

Car Purchasing Process - UK - March 2020

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“Car purchasing continued to suffer during 2019 with sales of both new and used cars continuing to decline. The situation is set to get worse in the short-term as COVID-19 impacts on the market during 2020 although an improvement is expected thereafter.”
– **Neil Mason, Head of Retail Research**

This report looks at the following areas:

Going forward, understanding the polarisation taking place in the market and how to attract buyers to alternative technologies in the face of a future ban on petrol and diesel will be critical for manufacturers and sellers.

- Recent difficulties for the car market are not over yet
- Tipping point increasingly approaching for alternative propulsion technologies
- Polarising market impacts on brand and model share

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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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Issues and Insights

- Recent difficulties for the car market are not over yet
 - The facts
 - The implications
- Tipping point increasingly approaching for alternative propulsion technologies
 - The facts
 - The implications
- Polarising market impacts on brand and model share
 - The facts
 - The implications

The Market – What You Need to Know

- Sales fell for a third successive year in 2019
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- Interest in dual purpose cars comes from all sectors of the market
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