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Carzone 

# Motoring report

Examining trends in the  
Irish motoring industry



**Welcome to a  
milestone moment  
in Irish Motoring  
industry insight  
– the 15th edition  
of the Carzone  
Motoring Report  
for 2024.**

Carzone, Ireland's leading motoring marketplace, has played a central role in the sector for over 20 years by connecting buyers with trusted dealerships and sellers. It has firmly established itself as a reliable authority within the Irish motor trade. Over the years, our Motoring Report has become an essential resource, keeping both buyers and sellers up to date on market trends.

The comprehensive search data gathered on Carzone provides valuable insights into the nation's car preferences. Serving as a platform for a wide range of reputable dealerships, Carzone is the preferred choice for both sellers

and buyers. Over the years, this report has observed and studied many of the challenges facing the industry, from lockdowns to Brexit, the emergence of Electric Vehicles (EVs) and the recent shortage of cars available for sale.

This year's report is more than just a compilation of statistics; it is a reflection of our collective journey through times of change and adaptation. As we stand at the crossroads of recovery, 2024 heralds a promising path back to pre-pandemic levels of success and beyond. Carzone is committed to guiding our users through this recovery phase using our unique position as a barometer of car buying sentiment.

In this edition, we blend insights derived from our vast search data with an impartial survey of 1,000 motorists in Ireland conducted by research experts 3Gem to provide a nuanced understanding of market trends from the past year. Car buyers and sellers alike will find valuable insights to navigate the road ahead. As we delve into the pages of the 2024 Carzone Motoring Report, we invite you to explore how this comprehensive guide will empower both customers and car dealers to understand the market better, ensuring a smooth ride toward future success.

