



July 2025 | Edition 01

Limited supply drives up prices amid flex-fuel dominance



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Top selling < 4-years-old by volume

Make	Model	MDS
Chevrolet	Onix	61.4
Hyundai	HB20	43.5
Volkswagen	Polo	46.9

Fastest selling < 4-years-old by Market Days Supply

Make	Model	Stock turn	MDS
Honda	WR-V	18x	20.1
Toyota	Corolla Cross	12x	29.7
Volvo	EX30	11x	33.0

After several months of instability, Brazil’s used car market is showing signs of a fragile recovery, according to the latest data from Indicata’s July 2025 Market Watch. Used car sales rose by 2.3% compared to June, a modest but encouraging sign of renewed consumer activity. However, volumes remain 10.2% below July 2024 levels, indicating that the market has yet to return to its pre-inflation performance.

The main factor constraining growth is supply. Inventory levels in Brazil dropped by 14.1% year-over-year, with late-model vehicles (under 4 years old) particularly scarce. This limited stock is contributing directly to rising vehicle prices, which have increased by an average of 8.4% over the past 12 months. Dealers report growing difficulty in sourcing desirable units, especially compact SUVs and low-mileage sedans.

Demand continues to shift toward younger vehicles, with models under four years of age seeing a 2.8% month-over-month rise in sales. Conversely, older vehicles, particularly those over 8 years, saw a 2.5% decline, suggesting increasing consumer resistance to high-mileage or outdated models. This segmentation of demand reflects evolving buyer preferences, driven by a mix of reliability concerns, fuel economy, and financing availability.

In terms of fuel type, Brazil continues to follow a unique trajectory. Flex-fuel

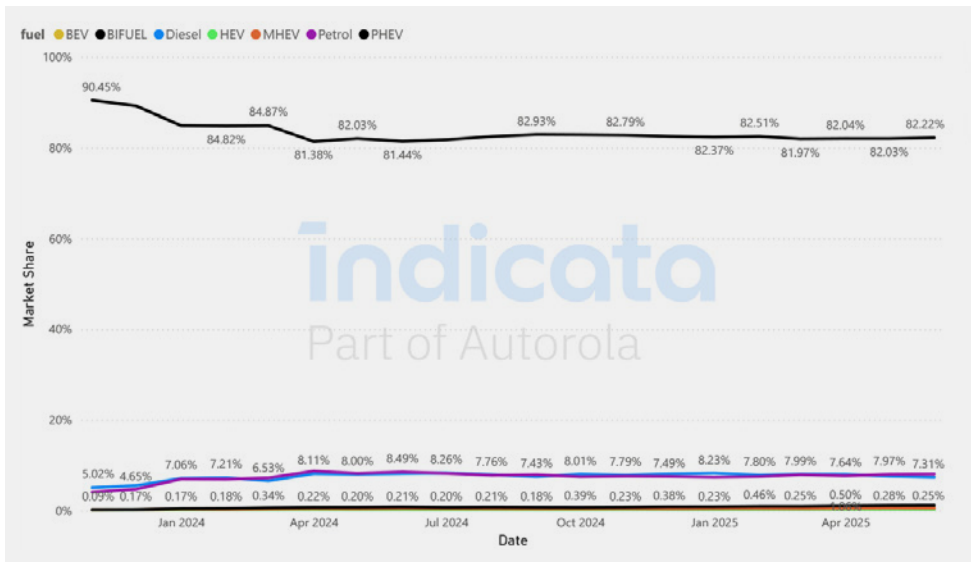
vehicles—capable of running on ethanol or gasoline—remain the dominant force in the used market, reflecting both historical infrastructure and cost-efficiency. Despite a growing global focus on electrification, Battery Electric Vehicles (BEVs) remain marginal in Brazil, with less than 0.5% share in both sales and stock. Challenges such as insufficient charging infrastructure and high acquisition costs are hindering wider adoption.

The market’s segment mix remains stable, with SUVs representing roughly 26% of sales and 24% of available stock. Compact hatchbacks and fuel-efficient city cars are also in demand, particularly in urban areas. However, rising prices are beginning to erode affordability for lower-income households, limiting market access.

