

Monthly Industry Insights Report

2024 Auto Market Year-In-Review

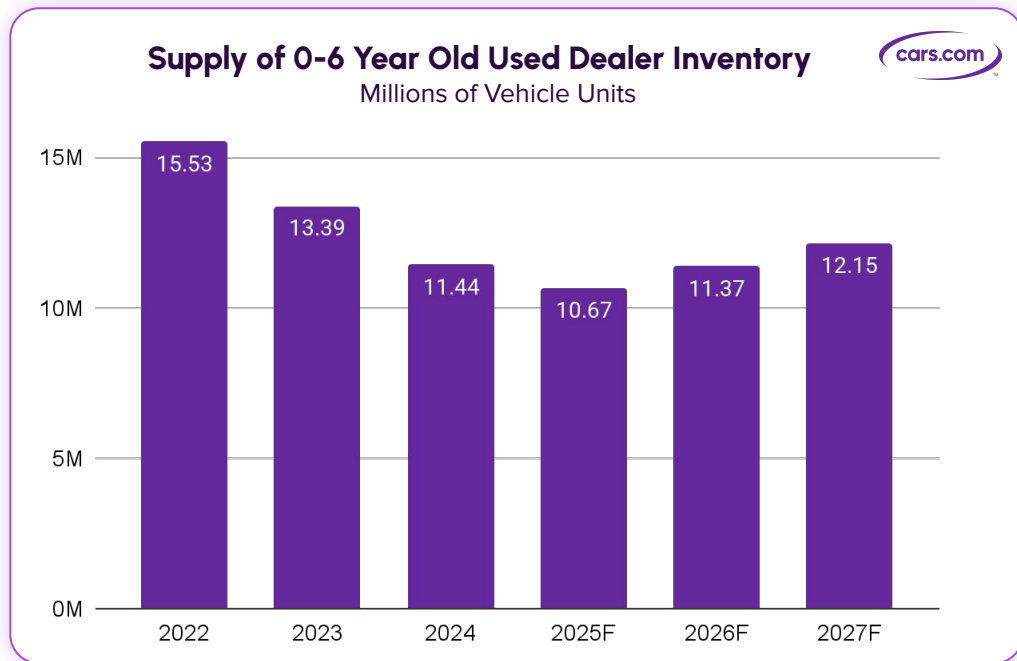
2025 Anticipated to Have the Tightest Supply of Used Inventory Due to Low New Auto Sales and Leases Since The Chip Shortage

In 2025, dealers are expected to face **-6.7% less supply** of 0-6-year-old used inventory compared to last year.

Why the drop? **Fewer lease returns**, and fewer new vehicles being built and sold since the pandemic began in 2020.

The **average used vehicle price stayed steady** at just under \$29,000 in 2024, but that's still **down -9.6%** since 2022.

With fewer used cars available, prices could go up—**shoppers might consider buying a new car** if they can't find the right used car.



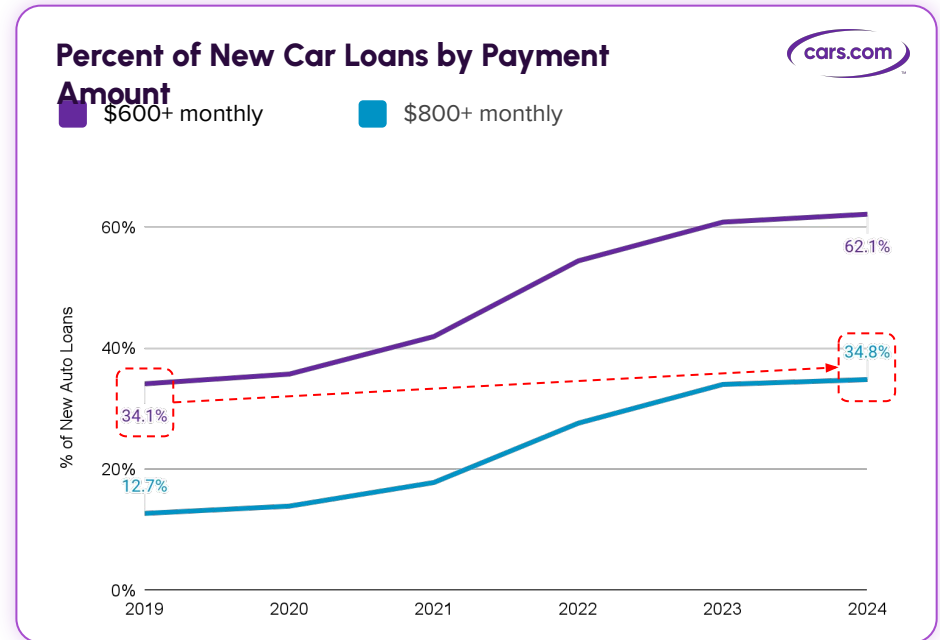
**Each year includes the prior 1-5 model years.*

