

A person wearing a blue jacket is holding a white smartphone. The background is a blurred image of a car, possibly a white SUV, with a dark grille visible at the bottom. The overall scene is dimly lit, suggesting an indoor or shaded outdoor setting.

3-5 year old stock shortage

Who is it impacting?

Nick Press

VRA— September 2025

1

Context

What happened?

What's next?

2

Who's been impacted?

Retailers? Consumers?

How have they adapted?



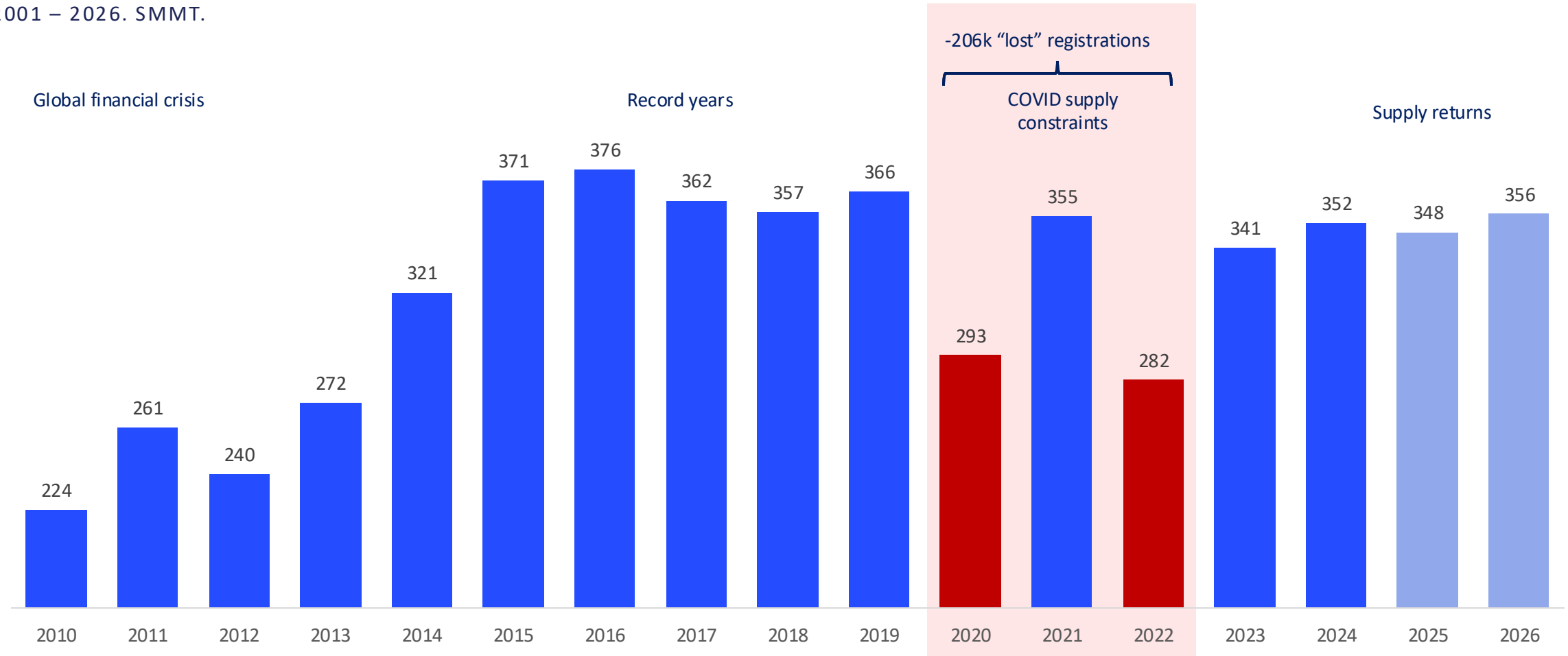
The UK Car Parc has changed, and will continue to change

Number of cars in the parc by age cohort

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	5-year forecast					
	2025	2026	2027	2028	2029	2030															
New Car Sales (UK)	2.0	1.9	2.0	2.3	2.5	2.6	2.7	2.5	2.4	2.3	1.6	1.6	1.6	1.9	2.0	2.0	2.1	2.1	2.2	2.2	2.2
Up to 1 year old	1.9	1.8	1.9	2.1	2.3	2.5	2.5	2.3	2.2	2.2	1.5	1.6	1.5	1.8	1.8	2.0	2.1	2.1	2.1	2.1	2.2
1-3 years old	3.8	3.7	3.7	3.7	4.0	4.4	4.7	4.9	4.8	4.5	4.3	3.7	3.1	3.0	3.3	3.6	3.8	4.1	4.2	4.2	4.1
3-5 years old	4.3	4.1	3.7	3.7	3.6	3.6	3.9	4.2	4.6	4.8	4.6	4.4	4.2	3.6	3.0	3.0	3.2	3.5	3.6	3.9	4.0
5-10 years old	11.1	10.9	10.7	10.3	9.8	9.4	9.0	8.7	8.8	9.2	9.8	10.5	11.0	11.1	11.0	10.1	9.2	8.5	8.1	7.8	8.2
10-15 years old	5.4	6.0	6.6	7.2	7.6	7.8	7.8	7.8	7.5	7.3	7.2	7.2	7.2	7.6	8.0	8.5	9.1	9.5	9.6	9.5	8.7
15+ years old	1.3	1.4	1.5	1.7	1.9	2.2	2.5	2.9	3.2	3.5	3.9	4.2	4.7	5.1	5.4	5.6	5.7	5.8	6.0	6.4	6.9
Total	27.8	27.9	28.2	28.7	29.1	29.8	30.4	30.8	31.1	31.5	31.3	31.5	31.8	32.2	32.5	32.8	33.1	33.4	33.6	33.8	34.0

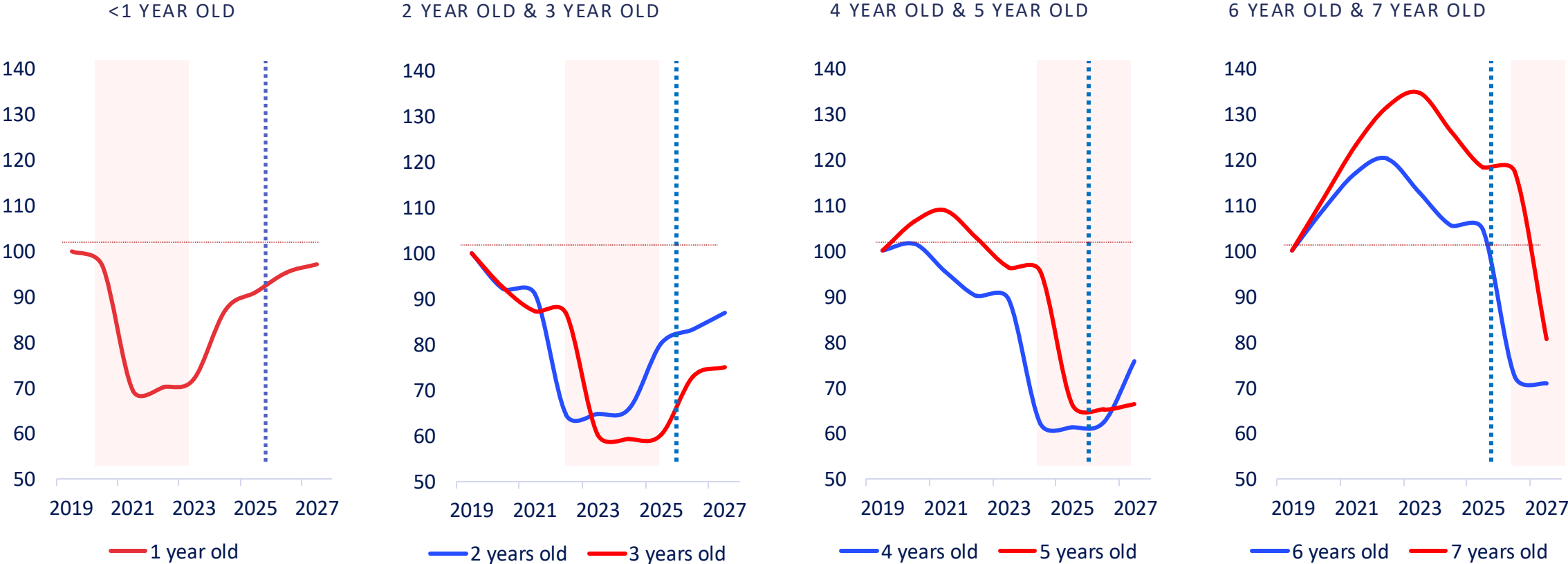
It's a very similar picture for LCV's

NUMBER OF NEW LCV REGISTRATIONS
2001 – 2026. SMMT.



