

Carzone 

Motoring report

2025



We love cars too

We are delighted to present the 2025 Carzone Motoring Report, a cornerstone of insight into Ireland's vibrant motor industry. For over 25 years Carzone has been at the heart of car buying and selling in Ireland, connecting buyers with trusted dealerships and sellers while establishing itself as a trusted leader in the motor trade.

This year's report reflects a dynamic market that continues to evolve. While sentiment towards electric vehicles (EVs) dipped recently, sales are beginning to show signs of recovery. Amidst this shift, the overall market remains robust, and Carzone stands at the forefront, delivering unmatched choice, transparency and information to our customers and the wider public.

Our commitment to understanding and supporting the market remains steadfast. Powered by comprehensive search data from Carzone.ie and an impartial survey of 1,000 motorists in Ireland, this report offers an unparalleled view into car-buying behaviour and preferences. Whether you are a buyer, seller or industry professional, this report provides essential insights to help you navigate Ireland's motoring landscape with confidence.

We hope you enjoy this 16th edition of the Carzone Motoring Report, a celebration of our shared journey and an invaluable resource to drive future success. Thank you for choosing Carzone, where we remain committed to delivering the best car-buying experience for all.



84 million
searches carried out
on Carzone in 2024

Survey of

1,000

motorists in
Ireland

Over

600,000

used car transactions
took place last year

Ireland's current fuel mix

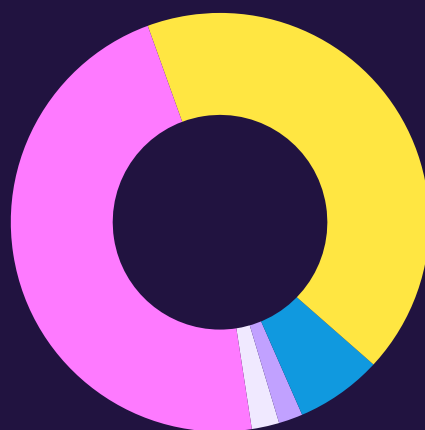
Petrol

was the most popular fuel type in urban areas, with 48% having a petrol engine.

Diesel

was the most popular fuel type in rural areas, with 58% of respondents having a diesel engine.

Most common fuel types in Ireland



- 47% Diesel
- 42% Petrol
- 7% Hybrid
- 2% Electric
- 2% Plug-in Hybrid



Munster

has the highest proportion of diesel car drivers, at 53%.

Leinster

Leinster drivers spent the most on their current vehicle, averaging €17,650.

Motivation for most recent purchase

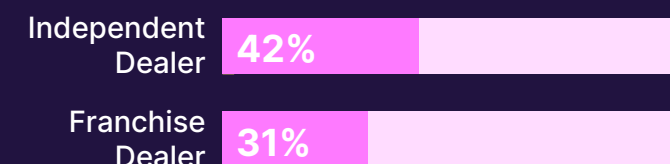
Reliability matters

34% of Irish buyers switched cars to ensure greater dependability.

Reliability is the top concern for those aged 65+,

with 41% ranking it as their highest priority.

Who do we buy from?



Car buying behaviour

- 19% of drivers bought their current car new
- Cars aged between 4-5 years old are the top choice among used car buyers
- €16,550 – the average amount car owners in Ireland spent on their current vehicle
- On average, people change their car every 5.58 years

Top 3 reasons for purchase of current car

Wanted something more **reliable**

Wanted something **newer**

Needed a larger car for a **growing family**



How we research

- 41% of 17-24 year olds rely on social media for research when purchasing a new car
- Of those who use classified websites when researching, 65% will check 2-3 different sites
- 48% researched at a dealership



Car history checks

95%

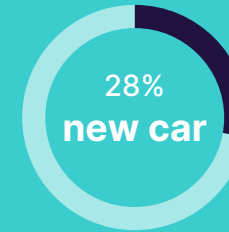
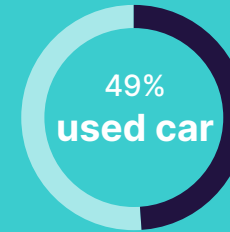
are more inclined to buy a used car with a full history check

more than **283,000 cartell.ie** history checks were carried out in 2024, an increase of **41.5%** on the year before.

