This report looks at the following areas:

- Where next for the car market?
- What future for manufacturers outside of the premium sector?
- Young adults are a key audience for sales

The UK car market continues to disappoint. Both new and used sales are in decline with the recent performance of the new car sector of particular concern for manufacturers. Combined new and used sales were down at 9.95 million units in 2019, to put the market only 3% ahead of its level in 2014.

Although forecasts for the period 2019–24 are hopeful, with sales expected to reach 10.75 million units, conditions are set to remain challenging with a better understanding of car buyer demands likely to be critical for those that wish to maximise opportunities.

“The UK car market is passing through a difficult period with combined new and used sales down for a third successive year in 2019. Conditions are not expected to improve in the short-term placing the focus of attention on how best to understand and work with the demands of buyers in both new and used markets.”

– Neil Mason, Retail Category Director

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