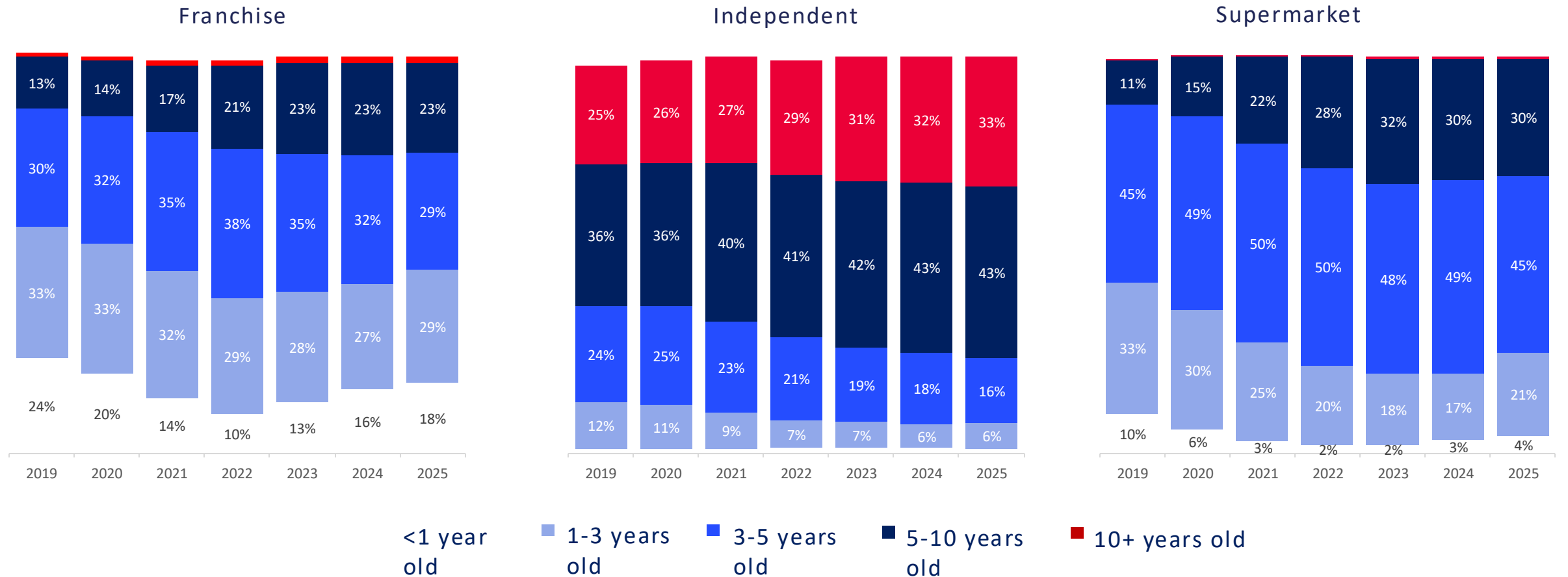
Supply will be constrained in different age cohorts at different times

NUMBER OF CARS IN THE PARC BY AGE COHORT: INDEXED (2019 = 100)
Great Britain.



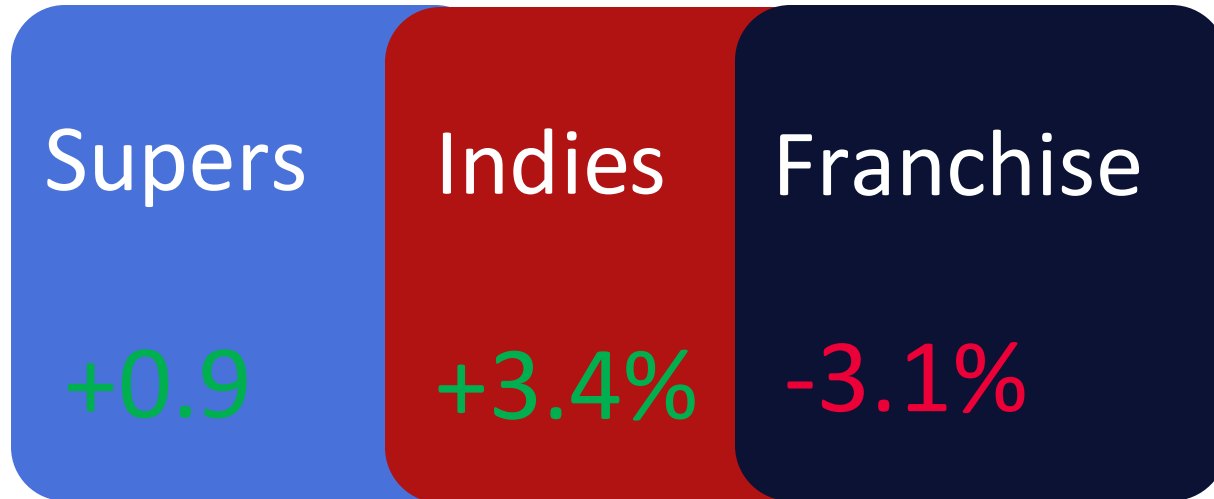
This supply shortage has impacted Retailers in different ways

STOCK MIX BY RETAILER TYPE
2019-2025



The 3-5 Stock shortage is adversely impacting Franchise Retailers

Used car retail sales: year-on-year
Based on stock removed from Autotrader.

