

Press Release

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AutoScout24 review for Q3 2024: strong demand for hybrid vehicles

The high proportion of SUVs listed on AutoScout24 highlights that this vehicle category remains popular among Swiss consumers. At the same time, interest in environmentally friendly drivetrains continues to grow, with mild hybrids particularly in demand. However, fully electric vehicles are showing the first signs of declining popularity. Overall, vehicle prices have remained stable.

In the third quarter of 2024, AutoScout24 recorded over 325,096 vehicles listed. The 4.2% decline compared to the previous quarter is primarily attributable to a reduction in the number of used cars. In the period between July and September 2024, approximately 51,500 new cars were available for sale on the platform. The supply of new vans (+3.2%) and pickups (+9.3%) saw the strongest growth while availability of used vehicles across all body types saw a slight decrease. SUVs held their ground, accounting for more than a third of the total inventory on AutoScout24. For new vehicles, over half of the listed cars were SUVs.

Slight decline in electric vehicles

The supply of new full-hybrid vehicles increased by 4.2%. Mild hybrids, which feature a supporting electric motor, are also becoming increasingly popular, with a rise of nearly 10%. While hybrid powertrain numbers grew, the last quarter saw a slight decrease in fully electric cars. 'Many drivers are currently opting for solutions that cause minimal inconvenience in everyday life while still being environmentally friendly,' explained Alberto Sanz de Lama, Managing Director of AutoScout24.

Stable vehicle prices

The average prices for new and used cars remained largely unchanged. The average price for a new car on AutoScout24 was CHF 60,758, while the average price for a used vehicle was approximately CHF 37,495. Overall, prices have remained stable with only minor fluctuations. For example, there was a 2.5% increase in the price of plug-in hybrids while prices for electric vehicles declined slightly. The average price of a new electric car was CHF 62,500 while the average price of a used electric car was around CHF 46,800.

Caution in purchasing decisions

Both new and used cars remained listed on the platform for slightly longer than the previous quarter. New cars were listed for an average of 50 days while used cars were listed for around 44 days. In terms of fuel types, electric vehicles were listed for one day longer than in the previous quarter. The slightly longer listing periods coupled with stable prices may indicate that consumers are taking more time to consider different drivetrains and purchasing options.

Data basis

The data examined relates to listings of passenger vehicles from the third quarter of 2024 (1 July – 30 September 2024) on autoscout24.ch. For the price and listing duration analyses, the data was segmented by new and used vehicles, by fuel type (further divided into new and used cars) and by vehicle type (also divided into new and used cars). The average listing duration was calculated based on the number of days a vehicle was listed on the platform.

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About SMG Swiss Marketplace Group AG

SMG Swiss Marketplace Group AG is a pioneering network of online marketplaces and an innovative digital company that simplifies people's lives with groundbreaking products. SMG Swiss Marketplace Group AG provides its customers with the ideal tools for their life choices. Its portfolio includes real estate (ImmoScout24, Homegate, Flatfox, Immostreet.ch, alle-immobilien.ch, home.ch, Publimmo, Acheter-Louer.ch, CASASOFT, IAZI), automotive (AutoScout24, MotoScout24), general marketplaces (anibis.ch, tutti.ch, Ricardo) and finance and insurance (FinanceScout24). The company was founded in November 2021 by TX Group AG, Ringier AG, Die Mobiliar and General Atlantic.