Source: Cars Commerce

\$800 Is The New \$600: Monthly Car Loan Payments Skyrocket Since 2019

With average new vehicle price up **29% since 2019**, and higher interest rates, it's no surprise that monthly loan payments have shot up too.

- \$800 is the new \$600:** Today, 35% of buyers are taking on monthly payments of \$800 or more—the same percentage that paid \$600 back in 2019.
- \$600+ is the norm:** Nearly two-thirds (62%) of new car buyers now have monthly payments of \$600 or more, making it the new standard for car loans.



EV Market Booms Amid Uncertainty: Demand Surges, but 2025 Brings New Challenges

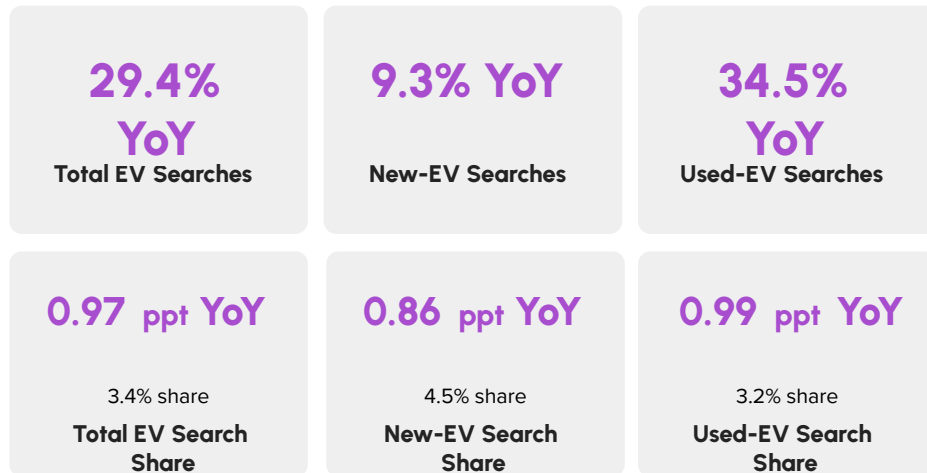
EVs are growing faster than the rest of the market, thanks to a smaller starting base and a flood of new launches. Demand is also surging, outpacing search growth for any other powertrain—a great sign for the segment.

Used EVs are following the trend. Tesla accounts for half the market, but demand for non-Tesla EVs grew 29% year-over-year, outpacing Tesla by a solid margin.

EV trucks are a hit, offering a great balance of form and function that shoppers love.

The 2025 EV market is full of uncertainty.

- Tax credits are tightening with tougher qualifications.
- A new administration might repeal or replace EV incentives, leaving automakers in limbo.
- For now, automakers may stick to current strategies and hold off on major changes until there's more clarity.



New Car Market Finds The New Normal in 2024: Improved Inventory, Stable Prices

New car searches on Cars.com dipped in 2024, but that's actually a **good sign!** Last year, consumers searched more because inventory was tight. Now, with more cars available, shoppers are finding what they want.

New car supply is up big time— 31.8% compared to last year and double what it was two years ago, when the chip shortage and supply chain issues were hitting hard.

Prices have stayed steady at around \$49,000 all year, and financing costs started easing in Q4, thanks to three interest rate cuts from the Federal Reserve.

Cars are spending a bit more time on lots, averaging 70 days live, but that's normal with better supply. Turn rates are still faster than in 2019-2020, when cars lingered for 80-83 days, back when inventory was higher and prices were lower.

