



October 2025 | Edition 04

Brazil's Used Car Market Seeks Its Balance



Fragile Stabilisation After a Volatile Start to the Year

Top selling < 4-years-old by volume

Make	Model	MDS
Chevrolet	Onix	58.1
Hyundai	HB20	48.0
Volkswagen	Polo	48.5

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

Make	Model	Stock turn	MDS
BYD	Dolphin	16x	22.7
BYD	Dolphin Mini	12x	29.8
Hyundai	Creta	10x	35.2

In September, Brazil's used car market shows signs of calm after several months of turbulence. Transaction volumes remain stable but uneven across segments. Following the strong price increases seen early in the year, the overall index now reflects a gradual normalisation rather than a true downturn. Dealers are adjusting their offers to meet increasingly selective buyers, who prioritise affordability and reliability amid tighter household budgets.

Older Vehicles Still Dominate

Cars over thirteen years old continue to account for the bulk of transactions, representing more than one-third of the market. This dominance reflects Brazil's socio-economic reality, where purchase price remains the primary driver. These ageing models, often kept well beyond their optimal lifecycle, show a **high Market Days Supply (MDS)**, signalling slow turnover and abundant stock. The market remains polarised between accessible but ageing vehicles and a limited supply of newer, more expensive ones.

Mid-Age Cars Gain Traction

Vehicles aged four to eight years are gaining appeal, accounting for roughly a quarter of sales. They strike the best balance between price, reliability, and modernity. This segment attracts pragmatic buyers looking to control maintenance costs without giving up safety or comfort. Turnover remains healthy, showing that these cars meet the country's growing need for affordable, dependable mobility, especially in a context of persistently high financing rates.

Prices Readjust Without Collapse

The price index shows a slight decline from earlier in the year. This modest drop signals a **return to normal conditions**, not a structural depreciation. Dealers are trimming margins to keep sales moving. Newer, expensive vehicles are facing sluggish demand, while popular models remain in steady circulation, supported by Brazil's resilient middle class.

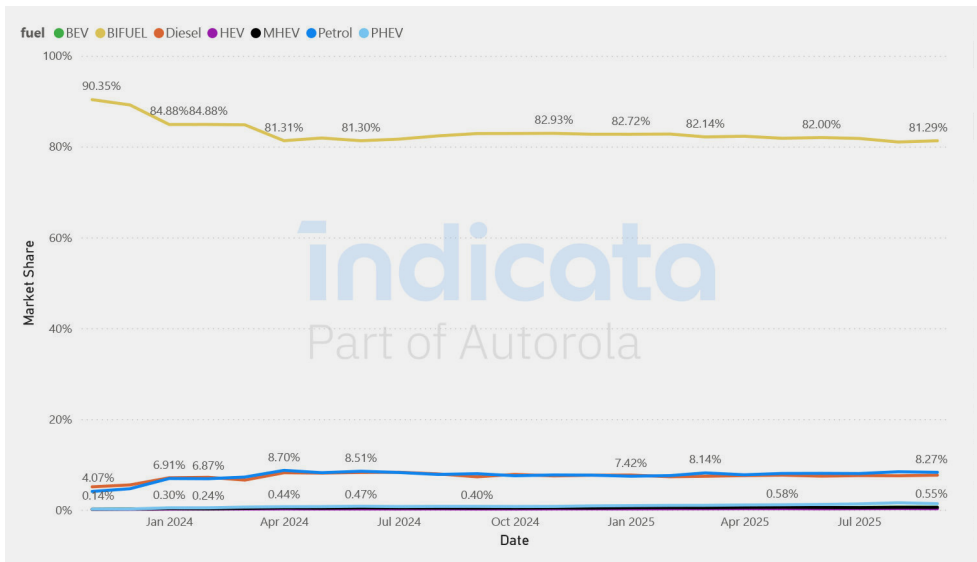
New Energies Still at the Margin

The market remains overwhelmingly dominated by flex-fuel cars, deeply rooted in consumer habits. Yet, early signs of diversification appear. Mild and plug-in hybrids (MHEV, PHEV) are slowly gaining ground, helped by a broader new-vehicle offer. Fully electric cars, however, still face major hurdles: high acquisition costs, limited infrastructure, and persistent concerns over battery lifespan and resale value. Their future depends largely on clearer fiscal incentives and models that truly fit local purchasing power.

