



Brego
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Car Market Insight

January 2026

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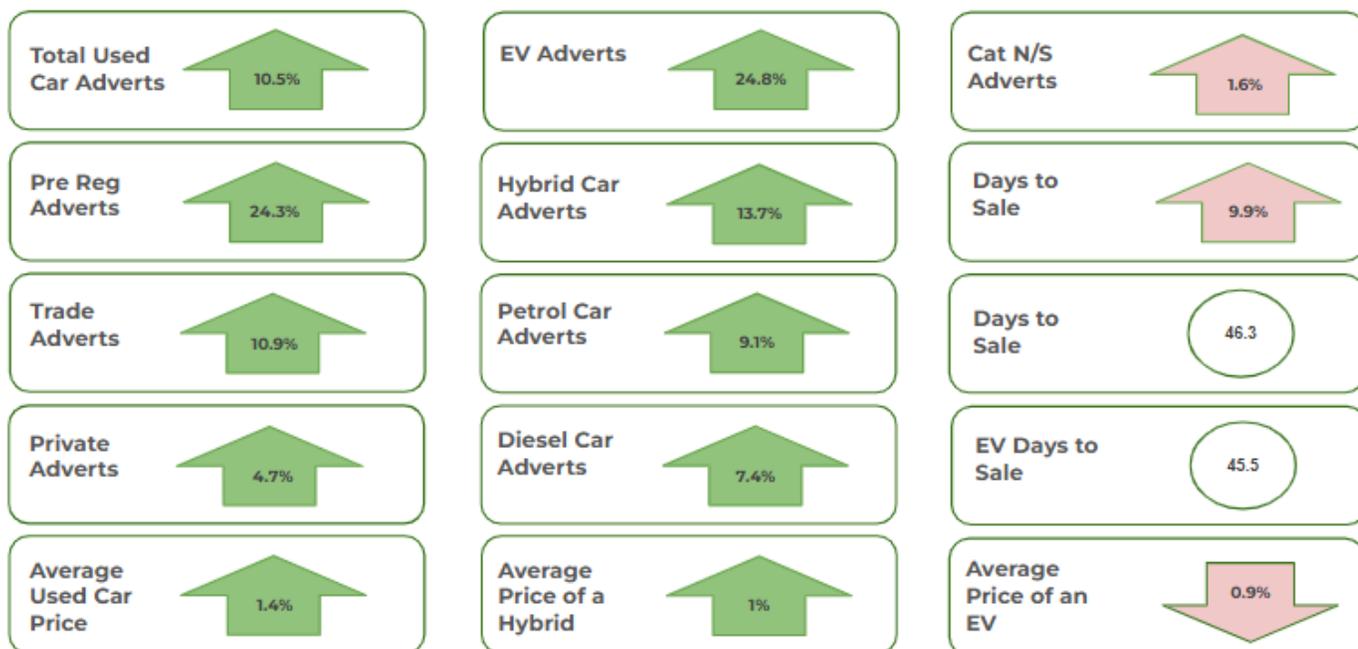
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January Monthly Car Market Insight

The January Monthly Insight report reviews what happened in the UK automotive sector during the month with some comparisons to December 2025, whilst also highlighting key economic indicators that influenced consumer and dealer behaviour.

Key Used Car Market Indicators

Using the comprehensive and complex whole market Brego data, these are the key market indicators for the month of January when compared with market activity experienced in December:-



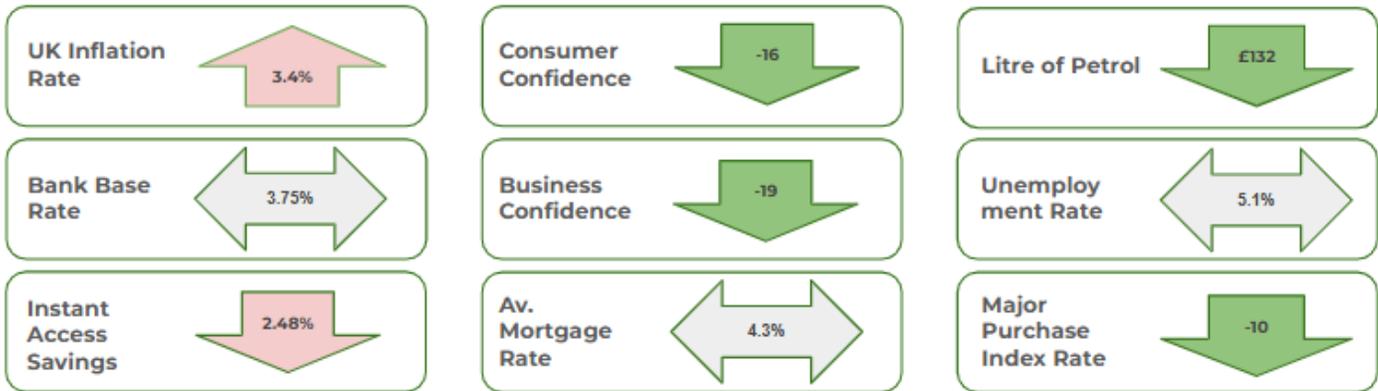
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This month's KPIs are in line with market expectations as the sector returns to a more normal position following the somewhat suppressed conditions experienced during the festive period in December and early January. Of specific note is the overall increase in used car adverts with a jump of 10.5% overall. The area of concern is the jump of 24.3% for Pre-Registered cars which is likely due to OEMs and Dealers pushing new car sales in December to meet both their own targets and more importantly the ZEV mandate goals, the latter having been missed. A target of 28% of new cars being EVs resulted in a figure of 23.4% some 4.6 percentage points behind where it should have been.

It is also worth mentioning that the average days to sale also increased significantly in January, although this is to be expected given the market downturn during December. It is also key to acknowledge that EVs are still selling faster than the rest of the market despite the fallout from

the budget pence per mile tax announcement in November 2025 that has anecdotally significantly hit demand for EVs.