-11.5% YoY

**New-Car
Demand**

Searches

31.8% YoY

**New-Car
Supply**

Marketplace inventory

38.5% YoY

70 Days Average

**New-Car
Days Live**

Live on site

-1.1% YoY

\$49,175 Average

**New-Car
Price**

List price

Twice the Cars, Twice the Choices: New Inventory Has Doubled Since 2022

Can OEMs declare victory on vehicle production? After a tough few years with pandemic setbacks, supply chain issues, and the UAW strike, automakers have finally stocked dealer lots while keeping the average turn rate manageable at 70 days—better than the 80 days in 2019, but up from 50 days last year.

Dealers averaged **2.3 million new cars per month in 2024**, a big 32% jump from last year, and nearly double the inventory from 2022.

Prices ticked down slightly —a -1.1% drop year-over-year—thanks to more entry entry-priced vehicles hitting the market.

With inventory looking healthier, the big question is:

Will automakers stick to these production levels, or will they risk oversupply and deeper discounts to grab more buyers?

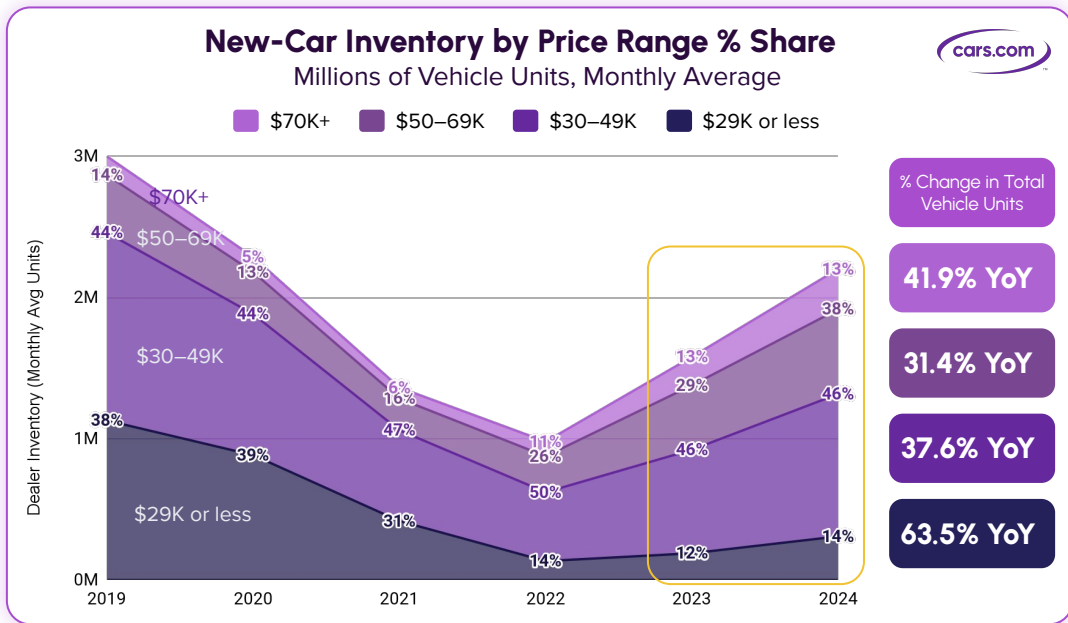


Affordable Cars Lead 2024 Growth, But Luxury Inventory Soars Over Two Years

Affordable cars under \$30,000 saw the biggest growth in 2024, jumping 63.5% year-over-year. Leading the charge were popular gas-only small vehicles like the Chevrolet Trax (+155%), Nissan Sentra (+141%), and Honda HR-V (+73%)

Luxury inventory priced \$70,000+ is on the rise, growing 42% in 2024 and an impressive 176% over the past two years.

The growth in premium priced vehicles and higher-priced electric vehicles is not just about luxury cars — it's also fueled by upmarket, fully-loaded versions of full-size trucks and SUVs, like heavy-duty Ford F-Series, GMC Sierra, and Ram Pickup, plus favorites like the Chevrolet Tahoe and Ford Expedition.



Used Car Market Settles Down in 2024 as Inflation Cools

Used car searches dipped in 2024, much like new car searches. Last year, shoppers had to search more to find the right vehicle, but with easing prices and better inventory—especially at lower price points—it’s now easier to find what you’re looking for.

