

## Press release

Zurich, 10 April 2025

# Prices of used electric cars keep falling

**In the first quarter of 2025, AutoScout24 recorded a continued drop in prices for electric vehicles, while prices across the broader car market remained stable. Vehicles sold faster than before – especially those powered by alternative drivetrains.**

Compared to the previous quarter, the number of listings on AutoScout24 rose by 3.4% for new cars and by 4.1% for used cars. Demand for alternative powertrains remained strong: listings for new electric vehicles increased by 3.5%, full hybrids by 2.8%, and mild hybrids by 8.1%. SUVs also maintained their popularity, confirming Switzerland's ongoing preference for this body type in 2025. New minivans gained ground, with listings rising 12.6% quarter-on-quarter. By contrast, listings for new estate cars declined slightly (-1.1%).

## Electric vehicles becoming more affordable

The automotive market is continuing to shift: fully electric vehicles are becoming more affordable while hybrid models are rising in price – a trend AutoScout24 had already forecast at the beginning of the year in a [press release](#). In Q1 2025, the average price of a new electric vehicle fell by 4.3% compared to the previous quarter. Petrol cars also saw a price drop (-2.9%). In contrast, new plug-in hybrids became 5.2% more expensive and mild hybrids rose by 4.6%.

The same trend is evident in the used car segment: the average price for used electric vehicles dropped by 1.5% quarter-on-quarter – and by a notable 8.1% year-on-year. Used diesel vehicles also became cheaper (-1.9%), while prices for used hybrids declined slightly. "Falling prices and increased availability show that electric mobility is becoming more accessible to a broader segment of the Swiss population," says Alberto Sanz de Lama, Managing Director of AutoScout24. Overall, average prices remained stable. New cars listed on AutoScout24 were priced at an average of CHF 61'074 (+0.3%), while used cars averaged CHF 37'681 (+0%).

## Vehicles selling more quickly

A positive trend can be seen in average listing durations. In the first quarter, new cars were listed for around 7 % fewer days and used cars for 4.7% fewer days compared to the previous quarter. New electric vehicles in particular sold significantly faster (-9.2%), as did used plug-in hybrids (-7.2%) and new diesel vehicles (-7%). "Shorter listing durations are a clear indication that many vehicles are currently finding buyers more quickly," says Sanz de Lama.

#### Data Basis

The analysis is based on listing data for passenger vehicles published on autoscout24.ch during the first quarter of 2025 (01.01 – 31.03.2025). For both the supply and pricing analyses, the data was segmented by new and used vehicles, by fuel type (again differentiated between new and used cars), and by vehicle category (also differentiated by new and used cars).

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#### Media contact



**Saskia Iten**

PR & Communication Manager

saskia.iten@swissmarketplace.group

#### 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.