**As we stand at the  
crossroads of recovery**

**2024**

**heralds a  
promising path**

**back to pre-pandemic  
levels of success  
and beyond.**

**80  
million**

**searches  
carried out  
on Carzone in 2023**



**Survey of**

**1,000.**

**motorists  
in Ireland**



**200,000**

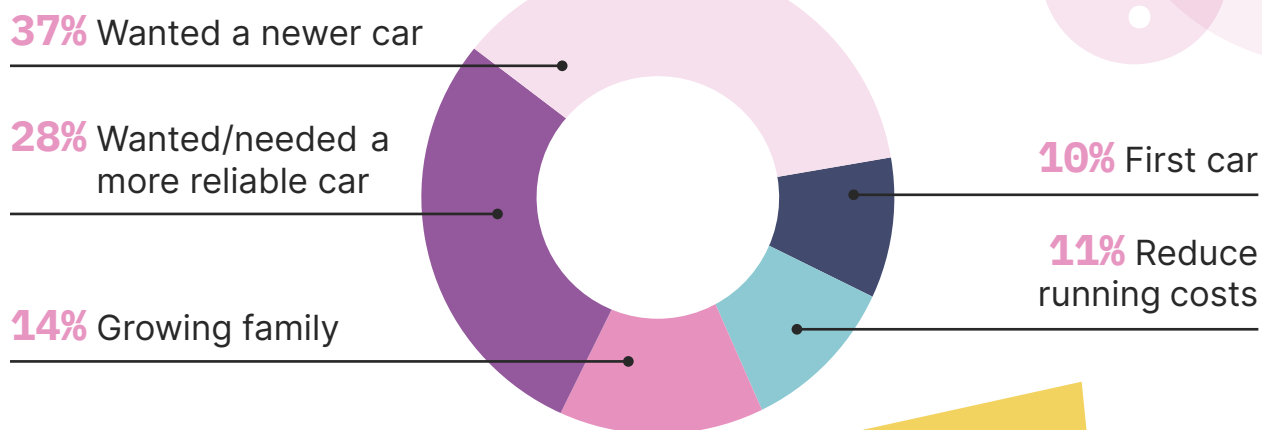
**cars history  
checks completed**

**in 2023 on**

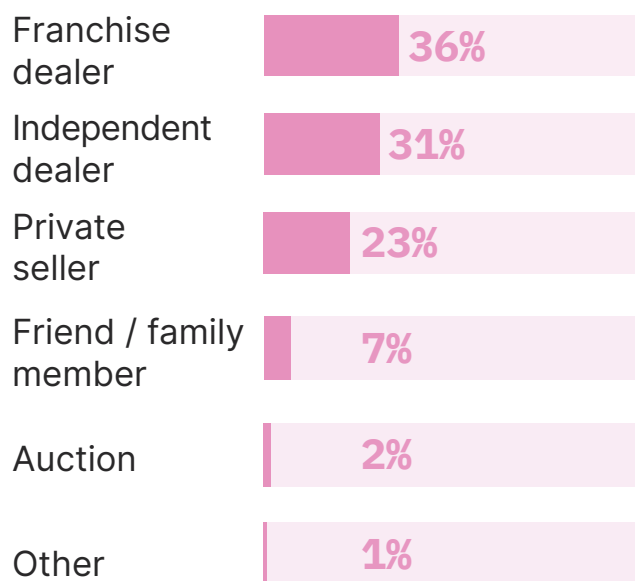
**cartell.ie**  
official vehicle records

# Car buying behaviour

## Motivation for recent car purchase



## Where did people buy their last car?



On average, Irish consumers

**change their car every 4.84 years,**

with an average spend of €18,000 on their last purchase, up 10% from €16,370 in 2023.



29% have seen their

**car budget rise**

over the past year.



Before buying a car, 57% will research

**2-3 car websites.**

95% are more inclined to purchase a used car with a

**full history check.**

# Electric vehicles

**These results provide an interesting snapshot of shifting preferences in fuel types. Diesel's decline by 7%, in contrast to the 6% rise in Electric and Hybrid vehicles, shows a palpable transition in the market.**

It's encouraging also to note the 19% increase in those planning to purchase electric or hybrid models, indicating a growing acceptance of these alternatives. However, the report underscores existing reservations, with 50% expressing concerns about charging infrastructure availability.

Despite such concerns, the sustained high volume of EV searches on Carzone and the strong increase in EV sales last year indicates a promising trajectory for the electric and hybrid market.

## Powering up progress

To incentivise the uptake of electric vehicles, the government is committed to creating infrastructure that makes owning and running an EV more accessible for the Irish population. Alongside various grants for EV purchases, almost €100 million will be spent as part of the Electric Vehicle Charging Infrastructure Strategy to install chargers every 60km across Ireland's motorway network, as well as to support more EV infrastructure across homes, neighbourhoods and destinations.

54% plan to purchase an

**electric or hybrid model**

as their next car, up 19% vs last year.

