



# DoneDeal's Motor Industry Report

The Road Ahead  
April 2021

**DoneDeal**  
For all of Ireland's Trusted Car Dealerships





# Welcome

During the past year, DoneDeal has worked with over 1,000 Car Dealerships to adjust to online trading, supporting our network of Dealerships with end-to-end click and collect solutions from online finance applications, online payment, and delivery options. Alongside their digital advancements, we understand too that our Car Dealerships have the ability to trade safely in a low-risk outdoor environment.

We stand with SIMI, the Society of the Motor Industry in Ireland, in support of Car Dealerships primed to open and trade safely from the beginning of May. 40% of Irish people intend to purchase a car in the remainder of this year. Once open, Car dealerships can meet the consumer appetite evident in our numbers. From there, the Motor Industry can at least begin to recover some small part of lost revenue to the sector in excess of €500 million and lost taxation to the Exchequer of €170 million.

**Over 60,000 Car Ad Listings from Car Dealerships and 1,500 people form the basis of this report.**

The findings of this report are based on a survey of over 1,500 people in Ireland in April 2021, alongside analysis on over 60,000 car ad listings on DoneDeal from over 1,500 Car Dealerships nationwide.

From a consumer insight perspective, We are the number 1 destination for Car Buyers in Ireland, with more ad views on premium car stock than any other website.<sup>1</sup> It is from this vantage point, that we can offer a unique perspective on the Motor Industry in Ireland.

**Elaine Doyle**  
DoneDeal



## Intent to buy a car this year

# 40%

of Irish people intend to purchase a car this year.

Up significantly when you consider people replace their car every 5 years, on average.<sup>2</sup>

The overall intent to purchase a premium car is at an all time high with adviows on cars between the ages of 2017-2021 growing by 150% YoY on DoneDeal.

It is understood that this is down to savings in the economy<sup>3</sup> from those lucky enough to hold onto their jobs the consumer market reacting to strong finance and lending options.



### Plan to spend

## Over €15,000

60% of people say that they intend to spend a minimum of €15,000 on their next car

### Finance

## 60%

of people intend to use finance options (up from 50% at the start of the year).

### Cash Buyers

## 40%

The number of people in Ireland intending to buy a car with cash has decreased to 40% down from 50% at the start of the year.

1

2 DoneDeal Motor Survey, N= 1,501, All adults, Ireland

3 Reference: Irish Times:<https://www.irishtimes.com/business/financial-services/61m-a-day-the-amount-irish-households-are-saving-1.4495887>

## Good time to buy?

# €30,000

Average price of a car on  
DoneDeal.

Based on 60,000 ad listings for cars from Car Dealerships Nationally on DoneDeal.

With a squeeze on used car stock due to Brexit, we can see a slight rise in prices over time. However, Cars are expected to hold their value for longer which will have a positive impact come trade in time.



### What do we expect?

## 63%

of people in Ireland plan to trade in their car against their purchase from a Car Dealership versus sell privately versus 55% who intended to trade in at the end of last year.

### How we buy?

## 42%

of people in Ireland are open to using click and collect services when purchasing their car up from 30% of people at the start of the year

### What we buy?

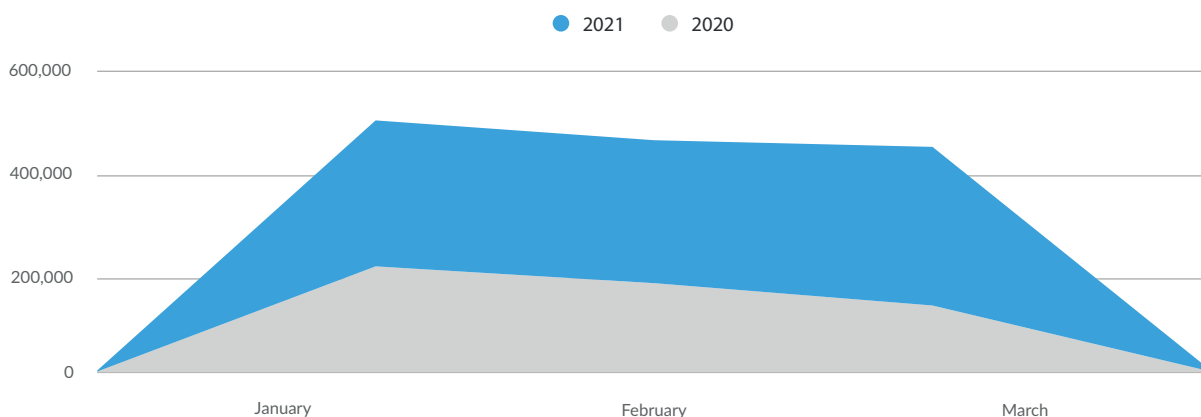
## 40%

of people in Ireland intend to buy Hybrid/Electric, up from 35% since the start of the year alone