Key UK Economic Indicators



Data Courtesy of Trading Economics, Gemini AI and www.gov.uk

The economic outlook during December improved somewhat as the fallout from the budget settled and consumers' nerves evened out. Granted the rate of inflation took a small step in the wrong direction by increasing to 3.4%, but this is expected to be a short term blip and the January figure is widely expected to fall to 3%.

That said, political confusion continued during January with both the prime minister's performance and the influence of the somewhat inconsistent American administration causing unwanted disturbances and this may have an impact on the UK econometrics. The Mandelson debacle combined with further Epstein revelations has made the prime minister's position somewhat precarious.

On a more positive note, the bank base rate has remained stable although it was once again a fairly close call within the Monetary Policy Committee that nearly passed a further 0.25% reduction, but the closeness of the decision bodes well for future rate cuts as the year progresses.

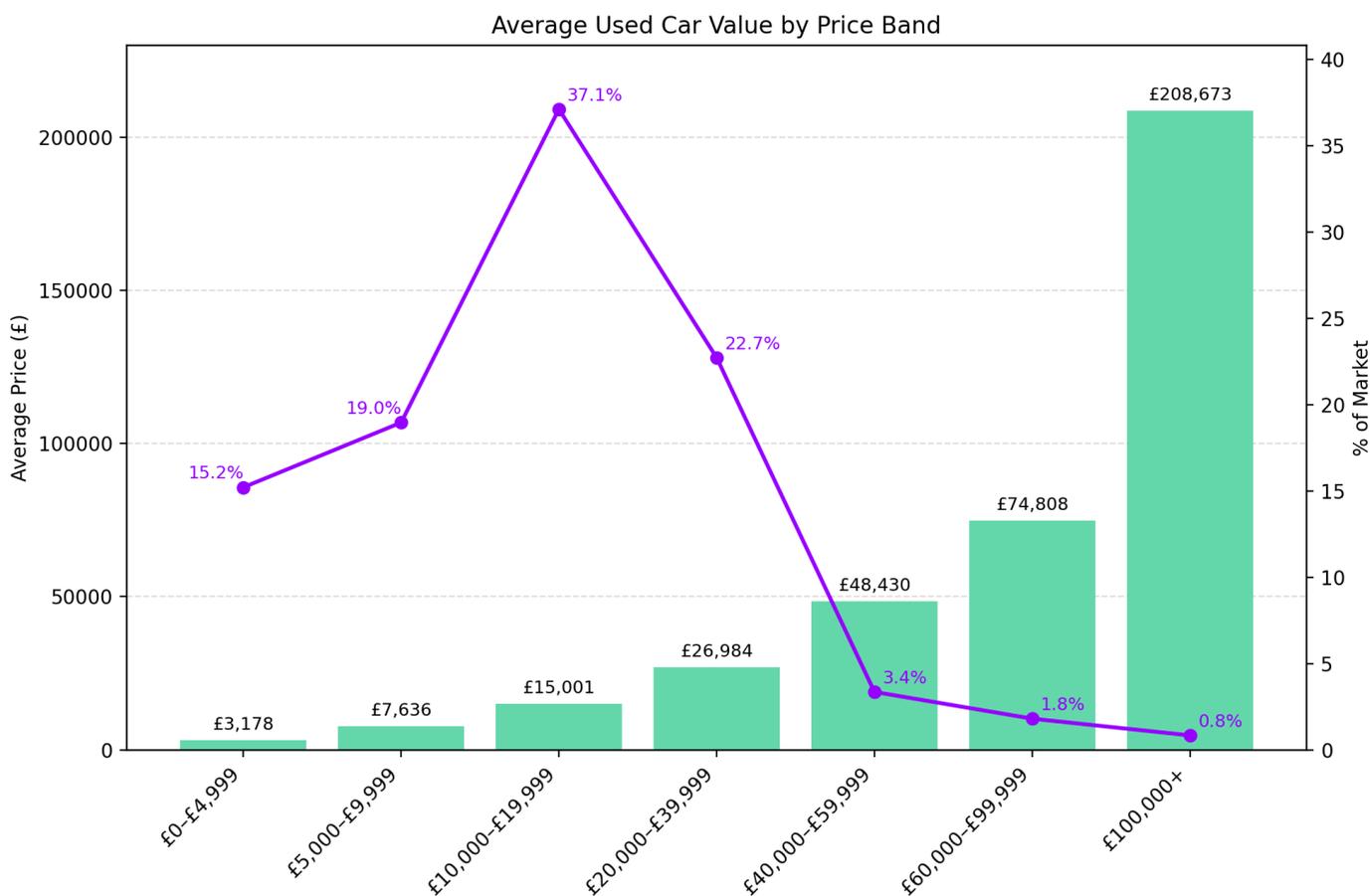
Mortgage rates also remained steady although many felt these would drop given the inflation rate and the bank base rate, but it would seem there remains some slight nervousness in the market for now. In addition the unemployment rate also stayed consistent at 5.1% which is ahead of the expectations for it to rise further.

Of equal note was the improvement in both consumer and business confidence indexes as well as the major purchase index rate not to mention the drop in the cost of fuel. All these KPIs point towards greater spending power for the consumer and positive retail sales nationwide.

All things considered there was hope for a positive month and fairly robust lead into February 2026 and looking at feedback from the automotive sector it seems that following a fairly slow start to January 2026, leads and footfall developed nicely helped by a number of New Year sales events.

Average Used Car Value by Price Band

The chart below gives a breakdown of the Average Used Car Price by price banding. The Average Price is shown above the bars and the % share of the market for each price range is shown by the red line.



Data Powered by Brego Insight

This chart will always look fairly similar month on month due to the nature of the UK market in recent years, although the influx of new Chinese brands is likely to influence some changes in the next 12 to 24 months.