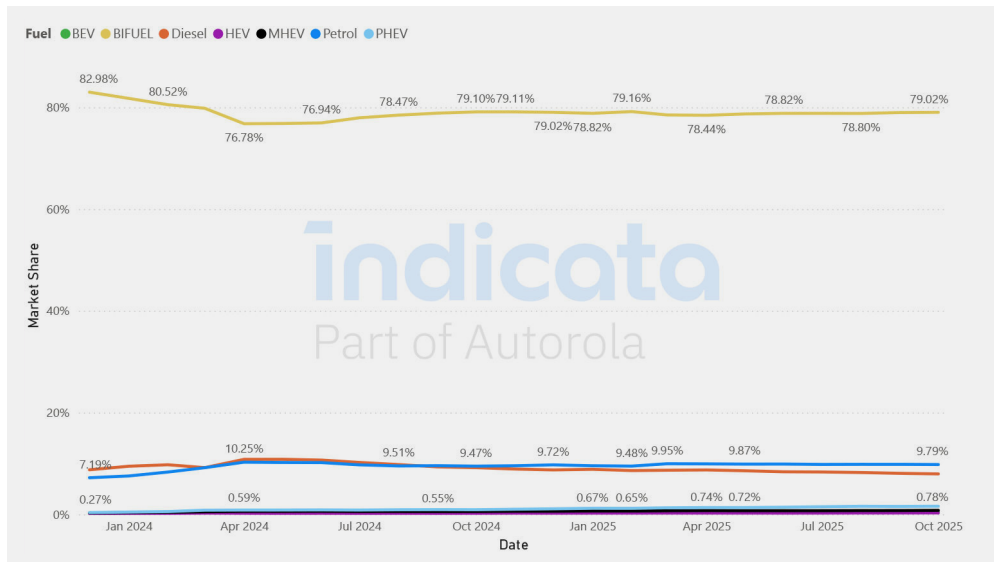
A Market Under Pressure, Yet resilient

With the **Selic at 15% — the highest since 2006** — financing remains expensive and caps demand for newer, pricier used cars. Dealers focus on stock rotation and precise pricing. While credit is still expanding through new channels, its cost keeps demand relatively inelastic. Near-term visibility hinges on macro stability and a recovery in household confidence; **no quick rate relief is in sight.**

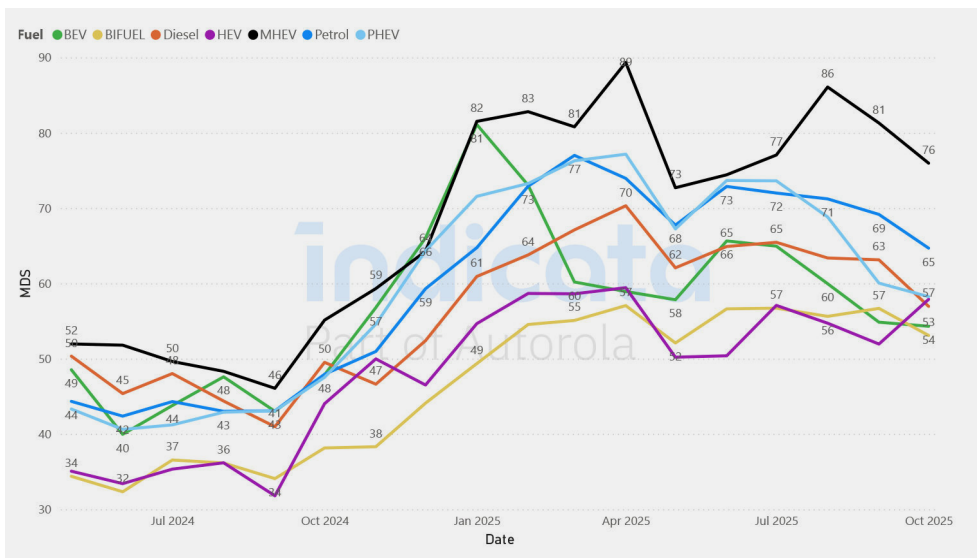
Sales Market Share by Month and Fuel Type - Brazil



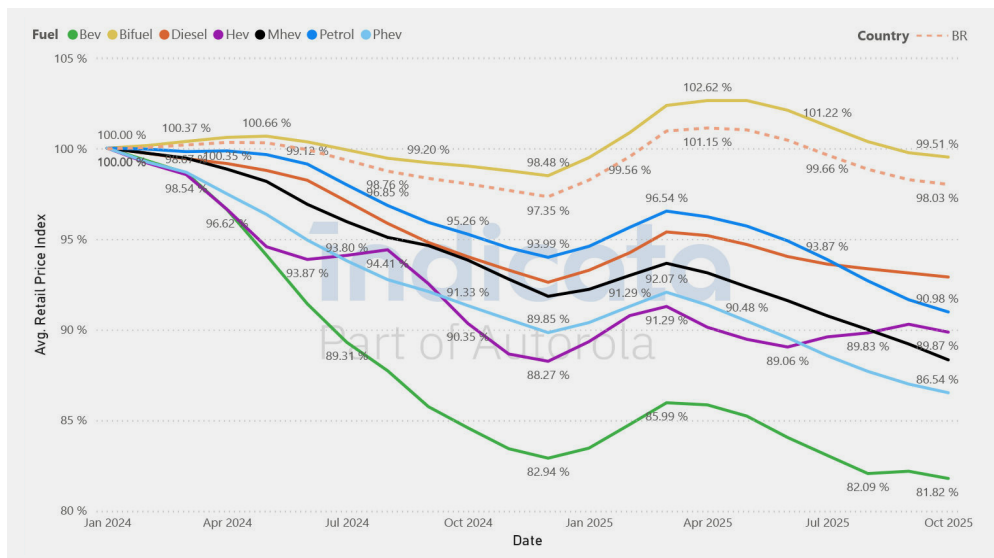
Stock Market Share by Month and Fuel Type - Brazil