## Searches for Electric Cars on DoneDeal

# +70% YoY

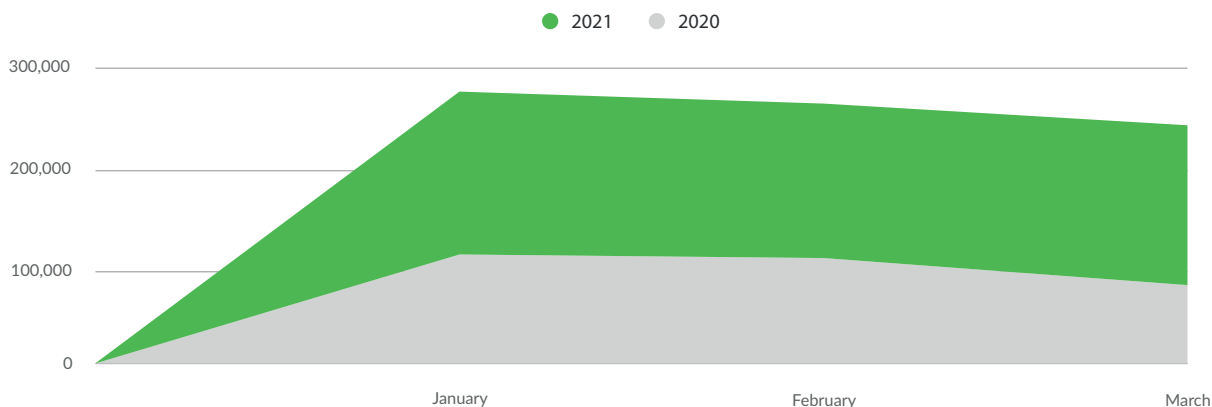
Increases in filtered searches for  
Electric Cars on DoneDeal



## Searches for Hybrid Cars on DoneDeal

# +65% YoY

Increases in filtered searches for  
Hybrid Cars on DoneDeal

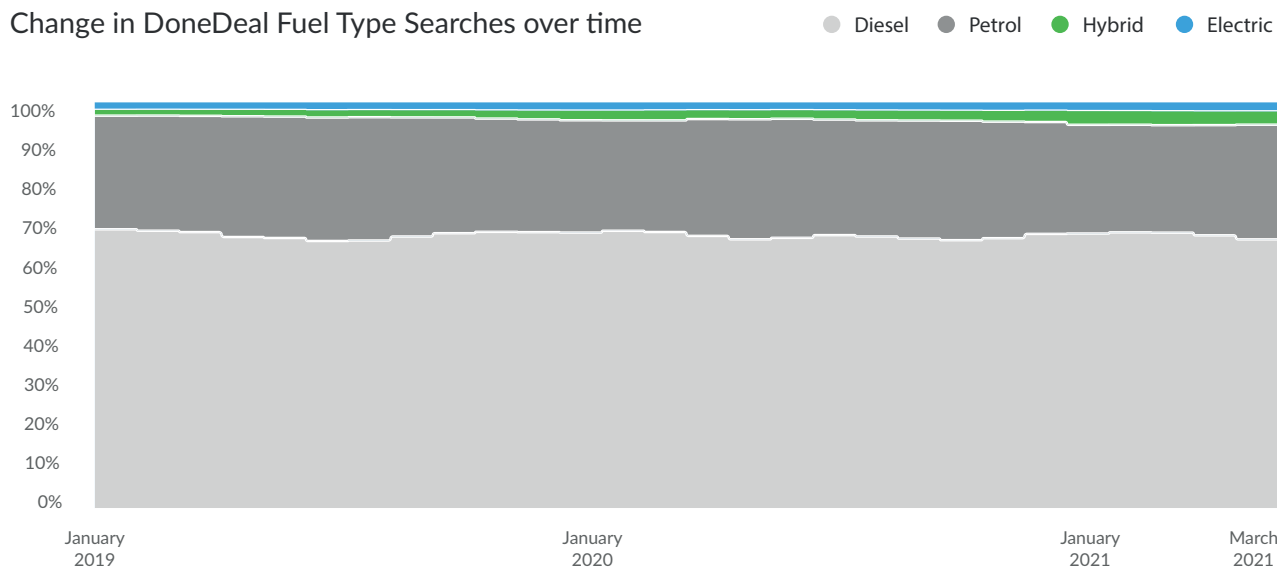


## DoneDeal and SIMI data shows resilience in Diesel

According to DoneDeal Data, Diesel maintains its stronghold as an option for the car buyer in Ireland.

