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Brego Market Update

January 2024

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January Market Update Overview

In our January 2024 report, we delve into the dynamic UK car market, providing an analytical snapshot of the latest trends and figures. This month, we've observed a 0.3% overall change in the market from the previous month.

↑ 0.3% overall price change from previous month by Fuel Type

▲ Petrol : 1.89% ▲ Diesel : 2.78% ▲ Petrol/Electric Hybrid : 1.25%
▼ Electric : -2.25% ▼ Petrol Parallel Phev : -2.15%

In January 2024, 532,266 vehicles have been sold. It took an average of 49 days to sell a vehicle and Medium SUV / 4x4 was the most popular body type. The average price of sold vehicles was £17,530.

532,266 vehicles were sold in January 2024

49 days

Average days to sell a vehicle

**Medium SUV /
4x4**

Most popular body type
with 117,053 Sold











£17,530

Average Vehicle Price

Popular Manufacturers

Top 10 sold manufacturers

The top manufacturer for January 2024 was Ford with 53,292 units sold.

	Manufacturer	Vehicle Sales
	FORD	53,292
	VOLKSWAGEN	42,903
	BMW	38,797
	VAUXHALL	36,659
	AUDI	34,084
	MERCEDES-BENZ	33,614
	NISSAN	22,812
	TOYOTA	20,636
	LAND ROVER	18,297
	PEUGEOT	18,107

Popular Models

Top 10 sold models

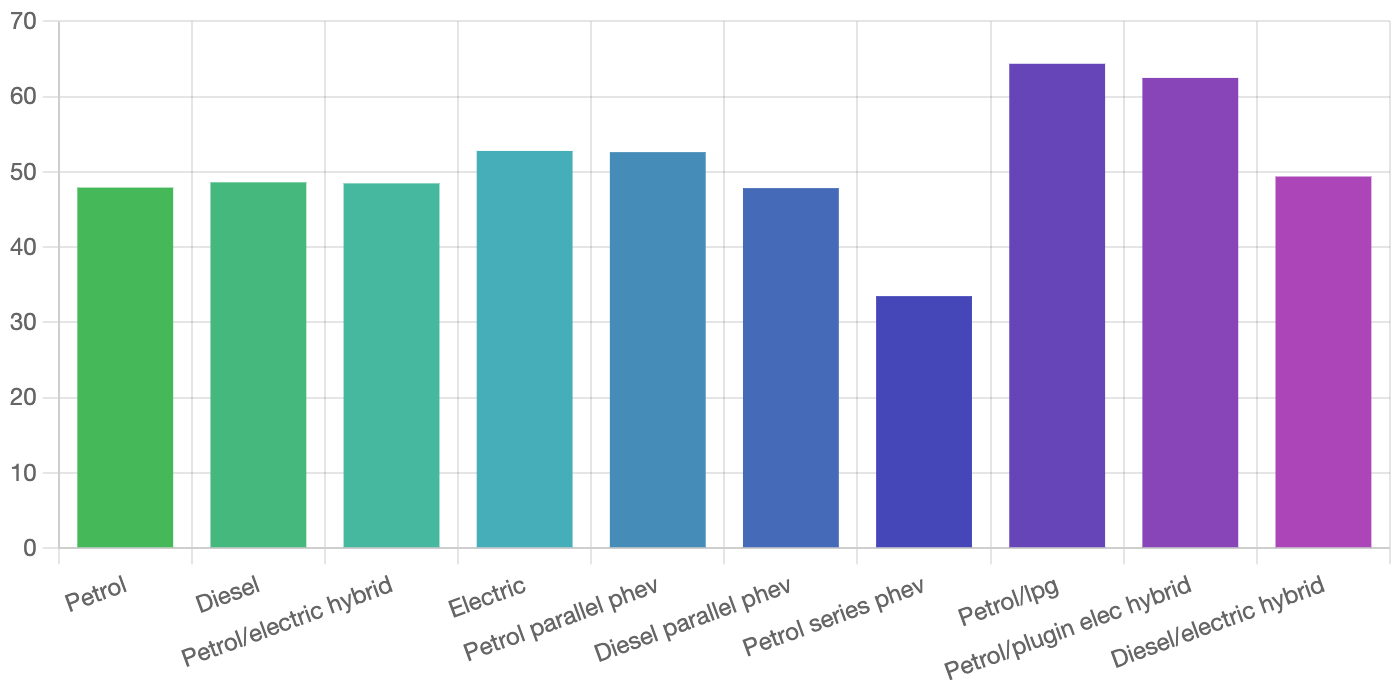
The top model for January 2024 was Ford fiesta with 13,761 units sold.