1 in 6 reports flagged outstanding finance.

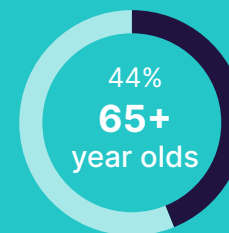
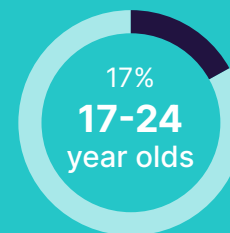


Car buying intentions



New or used

Nearly half of respondents (49%) plan to buy a used car next, while just 28% expect to buy new.



Buying new

Only 17% of 17-24 year-olds plan to buy a new car, compared to 44% of those aged 65+.

Bigger or smaller

56% of respondents stated their next car will be the same size as their current car.

Brand loyalty

75% of respondents said they would buy the same brand as their current car again.

Top priorities when choosing a car

1. Price
2. Reliability
3. Running costs



Electric vehicles

While sentiment towards electric vehicles (EVs) dipped last year, interest is now recovering, driven by exciting market developments.

Emer Barry, Programme Manager for Electric Vehicles and Demand Generation at the Sustainable Energy Authority of Ireland (SEAI), highlights this optimism:

“The sentiment from attendees at recent EV events has indicated a strong interest in EVs. With several new lower-cost models launched recently or soon to be available, we expect that this section of the market will respond positively.

As a wider offering becomes available, more households can consider an EV for their next car, whether it be a new or used EV. As more public charging infrastructure becomes available, it will give confidence to those looking to purchase or who own an EV that they can charge on longer journeys. It should be noted that the majority of EV charging is done at home, and new smart meter EV tariffs make this even more affordable.”

At Carzone, we recognize that transitioning to EVs is a gradual process, and we are committed to supporting our customers at every stage of their journey. By providing accurate information on a wide range of vehicle options, and insights into emerging trends, we aim to ensure that there is something for everyone—whether they are ready to embrace an EV or exploring other options. As the market evolves, so too does our commitment to empowering our users with the tools and knowledge to make informed decisions.



32% of respondents plan to purchase a hybrid, plug-in hybrid or electric vehicle next

Hybrids are the most popular alternative fuel choice for next car

across all age groups (17%), outstripping pure EVs.

Top 3 concerns

stopping people from going electric

40% Expense

31% Reliability Concerns

28% Electricity Costs

34%

of rural respondents cite

insufficient public charging infrastructure as a barrier to purchase



45% of rural respondents find

electric vehicles too expensive

Ulster

Highest percentage of EV ownership at 8%

Leinster

Highest proportion of hybrid drivers at 10%

Connacht

Most likely to buy an EV next at 16%

Where do we charge?

93% of rural EV owners charge at home, 7% at work and none rely on public chargers

In urban areas, 11% use public charging stations

Search data in 2024

Carzone's unmatched access to consumer search data reveals detailed insights into what Irish car buyers are looking for—from preferred makes and models to fuel types and budgets. Here, we explore the key trends shaping buyer behaviour and preferences in today's market.

Most searched cars on Carzone

1. Volkswagen Golf



2. BMW 5-Series
3. BMW 3-Series
4. Hyundai Tucson
5. Mercedes-Benz E-Class

Most popular minimum year filter

2020

Most viewed year

2022

Most popular body type

SUV

Most searched feature

Automatic

Most popular colour

Black

Most popular maximum price filter

€25,000

Most popular electric models

- | | |
|--------------------|-------------------|
| 1. Hyundai Kona | 6. Volvo XC40 |
| 2. Volkswagen ID.4 | 7. Hyundai Ioniq5 |
| 3. Peugeot e-208 | 8. Peugeot e-208 |
| 4. Kia Niro | 9. Nissan Leaf |
| 5. Volkswagen ID.3 | 10. Skoda Enyaq |

Most popular hybrids

- | | |
|-------------------|---------------------------------|
| 1. BMW 5-Series | 6. Kia Sportage |
| 2. BMW 3-Series | 7. Volvo XC90 |
| 3. Hyundai Tucson | 8. Toyota Corolla |
| 4. BMW X5 | 9. Mercedes-Benz E-Class |
| 5. Toyota RAV4 | 10. Landrover Range Rover Sport |

