



September 2025 | Edition 03

Brazil's Used Car Market Finds New Balance



Prices stabilise, demand shifts and future signals emerge

Top selling < 4-years-old by volume

Make	Model	MDS
Chevrolet	Onix	60.6
Hyundai	HB20	51.5
Volkswagen	Polo	49.9

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

Make	Model	Stock turn	MDS
BYD	Dolphin	17x	21.4
Ford	EcoSport	15x	23.7
BYD	Dolphin Mini	12x	30.1

Brazil’s used car market showed signs of rebalancing in August. After a first half of the year marked by sharp price increases and a mismatch between supply and demand, indicators are now stabilising. This fragile normalisation underlines the market’s ability to absorb shocks and adapt to local economic constraints.

A market stabilising after turbulence

The dynamics observed since mid-2025 suggest that the market is moving beyond its overheating phase. Market Days Supply (MDS) has normalised, signalling smoother transactions, while demand is returning to a more predictable pace. This stabilisation is less a sign of comfort than a new stage where consumer choices and stock management become decisive.

Older vehicles dominate while mid-aged cars remain key

According to official figures, vehicles over 13 years old now form the backbone of Brazil’s used market, representing around 35% of sales. Their weight reflects household sensitivity to purchase price in a context of constrained purchasing power. Mid-aged models (4–8 years) account for just under a quarter of the market and continue to offer a balance between affordability and reliability, particularly for buyers seeking to avoid high maintenance costs. Meanwhile, newer cars under 4 years remain scarce, which keeps values high and restricts access, but ensures their attractiveness among more affluent customers.

Prices adjust after the surge

After steep increases earlier in 2025, prices have stabilised and even eased slightly. This is more a return to normality than a downturn, reflecting a supply better matched to selective demand. Buyers now focus on vehicles that offer the best balance of cost and usability, smoothing price pressures across the board.

A mirror of economic and social tensions

The used car market mirrors Brazil’s wider economic context. Inflation is easing, but high interest rates continue to restrict credit, limiting access to newer vehicles. At the same time, constrained household budgets are driving demand for affordable, efficient models. As a result, the used market has become a barometer of household choices under financial pressure, reflecting shifting priorities in mobility.

