

AUTOMOTIVE INSIGHTS REPORT (AIR)

DEC 2025

Trade Me's AutoGrab platform presents the December edition of the Automotive Insights Report (AIR). This report provides insightful data on the dynamic New Zealand used car market, focusing specifically on used vehicles up to 15 years old by analysing dealer and private listing data.

The document offers an in-depth look at market trends, pricing fluctuations, and consumer preferences. It serves as a valuable resource for dealers and industry professionals interested in the current state and future prospects of the used vehicle market.



December saw a balanced seasonal cooling in the automotive market, with total vehicles for sale (-5.8%) and sold units (-6.5%) both seeing a modest month-on-month decline. However, in a standout performance, Plug-in Hybrids (PHEVs) defied the trend to become the biggest growth story, with sales surging by an incredible 80.8% over November.

This month's data reveals a fascinating market divergence. On one hand, the average 'Time to Sell' decreased as buyers focused on snapping up freshly listed stock (under 30 days). On the other hand, the 'Time Online' for unsold vehicles, a key indicator of aged stock, climbed to 70.53 days.

This figure is now approaching a critical threshold. The last significant market correction occurred in January 2025, when 'Time Online' reached 73.39 days. With the current trend, the market is poised for a similar adjustment as dealers feel the pressure of limited cash flow and rising floor plan costs. It is therefore crucial for dealers to monitor the market closely and manage inventory proactively to avoid getting caught out by these coming adjustments.

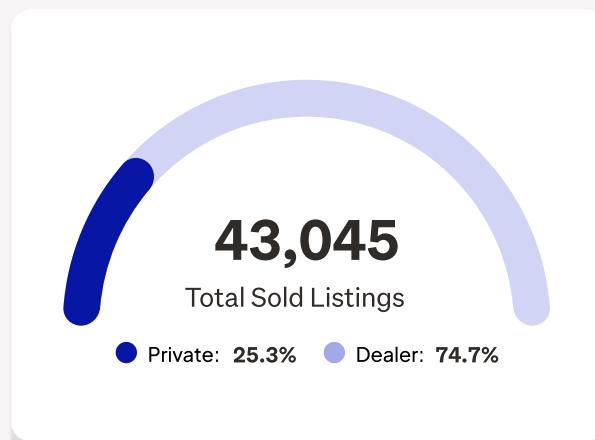
NATIONAL SUMMARY - FOR SALE

67,225
Total Active Listings

● Private: 22.1% ● Dealer: 77.9%

	This Month	Last Month	Movement
AUCKLAND	30,447	32,034	-4.95%
CANTERBURY	11,282	12,442	-9.32%
WAIKATO	5,830	6,100	-4.43%
WELLINGTON	4,964	5,262	-5.66%
BAY OF PLENTY	2,919	3,135	-6.89%
UNSPECIFIED	2,831	2,985	-5.16%
OTAGO	2,141	2,275	-5.89%
HAWKES BAY	1,394	1,544	-9.72%
NELSON	1,190	1,268	-6.15%
NORTHLAND	1,091	1,116	-2.24%
SOUTHLAND	1,044	1,092	-4.40%
TARANAKI	799	799	0.00%
MARLBOROUGH	343	365	-6.03%
MANAWATU	325	323	0.62%
GISBORNE	286	284	0.70%
WEST COAST	189	199	-5.03%
TASMAN	150	175	-14.29%
Total	67,225	71,398	

NATIONAL SUMMARY - SOLD



	This Month	Last Month	Movement
AUCKLAND	19,433	21,638	-10.19%
CANTERBURY	7,322	7,574	-3.33%
MARLBOROUGH	302	323	-6.50%
SOUTHLAND	551	611	-9.82%
TASMAN	90	85	5.88%
NELSON	552	539	2.41%
BAY OF PLENTY	2,155	2,194	-1.78%
UNSPECIFIED	2,167	2,072	4.58%
GISBORNE	148	208	-28.85%
WEST COAST	97	100	-3.00%
MANAWATU	209	226	-7.52%
WAIKATO	3,757	3,901	-3.69%
WELLINGTON	2,925	3,153	-7.23%
NORTHLAND	699	704	-0.71%
HAWKES BAY	985	894	10.18%
TARANAKI	524	548	-4.38%
OTAGO	1,129	1,261	-10.47%
Total	43,045	46,031	