Used car supply tightened slightly, down 1.2% from last year, mainly because there’s less late-model-year inventory available.

Prices cooled off in 2024, dropping 4.9% from the inflated levels of recent years. From Q2 to Q4, prices held steady, barely budging from the \$28,800 yearly average.

Cars are sitting on lots a bit longer, averaging 55 days, as the market normalizes. This is partly due to a mix shift—fewer late-model vehicles and more entry-level, higher-mileage cars that tend to take longer to sell.

-6.8% YoY

**Used-Car
Demand**

Searches

-1.2% YoY

**Used-Car
Supply**

Marketplace inventory

11.8% YoY

55 Days Average

**Used-Car
Days Live**

Live on site

-4.9% YoY

\$28,819 Average

**Used-Car
Price**

List price

Used Cars Got More Affordable in 2024, but Tight Inventory Might Drive Prices Up in 2025

Used car prices eased in 2024, with the average price dropping to \$28,819—down \$1,478 (-4.9%) from last year—even as used inventory dipped slightly (-1.2%).

Prices dropped mainly because:

- The market is normalizing after inflated prices during the 2022-23 new-car supply shortages.
- Fewer late-model-year vehicles: Inventory priced \$30k+ saw a -13.4% decline due to reduced supply of newer used cars.

Looking ahead, used car values might climb in 2025 as the supply of 0-6-year-old vehicles continues to shrink, following a steady 2024.

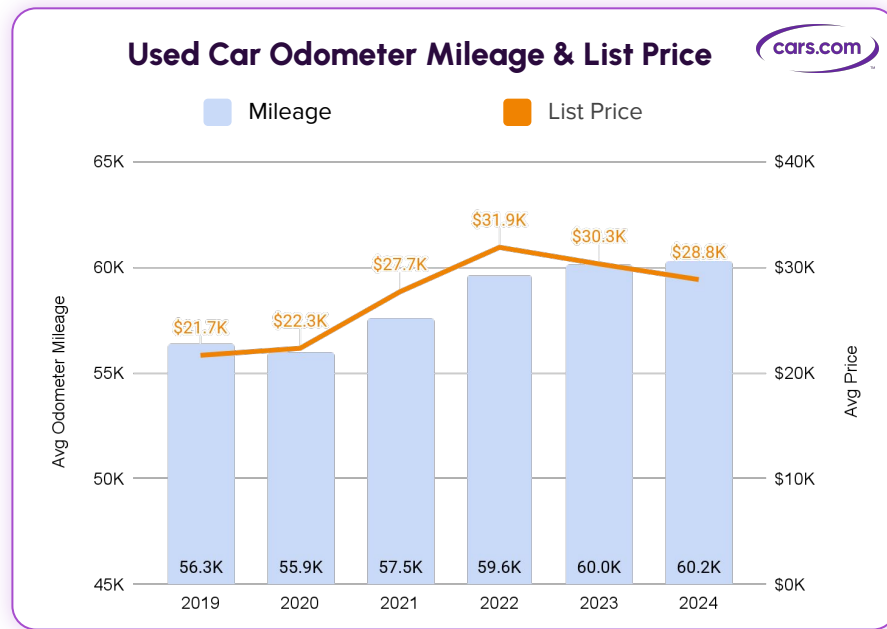


Fewer Newer Cars in 2024 Means Higher Mileage on Used Lots

Average mileage on used cars edged up 0.3% in 2024, but the story is more nuanced:

- **Budget-friendly used cars under \$20k** had an average of 92,900 miles, down 3.8% from last year. However, with **12% more of these vehicles** on dealer lots, they pushed up the overall average mileage.
- **Pricier used cars (\$20k and up)**, which are typically newer with lower mileage, averaged 39,400 miles in 2024—a 3.7% drop. But there were **7% fewer of these vehicles** available, tightening supply in this segment.

