### Retail Price (Weighted Avg.) Index 100 = Jan - Spain



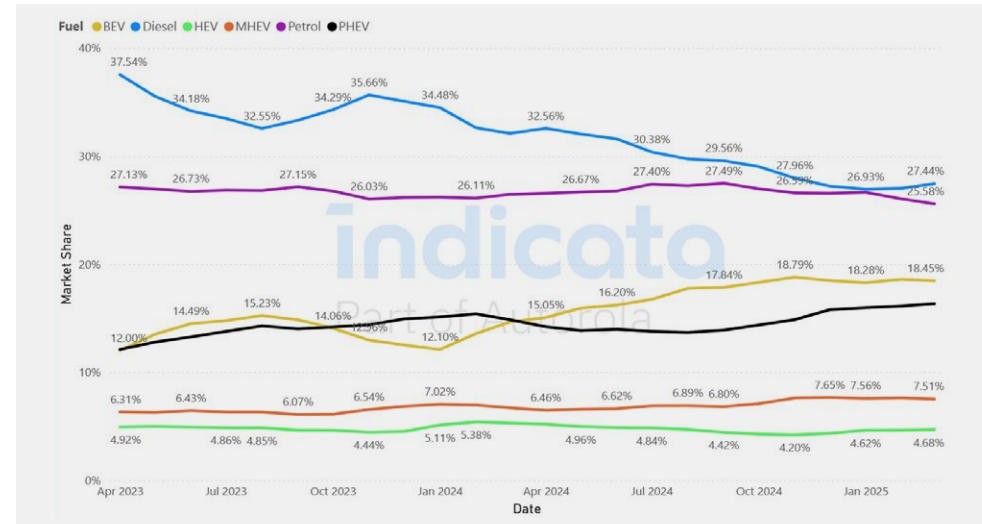
Top selling < 4-years-old by volume		
Make	Model	MDS
Nissan	Qashqai	69.5
Toyota	CH-R	44.0
Renault	Clio	71.2

Fastest selling < 4-years-old by Market Days Supply			
Make	Model	Stock turn	MDS
Dacia	Sandero	11x	33.8
Toyota	Yaris Cross	10x	36.0
Toyota	RAV 4	9x	41.5

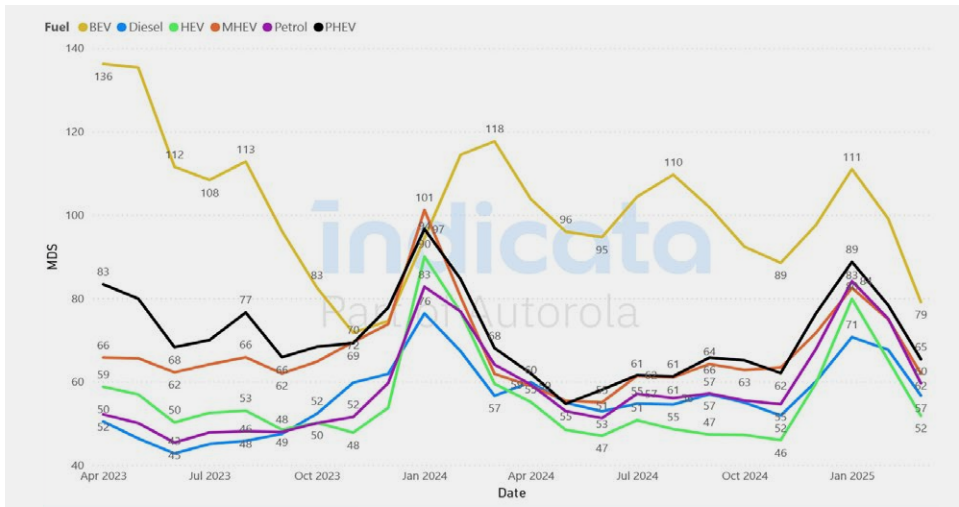
### Sales Market Share by Month and Fuel Type - Sweden



