Market View

Used car market briefing: **October 2026**

New-car deals pulled nearly-new prices down in October, while older, cheaper cars held their value and interest in electric and hybrid cars hit a new high.

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
+4.4%
Stock per dealer, vs last month
58.3 cars on average, up 1.6% on last year.

Pricing
–0.3%
Average price, vs last month
Down to £17,432, ending two months of rises. 2.3% lower than last year.

Demand
61%
of views go to cars under £10k
Even though they're only 35% of cars listed.

Electric & hybrid
12.8%
of all ad views
Another record high, up from 7.7% a year ago.

Stock

Change in stock per dealer, vs last month

Overall
+4.4%
58.3 cars per dealer, up 1.6% on last year.

Car supermarkets
+5.4%
211.9 cars per dealer, 0.6% fewer than last year.

Franchised
+6.6%
64.6 cars per dealer, the biggest monthly rise, as plate-change part-exchanges arrived.

Independent
+2.0%
42.1 cars per dealer, the highest in over a year. Up 3.7% on last year, more than any other dealer type.

WHAT IT MEANS Every type of dealer has more cars to sell after the plate change. The number of hybrids for sale rose 13.3% to a record 12.6% of cars listed, while there are 6.9% fewer diesels than a year ago.

Pricing

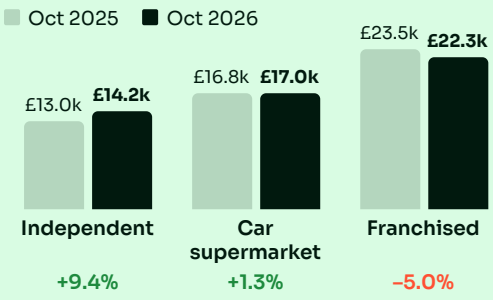
Overall
£17,432
Down 0.3% vs last month, and 2.3% lower than last year.

Car supermarkets
£17,045
Up 1.1% vs last month, the biggest rise, and 1.3% on last year.

Franchised
£22,307
Down 1.6% vs last month, and 5.0% lower than last year.

Independent
£14,214
Up 0.2% vs last month, and 9.4% on last year, more than any other dealer type.

Average price by dealer type



–1.9%
Cars under 2 years old, vs last month
New-car discounts are pulling nearly-new values down. They're now 2.2% lower than last year.

+10.3%
Cars over 10 years old, vs last year
Now £7,795 on average, up again this month (+1.0%).

+1.1%
Diesel prices, vs last month
Up after falling in September, though still 2.3% lower than last year.

–0.9%
Hybrid prices, vs last month
The only fuel type to fall this month. Every fuel type is now priced lower than a year ago.

WHAT IT MEANS Price falls are at the young end of the market, where used cars compete with new-car deals. Older, cheaper cars are still holding their value.

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Demand

61% / 35%

Views vs cars listed, under £10k

Cars under £5k take 38% of views from 14% of listings.

Ford, VW

Most-viewed brands

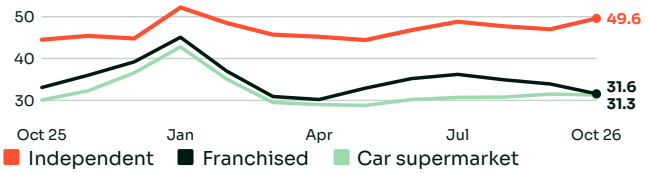
Ford gets 11.5% of views, VW 8.9%. Hyundai (+33.7%) and Honda (+19.8%) gained most on last year.

Days to sell

Average days to sell by dealer type

40.2

days on average, from 39.7



Cars priced £20k to £40k sell fastest, at **34.6 days**. Franchised dealers sped up to 31.6 days, from 33.9 in September.

WHAT IT MEANS Buyers still want value, and mainstream brands are gaining attention. Peugeot (+19.4%) and Kia (+18.8%) also got a bigger share of views than last year.

Electric & hybrid

+2.2%

Electric car prices, vs last month

Up to £24,932, the biggest rise of any fuel type, and now just 0.9% lower than last year.

32.3 days

to sell an electric car, the fastest of any fuel type

Hybrids took 32.8 days, against 40.2 for all cars.

Biggest price changes this month

Cars 2 years and older

Electric	▲ Nissan Ariya	2–3 yrs	**+4.6%**
	▼ BMW iX3	3–4 yrs	**–1.8%**
Hybrid	▲ Hyundai Kona	3–4 yrs	**+5.4%**
	▼ Nissan Qashqai	2–3 yrs	**–4.2%**

WHAT IT MEANS Interest in electric and hybrid cars is at a new high, they're selling faster than the average car, and electric prices are firming.

Outside factors to watch

200.01p

Diesel per litre

UK average on 2 October, the first time over £2 (RAC).

–24

Consumer confidence

GfK's October score. Value-minded buyers favour affordable cars.

Jul 2027

Fuel duty cut extended

The 28 October Budget kept the 5p cut and cancelled planned rises.

4%

Bank of England rate

Raised from 3.75% on 5 November, as inflation rises.

What this could mean for your dealership

Independent

- **Prices are holding firm.** Up 0.2% this month and 9.4% on last year, the most of any dealer type.
- **Sales picked up.** 5.9% more cars sold than in September.
- **Diesel demand is outpacing supply.** Diesels get 35.5% of views from 26.6% of listings.

Franchised

- **Stock is building after the plate change.** Up 6.6% this month, the biggest rise of any dealer type.
- **Cars are selling faster.** 31.6 days on average, down from 33.9 in September.
- **More nearly-new hybrids for sale.** Hybrids under 2 years old for sale rose 29.8% this month.

Car supermarkets

- **Prices rose the most this month.** Up 1.1%, and 1.3% on last year.
- **Sales are well up on last year.** Sold volumes were 18.6% higher than a year ago.
- **Budget cars get the most views.** Cars under £10k take 61% of all views.

Worth noting: days to sell rises over winter, peaking in January as cars that sat through the quieter November–December period finally sell. Last winter it was back to normal by March. Reviewing stock and pricing before the new year can help limit the build-up.

Source: Cazoo Market View, powered by Motors.co.uk data, October 2026. Wider market: RAC, GfK, SMMT, Bank of England, HM Treasury (Autumn Budget 2026). 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.