1 in 4 are **undecided.**

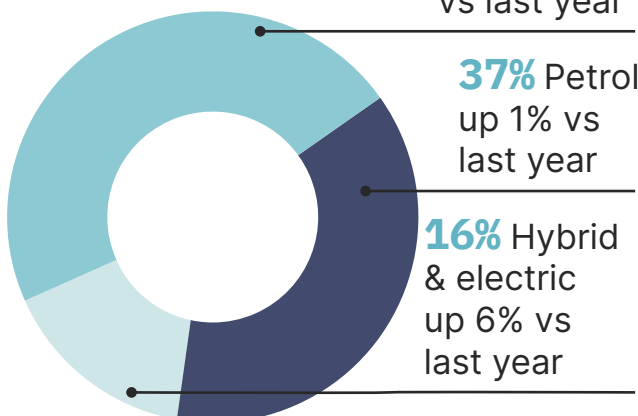


## Popularity of fuel types

**47%** Diesel  
down 7%  
vs last year

**37%** Petrol  
up 1% vs  
last year

**16%** Hybrid  
& electric  
up 6% vs  
last year



## Why buy an electric or hybrid vehicle?

Better for environment

**60%**

Cheaper running costs

**57%**

EV driving experience

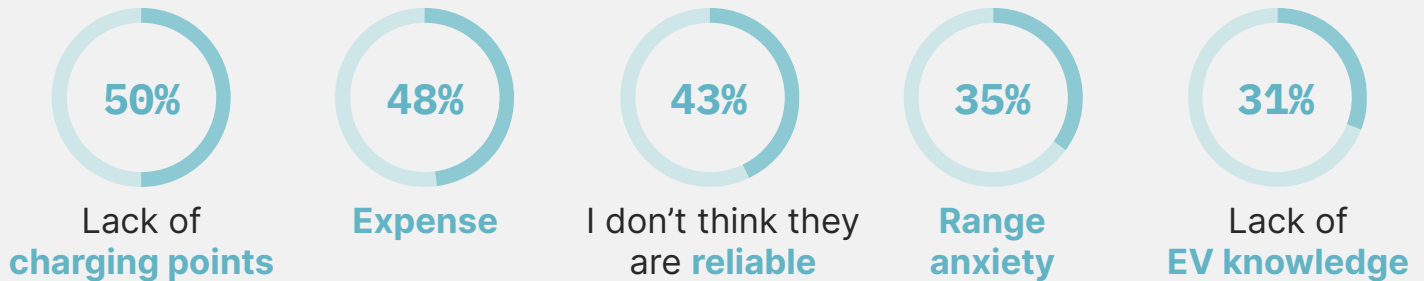
**25%**

Tax incentive

**19%**



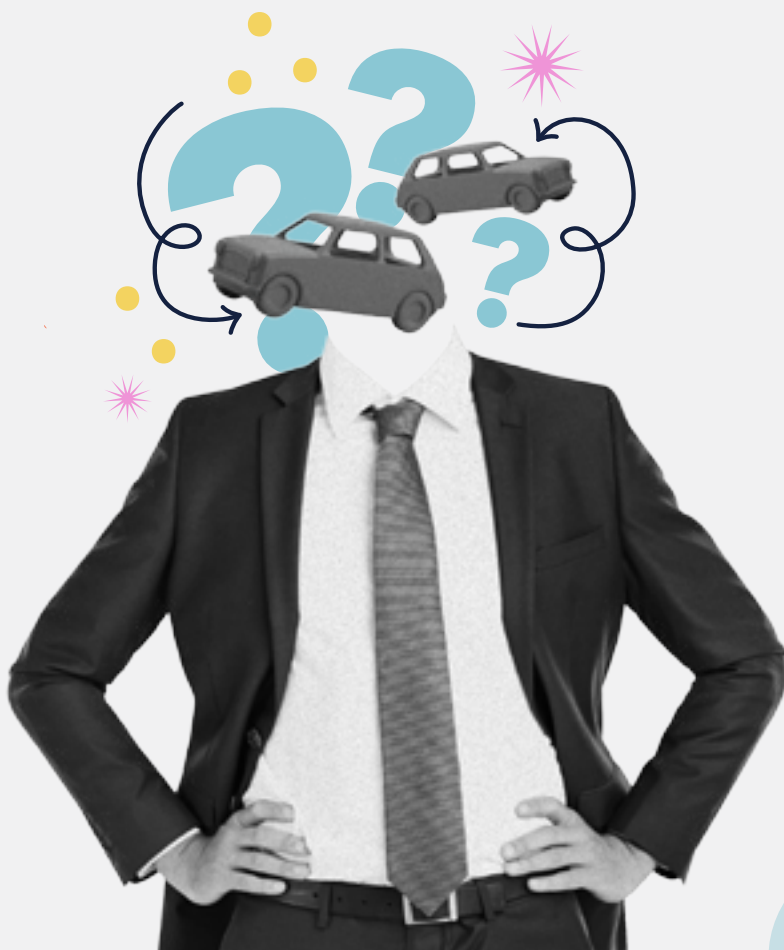
## Purchasing concerns



## Brand loyalty

Of those who plan on purchasing an EV/Hybrid as their next car

- **44%** may buy a different brand
- **30%** intend to buy the same brand of EV/Hybrid as their current EV/Hybrid
- **24%** intend to buy the same brand as their diesel/petrol car
- **2%** Other



22% of car buyers  
**cannot install  
a home charger**

and would be less likely to buy an electric car as a result.



