

AutoTrader

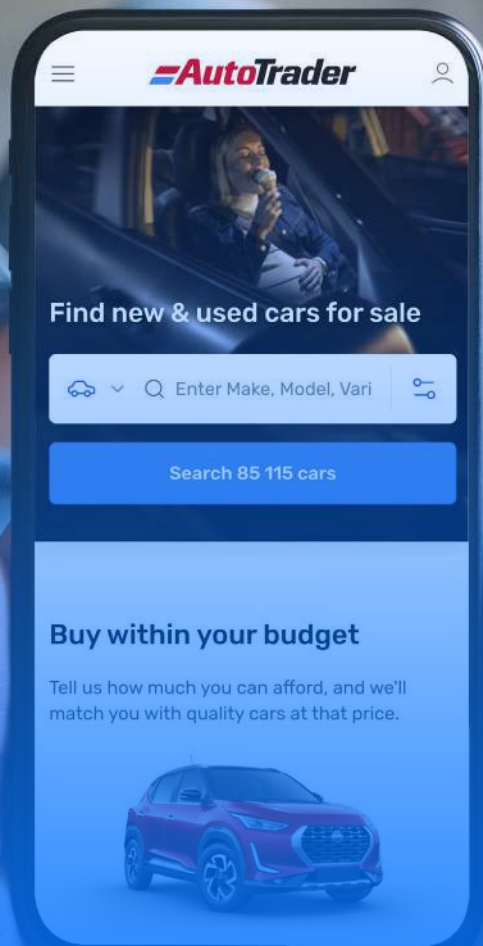


CAR
**INDUSTRY
REPORT**

Annual Report
January - December 2025

CONTENTS

1. INTRODUCTION	5
2. MARKET INDICATORS	12
3. DEMAND	17
4. INTENT	24
5. OEM SPOTLIGHT & USED CAR SALES	28
6. SUPPLY	39
7. NEW-ENERGY VEHICLE ADOPTION	42



About *AutoTrader*

SA's No.1 trusted motoring marketplace

With over 34 years of history, AutoTrader is the largest and most technologically advanced motoring marketplace in South Africa. Our platform provides unrivalled insights into local car shopping trends through live market data.

Our unique data has created a dynamic online marketplace that connects buyers and sellers, bridging the gap between offline and online transactions.



INTRODUCING AutoTrader Intelligence

Vehicle Highlights reveals what makes each car special - from amazing fuel economy to low emissions and exceptional performance. No more guessing games, just clear AI-powered insights.

Better fuel economy ^

Faster acceleration ^

Lower number of owners ^

Consumer Recommendations learns your individual preferences and serve up cars that actually suit YOUR lifestyle, budget, and needs. Say goodbye to endless scrolling through irrelevant listings.

Recommended for you

Three car listings are shown. The first is a 2022 Mercedes-Benz C-Class with a 'No Rating' tag and a price of R11 453 p/m. The second is a 2022 Mercedes-Benz C-Class with a 'Great Price' tag and a price of R11 453 p/m. The third is a 2022 Mercedes-Benz C-Class with a 'High Price' tag and a price of R11 453 p/m.

Image Management analyses and classifies each photo as it's uploaded, automatically identifying exterior, interior, engine, and many other shots and suggesting shots that are missing. It then suggests the best order based on what buyers are engaging with most - in real time. The result is a more visually compelling listing that drives more interest and faster sales.

AutoTrader Intelligence recommends the following images be uploaded: Steering Wheel Infotainment

Order Images [Optimise your image order](#)

Seller Comments transforms the way listings are created. Using generative AI, it instantly writes a clear, professional description using the details already supplied in a listing, from make and model to variant, mileage, colour, and a lot more. What once took up to 12 minutes can now be done in three seconds, saving dealers thousands of hours in admin time. Each comment can be edited, regenerated, or rewritten, giving dealers complete control while dramatically speeding up the process.

Generate [Generate your Seller Comments with AutoTrader Intelligence](#)

Dealer Insights provides real-time visibility into live market shifts, showing demand, supply, and pricing trends per listing.

Dealers can instantly see whether a car is in high demand, needs a price adjustment, or is better to move quickly, all without needing to dive into spreadsheets or complex dashboards.

"The **Rate of Sale** for the BMW M4 Coupe Auto is on the rise, up 36.36% in the past 16 days. This indicates an increase in market demand and presents a strong pricing opportunity." [Click here to edit your price.](#)

"The **Market Day Supply** for the BMW M4 Coupe Auto has fallen by 37.80% from 45.5 days to 28.3 days in the past 16 days. This signals a tightening of supply for this specific vehicle, further indicating a pricing opportunity." [Click here to edit your price.](#)

INTRODUCTION

About the Study

The 2025 AutoTrader Annual Car Industry Report represents the 20th comprehensive analysis, offering insights into car shoppers' purchasing behaviours. This year's report focuses on the performance of the used car market.

This study covers the full 2025 calendar and examines over 20 automotive brands, highlighting the industry's competitiveness.



FAST FACTS

January - December 2025



FOREWORD

GEORGE MIENIE

AutoTrader CEO



The South African automotive market did not drift through 2025. Both consumer buyers and car sellers (dealers) reshaped themselves under pressure and emerged more disciplined, more data driven, and more value aligned than ever before.

Against a backdrop of interest rate shifts, inflation pressure and global supply changes,



one thing became unmistakably clear, the modern South African car buyer has evolved. This is no longer a brand driven market. It is a value driven one.

Across 649 million searches and 439 million advert views on AutoTrader, we are witnessing more than just online activity. We are witnessing sophisticated behavioural change in both buyers and sellers. Consumers are researching more, comparing longer, and entering dealerships armed with acute context. Casual browsing has given way to calculated decision making.

The used car market generated R160.1 billion in sales in 2025, with 383,410 units sold. Compact hatchbacks are moving in under 30 days. Stock velocity is no longer a theoretical metric. It is a competitive advantage for dealers. Smart dealers aligned using demand, supply, brand and pricing transparency to their advantage, which is being rewarded with faster stock turnover, better price to market and stronger cash flows.

Affordability now defines consumer aspiration and the price to value delta shift is real.



This is very evident with Chinese manufacturers who have capitalised on the perceived price to value delta. Searches for Chinese brands increased by 48%, enquiries rose 74%, and sales climbed 49%. They are not competing on heritage. They are competing on by aligning perceived value, specification depth, to pricing. The South African buyer is responding accordingly.

At the same time, the New Energy Vehicle (NEV) segment accelerated sharply. NEV sales increased by 73% year-on-year, with hybrid vehicles accounting for 85% of all sold NEVs. This signals again consumer pragmatism. Consumers are embracing efficiency, but they are doing so rationally with total cost of ownership.

What does the data tell us when we connect the full funnel?

- Search reveals curiosity.
- Advert views reflect preference as a leading indicator of demand.
- Enquiries indicate intent.
- Sales confirm alignment to the value delta.

When these four layers converge, we see a buyer who is informed, financially aware and very decisive before they even walk onto a showroom floor. Price to value alignment now speaks louder than brand prestige. Online transparency is no longer optional. It is fundamental to a dealership's business and future.

This year also marks a defining step in AutoTrader's evolution.

AutoTrader Intelligence represents the convergence of 34 years of marketplace expertise with applied artificial intelligence. From intelligent vehicle highlights and

personalised recommendations for consumers, to automated professional descriptions and real time dealer insights, we are embedding AI directly into the buying and selling experience. Not as a feature. But as part of the infrastructure. Our data engines are now well established and we are only getting started.

We are not adopting AI to follow a trend. We are embedding it to remove friction, speed up both buyer and seller decision making, and make complexity disappear for both dealers and consumers.

This report is more than a review of the year. It is a strategic lens into where the market is moving next.

In a landscape now defined by speed and transparency, success will not belong to those who guess correctly. It will belong to those who act on insight and data, align with demand, and execute with analytical discipline.

The data is clear.

This shift is real.

The opportunity belongs to those prepared to move with it.



INDUSTRY COMMENTARY

AutoTrader aims to provide the automotive industry with relevant market intelligence that supports business growth. This issue includes sections on market changes, electric vehicles, and used car sales trends to help traders and consumers make well-informed decisions amid evolving market shifts.

“

Francois Heyns | Lead and Marketing Manager | AutoCity Group

AutoTrader data helps us understand the customer journey better.

”

“

Angelo Nefdt | Used Car Sales Manager | Jaguar Land Rover Constantiaberg

It's important to know the different trends in the market. I'd like to use these levers to drive profitability and turn my stock around quicker.

”

“

Shamita Moodley | Group Marketing | AutoCity Group

I get a clear view of what the customer sees and hence we are able to plan better what we would like the customers to receive. Data from AutoTrader makes us restructure our strategies.