The average price by price band has seen a few changes in January in comparison to December primarily at the higher end of the scale. For all price bands up to £59,999 the change in average price was below £103, but for the £60,000 to £99,999 band the average price increased by £449 and for the £100k+ band the increase was a healthier £7,442. That said, in percentage terms the

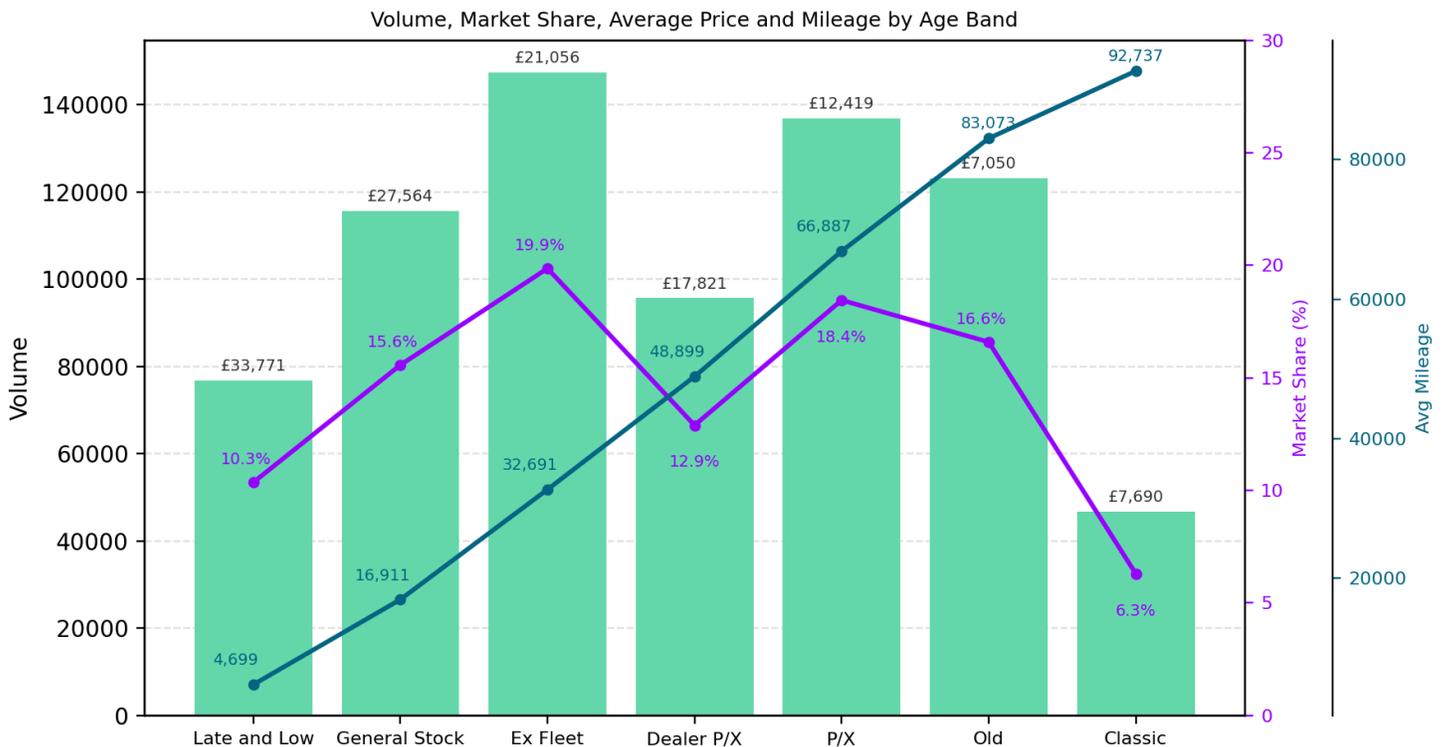
biggest growth was the £100k+ band at 3.7% closely followed by the sub £5k band at 3.1% and this highlights the importance of looking at the detail in the data.

This suggests that there have been more sales of sub £5,000 cars and perhaps also for over £100k although one must consider it could also be an increase in the volume of cars in those price bands on sale. Given the other data we have seen it is likely to be a mix of both.

From a market share perspective, all price bandings remained within one percentage point month on month. Interestingly, the biggest shift was for the sub £5k band which increased by 0.9% suggesting that it was indeed an increase in the number of cars advertised in that band which is intrinsically linked with cheaper cars on offer from private vendors. We know from the main KPIs the volume of private adverts increased by 4.7% so this would be logical.

Market Analysis by Age Profile

This is a detailed chart and looks at the market by Sector combined with the Average Price on top of the bar and the Average Mileage and % of Market Share by the blue and purple lines respectively.