# Search data in 2023

**The latest Carzone research indicates consumer preferences for different makes, models, body types and fuel types reflecting a varied population with diverse needs and priorities.**

The Volkswagen Golf, always a firm favourite on Irish roads, was the number one most sought after car last year. The large pool of second hand models available as well as a good choice of engines and fuel types makes it a great all-rounder adaptable to many different lifestyles. It managed to knock the BMW 5 Series off the top spot with the luxury family cruiser coming in as a close second. The slightly smaller 3 Series completes the Irish car market's top three choices when it comes to initial search enquiries.

There has been a marked increase in interest in alternative fuel types with searches for electric models increasing and the Hyundai Kona coming in as the first choice for those looking specifically for an EV. The BMW 5 Series is the most searched Plug-In Hybrid (PHEV), while the petrol Hybrid (HEV) in most demand is the ever popular Hyundai Tucson.

Diesel still takes the top spot when it comes to fuel-specific searches with the Volkswagen Golf again coming up trumps for those after conventional fuel economy. It also tops the list when it comes to petrol power, which was the second most popular filter for fuel preference. While SUVs are still very much the

preferred body type, the estate appears to be making a comeback for those after a bigger boot, coming in at second place. There's still plenty of love for the executive saloon too with BMW and Audi's stalwart models peppering the top five, alongside evergreen favourites like the Ford Focus and Skoda Octavia.

Black is the number one most sought after colour when it comes to choosing a car shade, followed by white, blue, grey and red. 2020 might have been a difficult year in the industry, but it's also the most popular minimum age when it comes to users filtering by year. Furthermore, it's the most common cut off point when it comes to filtering out the temptation of newer models.

Our data reveals diverse Irish car preferences in 2023, highlighting an enduring fondness for old favourites alongside a steady transition towards new electric powered options.

## Most popular model in Ireland

**1. Volkswagen Golf**



- 2. BMW 5 Series**
- 3. BMW 3 Series**
- 4. Hyundai Tucson**
- 5. Audi A6**



### **Most Popular Make**

- 1. Volkswagen**
- 2. BMW**
- 3. Audi**
- 4. Mercedes-Benz**
- 5. Toyota**

### **Most Popular Electric**

- 1. Hyundai Kona**
- 2. Volkswagen ID.4**
- 3. Volkswagen e-Golf**
- 4. Peugeot 2008**
- 5. Nissan Leaf**

### **Most Popular Fuel Type**

- 1. Diesel**
- 2. Petrol**
- 3. Electric**
- 4. Petrol Plug-In Hybrid**
- 5. Petrol Hybrid**

### **Most Popular Plug-in Hybrid**

- 1. BMW 5 Series**
- 2. BMW 3 Series**
- 3. BMW X5**
- 4. Volvo XC90**
- 5. Hyundai Tucson**

### **Most Popular Colour**

- 1. Black**
- 2. White**
- 3. Blue**
- 4. Grey**
- 5. Red**

### **Most Popular Petrol**

- 1. Volkswagen Golf**
- 2. Audi A3**
- 3. Ford Focus**
- 4. Nissan Qashqai**
- 5. Skoda Octavia**

### **Most Popular Diesel**

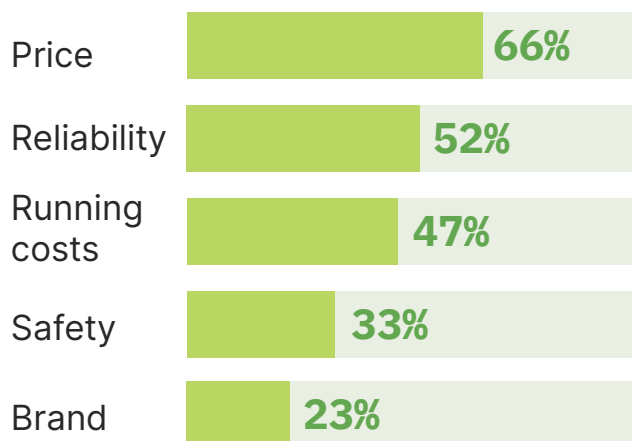
- 1. Volkswagen Golf**
- 2. BMW 5 Series**
- 3. BMW 3 Series**
- 4. Volkswagen Tiguan**
- 5. Audi A4**