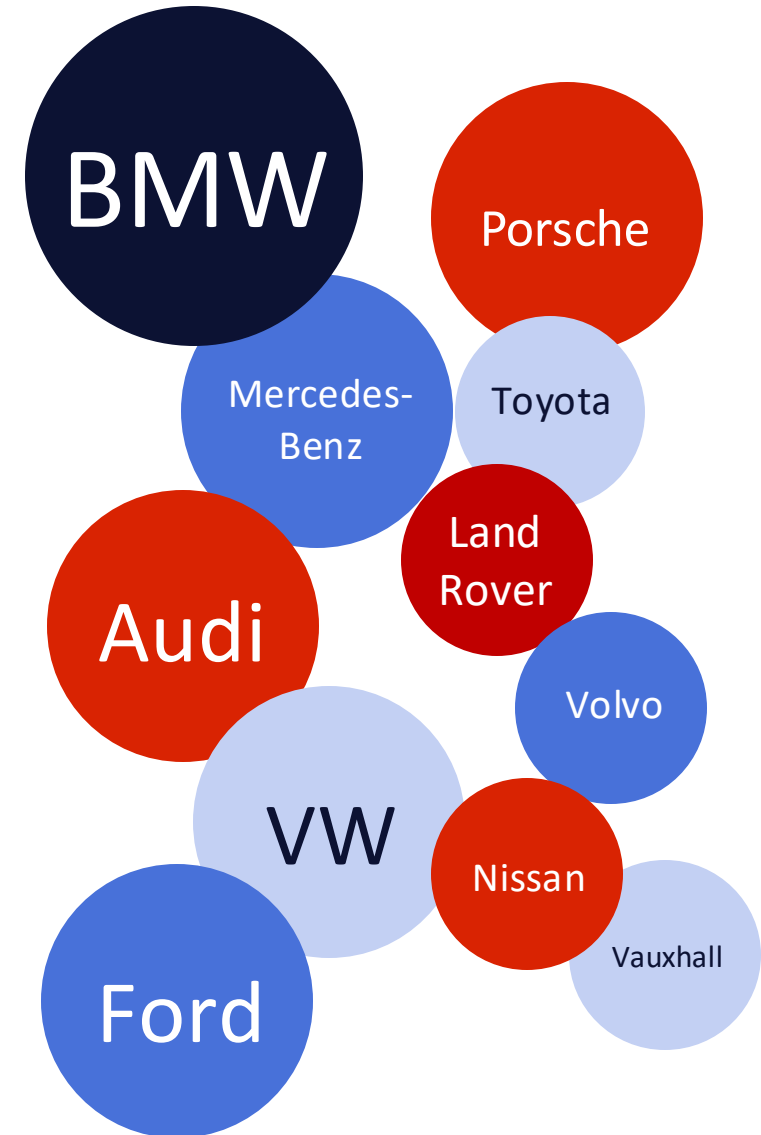
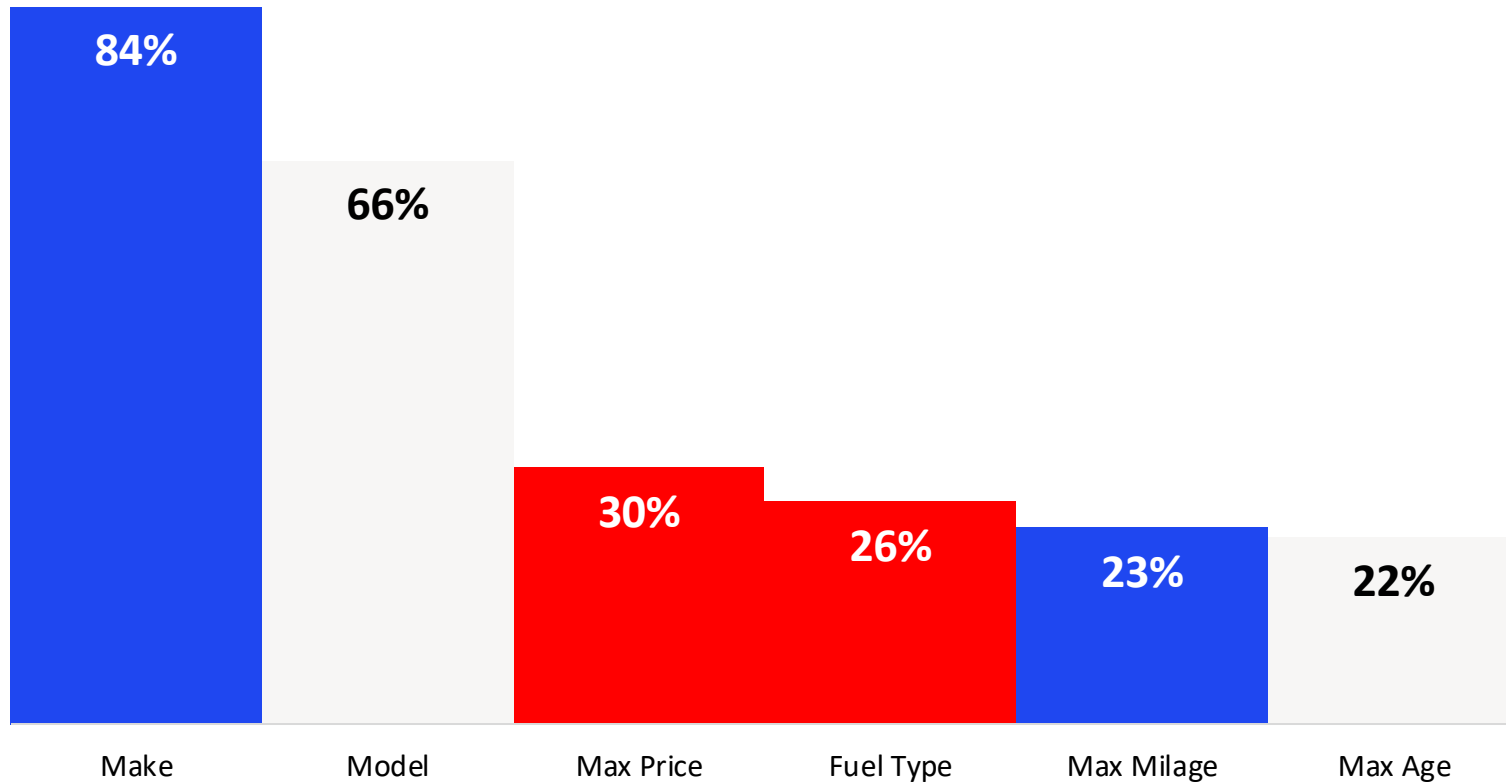


Used car days to sell by age cohort
Based on stock removed from Autotrader

	Franchise			Independents			Supers		
	Aug-25	MoM	YoY	Aug-25	MoM	YoY	Aug-25	MoM	YoY
Pre-reg	44	+4	+4	-	-	-	-	-	-
up to 1 Year	37	+2	0	22	-5	-3	17	-7	-1
1 to 3 Years	32	+1	-1	27	-4	-5	19	-5	-4
3 to 5 Years	27	0	-1	29	-2	-2	20	-3	-2
5 to 10 Years	19	-1	-2	33	-1	0	19	-2	-1
10 to 15 Years	-	-	-	33	0	-2	-	-	-
Total	27	0	-1	32	-1	-1	19	-2	-2

Most Consumers start their search by Make or Model

How Consumers search on Autotrader
% of searches where a filter is selected.



