Market View

Used car market briefing: **September 2026**

New plates brought more cars to market and prices firmed again, as record fuel costs pushed buyers towards cheaper cars, hybrids and electric.

Every month, Cazoo analyses one of the UK's largest automotive marketplace datasets to identify the trends shaping the used car market. This briefing covers stock, pricing and buyer demand across the whole market, and what it means for independent, franchised and car supermarket dealers.

This month at a glance

Across all dealers

Stock
+1.3%
Stock per dealer, vs last month
58.9 cars on average, up 6.3% on last year.

Pricing
+0.4%
Average price, vs last month
Up to £17,484, a second rise in a row.

Demand
60%
of views go to cars under £10k
Even though they're only 36% of cars listed.

Electric & hybrid
11.8%
of all ad views
Nearly 1 in 8, the highest share on record.

Stock

Change in stock per dealer, vs last month

Overall
+1.3%
58.9 cars per dealer, up 6.3% on last year.

Car supermarkets
+0.8%
220.8 cars per dealer, up 7.2% on last year, the biggest annual rise.

Franchised
+2.1%
63.1 cars per dealer, the biggest monthly rise as new-plate part-exchanges arrived.

Independent
+0.8%
43.6 cars per dealer, the highest in over a year. Independents hold 56% of all cars for sale.

What it means: there are more cars around in every channel, with fewer diesels and more electric and hybrid cars coming through. Buy carefully and avoid overstocking.

Pricing

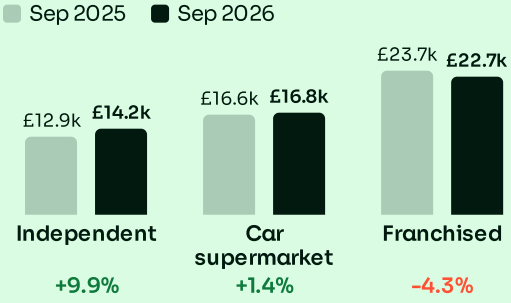
Overall
£17,484
Up 0.4% vs last month, and 0.9% down on last year.

Car supermarkets
£16,833
Up 0.6% vs last month and 1.4% on last year.

Franchised
£22,707
Up 0.9% vs last month, the biggest rise, but 4.3% lower than last year.

Independent
£14,186
Up 9.9% on last year, more than any other dealer type. Flat this month.

Average price by dealer type



+10.8%
Cars over 10 years old, vs last year
Now £7,704 on average. Cars under 2 years old are down 1.3%.

-0.7%
Diesel prices, vs last month
The only fuel type to fall, and 3.8% down on last year. Diesels are now under 30% of cars for sale.

+0.6%
Hybrid prices, vs last year
The only fuel type priced higher than a year ago.

What it means: prices are rising fastest on older, cheaper cars and holding up on hybrids. Nearly new cars and diesels are where values are softest.

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Demand

60% / 36%
Share of views vs share of cars listed, under £10k
Cars under £5k take 35% of views from 13% of listings.

27.6%
of views go to cars aged 10 to 14 years
From just 16.0% of cars for sale.

Ford, VW
Most-viewed brands
Ford gets 11.8% of views, Volkswagen 9.2%. Citroen (+31.3%) and Kia (+25.8%) gained most on last year.

3rd
VW Transporter van
Now the 3rd most-viewed vehicle, up from 43rd a year ago.

What it means: buyers care more about price and running costs than the badge. Affordable cars, mainstream brands and vans are drawing the most attention.

Electric & hybrid

4.3%
of ad views were for electric cars
Almost double last year's 2.4%. Hybrids rose from 5.8% to 7.5%.

7.6%
of cars for sale are electric
Up from 6.0% last year. Hybrids are 11.5% of cars for sale, up from 10.4%. Electric prices are up 0.4% vs last month to £24,393, and hybrids up 0.7% to £24,735.

Biggest price changes this month

Electric	▲ Hyundai IONIQ 5	+8.1%
	▼ BYD Seal	-4.7%
Hybrid	▲ Ford Kuga	+4.3%
	▼ Nissan Qashqai	-5.6%

What it means: high fuel costs have pushed interest in electric and hybrid cars to a new high. A small, well-priced selection can bring in new buyers.

Outside factors to watch

199.18p
Diesel per litre
UK average on 28 September, an all-time high.

350,518
New cars registered
In September, up 12.1% on last year.

-13
Consumer confidence
Best in over two years (GfK), but more people plan to save than spend.

28 Oct
Budget day
Will decide when the temporary 5p cut in fuel duty ends.

What this means for your dealership

Independent

- **Keep buying older, cheaper stock.** This is where demand and price rises are strongest.
- **Don't bank on further price rises.** Yours were flat this month while stock rose.
- **Pay less for diesels.** Diesel prices are falling, so allow for that when you buy.

Franchised

- **Prices are recovering, slowly.** Up 0.9% this month, but still 4.3% down on last year.
- **Price part-exchanges sharply.** Cars under 2 years old are down 1.3% on last year.
- **Lead with nearly new hybrids and electric.** Buyers are looking to cut running costs.

Car supermarkets

- **You hold the most stock.** With more cars everywhere, watch ageing stock closely.
- **Pricing is steady.** Up 0.6% this month and 1.4% on last year.
- **Keep budget cars up front.** Cars under £10k take 60% of all views.

Watch out: stock is up 6.3% on last year while more buyers plan to save, so prices could come under pressure.

Source: Cazoo Market View, powered by Motors.co.uk data, September 2026. Wider market: SMMT, RAC, GfK. Share of stock by dealer type is the July to September 2026 average. Motors.co.uk Limited (trading as Cazoo), registered in England and Wales with number 05975777, 27 Old Gloucester Street, London, WC1N 3AX, UK. © Copyright 2000-2026 Motors.co.uk Limited (trading as Cazoo). All rights reserved. VAT No. GB 345 7692 64.