”

AUTOTRADER CONVERSION FUNNEL

The AutoTrader Conversion Funnel is a marketing model designed to guide potential car buyers through the car-purchasing process. It is structured into four key phases:

Searches

This phase is often referred to as Consumer Consideration. It highlights consumer interest in various vehicles and serves as a barometer for vehicle popularity.

Advert Views

Also called Consumer Demand, highlights the preference for specific cars, segments, and other features. This information is pivotal for benchmarking and comparing brands, models, and variants.

Enquiries

Consumer Intent is tracked by understanding a consumer's enquiry about a specific vehicle following an advert view. It provides insight into the final decision-making stage of the consumer before purchase and highlights which cars are close to being purchased.

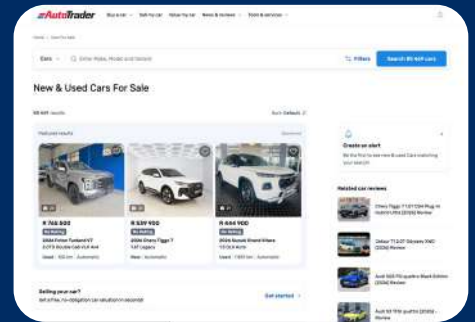
Used Car Sales

Recently re-integrated into our market analysis after years of data cleansing and methodology optimisation, the Used Car Sales data originates from our extensive network of dealerships and reflects vehicle sales listed on our platform. This addition provides insight into the final steps of the customer's used car buying journey.



AUTOTRADER CONVERSION FUNNEL

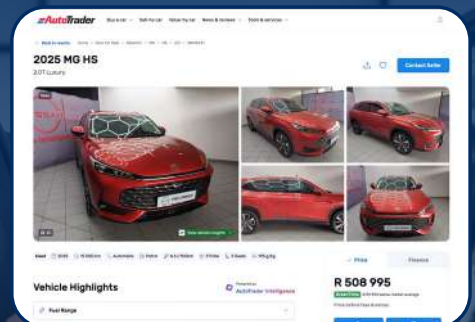
1. Consideration



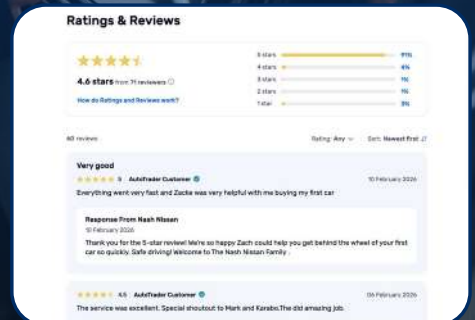
2. Demand



3. Intent



4. Sales



A photograph of three people standing next to a red car. On the right, a man in a blue suit jacket and white shirt holds a white document and looks towards the other two people. In the center, a man in a blue t-shirt and dark pants looks at the document. On the left, a woman in a colorful patterned top and dark pants looks towards the man in the suit. The background shows a building with large windows and a dark overhang. The entire image has a blue tint.

MARKET INDICATORS

This section dissects both local and global macroeconomic factors that impact the South African automotive market. The findings in this report are drawn from data collected from January to December 2025.

South African Automotive Market Full-Year Review

Following four interest rate cuts in 2025, implemented in January, May, July and November, totalling 100 basis points, borrowing costs declined significantly, providing substantial relief to consumers. These monetary policy adjustments directly supported used-car market performance, with sales growing robustly from January to December 2025 compared to the previous year. A total of 383,410 used vehicles sold generated R160.1 billion in total sales, representing a +7% increase compared to 2024.

Consumer behaviour analysis reveals entrenched preferences for affordability, reliability, and practical utility. While established leaders like the Ford Ranger, Volkswagen Polo Vivo, and Toyota Hilux maintained their sales dominance, reduced financing costs accelerated demand for smaller, economical vehicles. The surge in popularity of compact hatchbacks, led by models like the Suzuki Swift and Toyota Starlet, demonstrates a pronounced shift toward affordable,

fuel-efficient solutions. Similarly, versatile crossovers, including the Toyota Corolla Cross, gained significant traction, offering practical transportation that balances lifestyle requirements with budget constraints.

Pricing dynamics reflected broader market health, with the average second-hand car price increasing by +3% to R417,584 in 2025 compared to the previous year. The average model year advanced from 2019 to 2020, yet vehicle age remained consistent at 5 years, confirming sustained consumer preference for relatively young, affordable used cars that deliver optimal value.

Market performance throughout 2025 reinforced buyers' commitment to reliable, budget-conscious vehicles that fulfil essential transportation needs while respecting financial boundaries. This disciplined purchasing approach continues to drive sustainable market growth.

Chinese Automotive Market Capitalisation

The South African automobile market reached an inflexion point in 2025, as Chinese automakers accelerated their disruption of established hierarchies and consumers demonstrated unprecedented sophistication in their purchasing decisions.

The modern South African car buyer has evolved into a value maximiser—demanding exceptional technology, comfort, and aesthetics at accessible price points, fundamentally rewriting the rules of automotive retail success.

Among all the market players in 2025, Chinese brands are gaining notable traction, challenging established competitors. In the last year, key activities include:

1. Chinese Market Growth:

Searches for Chinese vehicles surged by















+48%, led by brands such as LDV, MG, GAC, BYD, and Jetour, which saw increased interest.

2. Advert Views & Enquiries:

Consumer Advert Views (CAVs) for Chinese vehicles are up +86% and Enquiries are up +74%.

3. Sales Impact:

While overall sales were up +7%, Chinese ICE vehicle sales were up +49%, while hybrid sales increased by +20%, with the GMW Tank 300 entering the top 10 most sold hybrid vehicles, while the BYD Dolphin secured a position in the top 10 BEV sales rankings.

	Brands	YoY Search	YoY Views	YoY Enquiries	YoY Sales
	Haval	17%	56%	40%	25%
	Chery	11%	43%	52%	61%
	GWM	48%	68%	53%	21%
	OMODA	58%	100%	131%	80%
	BAIC	47%	38%	65%	73%
	Jaecoo	94%	90%	190%	239%
	JAC	-70%	54%	88%	51%
	BYD	210%	597%	1 184%	653%
	Jetour	161%	488%	1 044%	3 456%
	LDV	1 824%	76%	185%	230%
	GAC	370%	501%	913%	4 275%
	MG	561%	1 504%	681%	2 750%

Consumer Car Shopping Index

To fully comprehend market dynamics, various consumer-based measures can be examined. The two primary factors are the link between used car prices and inflation, and the spending power of South African consumers.

AutoTrader continuously monitors these metrics and has introduced Stock Velocity and inventory management metrics, such as Time-to-Sell, to assist dealerships in understanding their business's pulse.



AutoTrader Retail Price Index (RPI) & Consumer Price Index (CPI)

Used-car dealerships across South Africa have successfully adapted to inflation pressures, having navigated 2025 with confidence and optimism.