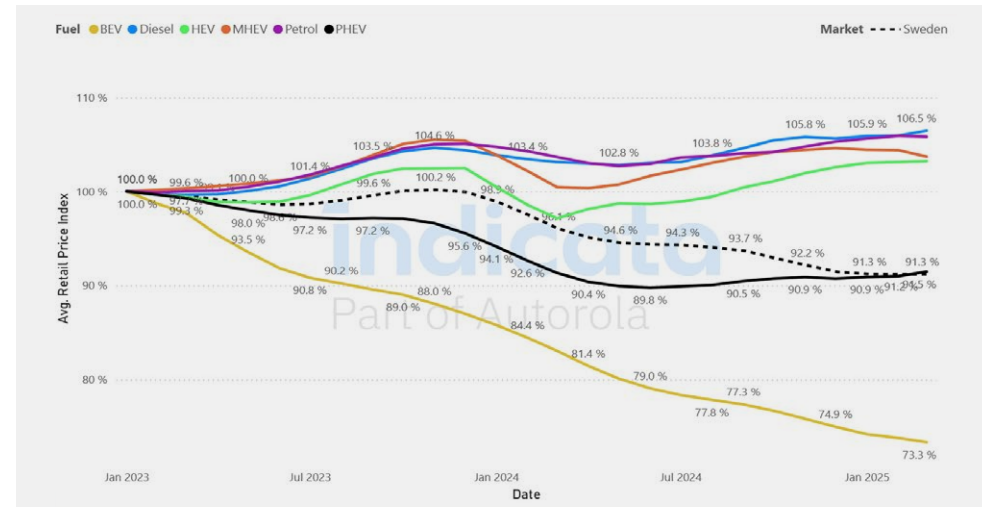
### Stock Market Share by Month and Fuel Type - Sweden



### MDS by Fuel Type - Sweden



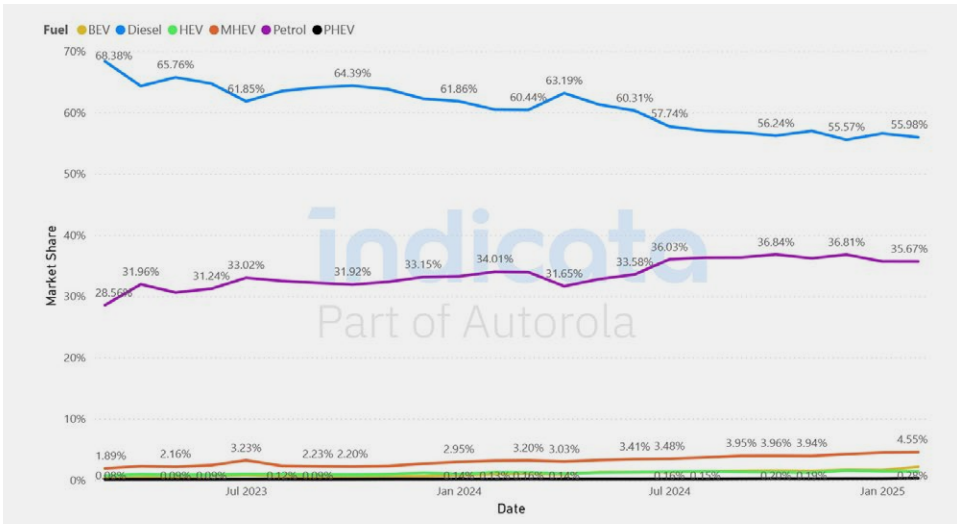
### Retail Price (Weighted Avg.) Index 100 = Jan - Sweden



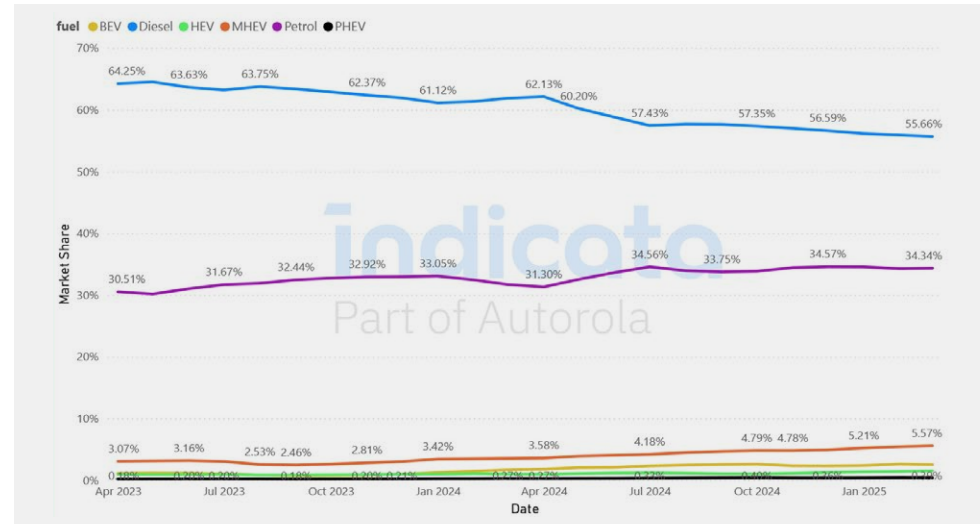
Top selling < 4-years-old by volume		
Make	Model	MDS
Volvo	XC60	45.8
Volvo	XC40	39.4
Volvo	V60	44.5