### **Most Popular Body Type**

- 1. SUV**
- 2. Estate**
- 3. Saloon**
- 4. Hatchback**
- 5. Coupe**

# Motoring landscape 2024

## Main considerations when purchasing a car



## Top financial concerns

1

Fuel

2

Insurance

3

Motor Tax

4

NCT



People spend an average of  
**€220 per month**  
on vehicle running costs.

47% saw their premium for  
**car insurance increase**  
in the past 12 months, up 11% vs last year.

1 in 3 have  
**switched car insurance**  
provider in the past 12 months.

38% have or plan to  
**downsize the number of cars**  
in their household to cut back on costs.



## Rising fuel costs

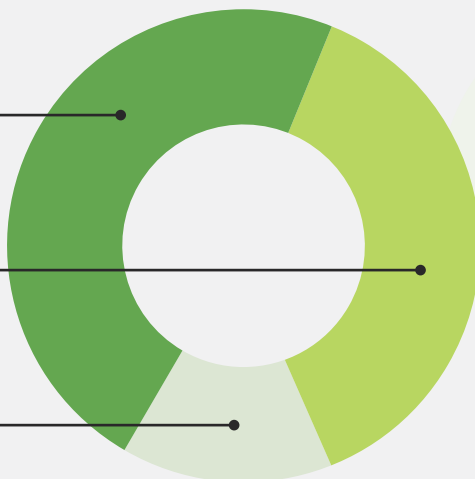
62% have cut back on driving  
due to the cost of fuel.

## Researching the price of fuel

**48%** research before  
filling their tank

**37%** only sometimes

**15%** never

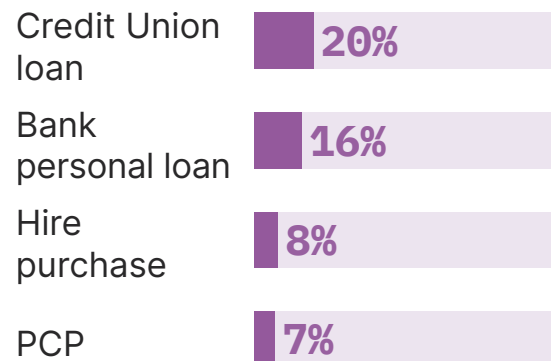


# Car financing

Most people still use finance to pay for their cars, with more than half of those surveyed planning to use some form of credit to buy. Among the preferred finance options, Credit Union Loans lead at 20%, followed by Bank Personal Loans, Hire Purchase and PCP. 43% of buyers intend to use their personal funds or savings for their car purchase.

When it comes to choosing a finance provider, the main consideration is the monthly repayment, followed by the term length and interest rate. Concerning the application process, over half of buyers would prefer to apply for finance at a car dealership, while one in seven opt for online applications. Most people (71%) are more interested in cars where the monthly finance costs are shown within the ad, indicating that buyers prefer clear information about the financial commitment of a car purchase.

51% intend on **using car finance** to purchase their next car.



43% intend on **using their savings** to purchase their next car.





52% would prefer to apply for finance at a **car dealership.**

14% would prefer to **apply online.**

71% are more likely to consider a car that has **monthly finance costs** displayed on the advert, up 16% vs last year.