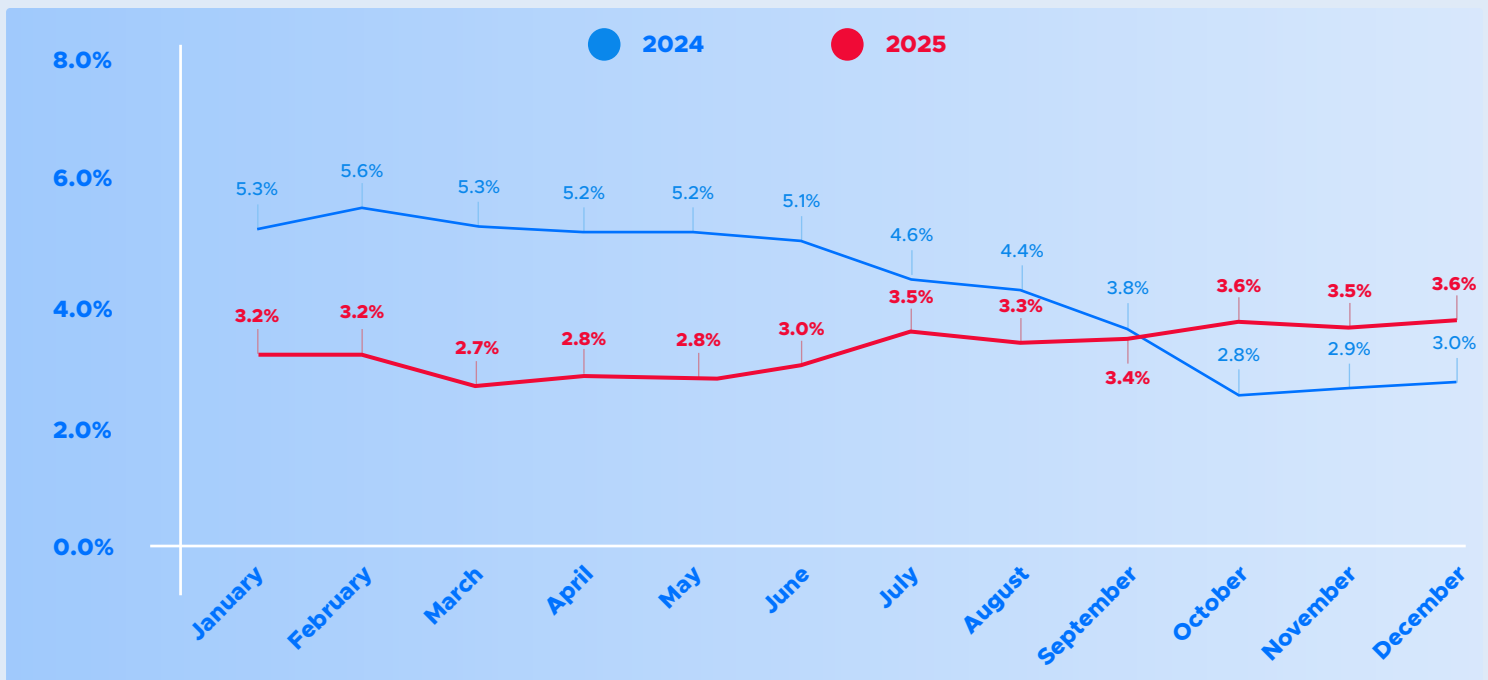
Throughout the year, the South African economy has shifted, providing consumers with some relief. The full year of 2025, CPI in South Africa averaged 3.2%. With a YoY decrease in CPI, consumers experienced some relief at the pumps, driving an uptick in sales of both new and used passenger vehicles during 2025.

The average Retail Price Index (RPI) was 2.6% in the first half of 2025, rising to 3.6% in the second half, highlighting that used-car price inflation remains in line with general market inflation rates.

AutoTrader Retail Price Index



South African Monthly CPI



Stock Velocity and ‘Time to Sell’ Metrics

Stock Velocity indicates how rapidly vehicles are sold within a set period. This metric directly influences a dealership’s ability to turn over stock and manage cash flow in the used car market. Faster Stock Velocity means cars sell quicker, reducing the time they remain on the dealership floor, lowering costs, and boosting profit throughput.

High Stock Velocity ensures dealership stock stays current and in line with demand. How quickly cars are moved onto and off the showroom floor depends on several factors, including pricing, brand popularity, and market conditions.

AutoTrader found that dealerships that regularly tracked their stock velocity data and made inventory adjustments could balance supply and demand and achieve faster churn. The average time to sell a used car on AutoTrader was 36 days in 2025.

Time to Sell





DEMAND

This section provides insights into car shopping demand's leading and lagging indicators: Searches and Advert Views.

Searches



In 2025, over 649 million searches were conducted. This equates to more than 21 consumer searches occurring every second on AutoTrader.

BMW reclaimed its position as the most searched-for brand after losing the top spot in 2024 to Volkswagen. The Bavarian-based brand had over 76 million searches across its models, closely followed by Volkswagen, with nearly 75 million.

The Volkswagen Polo emerged as the most searched-for model, overtaking the Toyota Hilux, which held the position in 2024. The Ford Ranger maintains its strong position in the top three most-searched for models.

The Volkswagen Golf GTI retains its crown as the most searched variant, demonstrating sustained consumer interest in performance-focused vehicles.

Top 10 Most-Searched Brands

Top Brands		Rank Change
	BMW 76 080 931	+1 
	Volkswagen 74 987 959	-1 
	Toyota 69 838 789	0
	Mercedes-Benz 61 807 587	0
	Ford 36 314 587	0
	Audi 35 005 653	0
	Hyundai 17 472 752	0
	Suzuki 15 935 037	+1 
	Land Rover 14 328 229	-1 
	Porsche 13 948 965	New Entrant



Top 10 Most-Searched Models

	Top Models	Searches	Rank Change
1	 Volkswagen Polo	13 998 760	+1 
2	 Toyota Hilux	11 787 671	-1 
3	 Ford Ranger	8 149 323	0
4	 Volkswagen Polo Vivo	5 744 924	+2 
5	 Volkswagen Golf	5 721 346	-1 
6	 BMW 3 Series	5 629 514	-1 
7	 BMW M3	5 555 057	0
8	 BMW M4	4 845 353	New Entrant
9	 Toyota Fortuner	4 535 656	0
10	 Mercedes-Benz C-Class	4 424 463	-2 

Top 10 Most-Searched Variants

	Top Variants	Searches	Rank Change
1	Volkswagen Golf GTI	7 014 500	0
2	Volkswagen Golf R	5 513 917	0
3	Volkswagen Polo GTI	5 347 612	0
4	Volkswagen Polo 1.0 TSI	4 785 356	0
5	Toyota Hilux 2.8GD-6	4 287 977	0
6	Ford Ranger Wildtrak	3 968 903	0
7	Ford Ranger Raptor	3 452 701	New Entrant
8	Audi RS3 2.5	2 656 279	New Entrant
9	BMW 3 Series 320d	2 538 340	-1 
10	Mercedes-AMG C-Class C63	2 507 435	-3 



BMW reclaimed its position as the most searched-for brand.



Porsche experienced the most significant rise in searches, with a

95% YoY increase

The top 3 brands account for **44%** of all searches on AutoTrader

There was 1 new entrant in the top 10 most searched models: **BMW M4**



The top 10 most-searched brands make up over

64% of all searches

There were 2 new entrants in the top 10 most searched variants:
The Audi RS3 | Ford Ranger Raptor



Advert Views

In 2025, 439 million Consumer Advert Views (CAVs) were recorded, reflecting a 13% increase compared to the previous year. With over 66 million ad views, BMW is still the most viewed brand in South Africa. All brands in the top 10 most-viewed rank achieved more than 14% year-on-year growth, with Suzuki recording the highest increase at 188%. At a model level, the Volkswagen Polo captured the most attention from car shoppers, with over 18 million advert views.

Top 10 Most-Viewed Brands

	BMW	66 346 425
	Volkswagen	60 217 156
	Toyota	48 220 423
	Mercedes-Benz	48 176 525
	Ford	27 757 596
	Audi	26 939 214
	Hyundai	12 091 376
	Land Rover	11 958 704
	Porsche	11 143 804
	Suzuki	10 280 438



Top 10 Most-Viewed Models

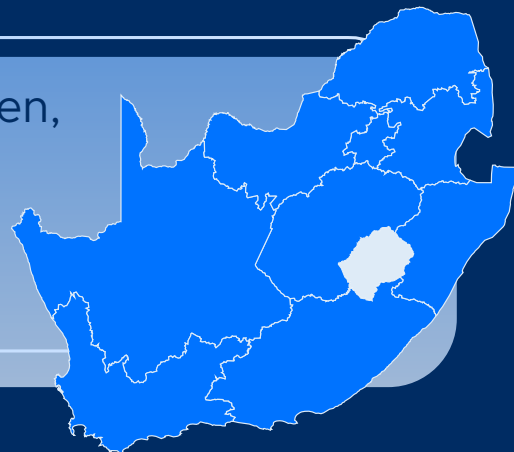
		Top Models	Advert Views	Rank Change
1		Volkswagen Polo	18 051 597	0
2		Ford Ranger	15 644 964	0
3		Toyota Hilux	14 654 174	+2 
4		Volkswagen Golf	14 423 079	-1 
5		BMW 3 Series	14 139 927	-1 
6		Mercedes-Benz C-Class	9 460 868	0
7		Volkswagen Polo Vivo	7 836 201	0
8		BMW 1 Series	6 033 319	0
9		BMW X5	5 129 907	+1 
10		BMW M3	5 026 633	New Entrant

Top 10 Most-Viewed Variants

	Top Variants	Advert Views	Rank Change
1	Volkswagen Polo 1.0 TSI	15 566 092	0
2	Toyota Hilux 2.8GD-6	7 559 647	1 
3	Volkswagen Golf GTI	6 823 660	-1 
4	Volkswagen Polo Vivo 1.4	5 265 128	+3 
5	Volkswagen Polo GTI	5 171 244	-1 
6	Volkswagen Golf R	4 475 893	-1 
7	Ford Ranger Wildtrak	4 086 144	-1 
8	BMW 3 Series 320i	3 973 005	1 
9	Mercedes-Benz C-Class C200	3 735 333	-1 
10	Toyota Hilux 2.4GD-6	3 477 802	New Entrant



Although sales of Chinese brands have risen, South Africans still research and compare them with historically popular brands and models



A **+13% YoY rise in Advert Views** indicates that consumers are increasingly researching and assessing their options



The Volkswagen Polo 1.0TSI remains the most-viewed variant, further solidifying the Polo's top position

The Top 10 Most-Viewed Models list sees a shake-up as the **Porsche 911** is replaced by a **new entrant, the BMW M3**





INTENT

Consumer Intent refers to the final stages of a consumer's purchase decision, characterised by the statement, "I want to buy this car."