Data Powered by Brego Insight

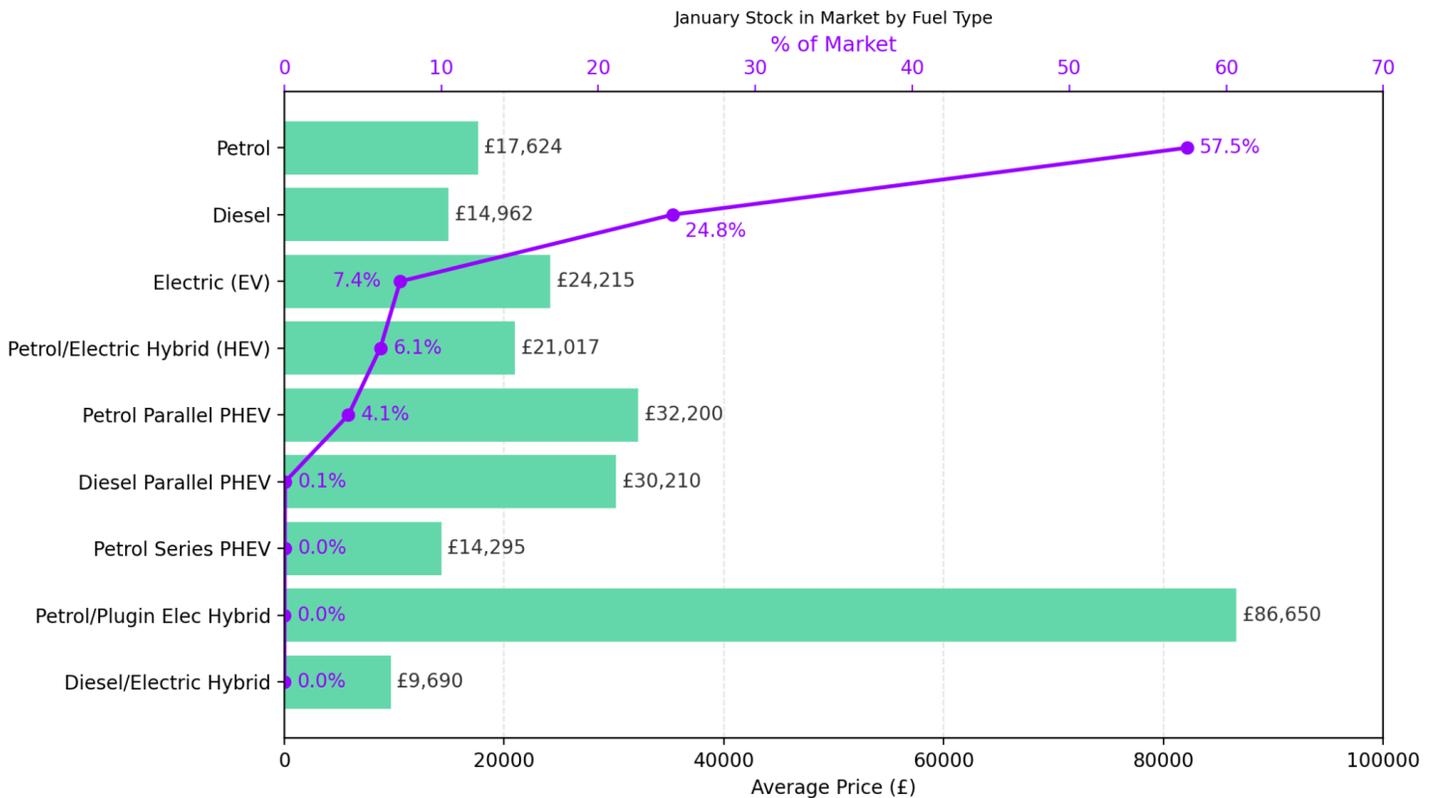
The average mileage for all sectors remained within 321 miles of the December figures so a particularly stable month in that respect. From a market share perspective the largest change was for the late and low segment where there was an increase of 0.6 of a percentage point

coupled with a 15.8 percent increase in volume and this probably reflects the increase in the number of pre-reg cars on sale.

The second largest change was for the old car segment which saw a decline of 0.5 of a percentage point coupled with a 6% increase in volume which was the second lowest increase from a volume perspective suggesting higher sales volumes.

Average Used Car Value by Fuel Type

The data in this chart dissects the market by fuel type with the Average Price to the right of the bar and the purple line showing the % of Market Share.



Data Powered by Brego Insight

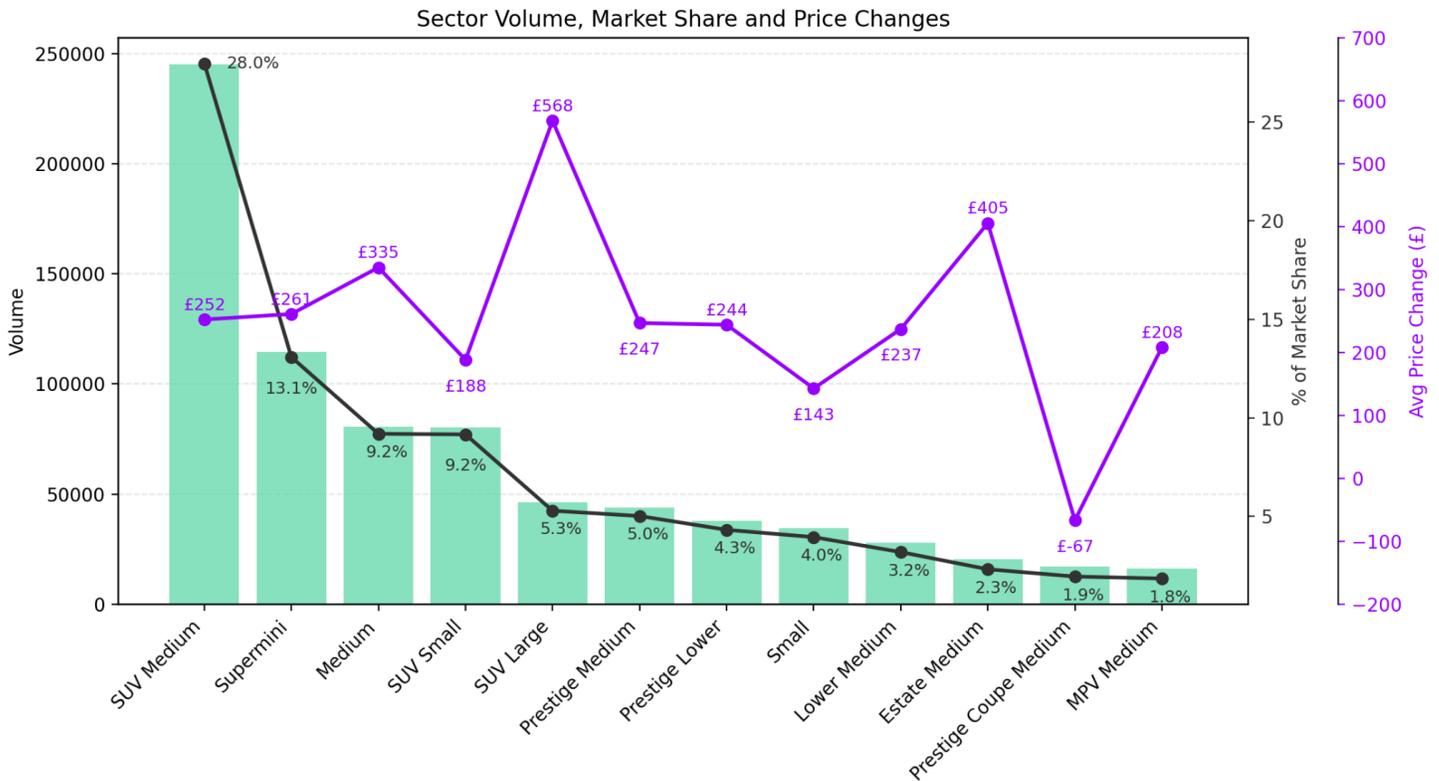
The market share by fuel type has remained reasonably consistent during January and the largest shift has been an increase for EVs which was to be expected to be honest, although a little lower than many may have expected at 0.8%. However volumes have seen a minimum increase of 27.8% across the board with EVs leading the way with a 44.4% increase. This figure is 14.2 percentage points higher than the 30.2% increase recorded by Petrol PHEVs and relates to all fuel types with a market share greater than 1%