The brand landscape has significantly changed



-481k

Versus 2019



+244k

Versus 2019



+314k

Versus 2019

New Brands have arrived, and more are coming soon

ARRIVED



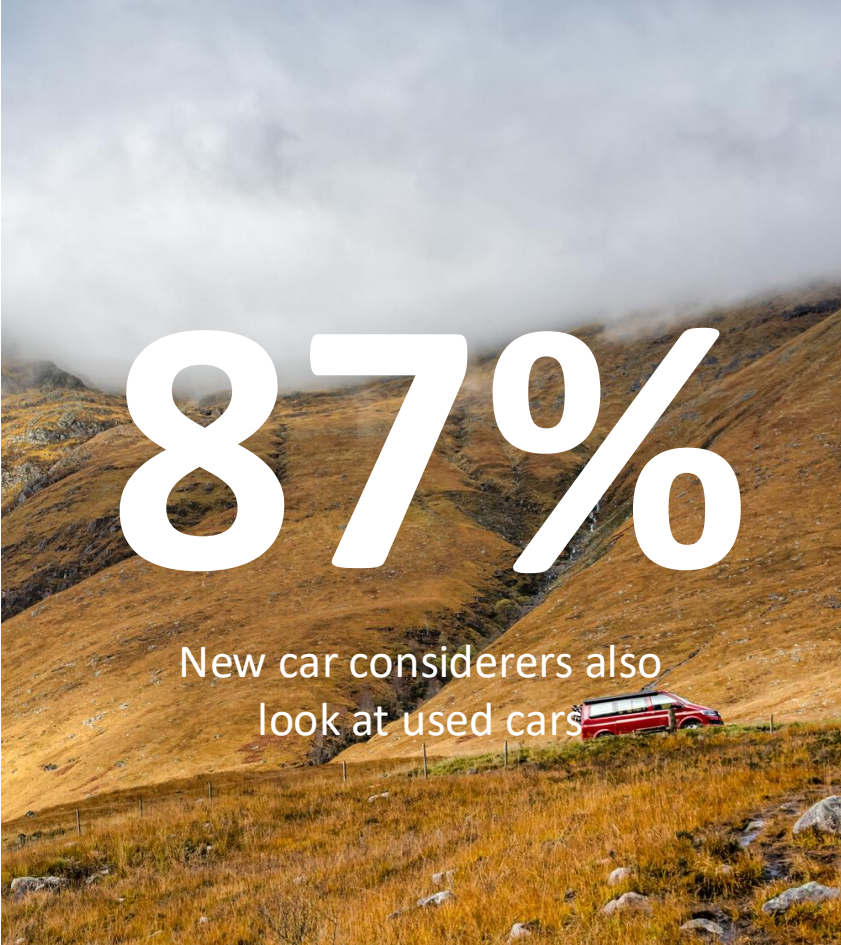
COMING SOON



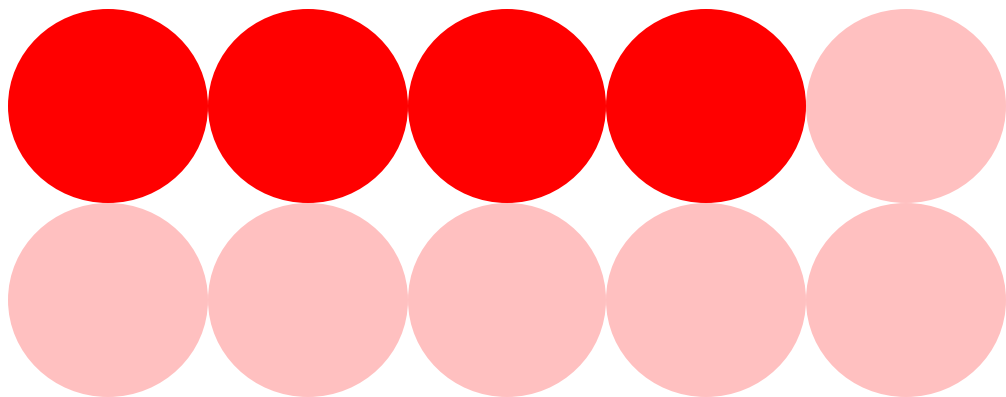
RHD CONFIRMED



Expansion of choice and cross-shopping.



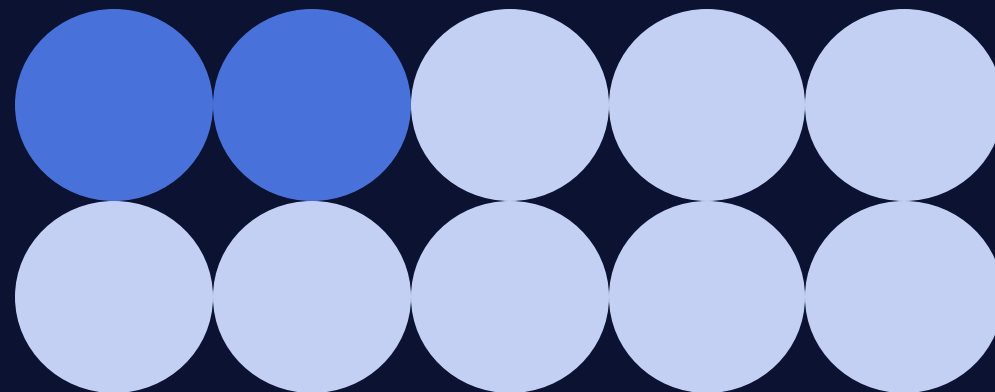
ICE



4 in 10 

Petrol and diesel car buyers bought the same brand.

ELECTRIC

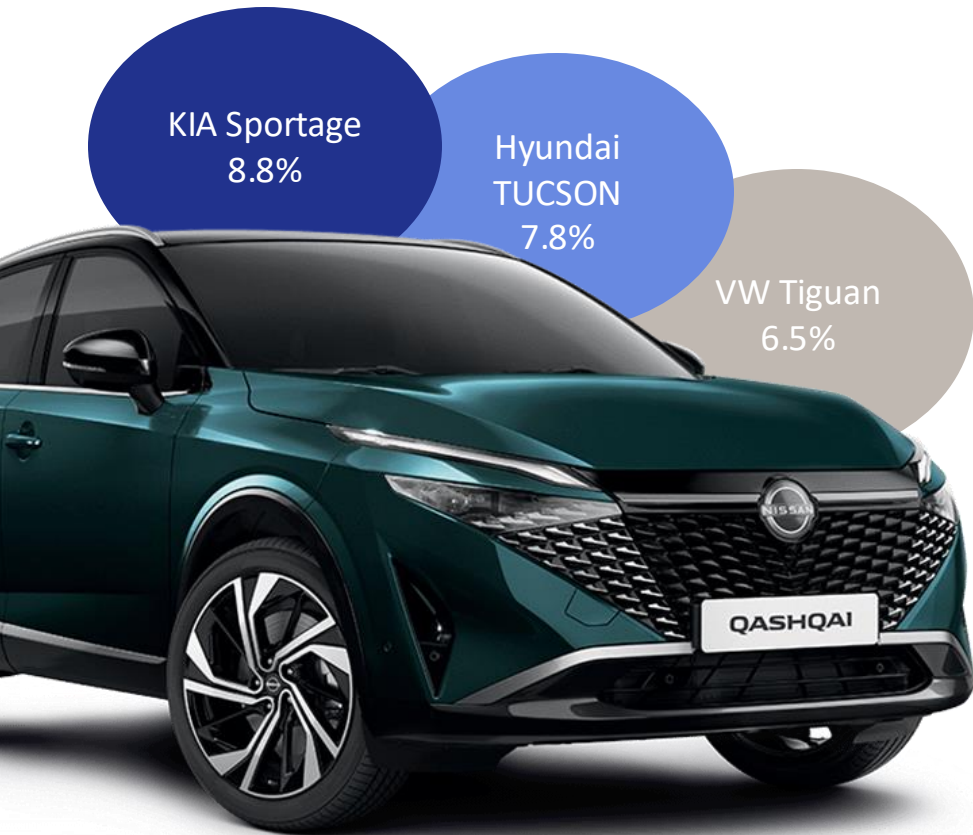


2 in 10 

Electric car buyers bought the same brand.