Enquiries

The top 10 most enquired-about brands remain competitive, with the only change in ranking being the Isuzu D-Max debuting as a new entrant, replacing the BMW 1 Series in the Top 10 Most enquired models.

70% of all enquiries are represented by the top 10 brands, while the top 10 models account for 28%.

With 458,283 enquiries, Toyota remains the most enquired brand, followed by Volkswagen and BMW. When compared to 2024, the Volkswagen Polo and Toyota Hilux have led the competition as the most-enquired models in South Africa. However, with an impressive 145,565 enquiries, the Ford Ranger takes the top spot on the Top 10 most-enquired models list.

Top 10 Most-Enquired on Brands

		Top Brands	Enquiries	Rank Change
1		Toyota	458 283	0
2		Volkswagen	426 861	0
3		BMW	268 494	0
4		Ford	244 895	0
5		Mercedes-Benz	192 430	0
6		Hyundai	124 849	0
7		Suzuki	118 676	+2 
8		Audi	117 845	-1 
9		Nissan	97 238	-1 
10		Kia	64 002	0



Top 10 Most-Enquired-About Models

<p>1 +2 ↑</p> <p>FORD RANGER</p>  <table border="1"> <tr><td>Enquiries</td><td>145 565</td></tr> <tr><td>Avg. Price</td><td>R479 318</td></tr> <tr><td>Avg. Mileage</td><td>85 222km</td></tr> <tr><td>Avg. Year</td><td>2020</td></tr> </table>	Enquiries	145 565	Avg. Price	R479 318	Avg. Mileage	85 222km	Avg. Year	2020	<p>2 -1 ↓</p> <p>VOLKSWAGEN POLO</p>  <table border="1"> <tr><td>Enquiries</td><td>144 368</td></tr> <tr><td>Avg. Price</td><td>R287 812</td></tr> <tr><td>Avg. Mileage</td><td>70 388km</td></tr> <tr><td>Avg. Year</td><td>2020</td></tr> </table>	Enquiries	144 368	Avg. Price	R287 812	Avg. Mileage	70 388km	Avg. Year	2020	<p>3 -1 ↓</p> <p>TOYOTA HILUX</p>  <table border="1"> <tr><td>Enquiries</td><td>136 757</td></tr> <tr><td>Avg. Price</td><td>R461 893</td></tr> <tr><td>Avg. Mileage</td><td>110 709km</td></tr> <tr><td>Avg. Year</td><td>2019</td></tr> </table>	Enquiries	136 757	Avg. Price	R461 893	Avg. Mileage	110 709km	Avg. Year	2019	<p>4 +1 ↑</p> <p>VOLKSWAGEN POLO VIVO</p>  <table border="1"> <tr><td>Enquiries</td><td>82 943</td></tr> <tr><td>Avg. Price</td><td>R215 977</td></tr> <tr><td>Avg. Mileage</td><td>52 183km</td></tr> <tr><td>Avg. Year</td><td>2021</td></tr> </table>	Enquiries	82 943	Avg. Price	R215 977	Avg. Mileage	52 183km	Avg. Year	2021	<p>5 -1 ↓</p> <p>BMW 3 SERIES</p>  <table border="1"> <tr><td>Enquiries</td><td>69 383</td></tr> <tr><td>Avg. Price</td><td>R401 589</td></tr> <tr><td>Avg. Mileage</td><td>106 246km</td></tr> <tr><td>Avg. Year</td><td>2017</td></tr> </table>	Enquiries	69 383	Avg. Price	R401 589	Avg. Mileage	106 246km	Avg. Year	2017
Enquiries	145 565																																											
Avg. Price	R479 318																																											
Avg. Mileage	85 222km																																											
Avg. Year	2020																																											
Enquiries	144 368																																											
Avg. Price	R287 812																																											
Avg. Mileage	70 388km																																											
Avg. Year	2020																																											
Enquiries	136 757																																											
Avg. Price	R461 893																																											
Avg. Mileage	110 709km																																											
Avg. Year	2019																																											
Enquiries	82 943																																											
Avg. Price	R215 977																																											
Avg. Mileage	52 183km																																											
Avg. Year	2021																																											
Enquiries	69 383																																											
Avg. Price	R401 589																																											
Avg. Mileage	106 246km																																											
Avg. Year	2017																																											
<p>6 +1 ↑</p> <p>VOLKSWAGEN GOLF</p>  <table border="1"> <tr><td>Enquiries</td><td>66 547</td></tr> <tr><td>Avg. Price</td><td>R429 173</td></tr> <tr><td>Avg. Mileage</td><td>105 800km</td></tr> <tr><td>Avg. Year</td><td>2017</td></tr> </table>	Enquiries	66 547	Avg. Price	R429 173	Avg. Mileage	105 800km	Avg. Year	2017	<p>7 -1 ↓</p> <p>MERCEDES-BENZ C-CLASS</p>  <table border="1"> <tr><td>Enquiries</td><td>63 680</td></tr> <tr><td>Avg. Price</td><td>R380 773</td></tr> <tr><td>Avg. Mileage</td><td>106 750km</td></tr> <tr><td>Avg. Year</td><td>2016</td></tr> </table>	Enquiries	63 680	Avg. Price	R380 773	Avg. Mileage	106 750km	Avg. Year	2016	<p>8</p> <p>TOYOTA FORTUNER</p>  <table border="1"> <tr><td>Enquiries</td><td>54 427</td></tr> <tr><td>Avg. Price</td><td>R491 644</td></tr> <tr><td>Avg. Mileage</td><td>110 051km</td></tr> <tr><td>Avg. Year</td><td>2019</td></tr> </table>	Enquiries	54 427	Avg. Price	R491 644	Avg. Mileage	110 051km	Avg. Year	2019	<p>9 New Entrant</p> <p>ISUZU D-MAX</p>  <table border="1"> <tr><td>Enquiries</td><td>35 766</td></tr> <tr><td>Avg. Price</td><td>R462 646</td></tr> <tr><td>Avg. Mileage</td><td>72 309km</td></tr> <tr><td>Avg. Year</td><td>2022</td></tr> </table>	Enquiries	35 766	Avg. Price	R462 646	Avg. Mileage	72 309km	Avg. Year	2022	<p>10 +1 ↑</p> <p>SUZUKI SWIFT</p>  <table border="1"> <tr><td>Enquiries</td><td>35 721</td></tr> <tr><td>Avg. Price</td><td>R207 471</td></tr> <tr><td>Avg. Mileage</td><td>37 013km</td></tr> <tr><td>Avg. Year</td><td>2022</td></tr> </table>	Enquiries	35 721	Avg. Price	R207 471	Avg. Mileage	37 013km	Avg. Year	2022
Enquiries	66 547																																											
Avg. Price	R429 173																																											
Avg. Mileage	105 800km																																											
Avg. Year	2017																																											
Enquiries	63 680																																											
Avg. Price	R380 773																																											
Avg. Mileage	106 750km																																											
Avg. Year	2016																																											
Enquiries	54 427																																											
Avg. Price	R491 644																																											
Avg. Mileage	110 051km																																											
Avg. Year	2019																																											
Enquiries	35 766																																											
Avg. Price	R462 646																																											
Avg. Mileage	72 309km																																											
Avg. Year	2022																																											
Enquiries	35 721																																											
Avg. Price	R207 471																																											
Avg. Mileage	37 013km																																											
Avg. Year	2022																																											