From an average price perspective the biggest financial change was a decrease of £2,148 for the Petrol Plugin Hybrids albeit with just a 0.02% of market share. Of those fuel types with more than a 1% market share, the biggest change was a drop of £489 or 2% for EVs which is likely

due to the volume of cheaper older EVs coming to the used market. This may well become a trend in the coming months and should be watched closely.

Used Car Performance by Market Sector

This is a fairly detailed chart and shows the difference in the Volume of cars advertised in the market. The purple line shows the month on month change in the Average Price by sector and the grey line the % of Market Share. This chart covers the 12 largest market sectors.



Data Powered by Brego Insight

Of note in this data is the fact that the % of market share has remained almost identical from month to month, with the largest move being experienced by the SUV Small sector at 0.23% increase. As with the previous chart it is the volume that shows the greatest movement and this honour goes once again to the SUV Small sector followed by the Supermini sector.

From an average price perspective the biggest change affects the SUV Large sector which saw an increase of £548 which is 2.5% month on month. The biggest increase in percentage terms goes to the Lower Medium Sector at 3.5% followed by the Prestige Medium Coupe and the SUV Large. This would suggest an increase in the number of higher priced cars for these three sectors and this in itself is of note given the time of year.

This data set warrants further investigation, and those customers with access to the Brego Dealer platform can use the Brego Insight tool to probe the nuances in each sector.

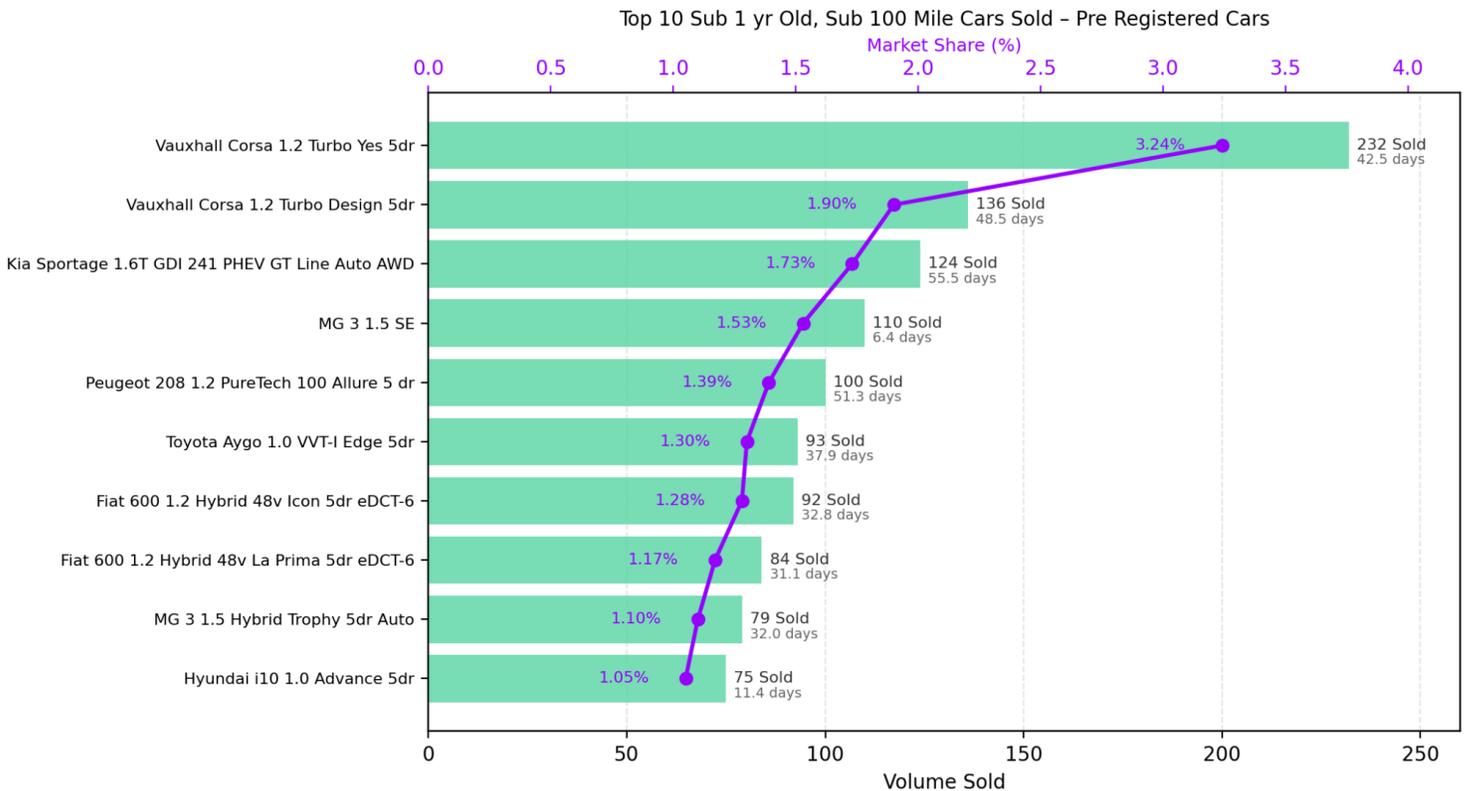
For context the Best Selling Cars in the Large SUV sector for the month were:-

