

## Press release

Zurich, 17 March 2025

# Used Teslas Are Waiting Longer for Buyers

**Tesla is losing momentum in the used car market. While the number of electric vehicles listed on AutoScout24 continues to rise, Tesla listings are decreasing. Fewer advertisements, fluctuating demand and longer purchasing decisions. What is behind this trend? AutoScout24 has analysed data from the past twelve months.**

Over the past year, the supply of used Teslas on AutoScout24 has declined, whereas the overall supply of electric vehicles has increased. In February 2025, the number of Tesla listings was 19 % below the level of the same month in the previous year. Although there was a 7.4 % increase compared to January 2025, the overall Tesla supply remains below last year's levels.

## Electric Vehicles in Market Comparison

Used Tesla models now remain on the platform significantly longer – on average by 45.5 %. A breakdown by model reveals increases for the Tesla Roadster (+60.6 %), Model S (+55.6 %), Model X (+34.4 %), and Model 3 (+25.8 %). While the increase in listing duration for electric vehicles in general is lower than for Tesla (+26 %), this trend is also evident in some other brands and models. The VW ID.7 has been particularly affected with its time on the market increasing by 265 %. The BMW iX1 remains listed 106 % longer, while the Audi Q8 e-tron has seen an increase in listing duration of 31 %. The Mercedes-Benz EQA 350 has experienced an increase of 58.5 %. "The growing supply provides buyers with more options and decision-making flexibility. We are observing that many potential buyers are taking more time before committing to a vehicle purchase," says Alberto Sanz de Lama, Managing Director of AutoScout24.

## Tesla in Terms of Pricing and Demand

Tesla vehicles have proven to be more stable in value over the past year compared to many other electric cars. While the Renault Twizy and Mitsubishi i-MiEV experienced drastic price drops of over 30 %, Tesla's depreciation was less severe. The Tesla Roadster lost 16.8 % of its value, Model 3 decreased by 12.6 % and Model Y by 11.2 %. On average, the depreciation of used Tesla vehicles stood at 10.6 % below the market average of 13 %. While vehicle values have remained relatively stable, interest in Tesla vehicles has fluctuated considerably. After reaching peak search interest in August 2024, demand has since declined, hitting a low point in February 2025. "Our data indicates that the proportion of viewed Tesla listings fluctuated over the past year and declined again at the beginning of 2025. This trend suggests that Tesla was already facing challenges before recent events such as Donald Trump's election victory and inauguration, as well as Elon Musk's controversial public appearances," says Alberto Sanz de Lama, Managing Director of AutoScout24.

### Data Basis

The analysis is based on supply, demand and price data for electric vehicles on AutoScout24 Switzerland. The dataset covers Tesla models and other electric vehicles from 1 February 2024 to 28 February 2025. The analysis segmented data by various criteria, including the number of listings, average time on the market (days since the ad was created) and price trends in the used car market. The listing durations were differentiated by brand and model to highlight Tesla's specific developments compared to other electric vehicles. Additionally, Tesla's depreciation was assessed in relation to other electric vehicles, based on average listing prices. The data was gathered through an evaluation of vehicle listings published on AutoScout24.

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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, moneyland.ch). The company was founded in November 2021 by TX Group AG, Ringier AG, Die Mobiliar and General Atlantic.