There was 1 new entrant in the Top 10 Enquired-On models:
Isuzu D-Max

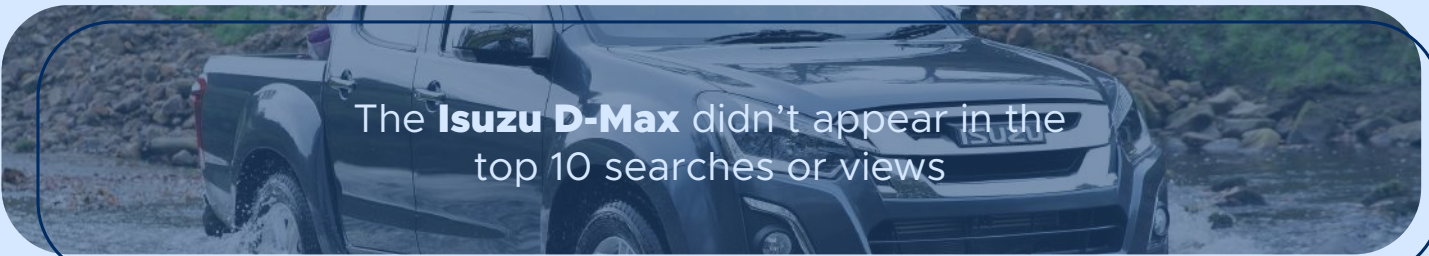
By the end of 2024, the **Suzuki Swift** entered the top 10 most enquired-on vehicles and remained in position 10 in 2025



The **BMW 1 Series** drops out of the top 10



The **Isuzu D-Max** didn't appear in the top 10 searches or views



Market share continues to rise for more affordable models in the top 10



A man with curly hair and glasses, wearing a dark blazer over a white shirt, is holding a clipboard and looking at it. A woman with long dark hair, wearing a white shirt, is standing next to him, smiling and looking at the clipboard. They are in a car dealership, with a car visible in the background. The entire image has a blue tint. A large, semi-transparent number '5' is overlaid on the right side of the image.

USED CAR SALES AND OEM PERFORMANCE

AutoTrader has the highest number of registered dealerships of any online platform in South Africa, making it a reliable indicator of the state of the used-car market.

Used-Car Sales








383,410 used passenger cars were sold in South Africa, a 7% increase year-on-year from January to December 2024/2025, at an average price of R417,584 and an average mileage of 73,646km.

South Africans still prefer vehicles with an average age of 5 years or less.

The average used car sold figures, compared with the average supply statistics, show that the sold price was 2% lower than the market supply average.

Toyota remains the best-selling used car brand, holding 17% of the market share.

Top 10 Most-Sold Used Brands











	Top Brands	Sold Units	Avg. Price	Avg. Mileage	Avg. Year
1	 Toyota	65 900	R432 851	83 832km	2020
2	 Volkswagen	54 001	R321 249	71 342km	2020
3	 Ford	40 478	R416 312	84 058km	2019
4	 Hyundai	24 953	R253 997	71 846km	2020
5	 Suzuki	22 955	R237 444	36 495km	2022
6	 BMW	22 359	R675 238	80 261km	2018
7	 Mercedes-Benz	17 184	R607 751	92 037km	2017
8	 Nissan	15 644	R248 465	85 167km	2019
9	 Kia	13 717	R259 018	63 271km	2020
10	 Renault	12 935	R181 506	61 603km	2020

AutoTrader's Price Ratings data shows that **66%** of cars sold were priced at a Great or Fair price



Top 10 Most-Sold Used Models

29% of all used car models sold are represented in the top 10 best-selling models. The Ford Ranger is the best-selling used car model, maintaining its position from the previous year.

		Top Models	Sold Units	Avg. Price	Avg. Mileage	Avg. Year
1		Ford Ranger	22 561	R489 377	81 635km	2021
2		Toyota Hilux	18 397	R464 423	108 128km	2020
3		Volkswagen Polo	15 893	R271 387	69 977km	2020
4		Volkswagen Polo Vivo	15 488	R206 445	52 495km	2021
5		Toyota Fortuner	8 698	R487 522	106 491km	2019
6		Suzuki Swift	7 574	R203 165	36 883km	2022
7		Isuzu D-Max	6 019	R430 023	72 964km	2022
8		Toyota Corolla Cross	6 001	R386 998	28 478km	2023
9		Toyota Starlet	5 754	R237 705	35 603km	2023
10		Mercedes-Benz C-Class	5 386	R393 520	103 852km	2016

The average price for the top 10 best-selling models was

R357 056

For the first time, the **Toyota Starlet and Toyota Corolla Cross** have entered the top 10 best-selling list









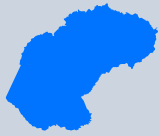


The Suzuki Swift moved up one position in the list of top 10 best-selling models.

Provincial Performance

Gauteng remains the largest market for passenger car sales, with the Western Cape and KwaZulu-Natal in second and third place, respectively. From January to December 2025, the three regions alone accounted for 87% of the total used passenger car market.



Provincial Sales Models

	Province	Sold Units	Market Share
	Gauteng	214 893	56%
	Western Cape	69 861	18%
	KwaZulu-Natal	49 272	13%
	North West	13 013	3%
	Mpumalanga	12 903	3%
	Eastern Cape	10 304	3%
	Free State	6 122	2%
	Limpopo	4 901	1%
	Northern Cape	2 141	1%

SA's top 3 best-selling used cars,

the Ford Ranger, Toyota Hilux and Volkswagen Polo Vivo are the best-selling models in all nine provinces

Provincial Sales Models

Every province offers its own unique mix of landscape, culture, and consumer needs. Gauteng’s urban sprawl is not always suited to the rugged terrain of the Northern Cape, where demand shifts towards a more versatile, all-terrain vehicle designed for both adventure and practicality. The differences between these regions underline the diversity of market preferences influenced by geography and lifestyle.



Province		Models	Sold Units	Provincial Share
 Gauteng		Ford Ranger	12,034	6%
 Western Cape		Ford Ranger	3,572	5%
 KwaZulu Natal		Ford Ranger	2,562	5%
 North West		Ford Ranger	1,513	12%
 Mpumalanga		Ford Ranger	1,181	9%
 Eastern Cape		Volkswagen Polo Vivo	746	7%
 Free State		Ford Ranger	513	8%
 Limpopo		Toyota Hilux	369	8%
 Northern Cape		Toyota Hilux	247	12%

South African Original Equipment Manufacturer Sales

7 Original Equipment Manufacturers (OEMs) operate in South Africa. These automotive companies manufacture and design vehicle parts locally.



Toyota maintained its position as a leading brand in South Africa's used car market, selling approximately 65,900 used passenger vehicles and capturing over 17% market share. The average selling price of Toyota's used cars was R432,851, with an average mileage of 83,832 kilometres and an average age of 5 years. The top three best-selling used models were the Toyota Hilux, the Toyota Fortuner, and the Toyota Starlet.



Ford held an 11% market share, selling over 40,478 used cars in South Africa. These vehicles were sold at an average price of R416,312, with an average mileage of 84,085 kilometres and an average model year of 2019. The top three best-selling used Ford models were the Ranger, EcoSport, and Everest. The Ranger was also the top-selling model in South Africa.



Volkswagen maintained its position as the second-highest selling OEM, with over 54,001 used cars sold, accounting for 14% of the market. The average price for used Volkswagen vehicles was R321,249, with an average mileage of 71,342 kilometres and an average model year of 2020. The top three used models sold were the Volkswagen Polo, Polo Vivo, and T-Cross.



BMW sold approximately 22,361 used cars, capturing a 6% market share. The average price of these vehicles was R675,238, with an average mileage of 80,261 kilometres and a model year of 2018. This is partly due to the rising average price of BMWs. The three best-selling used BMW models were the 3 Series, X3, and 1 Series.





Mercedes-Benz

Mercedes-Benz sold approximately 17,184 used cars, capturing a 4% market share. The average price of these vehicles was R607,751, with an average mileage of 92,037 kilometres and a model year of 2017, making it the oldest brand among the top-selling manufacturers. The three best-selling used models were the Mercedes-Benz C-Class, the A-Class, and the GLC.



Nissan

Nissan sold just over 15,644 used cars, capturing a 4% market share. The average price of these vehicles was R248,465, with an average mileage of 85,167 kilometres and a typical model year of 2019. The three bestselling used Nissan models were the NP200, the Magnite, and the Navara.



Isuzu











Isuzu sold 9,265 used vehicles. These units had an average price of R398,241, an average mileage of 84,207 kilometres, and an average age of 5 years. The three best-selling used Isuzu models were the D-Max, KB, and mu-X.