Rank	Model	Volume	Avg price (£)	Avg days to sale	Market share
1	Range Rover Sport	2,317	£38,157	53.4	12.9%
2	Volvo XC90	1,492	£35,756	42.7	8.3%
3	Land Rover Discovery	1,271	£33,651	48.5	7.1%
4	BMW X5	1,205	£34,156	53.7	6.7%
5	Skoda Kodiaq	880	£26,229	44.3	4.9%

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Top 10 Pre-Registered Cars Sold

The bars in this chart show the Volume of Cars sold by individual top selling model derivatives with the number of each sold and the Average Days to Sale shown outside the bar and the % of Market Share is shown by the purple line:-



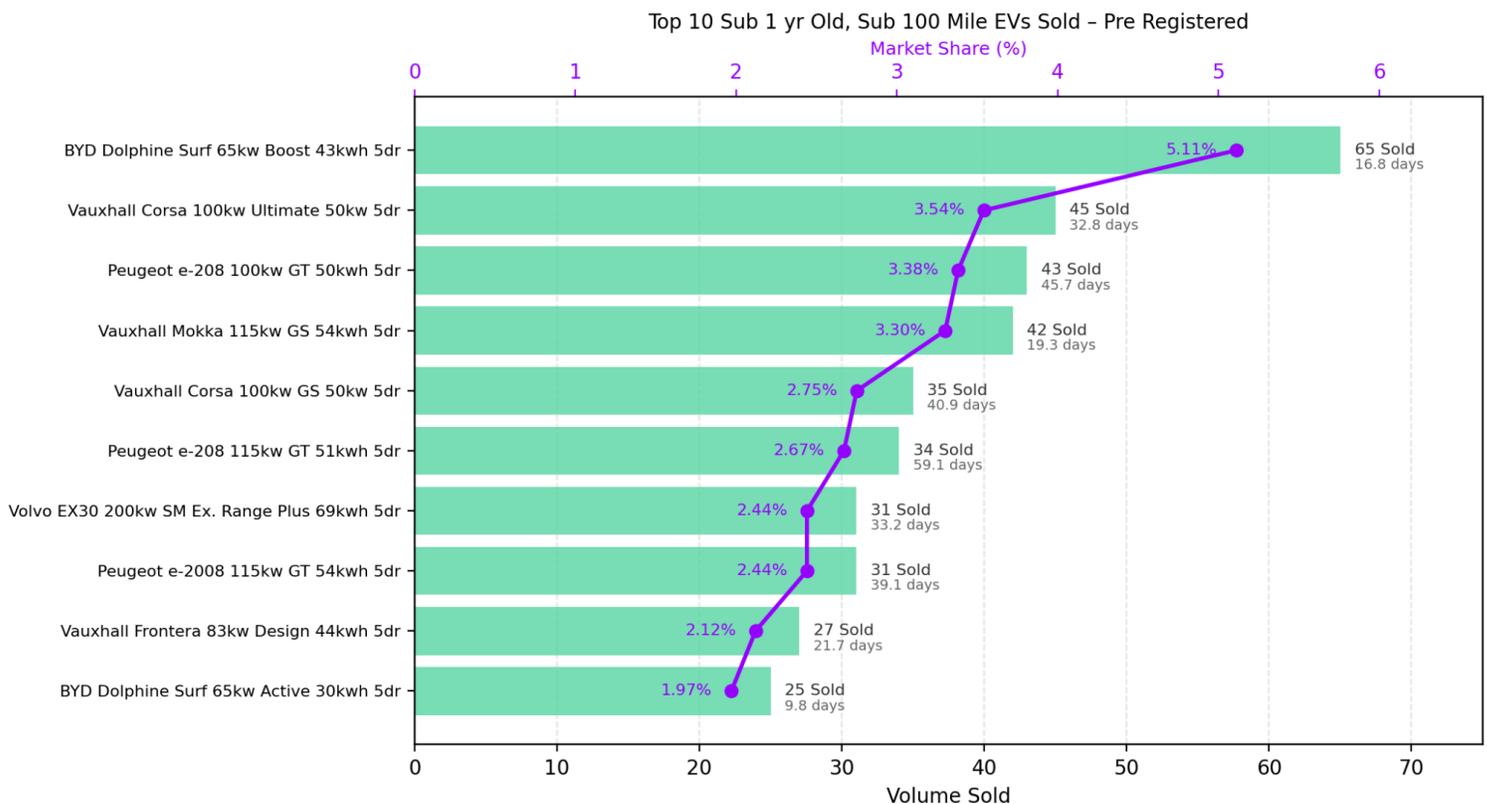
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Pre-Reg activity during January continued in the same vein as in December and models advertised probably reflect the end of year push for registrations to meet OEM and ZEV targets.

Of the Top 10, five models came from the Stellantis Group, highlighting their continued struggle to sell their products. This represented 9% of the total volume of Pre-Reg cars in the market compared to 7.4% in December. Two Corsa models took the top two spots taking 5.1% of the market. MG took two spots and overall the Top 10 took 15.7% of all Pre-Reg cars in comparison to 14.7% the previous month .