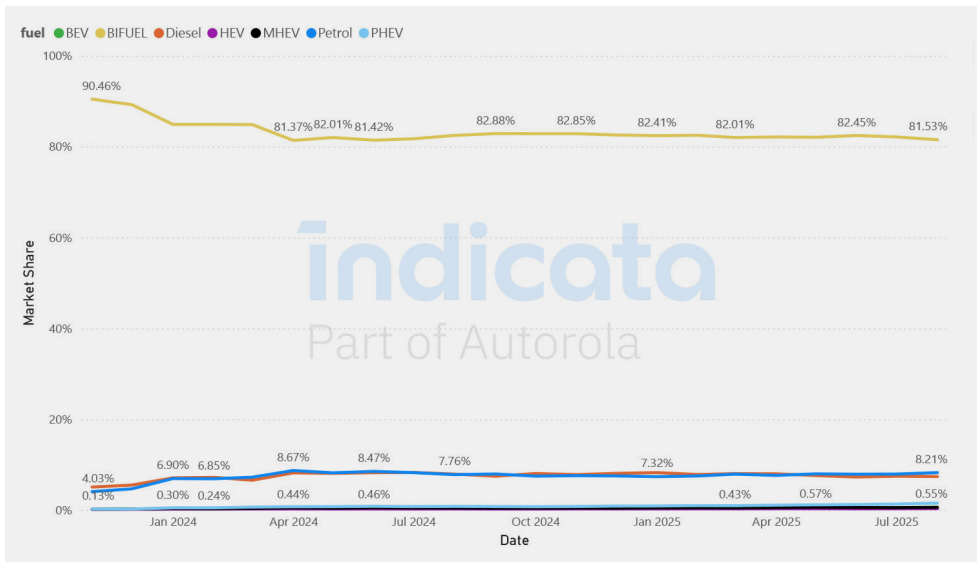
New energies show timid signals

Electrified vehicles (BEV, HEV, PHEV) remain marginal in the used market, with minimal volumes and longer turnover times. Their weak penetration reflects infrastructure gaps, lack of targeted incentives and consumer concerns about residual values. However, their slow rise in stock suggests that they could become a more visible part of the market in the coming years. Their development will depend on government measures extending beyond new cars and on building consumer confidence in long-term durability and resale. For now, they remain a promise rather than a reality, but a key signal to watch.

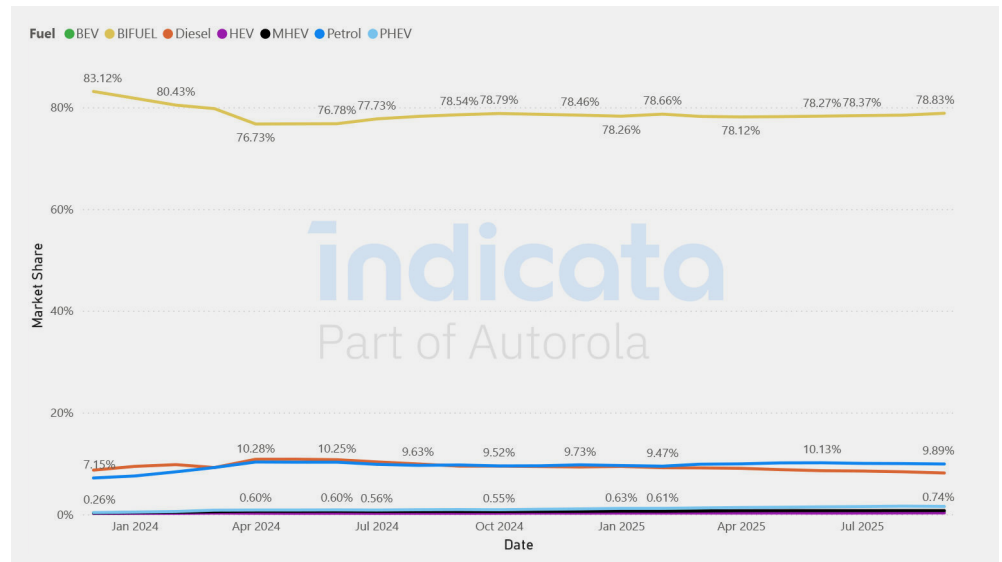
Perspectives for a fragile stability

If the current trend continues, Brazil’s used car market could enter a more predictable phase, marked by steady prices and healthy turnover in the most demanded segments. But this stability remains fragile. It hinges on how credit conditions evolve, whether the limited stock of newer cars can sustain its value, and how public policy might integrate electrified vehicles into the used market. For the moment, the picture is one of a robust yet pressured market, whose trajectory will be shaped by both macroeconomic conditions and political signals.