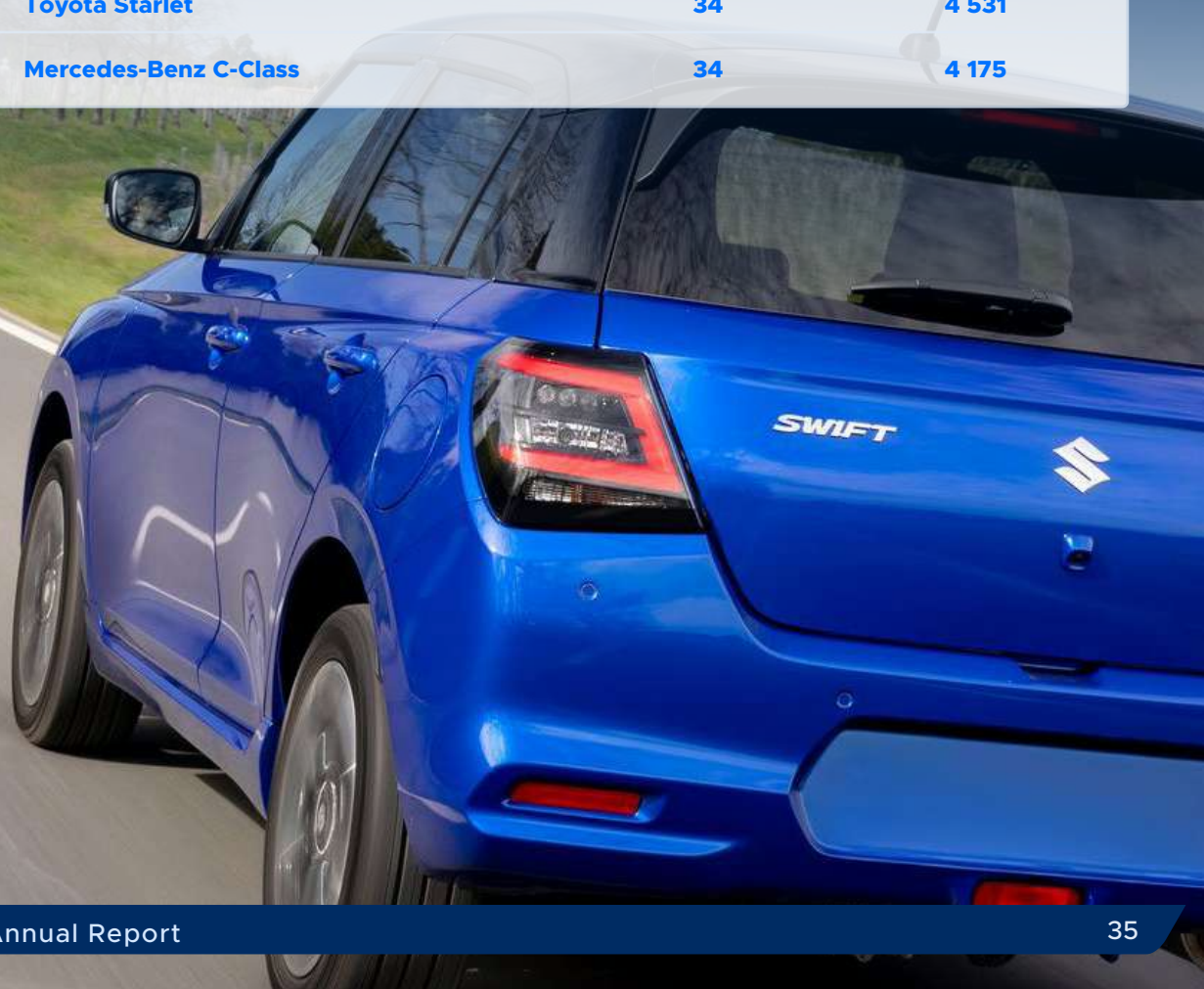


Fastest-Selling Models

The Fastest-Selling metric is key. It provides insight into which cars spend the shortest time in the market before being sold, reflecting strong consumer preference. The challenge with this metric is that it is influenced by scarcity, and sales velocity is not the only factor affecting demand.

Below is a table showing the average number of days it takes to sell one unit for the top 10 best-selling cars. According to AutoTrader data, the Suzuki Swift is the fastest-selling model, with an average of 26 days to sell.

		Top Models	Days to Sell	Qualifying Sales
1		Ford Ranger	33	17 876
2		Toyota Hilux	27	14 618
3		Volkswagen Polo	36	12 418
4		Volkswagen Polo Vivo	36	12 212
5		Toyota Fortuner	27	6 890
6		Suzuki Swift	26	5 937
7		Isuzu D-Max	33	4 767
8		Toyota Corolla Cross	35	4 764
9		Toyota Starlet	34	4 531
10		Mercedes-Benz C-Class	34	4 175



Body-Type Demand

Sales figures in South Africa are almost always driven by the body type most popular with consumers. AutoTrader actively tracks and records changes in body-type demand to offer valuable insights into the preferences and needs of South African consumers.

Top 3 Most-Sold Cars by Body Type



SUV		Sold Units
1	Toyota Fortuner	8 698
2	Toyota Corolla Cross	6 001
3	Volkswagen T-Cross	4 269



Sedan		Sold Units
1	Mercedes-Benz C-Class	4 762
2	BMW 3 Series	4 754
3	Toyota Corolla Quest	2 976



Double Cab		Sold Units
1	Ford Ranger	18 208
2	Toyota Hilux	10 095
3	Isuzu D-Max	3 635



Single Cab		Sold Units
1	Nissan NP200	4 605
2	Toyota Hilux	4 425
3	Ford Ranger	1 744



Hatchback		Sold Units
1	Volkswagen Polo Vivo	14 973
2	Volkswagen Polo	13 698
3	Suzuki Swift	7 564









Coupé		Sold Units
1	BMW 2 Series	810
2	Ford Mustang	668
3	Porsche 911	644

The top-selling brand, Toyota, has a significant market presence across four of the six most-sold body-type groups

Sales Averages by Body Type

By assessing the average price, mileage, and model year sold in South Africa, dealerships can compare their stock to national averages and use this as an additional data point when conducting and planning their inventory. The 6 most common body types account for 92% of the used-car market.

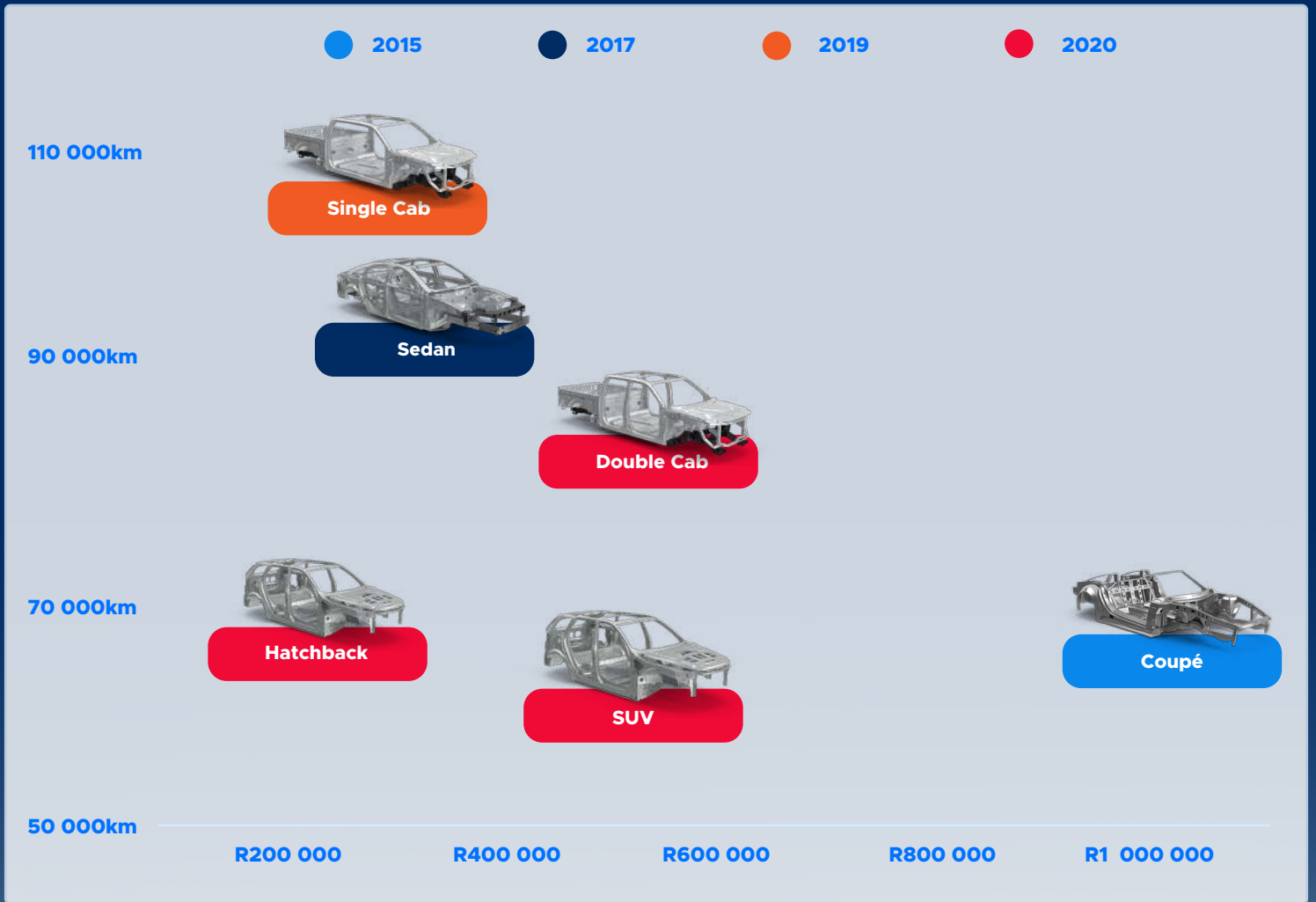
	Body Type	Sold Units	Avg. Price	Avg. Mileage	Avg. Year	Price/Mileage
	SUV	142 027	R497 566	63 713km	2020	R8
	Hatchback	100 913	R225 783	67 358km	2020	R3
	Double cab	45 448	R519 684	83 440km	2020	R6
	Sedan	33 877	R362 212	90 965km	2017	R4
	Single cab	21 562	R273 523	99 323km	2019	R3
	Coupé	7 521	R1 154 252	68 023km	2015	R17