Traditional competitor sets have changed

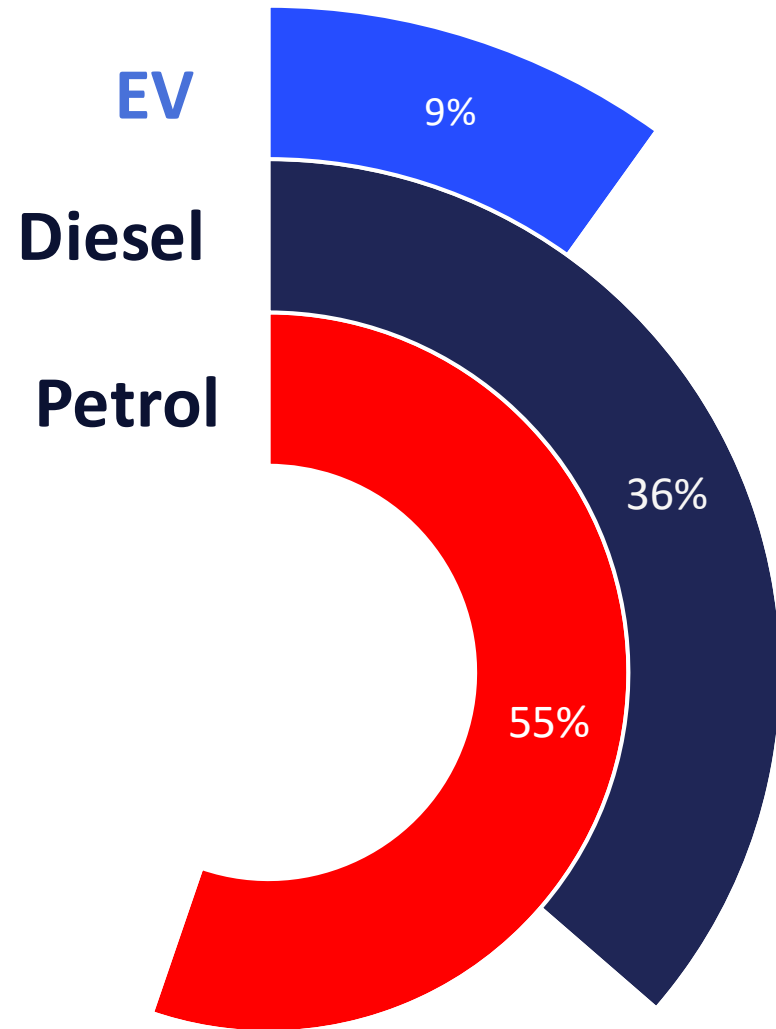
Nissan Qashqai top 3 competitors – 2024
Competitor share of audience on Autotrader



Nissan Qashqai top 3 competitors – Today
Competitor share of audience on Autotrader

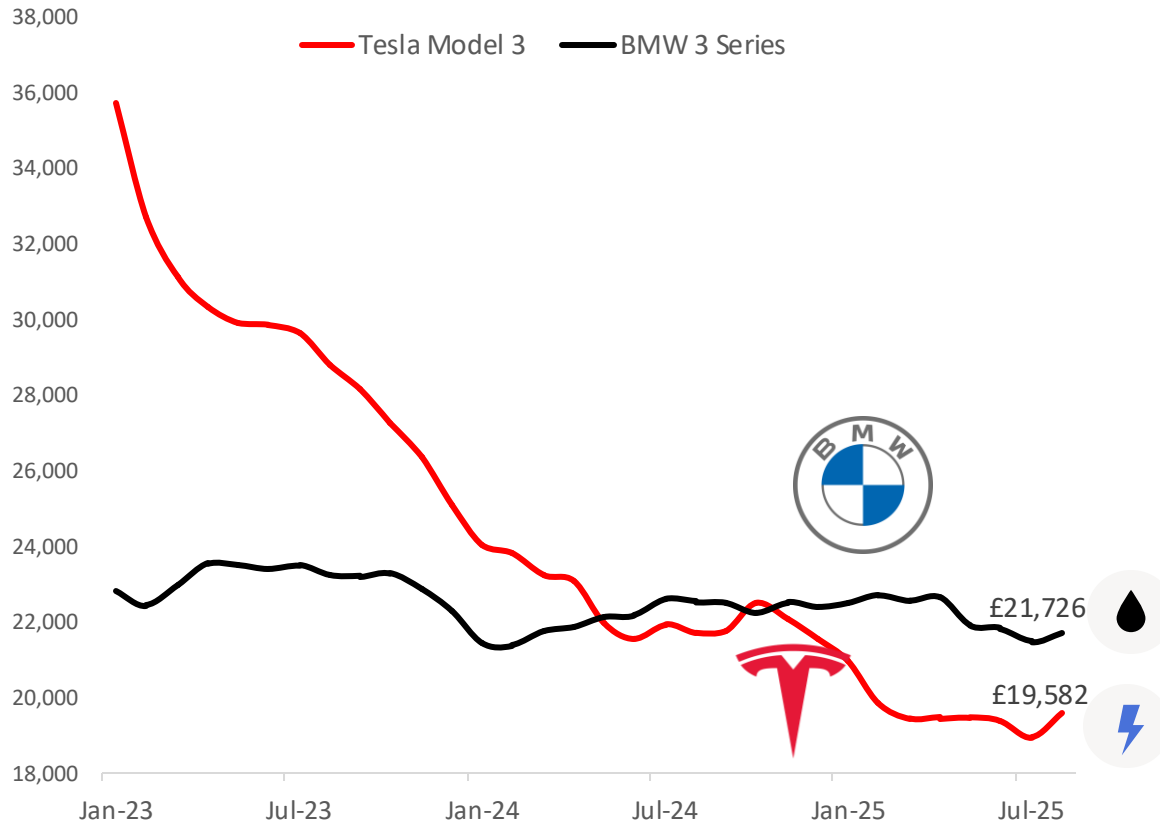


Consumers aren't actively searching for EVs — *they're mostly discovering them by chance*



Falling used EV prices are boosting their appeal to consumers

EV VS. ICE ADVERTISED PRICES
3-5 Year-Old cars. Average prices.



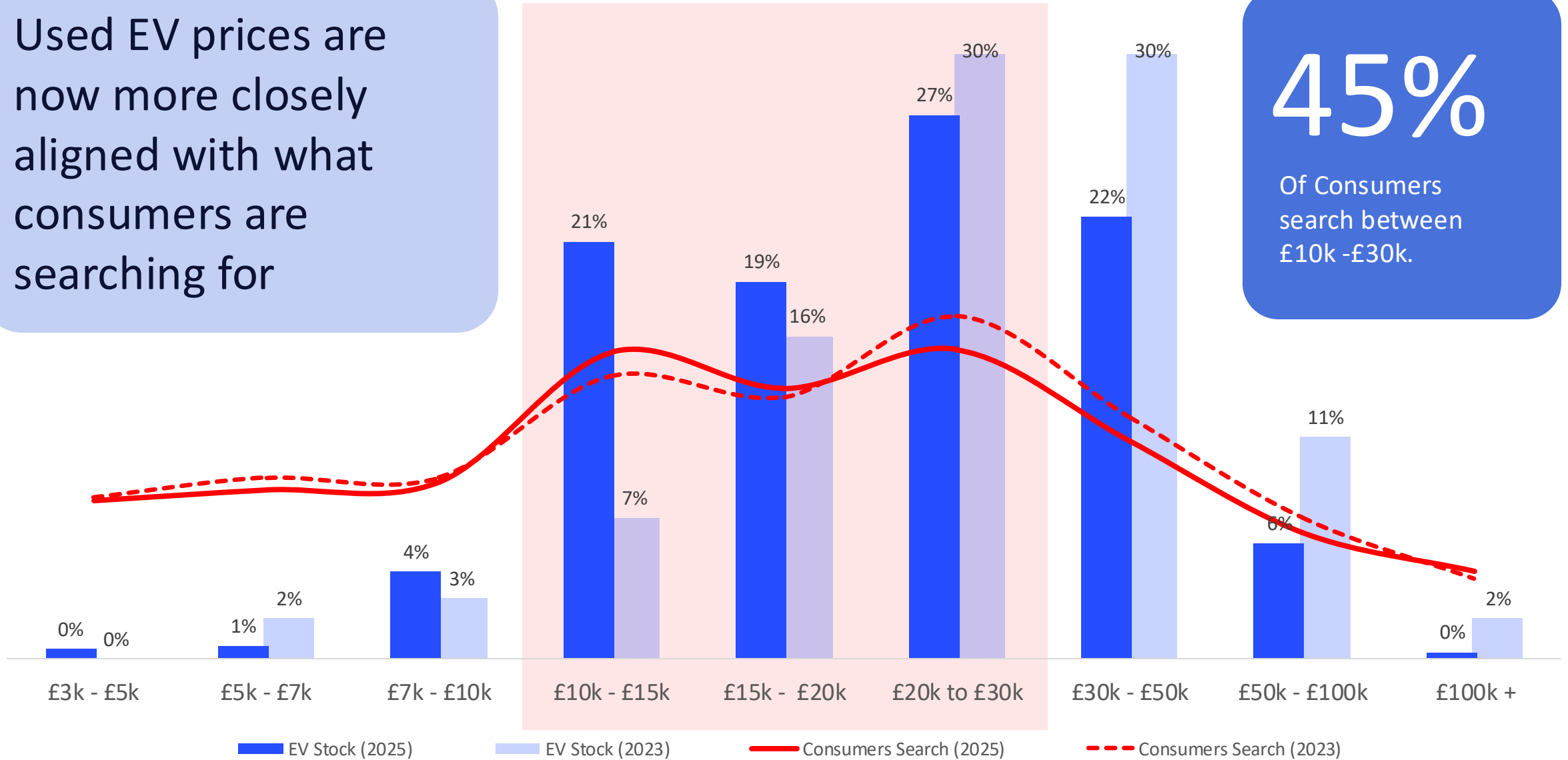
Top 10 USED EVs: % of Leads
0-5 Year old cars. Aug 2025

