

Press release

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AutoScout24 market data 2025: more vehicles, lower prices and rising competition

The vehicle offering on the online platform AutoScout24 grew again in 2025, while new registrations in Switzerland declined. Listing data point to intensifying competition, particularly in the segment of battery-electric vehicles, where prices have fallen significantly.

In 2025, 1.7% more vehicles were advertised on AutoScout24 than in the previous year. Used cars continued to account for the largest share of listings, with supply increasing by 1.1%. At the same time, listings for new cars rose by 4.9%. The strongest growth on AutoScout24 was recorded for new estate cars (+11.5%), SUVs (+7.1%) and saloon cars (+4.9%). In the used-car segment, the supply of SUVs continued to increase in particular (+3.3%). By contrast, the number of used small cars and saloon cars declined (-0.8% each), while these vehicle categories again recorded growth in the new-car segment (saloon cars +4.9%, small cars +2.5%).

Increasing price dynamics

AutoScout24's listing data show sustained price dynamics for electric vehicles. Already in the previous year, prices for used battery-electric vehicles (BEVs) had fallen. This trend continued in 2025, with prices dropping by 8.3% to an average of CHF 43,549. Prices on the platform also declined across almost all fuel types in the used-car market. Diesel vehicles fell by an average of 6% to CHF 23,673, mild hybrids (MHEVs) by around 5% to CHF 50,245, full hybrids (HEVs) by 1.2% to CHF 35,479 and petrol vehicles by 0.2% to CHF 37,571. Used plug-in hybrids (PHEVs) were the exception, with prices edging up by 1.25% to around CHF 56,156.

Significant price movements were also observed in the new-car segment in 2025. Battery-electric vehicles were around 8.1% cheaper than in the previous year, with an average price of CHF 56,229. At the same time, prices increased for new mild hybrids (+9.8% to CHF 64,991), plug-in hybrids (+6.5% to CHF 84,634) and diesel vehicles (+4.2% to CHF 61,800). "Overall, electric and hybrid vehicles are subject to greater price fluctuations than vehicles with internal combustion engines. This is due to a growing supply, an expanding range of models and regulatory conditions that influence the sales of vehicles with alternative fuel types," says Alberto Sanz de Lama, Managing Director of AutoScout24 at SMG Swiss Marketplace Group. Despite the broader choice and stronger competition, the average price of used electric vehicles (BEV, HEV, PHEV and MHEV) in 2025 was around 3% below the level seen in 2020.

Electrification increasingly driven by the used-car market

While the supply of vehicles with internal combustion engines is declining, the number of electrified vehicles is rising sharply. "For many buyers, the first step into electric mobility is via the used-car market," explains Alberto

Sanz de Lama. A look at long-term trends shows that the share of used electric vehicles among all listings on AutoScout24 has almost quintupled since 2020. Compared with the previous year, around 23% more used plug-in hybrids and 32% more mild hybrids were offered in 2025. The supply of used full hybrids increased by 2%, while that of battery-electric vehicles rose by 16%. Electrified fuel types also gained ground in the new-car segment: plug-in hybrids (+33.6%), mild hybrids (+25.6%) and battery-electric vehicles (+21.9%) were listed more frequently. By contrast, the supply of petrol vehicles (-12.9%), diesel vehicles (-24.9%) and full hybrids (-1.9%) declined.

Data basis

The analysis covers listing data for passenger cars from 2025, 2024 and 2020 (1 January to 31 December) published on autoscout24.ch. For the supply and price analysis, listings were segmented by new and used vehicles, by fuel type (again differentiated between new and used vehicles) and by vehicle category (also differentiated between new and used vehicles).

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