Looking ahead, with **6.7% less supply of 0-6-year-old used cars expected in 2025**, average mileage will likely keep climbing. The big question is: **Will this drive up used car values or push more shoppers into the new car market?**



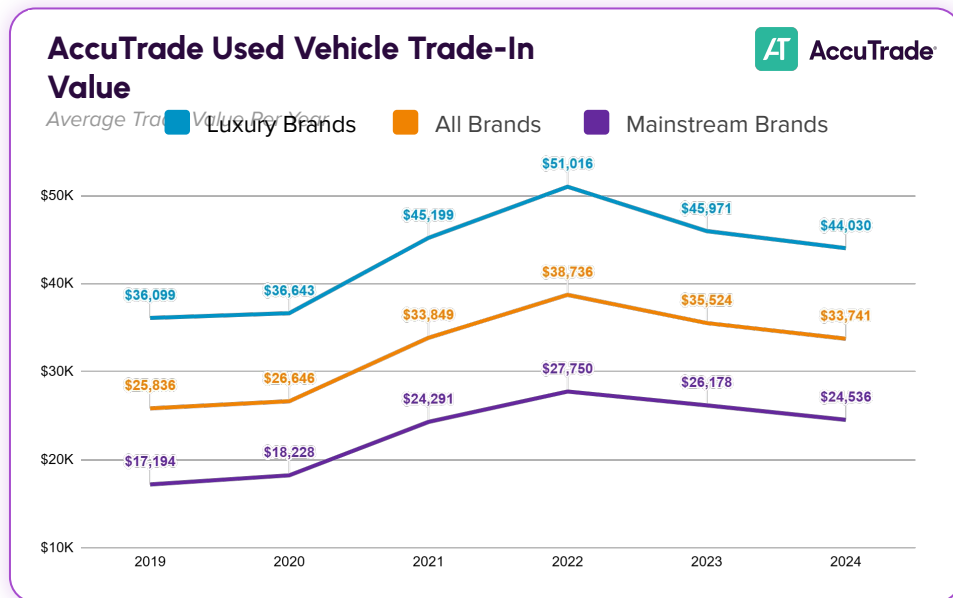
Trade-In Values Hit 4-Year Low in 2024 as Pandemic Pricing Fades

Values for 1-5-year-old used cars dipped 5% in 2024:

- **Mainstream brands** saw a 6.3% drop (-\$1,642).
- **Luxury brands** were down 4.2% (-\$1,941), which is about \$300 more than the drop for mainstream vehicles.

Q4 wrapped up with less seasonal depreciation than usual, thanks to steady wholesale demand and a limited supply of late-model quality vehicles, keeping auction activity strong.

Looking ahead to Q1 2025, things are expected to kick off as normal, following historical trends. Prices should start climbing in the second half of the quarter as wholesale activity ramps up to meet spring retail demand.



*Each year includes the prior 1-5 model years.

EV Demand Keeps Climbing, But 2025 Policy Shifts Could Pump the Brakes

New EV demand kept growing in 2024, with searches up 9% compared to last year, driven by more inventory and affordable options hitting dealer lots.

EVs are spending more time on lots, averaging 85 days live in 2024—24 days longer than in 2023. Top-searched EVs like the Ford F-150 Lightning and Mustang Mach-E stayed on lots even longer, at 106 and 115 days on average, respectively.

Federal EV tax credits will be harder to get in 2025.

- Eligibility tightens every year through 2029, requiring a higher percentage of battery materials to be sourced domestically. This means some EVs won't qualify for the tax credit anymore, although leases may still be eligible.
- **Heads-up:** The incoming administration has hinted at eliminating EV tax credits altogether and rolling back planned increases to gas-engine MPG requirements.

Read more: [Which Electric Cars Are Still Eligible for \\$7,500 Federal Tax Credit](#)