	Model	% Adverts	% Ad Views	% Leads
1	Model 3	5.1%	7.0%	12.5%
2	Model Y	3.9%	3.7%	6.0%
3	Leaf	3.5%	2.6%	4.2%
4	I-Pace	2.6%	3.4%	3.7%
5	Niro	2.6%	1.8%	3.6%
6	ID.3	3.1%	2.1%	2.8%
7	Taycan	2.0%	4.3%	2.7%
8	E-tron	2.2%	2.8%	2.5%
9	KONA	2.7%	1.7%	2.2%
10	ID.4	1.8%	1.6%	2.1%

Used EV prices are now more closely aligned with what consumers are searching for

45%

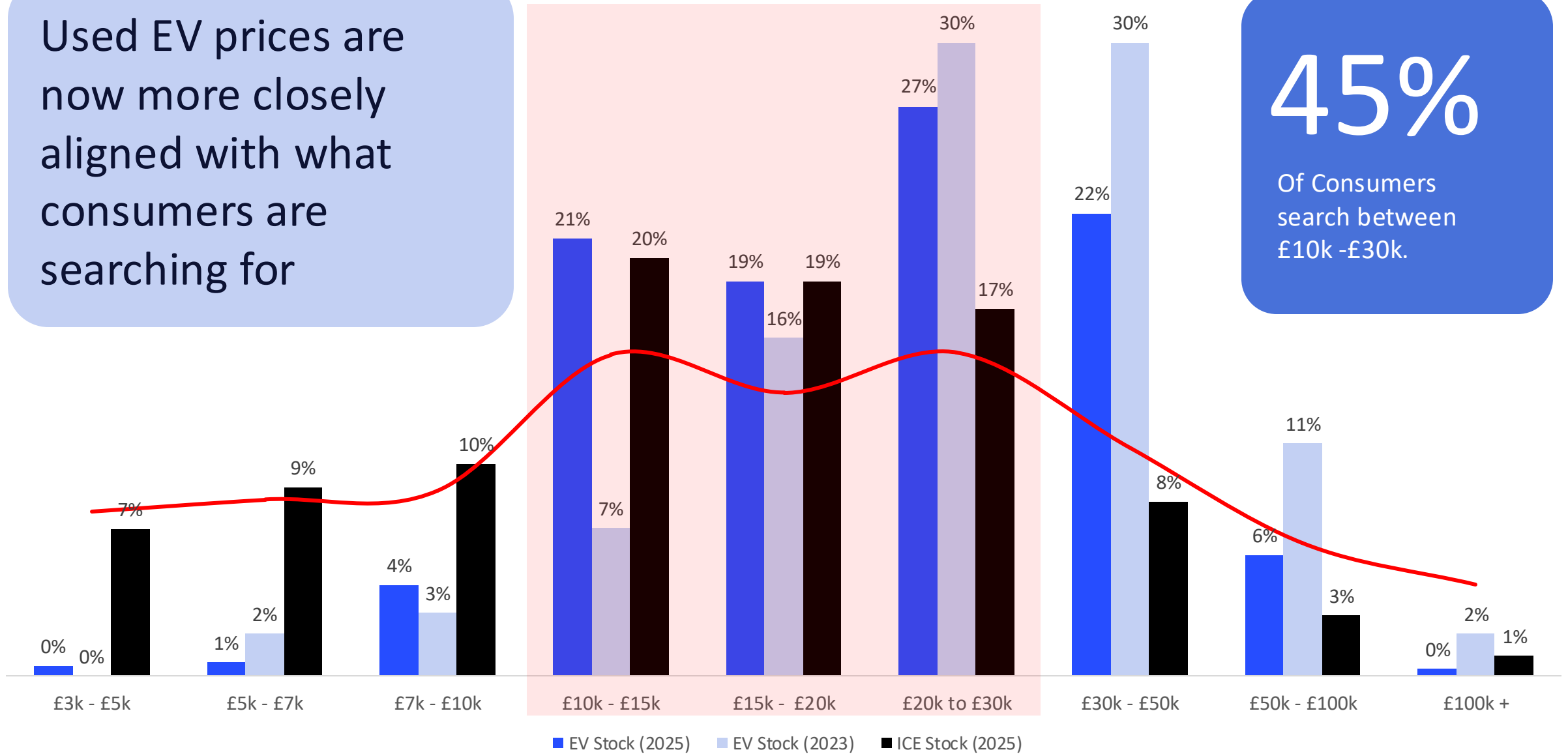
Of Consumers search between £10k -£30k.



Used EV prices are now more closely aligned with what consumers are searching for