Fastest selling < 4-years-old by Market Days Supply			
Make	Model	Stock turn	MDS
MG	ZS	17x	21.3
Mini	3-door / 5-door Hatch	13x	28.1
Toyota	Corolla Cross	12x	29.9

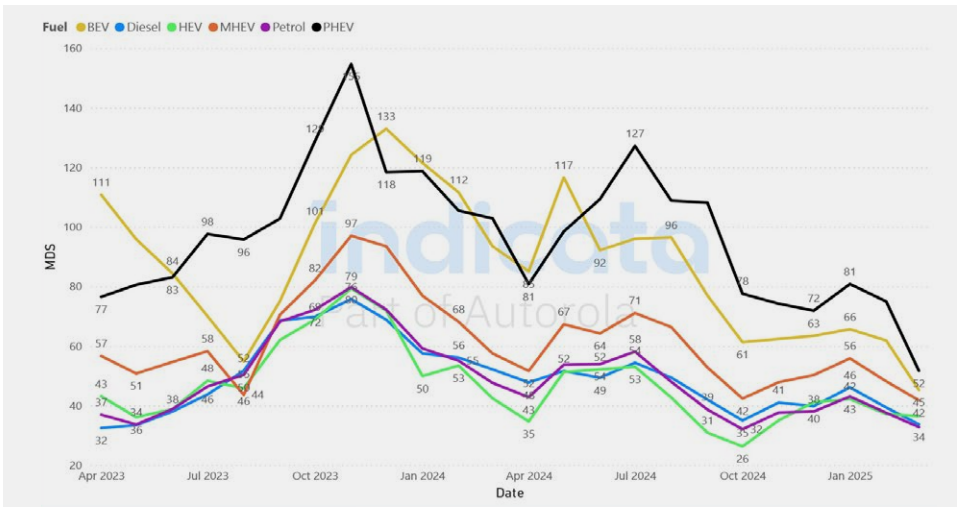
Sales Market Share by Month and Fuel Type - Türkiye



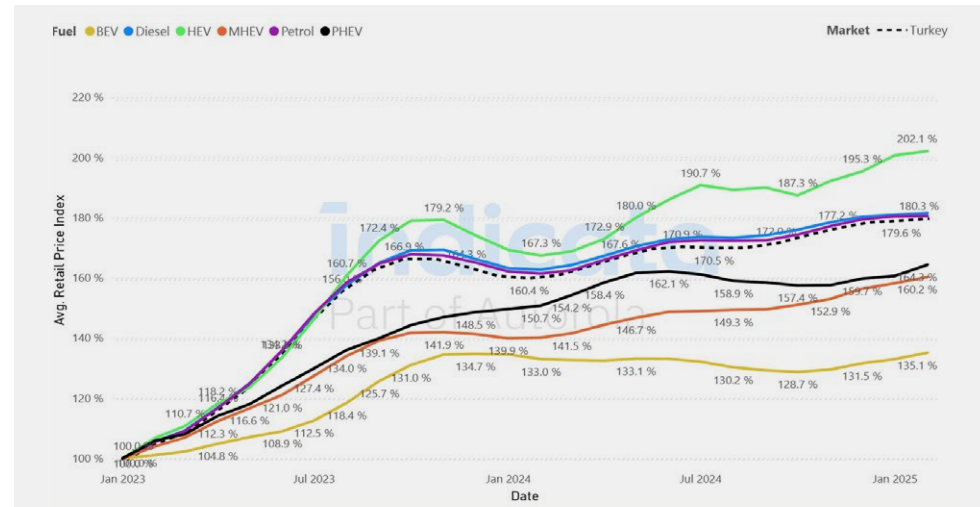
Stock Market Share by Month and Fuel Type - Türkiye