9.3% YoY

**New-EV
Demand**

Searches

63.9% YoY

**New-EV
Supply**

Marketplace inventory

39.2% YoY

85 Days Average

**New-EV
Days Live**

Live on site

-2.7% YoY

\$63,011 Average

**New-EV
Prices**

List price

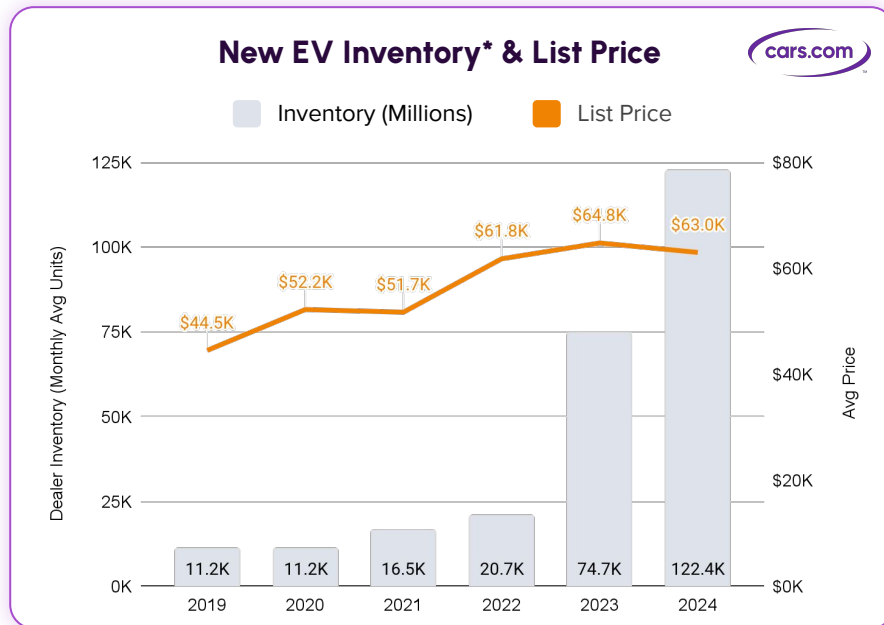
New EV Inventory Soared in 2024 as Automakers Overcame Chip Shortages

EV supply skyrocketed in 2024, up 64% year-over-year and an incredible 490% from two years ago!

EVs are getting more affordable, thanks to growing inventory, price drops, and new entry-level trims. The average EV price fell by \$1,779 (-2.7%) in 2024 as more models hit the market.

Are EVs headed for oversupply?

- With inventory growing fast and EVs sitting longer on lots, the market could face a glut.
- Add in 2025 changes to federal tax credits and EV incentives, plus the new administration's plans to reduce EV tax perks and MPG mandates, and automakers might have to adjust production to keep up with shifting demand.



* New EVs include brands with dealership franchises and listing inventory on Cars.com.

Used EV Demand Surged in 2024, with Non-Tesla Brands Leading the Charge

Tesla vs. the rest of the used EV market in 2024:

- Tesla made up **41% of used EV inventory**, up from 39% in 2023.
- Searches for **used Teslas jumped 30% year-over-year**, but **non-Tesla EVs saw even stronger growth**, with searches up 39% as shoppers explored other options.
- **Used Teslas sold faster**, averaging 63 days on dealer lots—8 days quicker than non-Tesla EVs.

Prices and turn times:

- Non-Tesla EV prices averaged **\$39,558 in 2024**, down 7.7% year-over-year, as slower sales led to longer lot times (71 days, up 6 days year-over-year).
- Meanwhile, **used Tesla vehicles sold faster**, moving 6 days quicker year-over-year.

Most-searched EVs:

- Tesla's lineup dominated the Top 4 most-searched used EVs of 2024.
- Among non-Tesla EVs, the most-searched models were the **Porsche Taycan, Ford Mustang Mach-E, Nissan Leaf, Ford F-150 Lightning, and Chevy Bolt**.