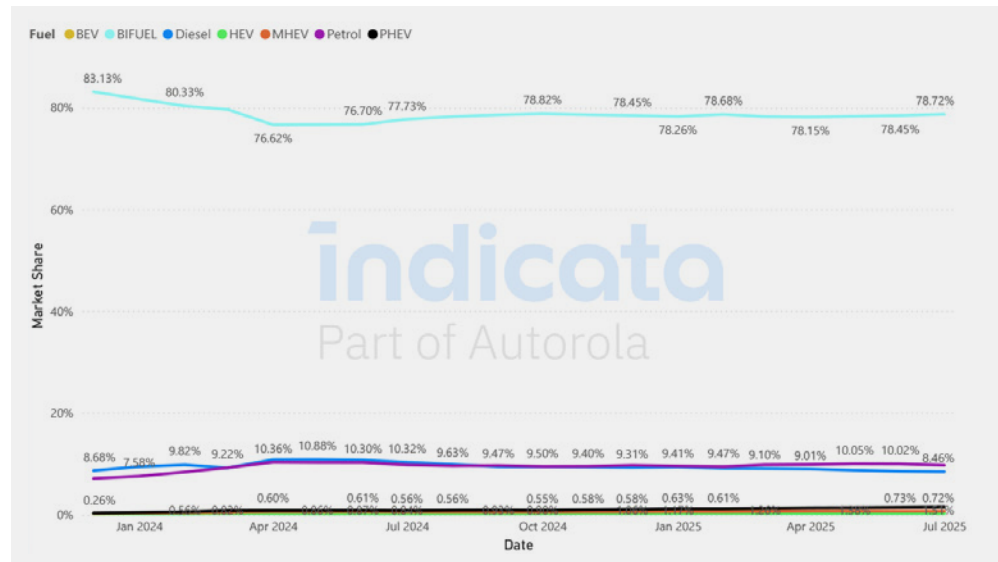
Looking ahead, analysts anticipate continued price pressure amid restricted supply. While consumer interest is present—especially for newer, flexible-fuel vehicles—Brazil’s market remains highly sensitive to macroeconomic trends, including inflation, credit availability, and fuel price volatility.

The Brazilian used car market is therefore entering a new phase: cautious optimism tempered by structural constraints. Dealers, OEMs, and policymakers will need to address supply bottlenecks and price accessibility to support a more sustainable rebound in the coming quarters.

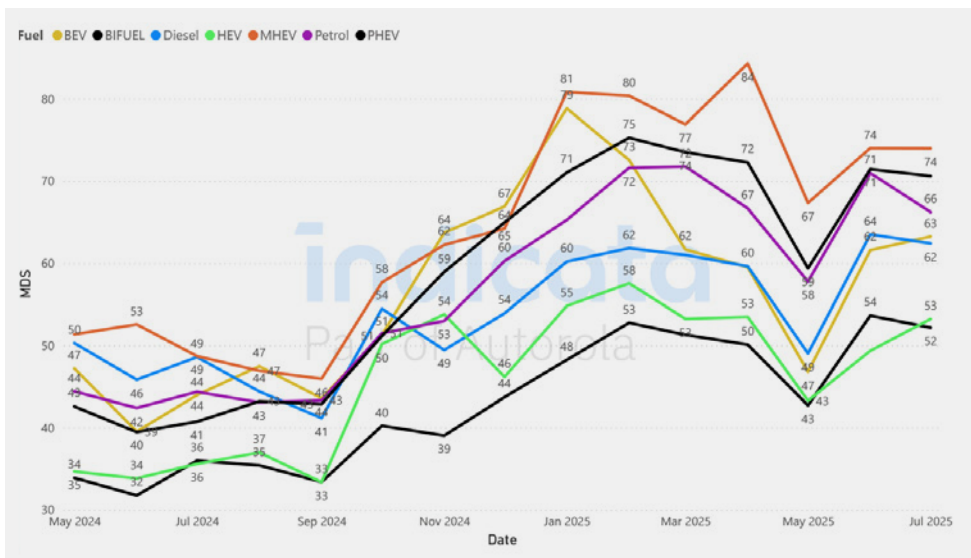
Sales Market Share by Month and Fuel Type - Brazil