MARKET SEGMENTS

67,225

Total for Sale

43,045

Total Sales

Passenger

34,917

SUV

23,373

LCV - Utes

6,728

LCV - Vans
& Buses

2,207

Passenger

21,028

SUV

14,918

LCV - Utes

5,576

LCV - Vans
& Buses

1,523

FUEL TYPE

FOR SALE

	This Month	Last Month	Movement
Petrol	33,012	34,983	-5.63%
Hybrid	16,989	18,189	-6.60%
Diesel	12,385	13,615	-9.03%
EVs	2,468	2,454	0.57%
PHEVs	1,184	741	59.78%
LPG	10	9	11.11%

SOLD

	This Month	Last Month	Movement
Petrol	21,284	22,848	-6.85%
Hybrid	9,665	10,899	-11.32%
Diesel	9,495	9,810	-3.21%
EVs	1,178	1,282	-8.11%
PHEVs	801	443	80.81%
LPG	7	8	-12.50%

MARKET TRENDS - AVERAGE TIME TO SELL



MARKET TRENDS - AVERAGE TIME ONLINE



TOP PERFORMERS - TOTAL SALES TOP 10 MAKES AND MODELS

	Total For Sale	This Month - Sales	Avg. Days to Sell	Movement
Ford Ranger	2,515	1,827	46	7.00%
Toyota Aqua	2,519	1,686	56	6.99%
Toyota Corolla	1,768	1,375	50	5.60%
Toyota Hilux	884	1,059	39	23.08%
Toyota RAV4	721	1,014	33	22.61%
Mazda CX-5	1,308	929	56	-0.08%
Toyota Prius	1,263	866	52	7.68%
Suzuki Swift	1,185	774	51	6.33%
Nissan X-Trail	1,313	772	57	-12.04%
Mitsubishi Outlander	846	760	52	16.90%

TOP PERFORMERS 2-4 YEARS OLD - TOTAL SALES TOP 10 MAKES AND MODELS

	Total For Sale	This Month - Sales	Avg. Days to Sell	Movement
Ford Ranger	789	590	46	-7.97%
Toyota RAV4	227	403	32	-3.97%
Toyota Hilux	180	274	37	16.79%
Mitsubishi Outlander	245	267	38	1.12%
Toyota Corolla	259	237	47	11.39%
Mazda CX-5	215	177	43	-9.04%
Suzuki Swift	146	149	54	New!
Mitsubishi Eclipse Cross	262	146	39	New!
Mitsubishi ASX	136	137	44	10.22%
Mitsubishi Triton	155	125	47	-8.00%

TOP PERFORMERS 5-7 YEARS OLD - TOTAL SALES TOP 10 MAKES AND MODELS

	Total For Sale	This Month - Sales	Avg. Days to Sell	Movement
Toyota Corolla	751	518	62	4.86%
Ford Ranger	666	426	50	5.97%
Toyota Hilux	218	282	39	16.05%
Toyota Aqua	412	274	77	-13.84%
Mitsubishi Triton	242	229	41	7.51%
Nissan Note	450	216	77	-10.37%
Toyota C-HR	537	203	79	-2.40%
Toyota RAV4	227	201	48	2.55%
Mazda CX-5	252	157	68	New!
Nissan X-Trail	356	154	62	New!

GLOSSARY

FOR SALE

Level of available used and demo cars listed online by dealers and private sellers nationally at the time of reporting. AutoGrab processes and deduplicates listings to identify and eliminate repetitions, ensuring that vehicles listed across multiple platforms are counted once.

MARKET DAYS SUPPLY (MDS)

Measures the supply and demand of a specific make, model variant, and model year by dividing the total number of vehicles for sale by the number of same-vehicle variants sold in the past 60 days. A higher MDS indicates more supply than demand for that vehicle variant.

SALES

Total vehicles delisted from online marketplaces, serving as a proxy to actual sales and recorded monthly. The delisting count reflects unique vehicles, as AutoGrab processes and deduplicates listings to identify and eliminate repetitions, ensuring that vehicles listed across multiple platforms are counted once.

DAYS TO SELL

Measures the duration in days between when a vehicle was first listed online and when it was delisted.