

AUTOMOTIVE INSIGHTS REPORT (AIR)

JAN 2026

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.



The key story for January is the mounting pressure dealers are facing. The total number of available vehicles declined again, down 7.28%, and is now at the lowest point in over 24 months.

The average 'Time to Sell' has increased to 60.6 days, up from 55.5 in December, as dealers begin to clear older stock. Compounding this, the 'Time Online' for unsold vehicles continued its upward trend, reaching 71.34 days. With both metrics heading in the wrong direction, the pressure on aging inventory and dealer cash flow is intensifying.

In the fuel segment, fully electric vehicles (EVs) provided a rare bright spot, with sales rebounding by over 19% after a quiet December. This suggests that underlying consumer interest in EVs remains strong despite the broader market cooling.

Dealer market share remained robust, with dealers accounting for 81.2% of active listings and 79.2% of all vehicles sold. However, as the market navigates this challenging period of slowing sales and mounting aged stock, proactive inventory management and pricing strategies will be more critical than ever.

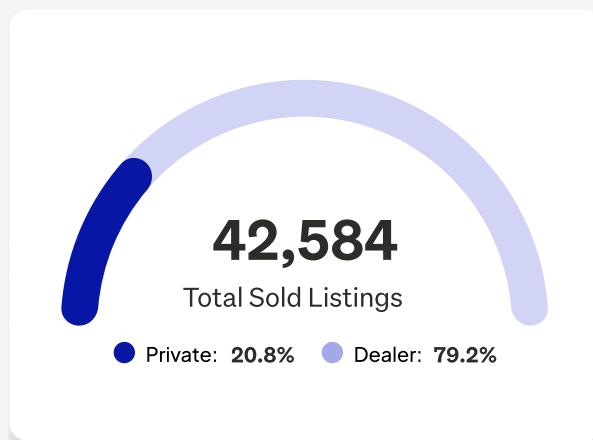
NATIONAL SUMMARY - FOR SALE

67,967
Total Active Listings

● Private: 18.8% ● Dealer: 81.2%

	This Month	Last Month	Movement
AUCKLAND	30,303	30,447	-0.47%
CANTERBURY	11,128	11,282	-1.37%
WAIKATO	5,894	5,830	1.10%
WELLINGTON	5,460	4,964	9.99%
BAY OF PLENTY	2,965	2,919	1.58%
UNSPECIFIED	2,808	2,831	-0.81%
OTAGO	2,140	2,141	-0.05%
HAWKES BAY	1,810	1,394	29.84%
NELSON	1,154	1,190	-3.03%
NORTHLAND	1,136	1,091	4.12%
SOUTHLAND	987	1,044	-5.46%
TARANAKI	886	799	10.89%
MANAWATU	388	325	19.38%
MARLBOROUGH	327	343	-4.66%
GISBORNE	266	286	-6.99%
WEST COAST	166	189	-12.17%
TASMAN	149	150	-0.67%
Total	67,967	67,225	

NATIONAL SUMMARY - SOLD



	This Month	Last Month	Movement
BAY OF PLENTY	2,058	2,155	-4.50%
MANAWATU	239	209	14.35%
GISBORNE	147	148	-0.68%
AUCKLAND	19,119	19,433	-1.62%
CANTERBURY	7,153	7,322	-2.31%
SOUTHLAND	594	551	7.80%
NELSON	626	552	13.41%
MARLBOROUGH	286	302	-5.30%
TASMAN	100	90	11.11%
UNSPECIFIED	2,113	2,167	-2.49%
OTAGO	1,158	1,129	2.57%
TARANAKI	586	524	11.83%
NORTHLAND	712	699	1.86%
WAIKATO	3,477	3,757	-7.45%
HAWKES BAY	1,162	985	17.97%
WELLINGTON	2,953	2,925	0.96%
WEST COAST	101	97	4.12%
Total	42,584	43,045	

MARKET SEGMENTS

67,967

Total for Sale

42,584

Total Sales

Passenger

32,193

SUV

25,788

LCV - Utes

7,378

LCV - Vans
& Buses

2,608

Passenger

20,069

SUV

15,380

LCV - Utes

5,402

LCV - Vans
& Buses

1,733

FUEL TYPE

FOR SALE

	This Month	Last Month	Movement
Petrol	34,594	33,012	4.79%
Hybrid	15,043	16,989	-11.45%
Diesel	13,277	12,385	7.20%
EVs	2,823	2,468	14.38%
PHEVs	1,183	1,184	-0.08%
LPG	8	10	-20.00%

SOLD

	This Month	Last Month	Movement
Petrol	21,416	21,284	0.62%
Hybrid	9,124	9,665	-5.60%
Diesel	9,283	9,495	-2.23%
EVs	1,402	1,178	19.02%
PHEVs	829	801	3.50%
LPG	9	7	28.57%

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	2,580	1,802	55	-1.37%
Toyota Aqua	2,226	1,674	54	-0.71%
Toyota Corolla	1,575	1,302	54	-5.31%
Mazda CX-5	1,226	916	53	-1.40%
Suzuki Swift	1,261	833	62	7.62%
Toyota RAV4	657	830	34	-18.15%
Toyota Prius	1,107	810	50	-6.47%
Toyota Hilux	733	799	40	-24.55%
Nissan X-Trail	1,294	780	65	1.04%
Toyota Hiace	870	765	34	New!

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	496	409	51	-30.68%
Toyota RAV4	192	313	26	-22.33%
Mitsubishi Outlander	233	192	53	-28.09%
Toyota	108	179	37	-34.67%
Mitsubishi Eclipse Cross	221	164	50	12.33%
Toyota Corolla	177	138	51	-41.77%
Mitsubishi Triton	103	113	53	-9.60%
Suzuki Swift	135	111	56	-25.50%
Mitsubishi ASX	92	111	50	-18.98%
Mazda CX-5	126	103	42	-41.81%

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

	Total For Sale	This Month - Sales	Avg. Days to Sell	Movement
Ford Ranger	685	540	55	26.76%
Toyota Corolla	597	473	67	-8.69%
Toyota RAV4	236	292	47	45.27%
Nissan Note	303	265	75	22.69%
Toyota Yaris	304	214	69	New!
Toyota Hilux	173	197	47	-30.14%
Mitsubishi Triton	194	181	56	-20.96%
Mazda CX-5	210	168	53	7.01%
Toyota Aqua	212	161	74	-41.24%
Nissan X-Trail	224	151	61	-1.95%

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.