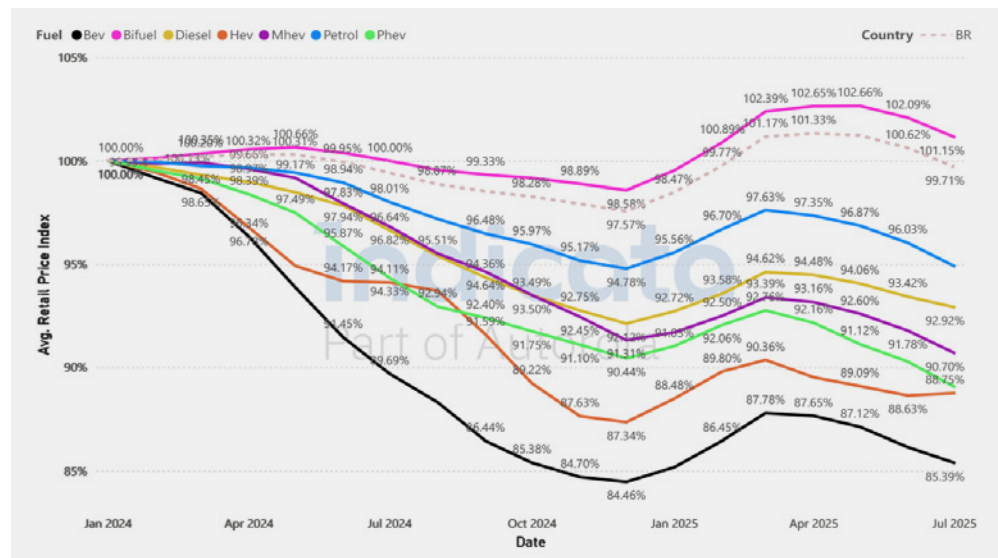
Stock Market Share by Month and Fuel Type - Brazil