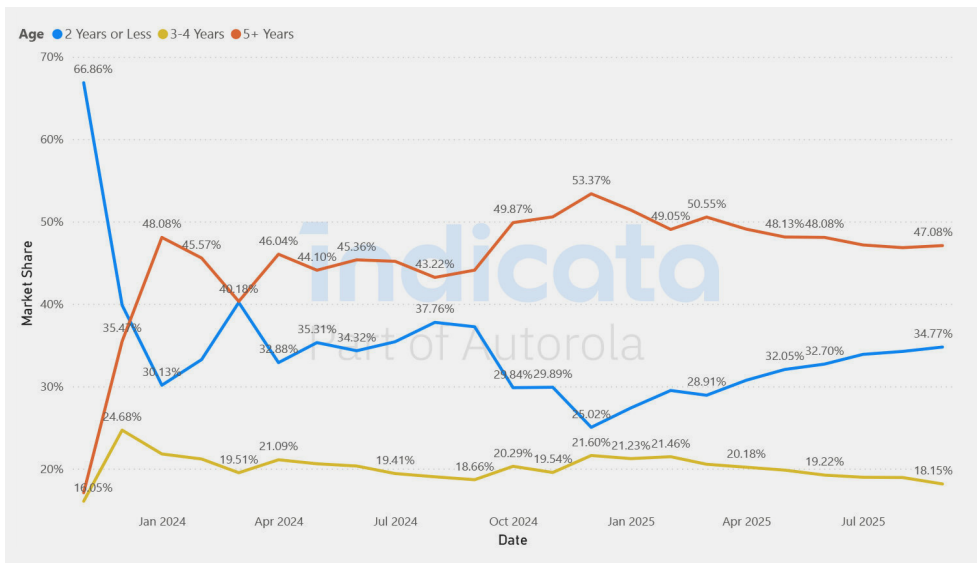
MDS by Fuel Type - Brazil



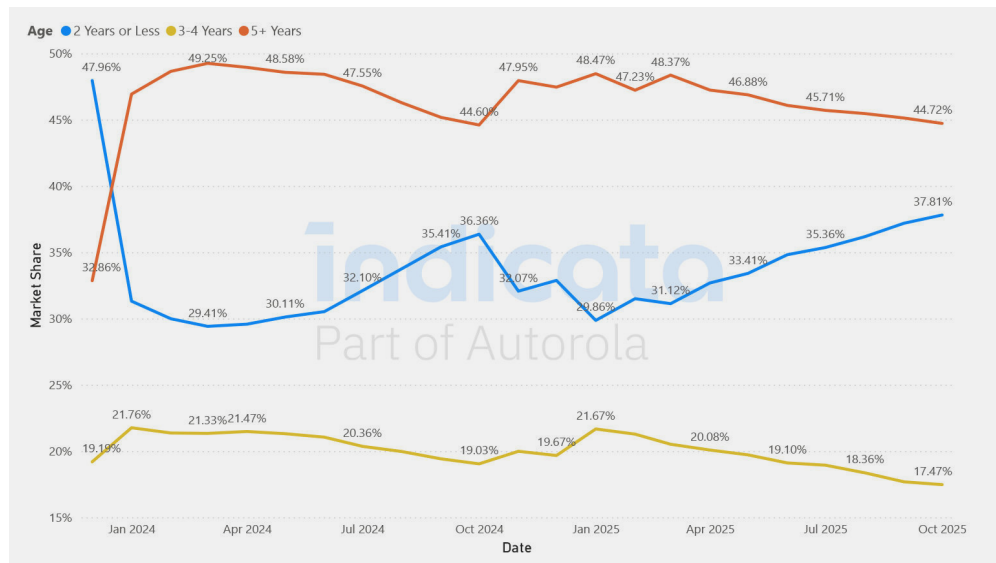
Retail Price (Weighted Avg.) Index 100 = Jan - Brazil



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	58.1	Chevrolet Onix	58.1	Jeep Compass	59.2	BYD Song Plus	44.1
Hyundai HB20	48.0	Hyundai HB20	48.0	Chery/CAOA Chery Tiggo 8	45.2	GWM Haval H6	48.6
Volkswagen Polo	48.5	Volkswagen Polo	48.5	Jeep Commander	50.5	Volvo XC60	56.8

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

All powertrains	MDS	Bifuel	MDS	ICE	MDS	BEV	MDS
Hyundai Creta	35.2	Chery/CAOA Chery Tiggo 7	33.6	Mitsubishi Eclipse Cross	40.5	BYD Song Plus	44.1
Chery/CAOA Chery Tiggo 7	36.6	Hyundai Creta	35.2	Chery/CAOA Chery Tiggo 7	41.1	GWM Haval H6	48.6
Chery/CAOA Chery Tiggo 5X	39.5	Chery/CAOA Chery Tiggo 5X	39.5	Chery/CAOA Chery Tiggo 8	45.2	Volvo XC60	56.8

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
indicata.com/market-watch

indicata
Part of Autorola