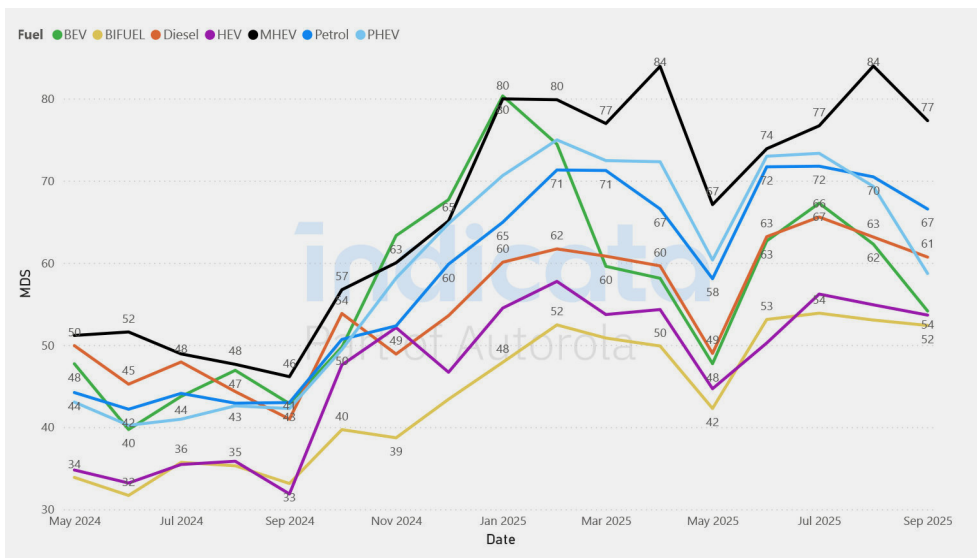
Sales Market Share by Month and Fuel Type - Brazil



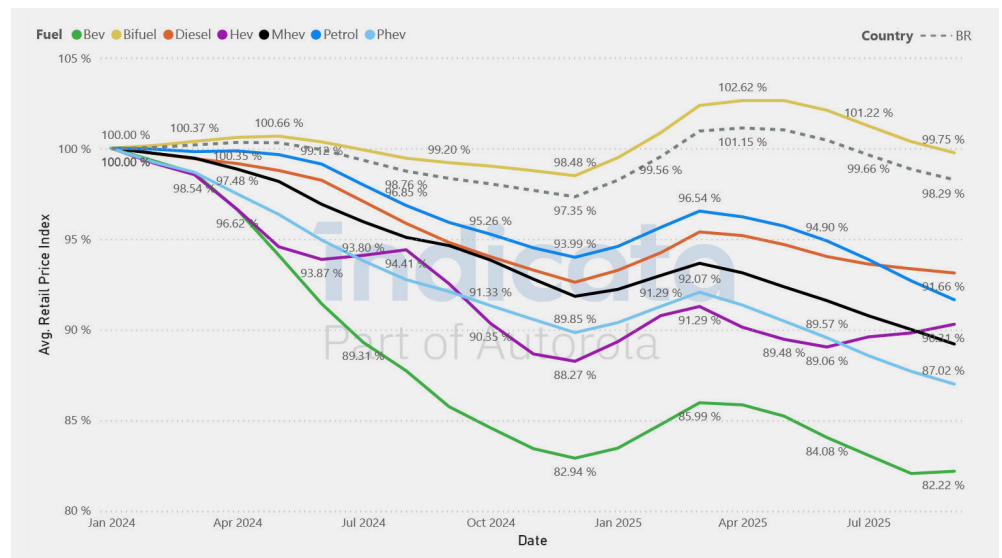
Stock Market Share by Month and Fuel Type - Brazil