34.5% YoY

**Used-EV
Demand**

Searches

35.0% YoY

**Used-EV
Supply**

Marketplace inventory

1.8% YoY

67 Days Average

**Used-EV
Days Live**

Live on site

-15.0% YoY

\$36,991 Average

**Used-EV
Prices**

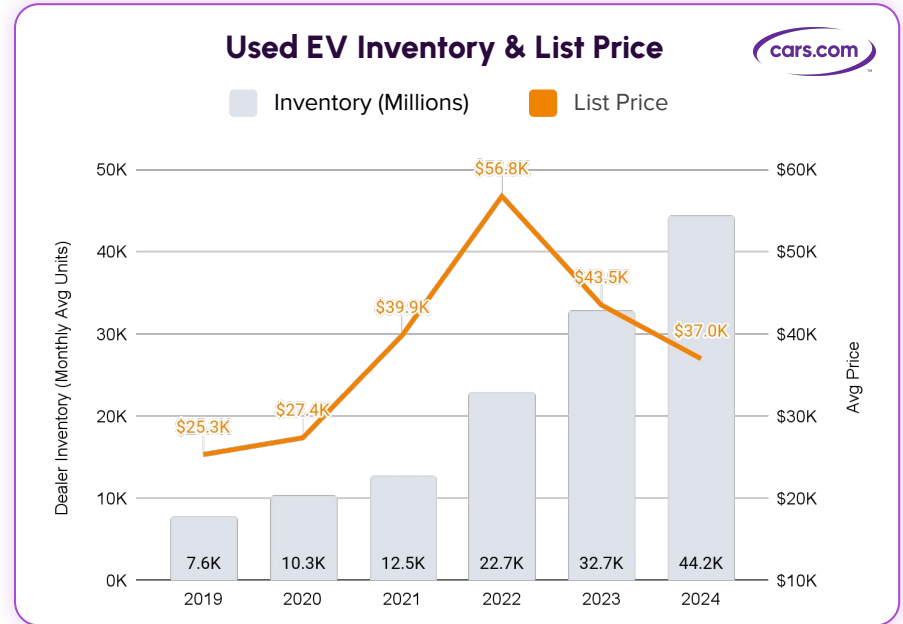
List price

More Supply, Lower Prices: Used EV Market Charging Ahead

Used EV inventory grew 35% year-over-year in 2024, with non-Tesla brands adding more units than Tesla—outpacing Tesla's growth by 21% in absolute numbers.

Used EV prices dropped 15% year-over-year, but Tesla had a big influence on that average with a -25% price decrease. Non-Tesla EVs saw a more modest price drop of -8% on average.

Tesla's steep price decline was largely driven by an influx of Model 3 vehicles hitting the resale market in 2024. The Model 3's average price fell 27% year-over-year, and since it's Tesla's more affordable model, it pulled down the overall price average for the brand.



* New EVs include brands with dealership franchises and listing inventory on Cars.com.

Top 5 Most Searched New Vehicles of 2024 by Category

| New Cars on Cars.com | | |
|----------------------|-----------------|-----------|
| Vehicle | Avg. List Price | Days Live |
| Ford Mustang | \$49,030 | 98 |
| Chevrolet Corvette | \$98,110 | 49 |
| Toyota Camry | \$33,858 | 25 |
| Dodge Challenger | \$53,321 | 186 |
| Dodge Charger | \$44,483 | 175 |

Note: includes brands with dealership franchises and listing inventory on Cars.com.

| New Trucks on Cars.com | | |
|--------------------------|-----------------|-----------|
| Vehicle | Avg. List Price | Days Live |
| Ford F-150 | \$57,900 | 80 |
| Chevrolet Silverado 1500 | \$53,856 | 79 |
| RAM 1500 | \$58,068 | 102 |
| GMC Sierra 1500 | \$63,011 | 70 |
| Toyota Tacoma | \$46,366 | 37 |

Note: includes brands with dealership franchises and listing inventory on Cars.com.

| New SUVs on Cars.com | | |
|----------------------|-----------------|-----------|
| Vehicle | Avg. List Price | Days Live |
| Ford Bronco | \$61,690 | 67 |
| Chevrolet Tahoe | \$72,429 | 49 |
| Jeep Wrangler | \$54,813 | 92 |
| Chevrolet Traverse | \$46,256 | 40 |
| Toyota 4Runner | \$50,915 | 38 |

Note: includes brands with dealership franchises and listing inventory on Cars.com.

| New EVs on Cars.com | | |
|----------------------|-----------------|-----------|
| Vehicle | Avg. List Price | Days Live |
| Ford F-150 Lightning | \$68,781 | 106 |
| Ford Mustang Mach-E | \$50,524 | 115 |
| Kia EV9 | \$66,228 | 59 |
| Cadillac LYRIQ | \$69,025 | 78 |
| Chevrolet Blazer EV | \$49,678 | 82 |

Note: includes brands with dealership franchises and listing inventory on Cars.com.

| New Hybrids & PHEVs on Cars.com | | |
|---------------------------------|-----------------|-----------|
| Vehicle | Avg. List Price | Days Live |
| Toyota Land Cruiser | \$67,195 | 25 |
| Toyota Sequoia | \$80,054 | 29 |
| Toyota Camry | \$35,434 | 16 |
| Ford F-150 | \$63,511 | 77 |
| Toyota RAV4 Hybrid | \$39,123 | 24 |

Note: includes brands with dealership franchises and listing inventory on Cars.com.