MDS by Fuel Type - Türkiye



Retail Price (Weighted Avg.) Index 100 = Jan - Türkiye

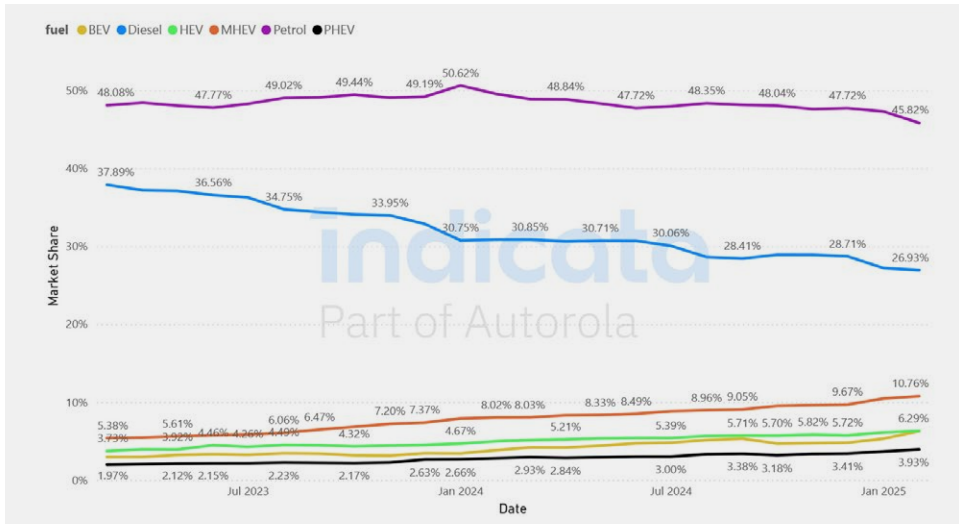


Top selling < 4-years-old by volume		
Make	Model	MDS
Fiat	Egea	30.9
Renault	Clio	30.9
Renault	Mégane	34.3

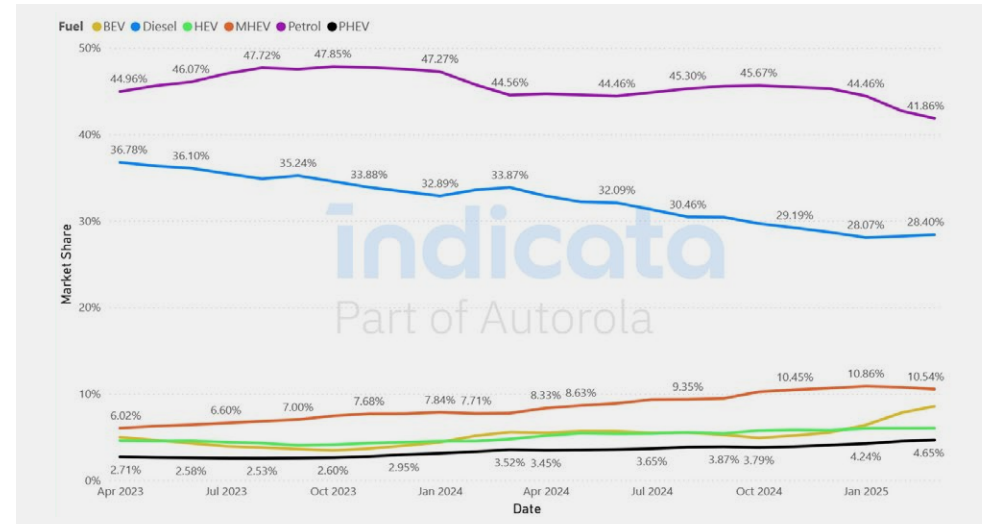
Fastest selling < 4-years-old by Market Days Supply			
Make	Model	Stock turn	MDS
Chery	Omoda5	22x	16.5
Volvo	S60	21x	17.2
Seat	Ibiza	21x	17.3



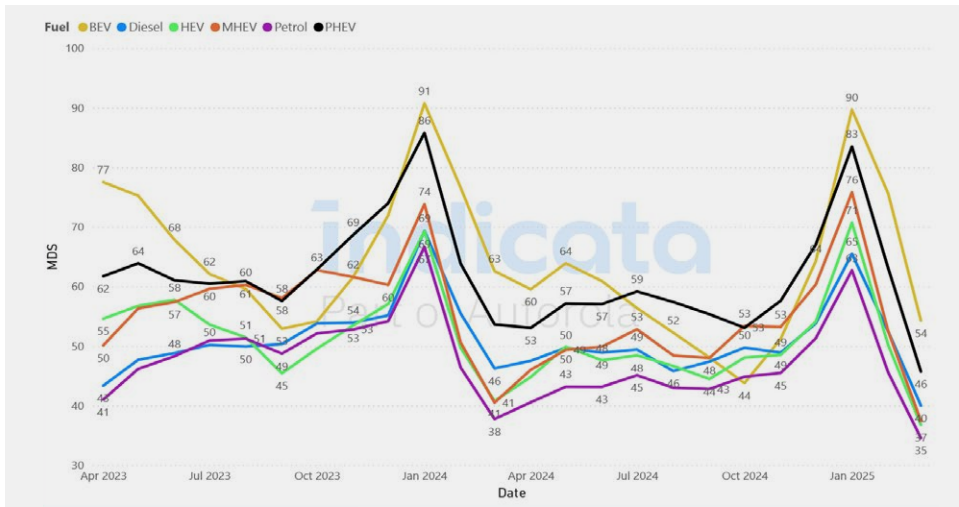
### Sales Market Share by Month and Fuel Type - United Kingdom