SUVs hold **37%**
of the South African market



Hatchbacks and **Single Cabs** remain the most affordable, averaging R3 per kilometre based on price relative to mileage—a sweet spot they've maintained for over four and a half years.

Sales Value by Body Type





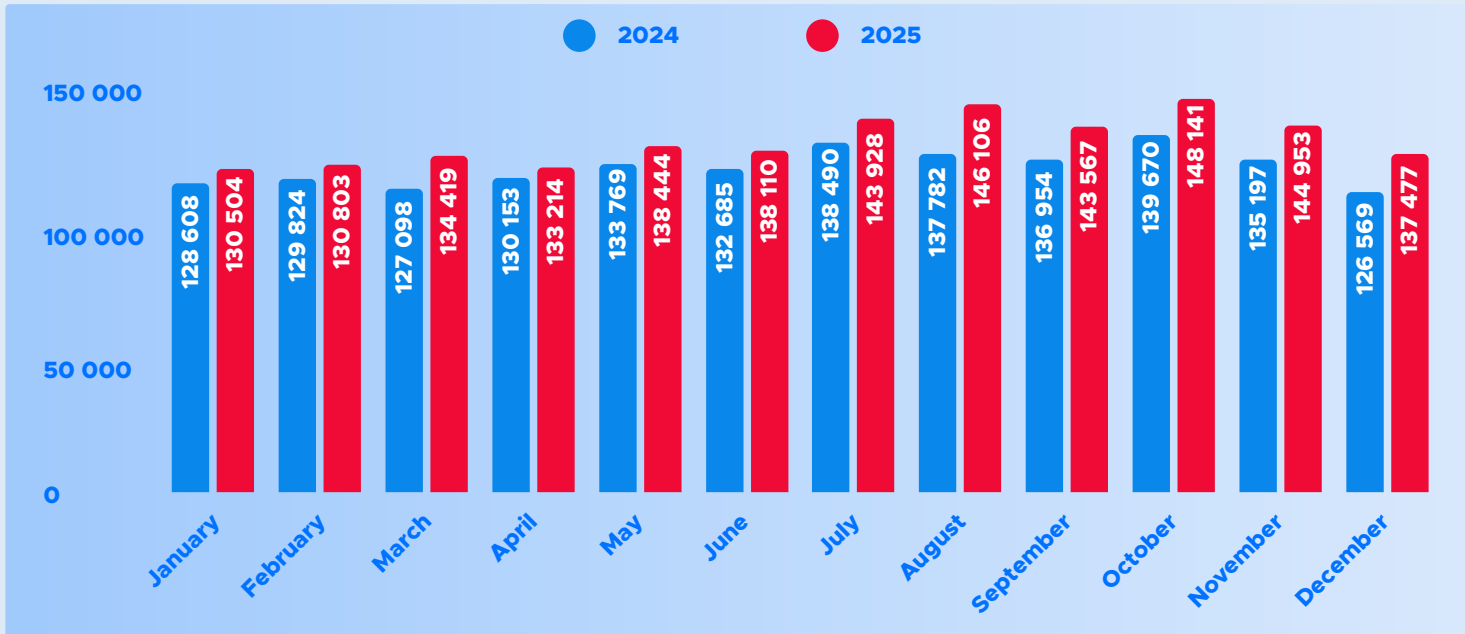
SUPPLY

AutoTrader requires sellers to list vehicles by VIN, ensuring each listing is unique—an approach that positions us well to turn supply trends into valuable market insights.

Supply Trends

As the largest automotive marketplace in South Africa, AutoTrader offers the broadest inventory of listed cars available to South Africans at any given time. Analysing the year-on-year data, the market's monthly average stock has increased by +5%.

Monthly Listings



Average Listing Mileage and Price

Used car prices rose by +3.3% in 2025, reaching an average of R424,443 compared to R410,930 in 2024. The average mileage of listed vehicles during this period was 74,166km.



Top 10 Most-Listed Used Model Averages

The top 10 most listed models account for 28% of total vehicle inventory, demonstrating strong market concentration around proven, reliable vehicles that consistently deliver value to consumers.

		Top Models	Avg. Price	Avg. Mileage	Avg. Year
1		Ford Ranger	R487 742	82 578km	2021
2		Toyota Hilux	R461 157	109 267km	2019
3		Volkswagen Polo	R270 973	70 386km	2020
4		Volkswagen Polo Vivo	R207 781	52 181km	2021
5		Toyota Fortuner	R484 001	109 319km	2019
6		Suzuki Swift	R204 404	37 015km	2022
7		Isuzu D-Max	R433 769	72 096km	2022
8		Toyota Corolla Cross	R387 107	29 035km	2023
9		Toyota Starlet	R237 795	36 120km	2023
10		Mercedes-Benz C-Class	R391 002	105 703km	2016



A woman with curly hair, wearing a yellow and white striped shirt, is smiling while charging a white electric car. She is holding a blue charging cable in her right hand and a smartphone in her left hand. The background is a blurred outdoor setting with greenery and buildings. The entire image has a blue tint.

NEW-ENERGY VEHICLES

The world is gearing up for a greener and more sustainable future, and the automotive industry is rapidly shifting towards new-energy vehicles (NEVs). This shift has led to greater attention to and the adoption of hybrid cars, serving as a pathway toward fully battery-powered electric vehicles (EVs).

NEV Supply and Sold

NEV sales rose by 73% from January to December 2025 compared to the same period in 2024. By the end of the year, 5,727 new energy vehicles, including hybrids and battery electric vehicles (BEVs), were sold in the country.

The Toyota Corolla Cross Hybrid remains the best-selling NEV on the market, achieving the highest sales in South Africa for any new energy vehicle.

Based on our research, the Toyota Corolla Cross addresses many pain points for new-energy vehicles in South Africa. Specifically, it offers models under R600,000 with a range of more than 500 kilometres.

85%

of all sold NEVs
are hybrid vehicles

84%

of listed NEVs
are hybrid vehicles



The average listing price for a used BEV was
30% higher than that of hybrid vehicles

The average selling price of a BEV was
33% higher than that of hybrid vehicles

Hybrid Supply and Sales

Listings and sold numbers reveal that hybrid vehicles remain the clear favourite amongst South Africans because the electric-assisted platform addresses the three key pain points: range, charge time, and price. In 2025, 4,888 used hybrid cars were sold.

Top Most-Listed Hybrid Models

	Top Models	Avg. Price	Avg. Mileage	Avg. Year
1	 Toyota Corolla Cross	R433 584	23 168km	2023
2	 Toyota RAV4	R666 168	23 774km	2023
3	 Haval H6	R534 125	24 115km	2023
4	 Toyota Hilux	R761 085	12 966km	2024
5	 Toyota Fortuner	R769 151	17 206km	2024
6	 Chery Tiggo Cross	R430 139	2 430km	2025
7	 Toyota Corolla	R412 832	30 117km	2023
8	 Lexus NX	R998 372	14 397km	2024
9	 Haval Jolion	R404 738	26 087km	2023
10	 GWM Tank 300	R714 946	8 765km	2024

Hybrid sales increased **76%** from January to December 2025 compared to the same period in 2024



There was 1 new entrant in the top 10 Listed Hybrid Models:
Chery Tiggo Cross

The average price of a used hybrid car rose from R 748,096 to R 762,658 in Jan-Dec 2025, representing a **2% increase** compared to 2024

Top 10 Most-Sold Hybrid Models

Rank	Model	Units Sold	Avg. Price	Avg. Mileage	Avg. Year
1	TOYOTA COROLLA CROSS	1 901	R421 286	22 649km	2023
2	TOYOTA RAV4	408	R641 989	23 271km	2023
3	TOYOTA HILUX	295	R755 830	13 512km	2024
4	HAVAL H6	263	R512 665	22 486km	2023
5	TOYOTA COROLLA	161	R406 524	27 860km	2023
6	TOYOTA FORTUNER	156	R739 337	17 311km	2024
7	HAVAL JOLION	141	R399 715	25 133km	2023
8	LEXUS NX	121	R910 554	14 655km	2024
9	GWM TANK 300	108	R698 296	9 788km	2024
10	VOLVO XC90	93	R1 101 086	14 084km	2024



Battery-Electric Vehicle Supply and Sales

AutoTrader data shows a rise in EV advert views, supply, and sales, primarily driven by new BEV models and variants that address key consumer pain points. The average sold and listed prices of EVs in South Africa also decreased, providing consumers with more buying power and supporting higher EV adoption rates.