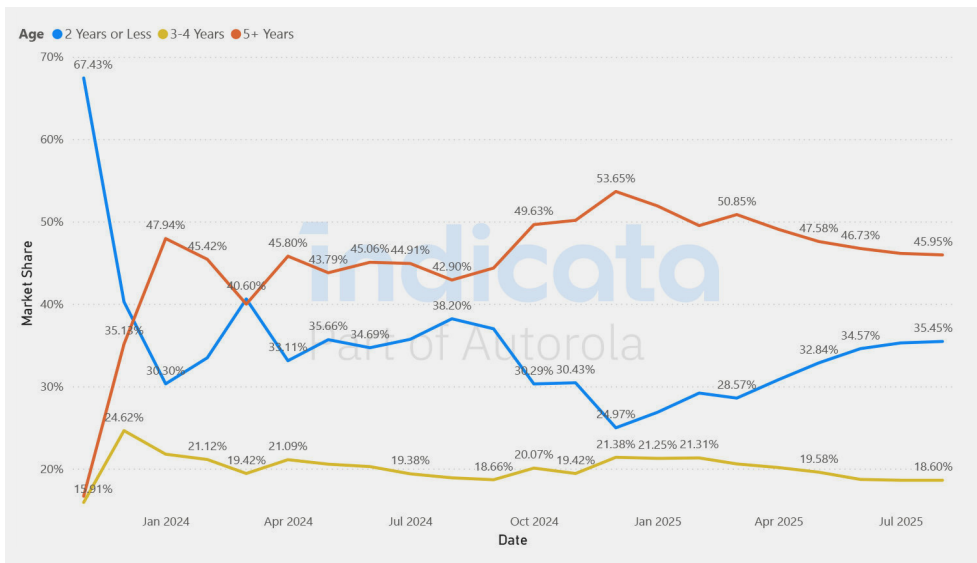
MDS by Fuel Type - Brazil



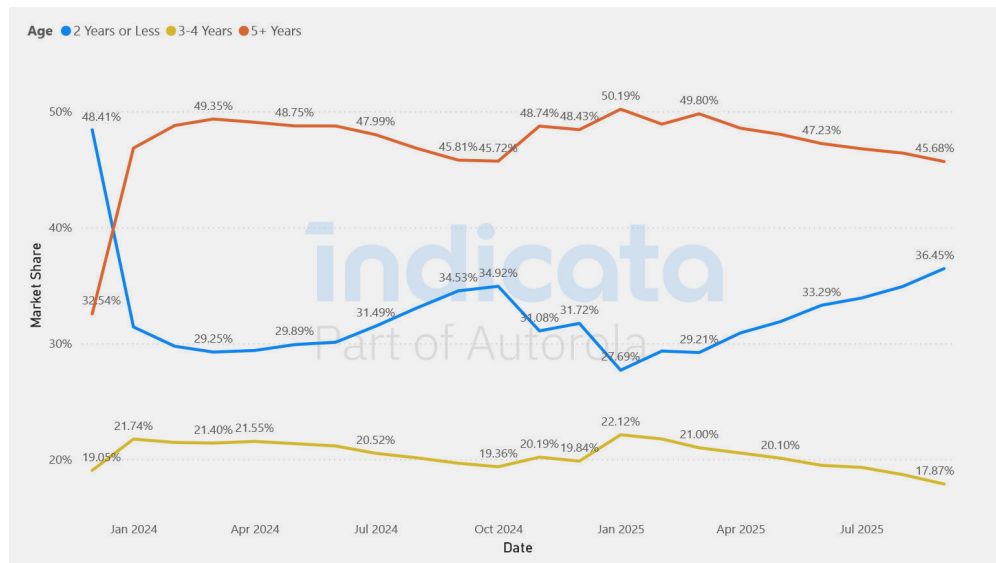
Retail Price (Weighted Avg.) Index 100 = Jan - Brazil



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	60.6	Chevrolet Onix	60.6	Jeep Compass	57.7	BYD Song Plus	48.5
Hyundai HB20	51.5	Hyundai HB20	51.5	Chery/CAOA Chery Tiggo 8	51.1	GWM Haval H6	51.3
Volkswagen Polo	49.9	Volkswagen Polo	49.9	Toyota Hilux SW4	51.9	Jeep Compass	25.0

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

All powertrains	MDS	Bifuel	MDS	ICE	MDS	BEV	MDS
BYD Dolphin	21.4	Ford EcoSport	23.7	Chery/CAOA Chery Tiggo 7	43.8	BYD Dolphin	21.4
Ford EcoSport	23.7	Chery/CAOA Chery Tiggo 7	36.6	Mitsubishi Eclipse Cross	44.2	Jeep Compass	25.0
Chery/CAOA Chery Tiggo 7	38.8	Peugeot 208	39.5	VW Tiguan	44.6	BYD Song Plus	48.5

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 9m 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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