“Car sales reached a new high of 9.93 million units in 2015 helped by a strong economy, low interest rates and the actions of manufacturers and retailers to encourage purchases. Looking ahead, although the market is showing signs of stability there remains considerable interest in purchasing a car.”
– Neil Mason, Head of Retail Research

This report looks at the following areas:

- Growth in car sales slows after recent strong increases
- Alternative-fuelled vehicles finally achieving breakthrough
- Variable interest in in-car technology

Sales of new and used cars are at an all-time high. They are estimated to have reached 9.93 million units in 2015 which represents a 15% increase on sales in 2010 and a 2.7% increase on 2014. Used cars dominate the market with sales of 7.3 million units in 2015. New cars are a smaller, albeit more lucrative, segment of the market. Sales of new vehicles amounted to 2.63 million units in 2015 or 26.5% of the total market.

The UK car market supports a wider variety of manufacturers and brands. Buyer preferences currently favour smaller cars with those in the mini/supermini segment accounting for an estimated 38.9% of new car sales in 2015. Illustrating the fluidity of the market, recent demand has boosted interest in dual and multipurpose vehicles. This segment took an estimated 19.2% of new car sales in 2015 with this representing an increase of 5.4 percentage points on their share of sales in 2010.
The Car Purchasing Process - UK - April 2016

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