45%

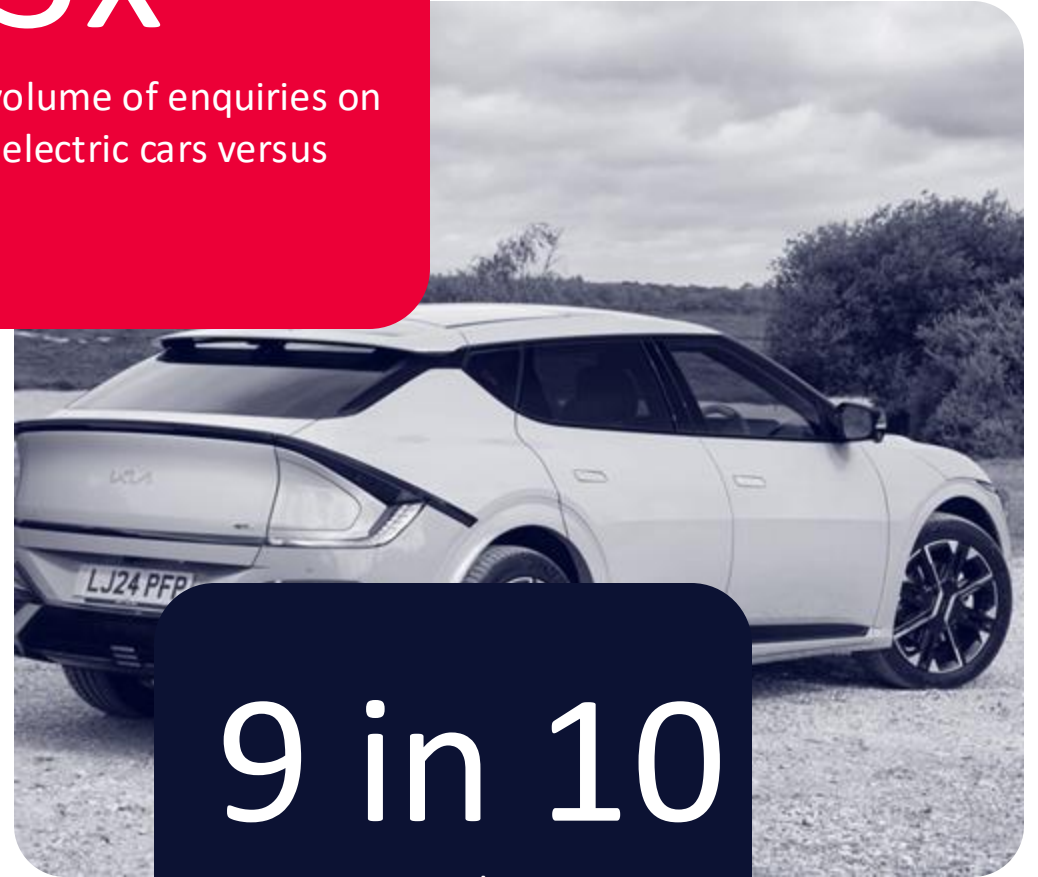
Of Consumers search between £10k -£30k.



This will be the last year when new EVs outsell used.

15x

The volume of enquiries on used electric cars versus new.

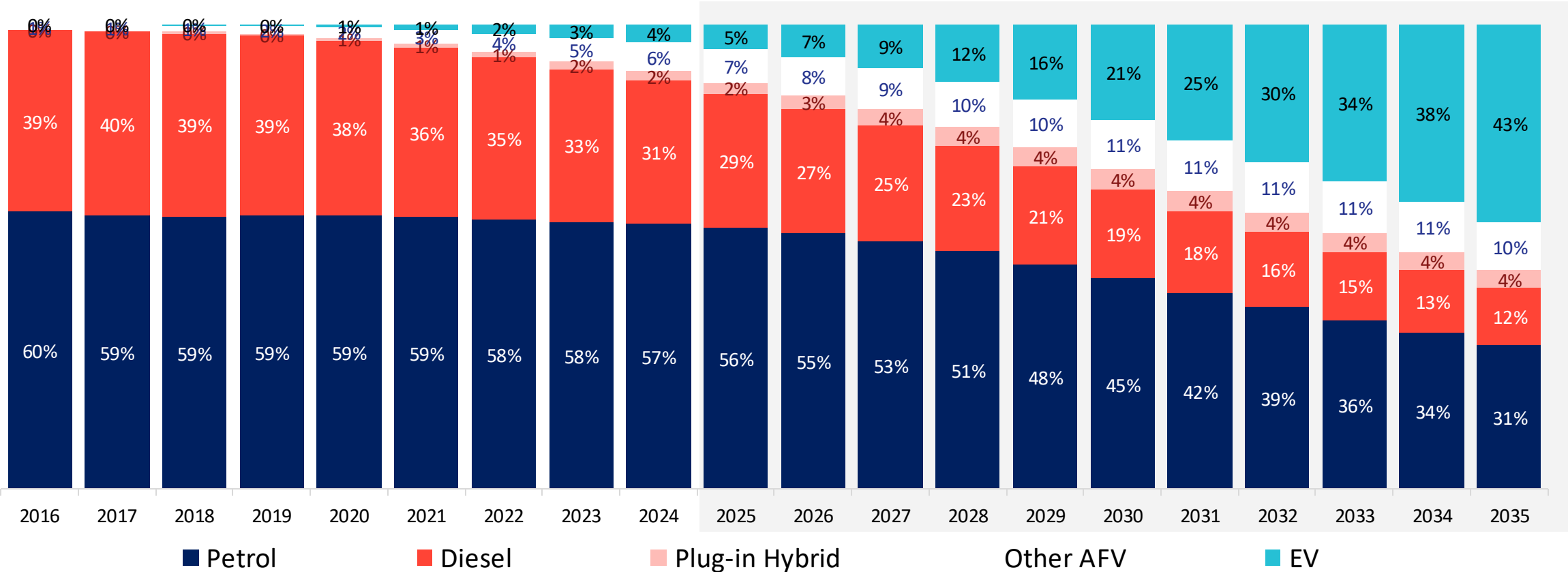


9 in 10

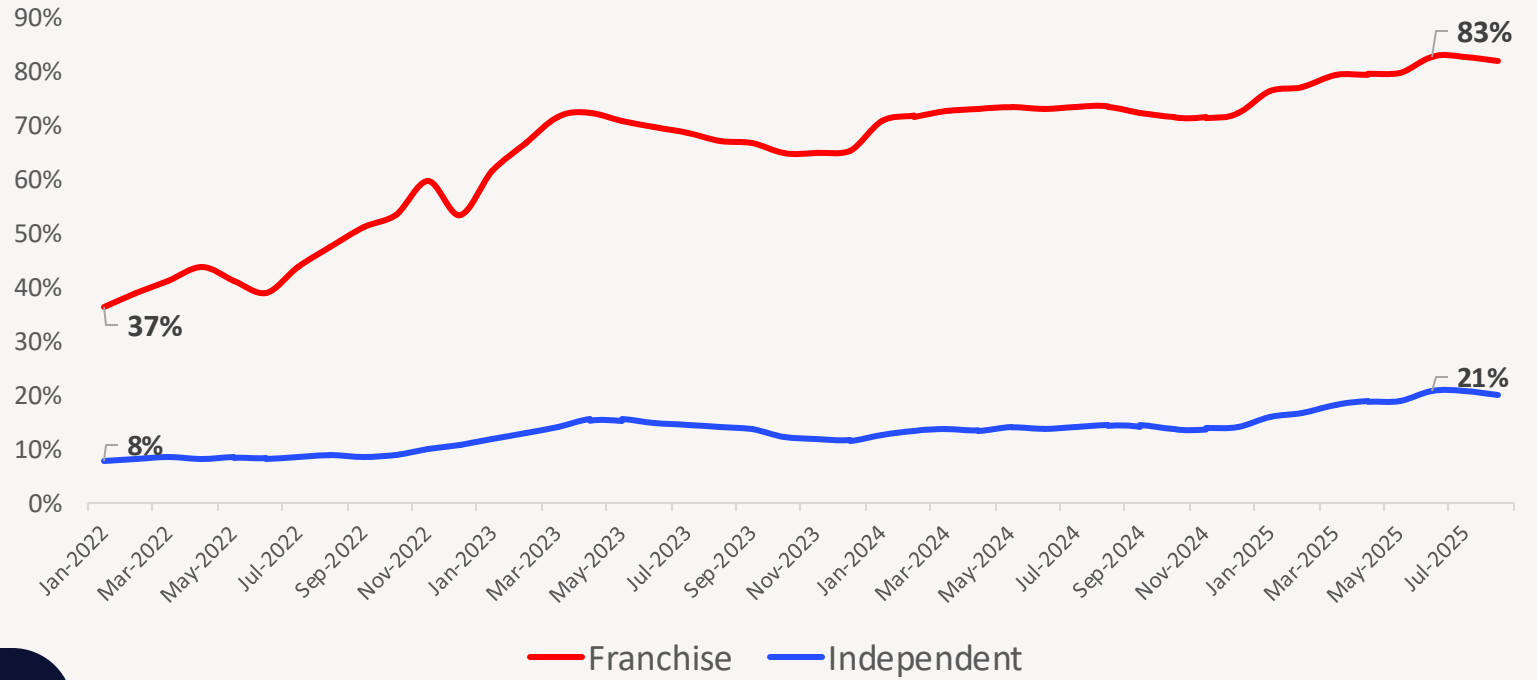
New EV considerers also look at used electric cars.