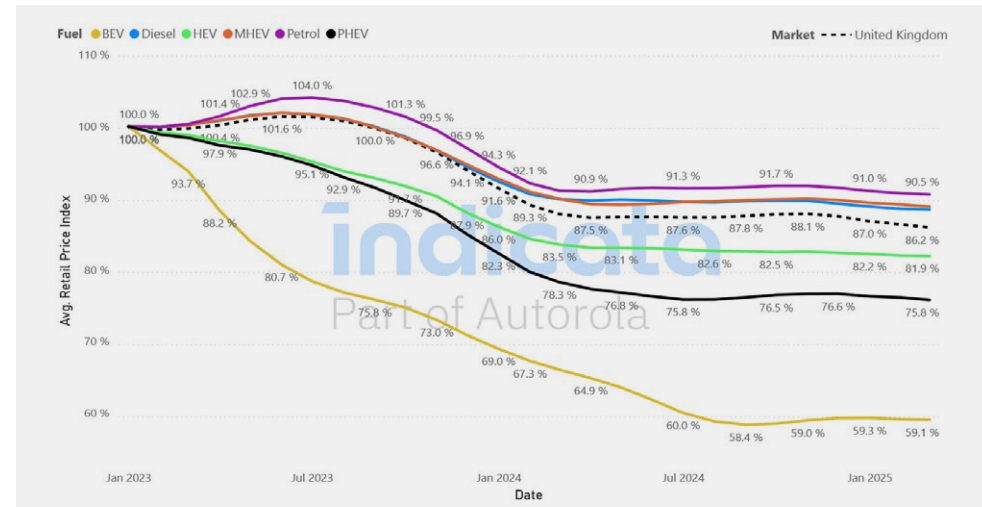
### Stock Market Share by Month and Fuel Type - United Kingdom



### MDS by Fuel Type - United Kingdom



### Retail Price (Weighted Avg.) Index 100 = Jan - United Kingdom



Top selling < 4-years-old by volume		
Make	Model	MDS
Nissan	Qashqai	30.7
Ford	Puma	27.1
Vauxhall	Corsa	29.0

Fastest selling < 4-years-old by Market Days Supply			
Make	Model	Stock turn	MDS
Mercedes-Benz	GLA-Class	16x	22.6
Ford	EcoSport	15x	24.6
Mercedes-Benz	A-Class	14x	25.8

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On the 24th of March 2020 Indicata published its White Paper *“COVID-19 To what extent will the used car market be affected (and how to survive)?”*

**This document explored:**

**Early market trends**

**Initial impact of the virus and the social distancing measures implemented.**

**Market scenarios**

**A range of impacts based on infection rate development and historical market data.**

**Mitigation**

**Risk assessment by sector coupled with potential corrective actions.**

We committed to keeping the market Indicata Market Watch is a regular PDF published on or around the 20th of the month which includes stocking, sales and Market Day’s Supply trends split by fuel type.

We are committed to updating the market with live data and providing information on sales, stock, and pricing to keep you abreast of the fast-moving environment.

We are pleased to present our latest **“Indicata Market Watch”** iteration which covers 13 European countries. We are providing a comprehensive used market analysis with commentary for each country for Q1, Q2, Q3 and Q4 in January, April, July and October

Meanwhile, Lite versions of the report will be published for the other eight months of the year which include an overall European summary and country graphs and tables.

### How do we produce our data?

Indicata analyses 14m Used Vehicle adverts across Europe daily, and our system goes through extensive data cleansing processes to ensure data integrity.

This report’s sales (deinstall data) are based on advertisements from recognised automotive retailers for actual used vehicles. As such, it does not include data related to private (P2P) advertisements.

When an advert is removed from the internet, it is classified as a “Sale.”





Indicata  
**Market Watch™**  
Used Car Insights Report



For more insights  
on B2B market  
trends, please visit  
[indicata.com/market-watch](https://indicata.com/market-watch)