Model	Vehicle Sales
FORD FIESTA	13,761
VOLKSWAGEN GOLF	12,336
VAUXHALL CORSA	11,816
FORD FOCUS	11,523
NISSAN QASHQAI	10,153
VOLKSWAGEN POLO	8,211
MERCEDES-BENZ A CLASS	7,995
BMW 3 SERIES	7,928
MINI HATCHBACK	7,608

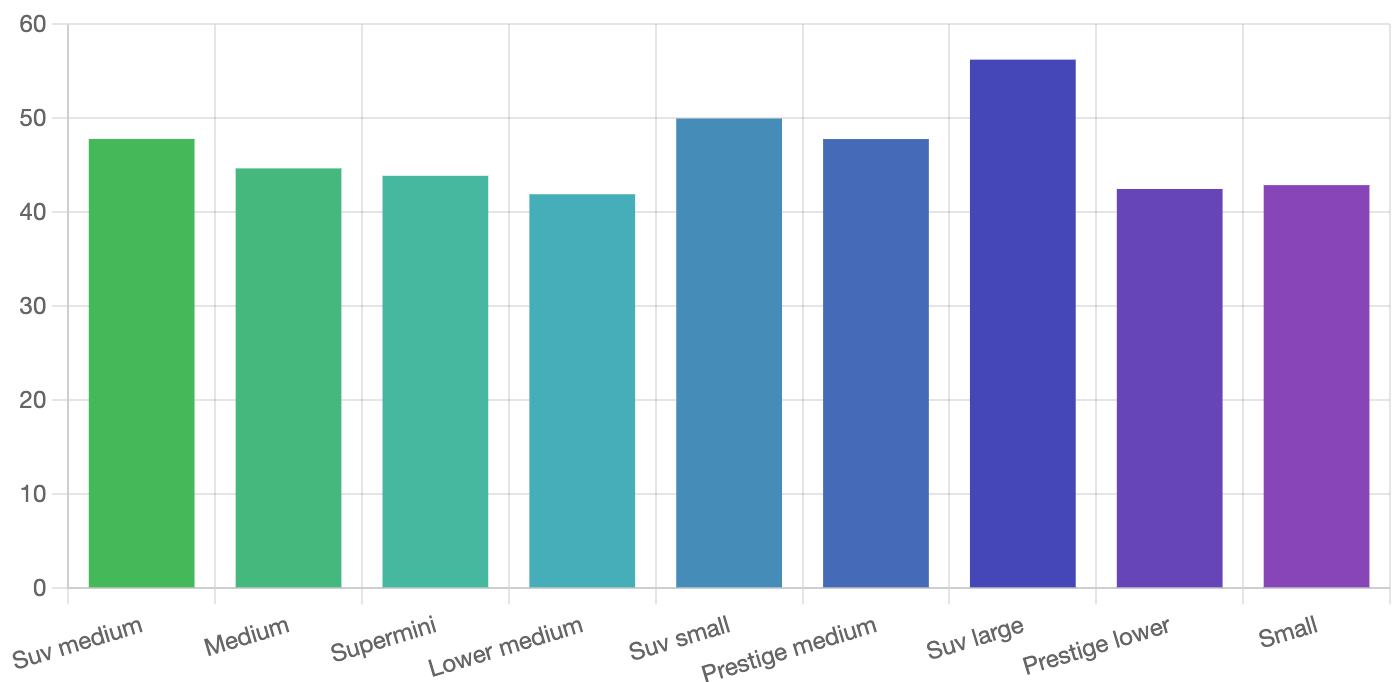
January Vehicle Sales - Fuel Type and Sector

Here are the average days to sell a vehicle by fuel type and by sector. This is a good indicator of the market health and demand for vehicles.