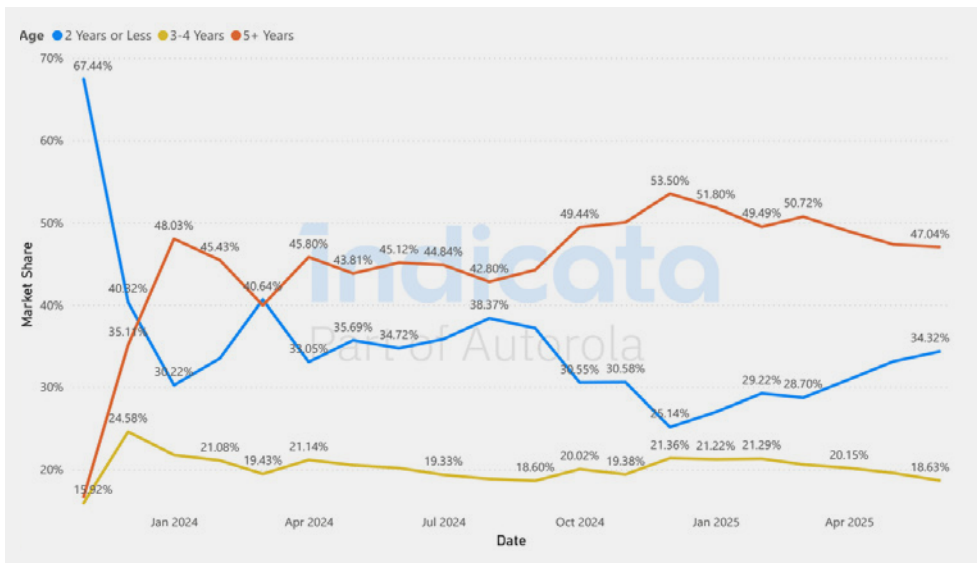
MDS by Fuel Type - Brazil



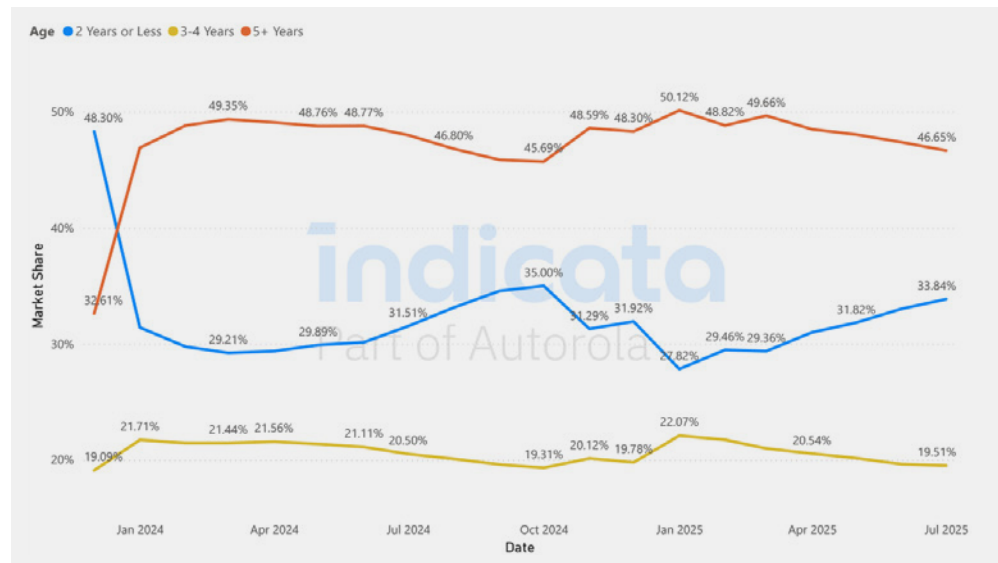
Retail Price (Weighted Avg.) Index 100 = Jan - Brazil



Sales Market Share by Month and Age Group - Brazil



Stock Market Share by Month and Age Group - Brazil



Top selling car models up to 4-years-old by volume

All powertrains	MDS	Bifuel	MDS	ICE	MDS	BEV	MDS
Chevrolet Onix	61.4	Chevrolet Onix	61.4	Jeep Compass	55.1	Jeep Compass	56.9
Hyundai HB20	43.5	Hyundai HB20	43.5	Chery/CAOA Chery Tiggo 8	52.8	Volvo XC60	49.2
Volkswagen Polo	46.9	Volkswagen Polo	46.9	Jeep Commander	54.7	GWM Haval H6	52.5

Fastest selling car models up to 4-years-old by Market Days Supply

All powertrains	MDS	Bifuel	MDS	ICE	MDS	BEV	MDS
Honda WR-V	20.1	Honda WR-V	20.1	Chery/CAOA Chery Tiggo 8	42.7	Volvo EX30	33.0
Toyota Corolla Cross	29.7	Toyota Corolla Cross	29.7	Ford Territory	43.2	BYD Dolphin Mini	36.1
Volvo EX30	33.0	Honda Fit	33.8	Mitsubishi Eclipse Cross	44.2	BYD Dolphin	36.4

On the 24th of March 2020 Indicata published its White Paper *“COVID-19 To what extent will the used car market be affected (and how to survive)?”*

This document explored:

Early market trends

Initial impact of the virus and the social distancing measures implemented.

Market scenarios

A range of impacts based on infection rate development and historical market data.

Mitigation

Risk assessment by sector coupled with potential corrective actions.

We committed to keeping the market Indicata Market Watch is a regular PDF published on or around the 20th of the month which includes stocking, sales and Market Day's Supply trends split by fuel type.

We are committed to updating the market with live data and providing information on sales, stock, and pricing to keep you abreast of the fast-moving environment.

We are pleased to present our latest **“Indicata Market Watch”** iteration which covers 16 European countries and Brazil. We are providing a comprehensive used market analysis with commentary for each country for Q1, Q2, Q3 and Q4 in January, April, July and October

Meanwhile, Lite versions of the report will be published for the other eight months of the year which include an overall European summary and country graphs and tables.

How do we produce our data?

Indicata analyses 14m Used Vehicle adverts across Europe daily, and our system goes through extensive data cleansing processes to ensure data integrity.

This report's sales (deinstall data) are based on advertisements from recognised automotive retailers for actual used vehicles. As such, it does not include data related to private (P2P) advertisements.

When an advert is removed from the internet, it is classified as a “Sale.”



Indicata
Market Watch™
Used Car Insights Report



For more insights
on B2B market
trends, please visit
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