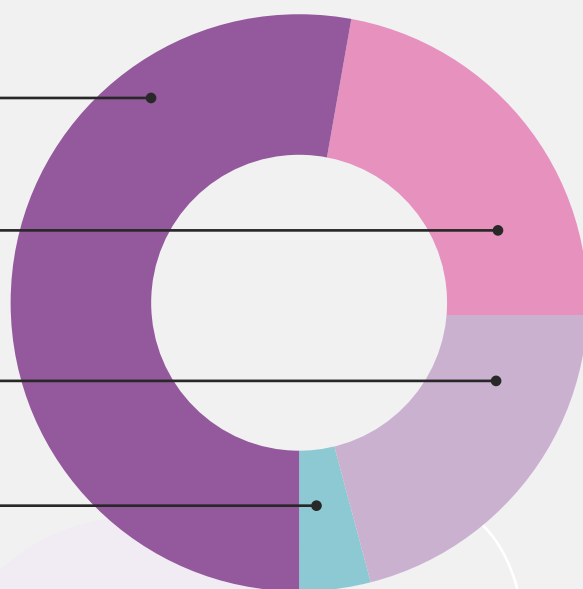
## Top considerations when choosing a finance provider

**53%** Monthly repayments

**21%** Interest rate on the agreement

**22%** Length of term of agreement

**4%** Other



# Car buying & parenting

**Becoming a parent or expanding your family marks a significant chapter in life, bringing with it a profound number of crucial decisions, including the choice of a suitable car.**

Our research reveals that more than 60% of those surveyed have had to change their cars as a direct result of a growing family. Safety takes priority among parents when it comes to choosing a car, topping the list of crucial factors alongside considerations for space, practicality, affordability, fuel economy, performance, and looks. The past year has seen an increase in demand for seven-seat models on Carzone, as customers search for suitable options to carry larger families in comfort.

On a slightly concerning note, 1 in 6 parents remain unaware of the recent directive recommending the extended use of rear-facing car seats for as long as possible.

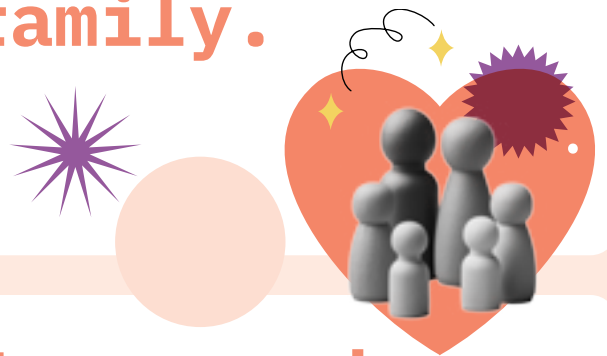
Statistics reveal that rear-facing child seats can be up to five times safer than forward-facing ones, particularly for children under the age of 2, with options available now that allow extended rear-facing up to the age of 6 or 7.

As awareness of these new guidelines grow, parents will be increasingly searching for vehicles with the space for the car seating arrangements they have chosen. Practicality is crucial, so models that offer convenience on the daily commute and strong safety features are top choices for families.

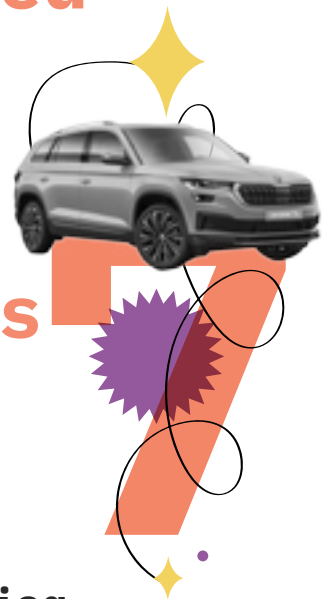
At Carzone, we are committed to spreading awareness of the best possible practices when it comes to child car safety, and ensuring parents can easily find unbiased information of the best cars for their needs.

63% have had to change their car to

**accommodate a growing family.**



**Increased desire for 7 seater vehicles**



for those seeking more space. Most searched 7 seaters in 2023 were:\*

- 1. Škoda Kodiaq**
- 2. BMW X5**
- 3. Nissan X-Trail**
- 4. Land Rover Discovery**
- 5. Kia Sorento**

\*Source: Carzone Internal Data H2 2023



# Main considerations for parents when choosing a car



1. Safety
2. Space/practicality
3. Affordability
4. Fuel economy
5. Performance
6. Looks

1 in 6 parents are not aware of the new

## child seat directive

that recommends rear-facing for as long as possible.

Of those who are aware, 45%

**have not made changes to their car seating arrangement**



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