Top Most-Listed BEV Models

	Top Models	Avg. Price	Avg. Mileage	Avg. Year
1	 Volvo EX30	R924 225	6 608km	2024
2	 GWM ORA 03	R751 712	6 448km	2024
3	 Volvo XC40	R896 636	12 189km	2023
4	 BMW Ix	R1 258 380	29 010km	2022
5	 BMW i3	R405 538	75 581km	2017
6	 MINI Hatch	R448 354	24 979km	2022
7	 BMW Ix3	R894 131	30 311km	2022
8	 MG Cyberster	R1 274 564	1 055km	2025
9	 BYD Atto 3	R695 016	7 666km	2024
10	 BYD Dolphin	R507 387	7 081km	2024











There was a **55%** year-on-year increase in BEV sales from January to December 2025

There were over **1 737 listings** of BEVs, representing a 39% year-on-year increase

The **Volvo EX30** was the most sold used BEV in South Africa from January to December 2025



Top 10 Most-Sold BEV Models

<p>1</p> <p>VOLVO EX30</p>  <table border="1"> <tr><td>Units Sold</td><td>114</td></tr> <tr><td>Avg. Price</td><td>R922 633</td></tr> <tr><td>Avg. Mileage</td><td>6 622km</td></tr> <tr><td>Avg. Year</td><td>2024</td></tr> </table>	Units Sold	114	Avg. Price	R922 633	Avg. Mileage	6 622km	Avg. Year	2024	<p>2</p> <p>VOLVO XC40</p>  <table border="1"> <tr><td>Units Sold</td><td>90</td></tr> <tr><td>Avg. Price</td><td>R918 369</td></tr> <tr><td>Avg. Mileage</td><td>11 259km</td></tr> <tr><td>Avg. Year</td><td>2023</td></tr> </table>	Units Sold	90	Avg. Price	R918 369	Avg. Mileage	11 259km	Avg. Year	2023	<p>3</p> <p>MINI HATCH</p>  <table border="1"> <tr><td>Units Sold</td><td>67</td></tr> <tr><td>Avg. Price</td><td>R453 445</td></tr> <tr><td>Avg. Mileage</td><td>23 501km</td></tr> <tr><td>Avg. Year</td><td>2022</td></tr> </table>	Units Sold	67	Avg. Price	R453 445	Avg. Mileage	23 501km	Avg. Year	2022	<p>4</p> <p>BMW iX</p>  <table border="1"> <tr><td>Units Sold</td><td>64</td></tr> <tr><td>Avg. Price</td><td>R1 237 804</td></tr> <tr><td>Avg. Mileage</td><td>29 070km</td></tr> <tr><td>Avg. Year</td><td>2022</td></tr> </table>	Units Sold	64	Avg. Price	R1 237 804	Avg. Mileage	29 070km	Avg. Year	2022	<p>5</p> <p>BMW iX3</p>  <table border="1"> <tr><td>Units Sold</td><td>57</td></tr> <tr><td>Avg. Price</td><td>R915 867</td></tr> <tr><td>Avg. Mileage</td><td>28 848km</td></tr> <tr><td>Avg. Year</td><td>2022</td></tr> </table>	Units Sold	57	Avg. Price	R915 867	Avg. Mileage	28 848km	Avg. Year	2022
Units Sold	114																																											
Avg. Price	R922 633																																											
Avg. Mileage	6 622km																																											
Avg. Year	2024																																											
Units Sold	90																																											
Avg. Price	R918 369																																											
Avg. Mileage	11 259km																																											
Avg. Year	2023																																											
Units Sold	67																																											
Avg. Price	R453 445																																											
Avg. Mileage	23 501km																																											
Avg. Year	2022																																											
Units Sold	64																																											
Avg. Price	R1 237 804																																											
Avg. Mileage	29 070km																																											
Avg. Year	2022																																											
Units Sold	57																																											
Avg. Price	R915 867																																											
Avg. Mileage	28 848km																																											
Avg. Year	2022																																											
<p>6</p> <p>BMW i3</p>  <table border="1"> <tr><td>Units Sold</td><td>54</td></tr> <tr><td>Avg. Price</td><td>R410 991</td></tr> <tr><td>Avg. Mileage</td><td>78 041km</td></tr> <tr><td>Avg. Year</td><td>2017</td></tr> </table>	Units Sold	54	Avg. Price	R410 991	Avg. Mileage	78 041km	Avg. Year	2017	<p>7</p> <p>BMW i7</p>  <table border="1"> <tr><td>Units Sold</td><td>34</td></tr> <tr><td>Avg. Price</td><td>R2 031 615</td></tr> <tr><td>Avg. Mileage</td><td>14 600km</td></tr> <tr><td>Avg. Year</td><td>2023</td></tr> </table>	Units Sold	34	Avg. Price	R2 031 615	Avg. Mileage	14 600km	Avg. Year	2023	<p>8</p> <p>BMW i4</p>  <table border="1"> <tr><td>Units Sold</td><td>28</td></tr> <tr><td>Avg. Price</td><td>R1 017 947</td></tr> <tr><td>Avg. Mileage</td><td>20 854km</td></tr> <tr><td>Avg. Year</td><td>2022</td></tr> </table>	Units Sold	28	Avg. Price	R1 017 947	Avg. Mileage	20 854km	Avg. Year	2022	<p>9</p> <p>BYD DOLPHIN</p>  <table border="1"> <tr><td>Units Sold</td><td>26</td></tr> <tr><td>Avg. Price</td><td>R499 166</td></tr> <tr><td>Avg. Mileage</td><td>8 230km</td></tr> <tr><td>Avg. Year</td><td>2024</td></tr> </table>	Units Sold	26	Avg. Price	R499 166	Avg. Mileage	8 230km	Avg. Year	2024	<p>10</p> <p>AUDI e-tron</p>  <table border="1"> <tr><td>Units Sold</td><td>25</td></tr> <tr><td>Avg. Price</td><td>R1 117 262</td></tr> <tr><td>Avg. Mileage</td><td>20 943km</td></tr> <tr><td>Avg. Year</td><td>2022</td></tr> </table>	Units Sold	25	Avg. Price	R1 117 262	Avg. Mileage	20 943km	Avg. Year	2022
Units Sold	54																																											
Avg. Price	R410 991																																											
Avg. Mileage	78 041km																																											
Avg. Year	2017																																											
Units Sold	34																																											
Avg. Price	R2 031 615																																											
Avg. Mileage	14 600km																																											
Avg. Year	2023																																											
Units Sold	28																																											
Avg. Price	R1 017 947																																											
Avg. Mileage	20 854km																																											
Avg. Year	2022																																											
Units Sold	26																																											
Avg. Price	R499 166																																											
Avg. Mileage	8 230km																																											
Avg. Year	2024																																											
Units Sold	25																																											
Avg. Price	R1 117 262																																											
Avg. Mileage	20 943km																																											
Avg. Year	2022																																											

Despite ranking as the second most listed BEV on the market, the GWM Ora failed to secure a position among the top 10 best-selling used BEVs. Meanwhile, the BYD Dolphin successfully entered the top 10 best-selling BEV rankings



The average sold price for a BEV is **2% lower** than the average EV listing price



AutoTrader

CAR
**INDUSTRY
REPORT**

Annual Report
January - December 2025



AutoTrader,
154 Bram Fischer Drive, Randburg
Gauteng 2194

Methodology

The data for the 2025 AutoTrader Annual Car Industry Report was extracted from AutoTrader's data analytics tools & internal data sources over the period of **1 January - 31 December 2025.**

For press queries, please send an email to pr@autotrader.co.za