Consumers start their search demonstrating huge intent for Electric and Hybrid but default to Diesel.

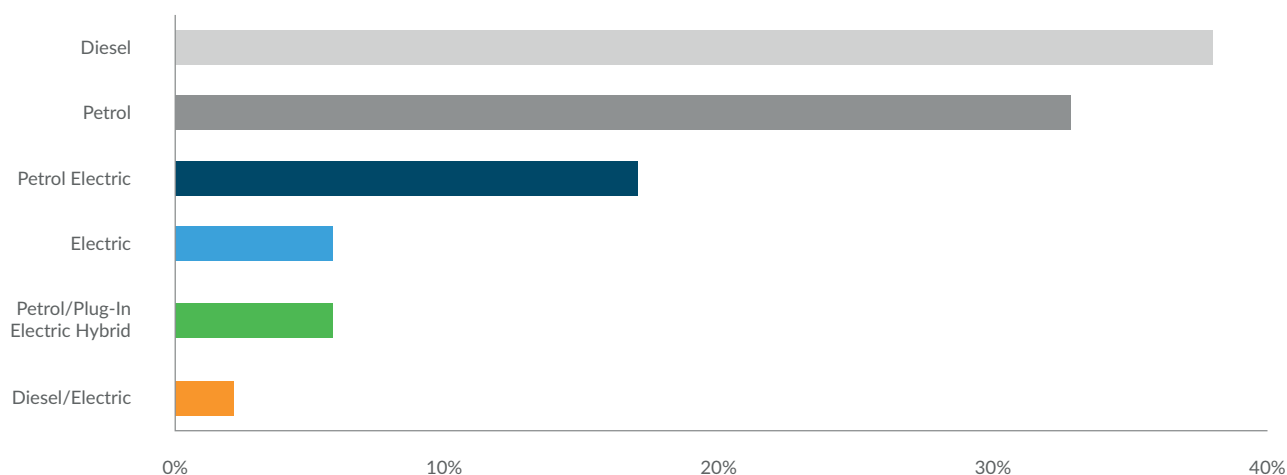
Change in DoneDeal Fuel Type Searches over time



## DoneDeal's view of the Total Car Market correlates with SIMI's view of the New Car Market.

We can see this trend in the market for new car sales too, as per the chart below with over 60% of purchases going to Diesel and Petrol engine type.

New Car Registrations by Fuel Type Q1, 2021



Source: SIMI Data, Q1 2021.

Over the last number of years, DoneDeal.ie has collected a vast amount of data on the Irish motor market. Each year hundreds of thousands of motors are advertised on the site.

#### **About the Report**

The goal of the DoneDeal.ie Motor Report is to use the information in this report to help all actors in the motor market make informed decisions about buying and selling. In addition, because it is freely available, the DoneDeal.ie Motor Report can help inform the media, the general public and policymakers about the latest developments in the motor market.

#### **Methodology and Sample Size**

Statistics are based on motors advertised on DoneDeal.ie for a given period in addition to a nationally representative survey commissioned by DoneDeal (1,400 Respondents) and publicly available information about the Irish Motor Industry.

#### **About DoneDeal.ie**

DoneDeal is for premium car deals to feel great about from all of Ireland's local trusted Car Dealers. Employing people in Ireland across Dublin and Wexford, DoneDeal is host to all of Ireland's trusted car dealers and is the number one touchpoint for Irish consumers when buying premium cars.

Our mission at DoneDeal is to remove all uncertainty when it comes to buying and selling a car, and we continue to listen carefully to both customers and our trusted dealers in order to make car buying better for consumers in Ireland. DoneDeal is well-positioned to address car buyers' challenges, hosting the widest selection of cars for sale in Ireland, with over 81,000 on sale today. The vast majority of those, 59,000, are from over 1,000 trusted local dealerships that offer certainty in your purchase through warranties and history checks, and service options like finance, delivery and click and collect.

For more consumer insights and car reviews, visit [blog.donedeal.ie](http://blog.donedeal.ie)

#### **Disclaimer**

The DoneDeal.ie Motor Report is prepared from information that we believe is collated with care, but we do not make any statement as to its accuracy or completeness. We reserve the right to vary our methodology and to edit or discontinue the indices, snapshots or analysis at any time for regulatory or other reasons. Persons seeking to place reliance on any information contained in this report for their own or third party commercial purposes do so at their own risk.

#### **Credits**

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