Top 5 Most Searched Used Vehicles of 2024 by Category

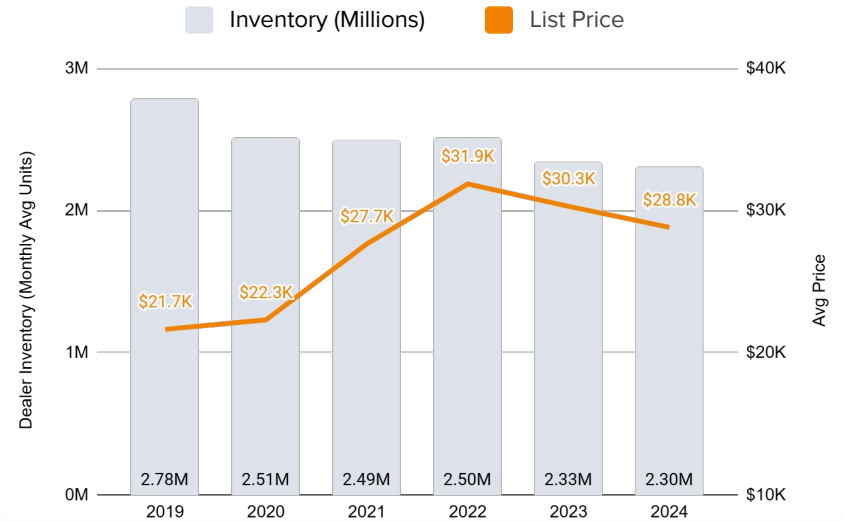
| Used Cars on Cars.com | | | Used Trucks on Cars.com | | | Used SUVs on Cars.com | | | Used EVs on Cars.com | | | Used Hybrids & PHEVs on Cars.com | | |
|-----------------------|-----------------|-----------|--------------------------|-----------------|-----------|-----------------------|-----------------|-----------|----------------------|-----------------|-----------|----------------------------------|-----------------|-----------|
| Vehicle | Avg. List Price | Days Live | Vehicle | Avg. List Price | Days Live | Vehicle | Avg. List Price | Days Live | Vehicle | Avg. List Price | Days Live | Vehicle | Avg. List Price | Days Live |
| Chevrolet Corvette | \$59,274 | 80 | Ford F-150 | \$33,788 | 57 | Jeep Grand Cherokee | \$25,283 | 54 | Tesla Model 3 | \$27,016 | 61 | Toyota Prius | \$17,891 | 49 |
| Porsche 911 | \$143,757 | 68 | Chevrolet Silverado 1500 | \$33,009 | 53 | Toyota 4Runner | \$34,944 | 42 | Tesla Model S | \$36,828 | 86 | Toyota RAV4 Hybrid | \$31,330 | 40 |
| Ford Mustang | \$27,568 | 72 | RAM 1500 | \$33,632 | 55 | Chevrolet Tahoe | \$40,931 | 51 | Tesla Model Y | \$34,549 | 51 | Toyota Highlander Hybrid | \$35,702 | 35 |
| Honda Accord | \$19,967 | 48 | Toyota Tacoma | \$32,368 | 42 | Toyota RAV4 | \$24,176 | 40 | Tesla Model X | \$47,027 | 72 | Ford F-150 | \$49,692 | 51 |
| Toyota Camry | \$21,395 | 43 | GMC Sierra 1500 | \$39,073 | 47 | Jeep Wrangler | \$29,223 | 66 | Porsche Taycan | \$88,901 | 56 | Toyota Camry Hybrid | \$23,004 | 48 |

New Hybrid Inventory Growth Driven by Fast Rollout of New Models Entering Market Used Hybrid Inventory Declining With Rest of Used Market Due to Fewer New Auto Sales in Recent Years

New Hybrid & PHEV Inventory & List Price



Used Hybrid & PHEV Inventory & List Price



Contact, Social Media, and Follow-Up

For Media Comments, Please Contact:

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Terminology

- Searches = VDP views
- New-car inventory = Cars.com dealer listings
- Days live = Number of days that vehicles were observed for sale at dealerships

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