There will be almost 2m EV's on UK roads by the end of the year, increasing to over 8m over the next 5 years

NUMBER OF CARS ON THE ROAD BY FUEL TYPE
Licensed cars. Great Britain.



More than a third of retailers now advertise EVs, reflecting growing confidence in the sector.



More than

5,250

Retailers
advertised an EV
last month

More than

80%

Of Franchise
Retailers now
advertise EV's

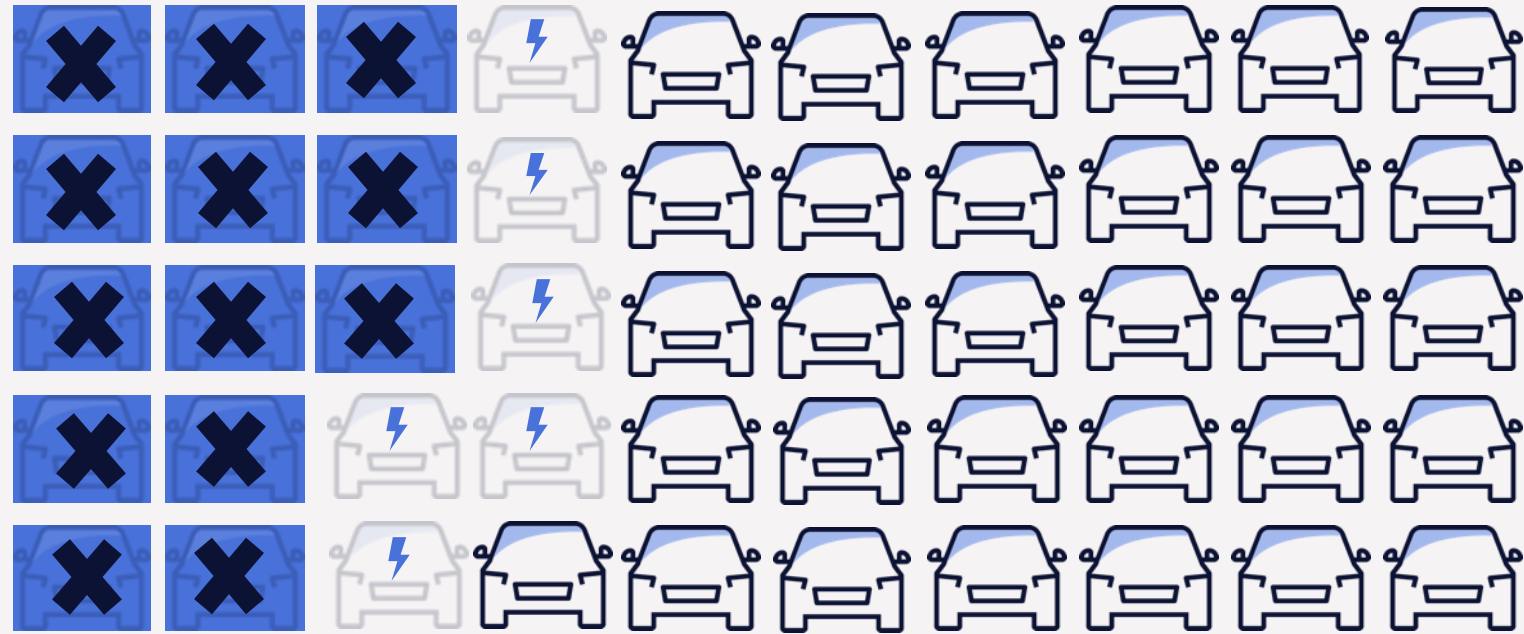
But, only

21%

of Independent
Retailers

The impact on a Retailers Forecourt

50



3m Lost

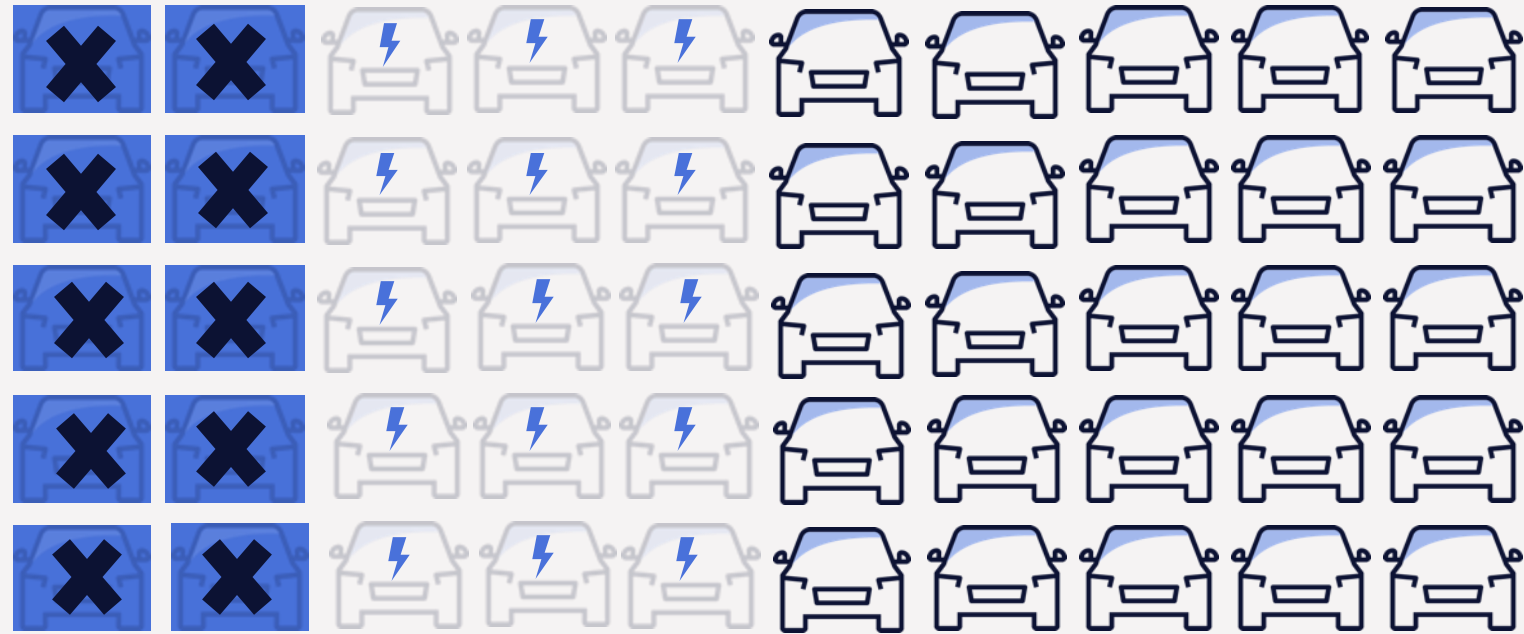
12% EV Mix

31

Today

The impact on a Retailers Forecourt

50



2m Lost

30% EV Mix

25

2027

An aerial photograph of a winding asphalt road through rolling green hills. The road curves from the bottom left towards the top right. A small, light-colored car is visible on the road. The landscape is lush green with some patches of brownish vegetation. The sky is dark and overcast.

Thank you