Most popular new car searches

(all fuel types) (241 & 242 reg cars)

- | | |
|----------------------|------------------|
| 1. Volkswagen Golf | 7. Skoda Kodiaq |
| 2. Kia Sportage | 8. BMW 3-Series |
| 3. Skoda Octavia | 9. Audi A6 |
| 4. Volkswagen Tiguan | 10. Hyundai Kona |
| 5. Hyundai Tucson | |
| 6. BMW 5-Series | |

Financing

In 2025, Irish car buyers are using a range of financing options to suit their needs. Credit union and bank personal loans remain the most common choices for both new and used car purchases, reflecting a continued preference for traditional lending. Dealership finance options, such as personal contract plans and hire purchase agreements, also play a significant role, particularly in the new car market.

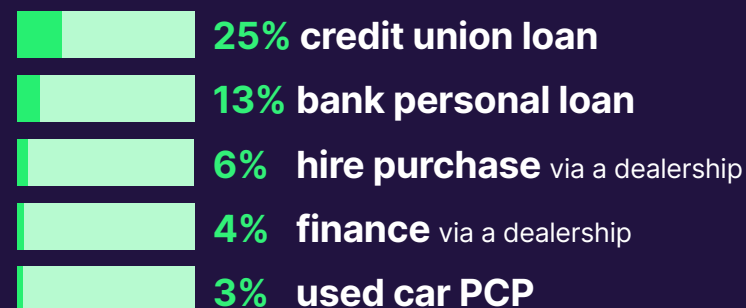
New vs used

How buyers plan to pay

New car



Used car



42%

of respondents plan to purchase their next car using

cash or savings



Running costs

Car insurance has become the leading financial concern for motorists with premiums rising steadily year-on-year. The majority of drivers now actively shop around for competitive quotes to manage costs. Fuel expenses remain another key concern, prompting changes in driving habits as many motorists reduce their mileage to cut costs.

Car insurance premiums continue to rise

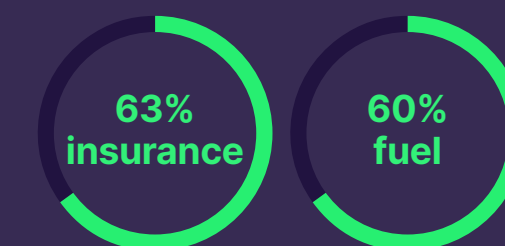
52% of respondents cited an increase in their insurance premium this year, up from 47% last year and 35.9% the year before.

78% of respondents shopped around for a more competitive insurance quote.

Top financial concerns

Insurance (63%) and fuel (60%) were the most commonly cited financial concerns for car owners.

Only 7% of respondents said they had no financial concerns with the running of their car.



Rise in car budget over the past year

28% of respondents reported their car buying budget increased.



Ulster respondents have the highest average monthly vehicle running costs at €225.86

Leinster respondents have the lowest average monthly vehicle running costs at €205.47.

Lower running costs

The average monthly vehicle running cost was €212.32, down 3.5% from last year.

Commuting and driver behaviour



63% are willing to switch to more environmentally friendly modes of transport for their commutes, such as EVs, cycling or public transport.

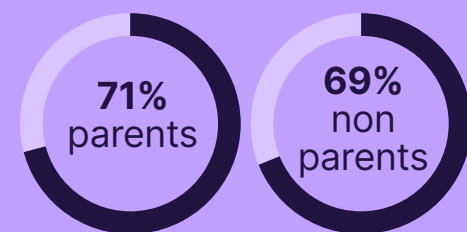
31% of those who live in urban areas use public transport as a mode of transport, compared to only 17% in rural areas.

School run

53% of parents drive their children to school, with 68% of those parents questioned living less than 3km from the school.

Of the parents who drop their children off at school, 39% do so as part of their work commute.

Car ownership



71% of parents own a car solely, compared to 69% of non-parents, indicating a higher reliance on personal vehicles among parents.

Driving standards

Respondents ranked the standard of driving in Ireland as

24% poor/very poor

38% good/excellent

38% average



What needs to improve?

Of the changes people want to see to driving on Irish roads, 61% of respondents mentioned correct speed use



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