Average days to sell by fuel type



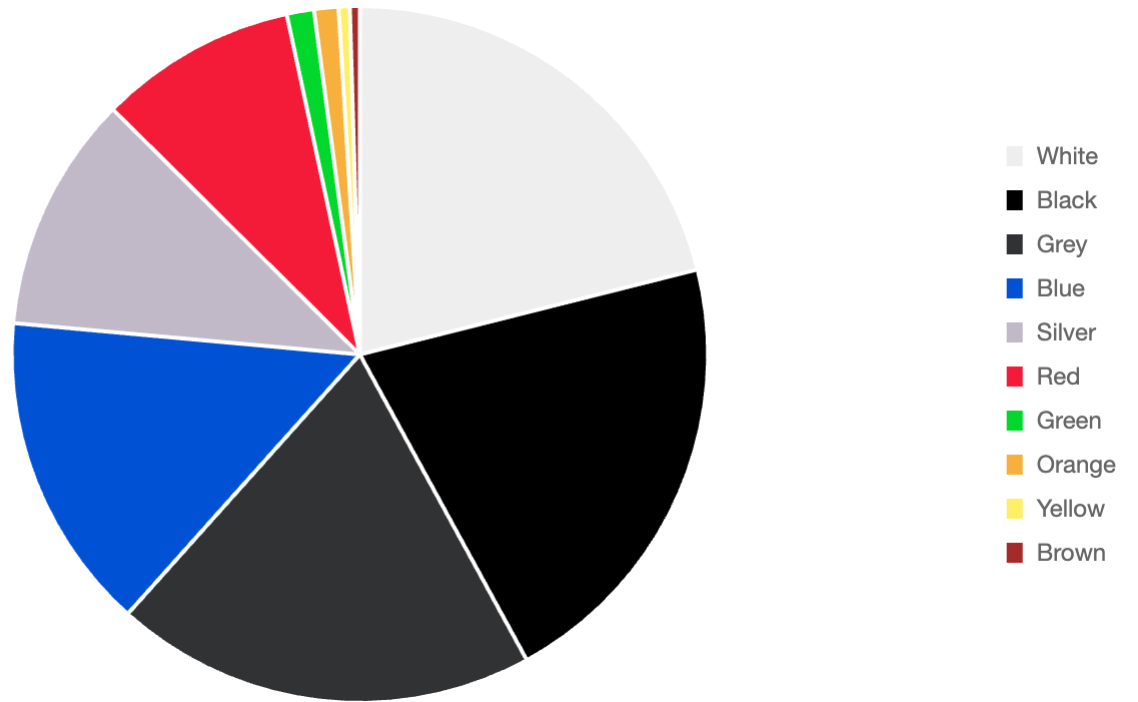
Average days to sell by sector



January's most popular colours and model years

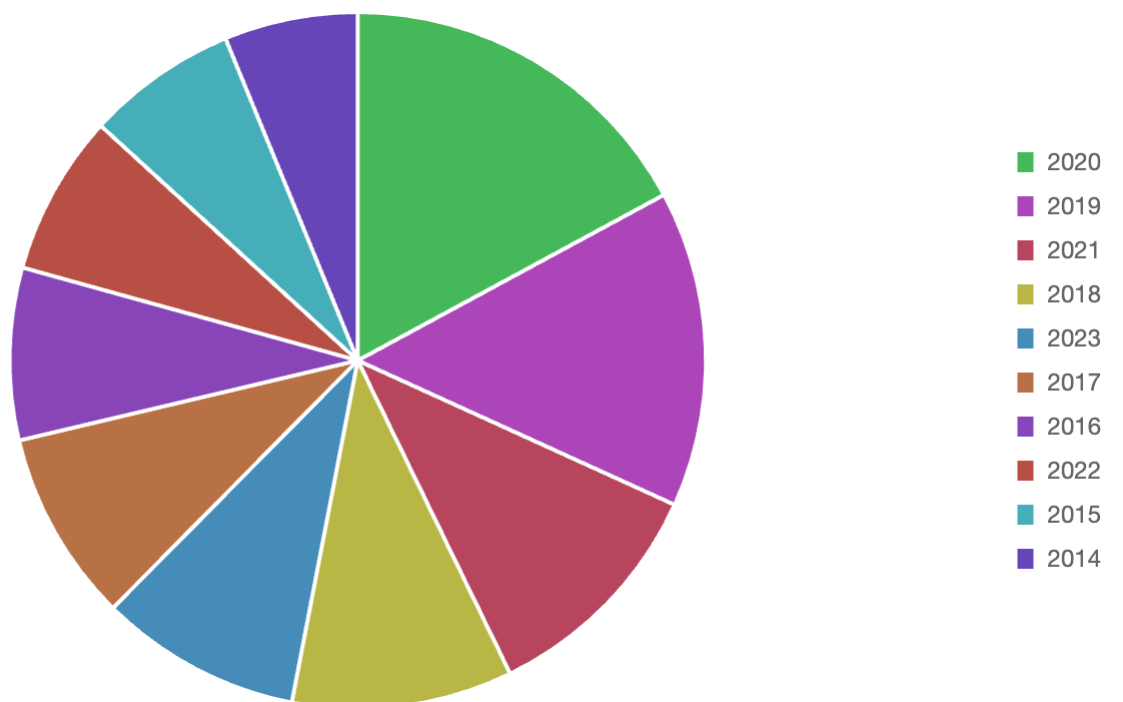
The most popular colour of January was white with 109,971 vehicles sold. While the most popular model year was 2020 with 73,615 vehicles sold.

Most popular colours



109,971 sold
 109,377 sold
 102,201 sold
 77,306 sold
 57,368 sold
 47,964 sold
 6,596 sold
 5,899 sold
 2,708 sold
 2,408 sold

Most popular model years sold



73,615 sold
 63,175 sold
 47,275 sold
 44,090 sold
 40,366 sold
 38,239 sold
 34,391 sold
 32,149 sold
 30,190 sold
 26,703 sold