Top 10 Pre-Registered EVs Sold

The bars in this chart show the Volume of EVs sold by individual top selling models, with the number of each sold and the Average Days to Sale shown outside the bar and the % of Market Share is shown by the purple line:-



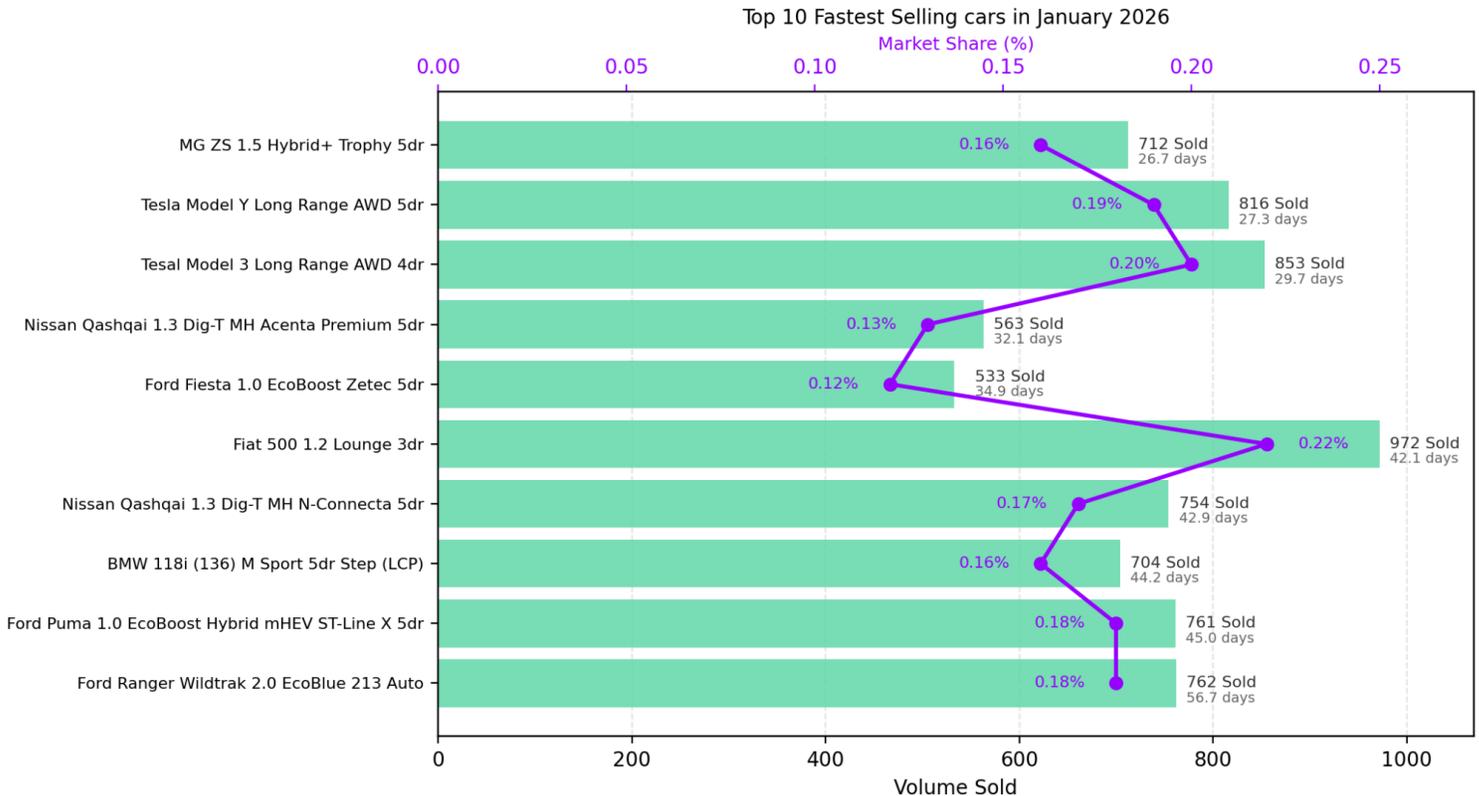
Data Powered by Bregio Insight

The data in this chart is very different from that in December and sees the BYD Dolphin accelerate to the top of the chart taking 5.1% of total EV pre-reg market share albeit 3.8 percentage points less than the Cupra Tavascan that topped the chart in December, even though the volumes sold were almost the same.

Unsurprisingly, Stellantis took seven of the Top 10 slots with BYD in first and tenth and the Volvo EX 30 took just one spot in comparison to the three places it took in December. Days to sale for these cars dropped to 32 from 37 and of note is that the average sale price fell from £24,138 to £20,276 which highlights that the push has been on smaller cheaper models.

Top 10 Fastest Selling Cars Sold

The bars in this chart show the Volume of cars sold by individual top selling models, with the number of each sold and the Average Days to Sale shown outside the bar and the % of Market Share is shown by the purple line:-



