

Shopping for a Car Online - US - 2022

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- Consumers' online car buying experience
- Important benefits and concerns when buying a car online
- Consumers' research approach and resources used when buying a car online
- Consumers' attitudes toward online car shopping

More than half (57%) of consumers indicate some degree of interest in purchasing a car online. This interest has been heavily driven by the pandemic as well as the overall greater inventories of online marketplaces when compared to traditional dealerships at this time. However, current economic conditions such as inflation and unemployment have driven consumers to be more critical of their spending – especially in the case of larger purchases. This comes at a time of historically high prices in the new and used car market. As a result, many consumers are likely to delay purchasing a car if they aren't in immediate need of one. Those that are still interested in purchasing a car are likely to look to online marketplaces to explore pricing and availability.

While economic uncertainties and supply chain disruptions persist, online marketplaces will want to showcase the size of inventories as well as their vehicle offerings in order to draw interest and consideration amongst consumers. These platforms must continue to educate consumers on the transparent pricing, available inventory and overall conveniences that come with shopping for a car online. Mintel expects the adoption of online car shopping to continue to grow amongst consumers moving forward, especially as younger consumers continue to enter the market.



“While the broader automotive industry continues to struggle with inventory and availability, shopping for a car online has become an increasingly viable alternative for consumers looking for vehicles. The adoption of online car shopping will continue and online car marketplaces must look to showcase the value they can provide.”

– Gabe Sanchez, Automotive Analyst

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