

Car Purchasing Process - UK - March 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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“Car sales are currently passing through a difficult period with both new and used car volumes falling back in 2017 and 2018. Despite this, interest in certain types of car has been rising, notably those in the mini segment as well as dual-purpose and luxury cars. Equally there is growing demand for vehicles outside of the diesel market such as petrol and alternative fuels.”

– Neil Mason, Head of Retail Research

This report looks at the following areas:

- Difficulties for both new and used sales
- Alternatives to petrol and diesel still need to make progress
- Online is not making progress in all areas

Car sales are currently in decline. Both the new and used sectors suffered a fall in demand during 2017 and 2018 resulting in combined sales dropping back to 10.07 million units compared to 10.64 million units in 2016. Mintel expects combined volumes to drop further in 2019 to 10 million units before beginning to show a recovery in 2020.

Within the market the impact of the slowdown to the UK economy since the EU referendum in 2016 cannot be overlooked. Consumer confidence is weakening which, combined with what was already a new car market that was well in excess of recent highs, has resulted in increasingly difficult conditions for sellers. The 11% fall in advertising expenditure in 2018 compared to 2017 is a good example of such problems being faced by the sector.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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