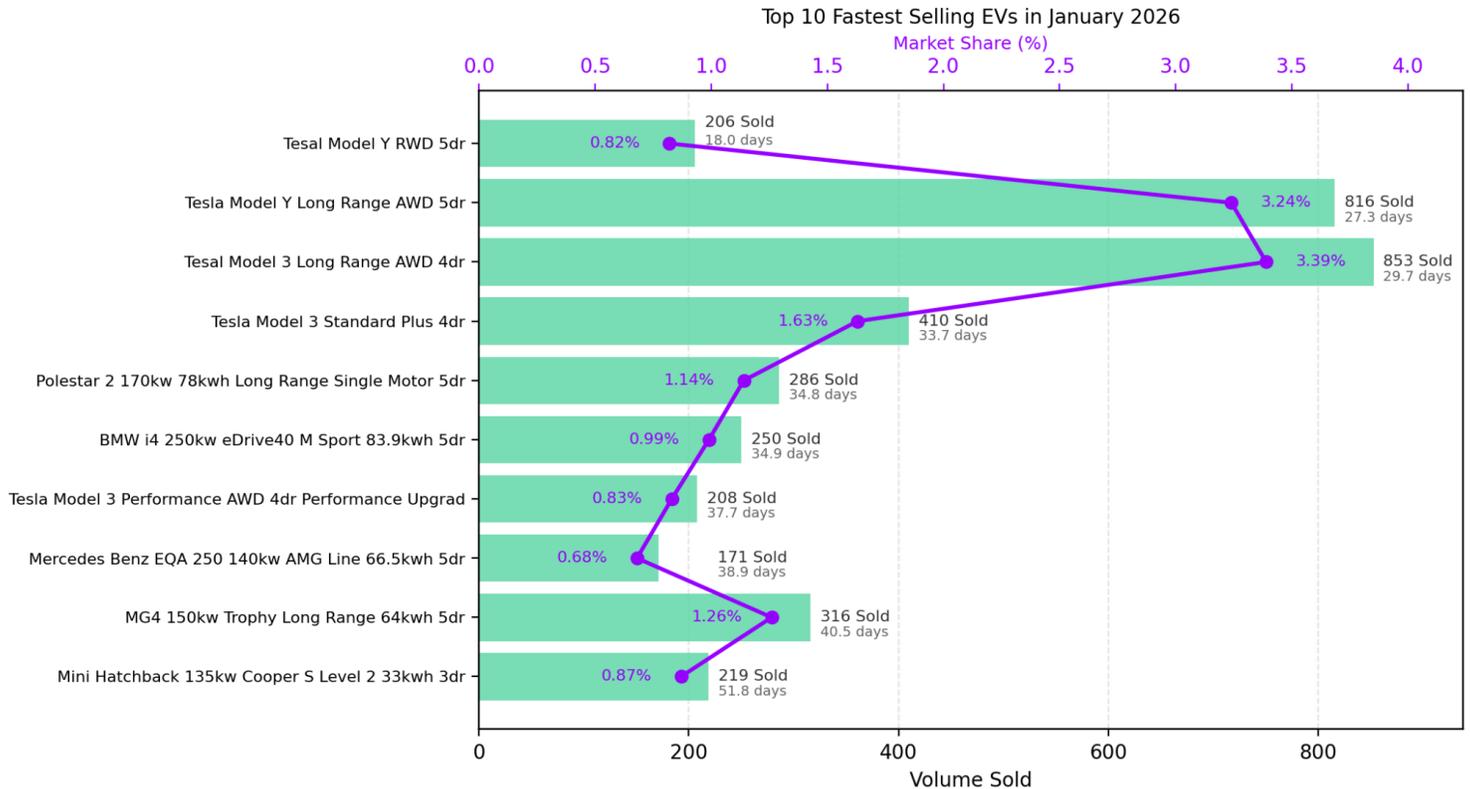
Data Powered by Breggo Insight

This chart is interesting by virtue of the fact that the MG ZS has taken the honours as being the fastest selling car in January. In previous months it has been Tesla that has enjoyed this crown. Seven of the Top 10 are the same as last month with the new Entrants being the MG ZS, the Nissan Qashqai Acenta Premium and the Ford Ranger at the expense of the Ford Fiesta 1.25 Zetec 5dr, VW Polo 1.0 TSi Life 5dr and the Toyota Yaris 1.5 Hybrid Design 5dr.

Overall, the Top 10 account for 1.7% of total sales which is exactly the same in December whilst the average days to sale increased to 38.2 from 37.1 which given the time of year is really minimal. However, the average price jumped by £1,961 to £16,234 which is largely due to the entry of the Ford Ranger Wildtrack.

Top 10 Fastest Selling EVs Sold

The bars in this chart show the Volume of EVs sold by individual top selling models, with the number of each sold and the Average Days to Sale shown outside the bar and the % of Market Share is shown by the purple line:-



Data Powered by Bregio Insight

It is not surprising to see a Tesla topping the chart, however to see five Tesla models in the top 10 is quite an achievement. Overall Tesla took 9.8% of the total market share of 14.9% of the EV market sales. Eight of the Top 10 are the same as December with the new entrants being the Tesla Model Y RWD that took the top spot as well as the MG4 and the Mini Hatchback. This was at the expense of the Hyundai Kona Premium and the Volkswagen ID3 Life Pro.

In total, the Top 10 account for 14.9% of total sales which is 1.1 percentage points less than December whilst the average days to sale increased to 34.7 from 31, which is greater than the increase in the previous chart. The average price for the Top 10 rose by £743 to £20,299 which is primarily due to the entry to first place of the Tesla Model Y.

Summary

In conclusion it is evident that the January market showed a marked recovery with increased adverts and sales bringing respite after a challenging festive period. This coupled with feedback of significant increases in both footfall on the forecourts and enquiries direct to the dealers gave

them the boost they were hoping for. In addition to the seasonal increase the improvement in the economic KPIs has helped to boost consumer confidence, further adding to demand. The potential clouds on the horizon are politically based, and at the time of writing the Epstein scandal is building further along with the government's unwise appointment of Peter Mandelson which is beginning to threaten the prime minister's tenure.

In the coming months the industry must monitor the building pressure in the EV market and be wary of falling further into the Pre-Registration trap. There will be new ideas and technology from the output and influence of the NADA event in Las Vegas to watch for as well as the growing impact of the new Chinese brands in both the new and used market.

Rest assured, Brego will ensure you get a full view of the month's activity rather than an almost full view as given by some valuation providers.

All the data in this report is available to subscribers using the Brego Platform which now benefits from a cutting edge AI driven Insight tool to help bring detail and clarity to the complex UK used car market.