



**November 2025** | Edition 05

# Brazil's Used-Car Market Finds Its Path to a New Balance



# A Market Finding Its Balance

**In October, Brazil’s used-car market continued its path toward stabilization. Sales volumes remain solid, but the dynamics by age and fuel type reveal a market in transition. The price adjustments observed since early 2025 reflect a gradual rebalancing between selective demand and abundant supply across several segments.**

**Over-Five-Year Vehicles Still Dominate**

Vehicles over five years old remain the backbone of Brazil’s used market. Their appeal lies in affordability and practicality — key factors in an environment marked by tight credit and limited purchasing power. The high share of older vehicles in total transactions reflects a slow renewal cycle: the average vehicle age now exceeds ten years, signalling a mature market with modest turnover.

**Recent Models Hold Up When Well Positioned**

Recent vehicles (under five years old) maintain healthy turnover — but only when priced realistically. Successive interest rate hikes have made financing more expensive, limiting access to newer vehicles. The most desirable models — well-equipped compacts, urban SUVs, and newer pickups — still sell quickly, supported by demand from both private buyers and small businesses.

**Electrified Vehicles Gain Traction**

Hybrid models continue to grow steadily, thanks to their balance of efficiency and usability. But the real shift is seen in the electric segment. While BEVs remain diverse in performance and acceptance, **some standouts like the BYD Dolphin and Mini Dolphin are reshaping perceptions. Their Market Days Supply ranks among the lowest in the market, and their depreciation is comparable to the hottest small hatchbacks.** These competitively priced BEVs,

often close to entry-level cars, are increasingly viewed as rational, affordable alternatives — particularly in major cities. This trend signals a broader transformation: electric vehicles are no longer seen as niche technology, but as a **viable, mainstream option** for value-driven Brazilian consumers.

**Chinese Brands Strengthen Their Foothold**

Chinese manufacturers are consolidating their position in Brazil, rapidly transforming the automotive landscape. **BYD and GWM** continue to lead in volume and visibility, while **Omoda and GAC** have now built dealership networks as advanced and extensive as their peers. **Leapmotor** is entering the market through the **Fiat dealer network**, leveraging the country’s largest brand, and **MG** is opening its first showrooms.

This wave of new entrants reflects a clear strategic commitment: long-term investment, improved customer experience, and technology-driven positioning. Together, they are reshaping the perception of value in Brazil’s used-car market while accelerating access to electrified mobility.

**A Solid Market Still Under Pressure**

Despite signs of stabilization, the market remains under structural pressure. Financing costs are high — with the **Selic rate still at its highest level since 2006** — and consumer confidence remains cautious.

The coming months are likely to bring steady activity rather than strong growth. Market players will need to adapt sourcing, pricing, and financing strategies to meet selective demand in an economy where prudence remains the norm.

Top selling < 4-years-old by volume

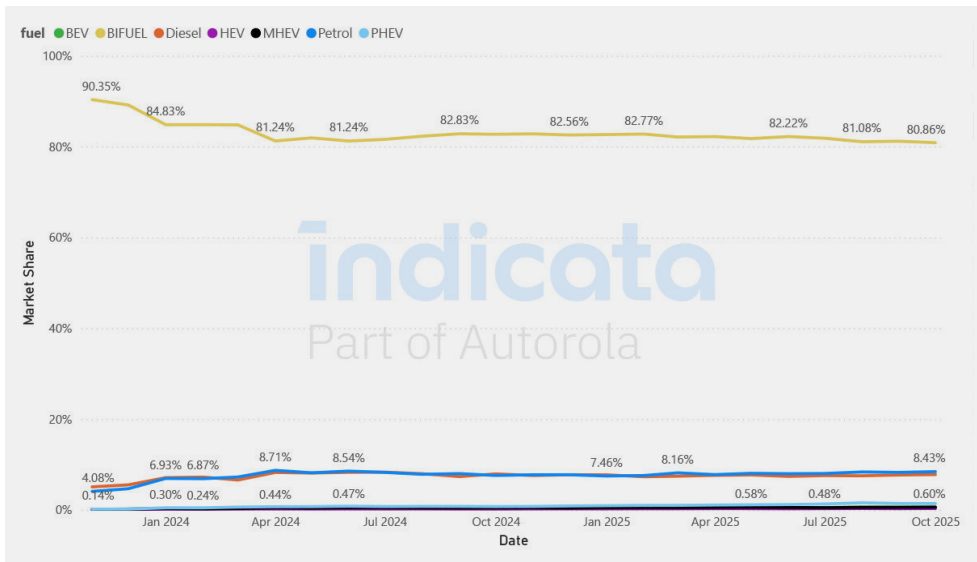
Make	Model	MDS
Chevrolet	Onix	50.2
Hyundai	HB20	43.0
Jeep	Compass	46.6

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

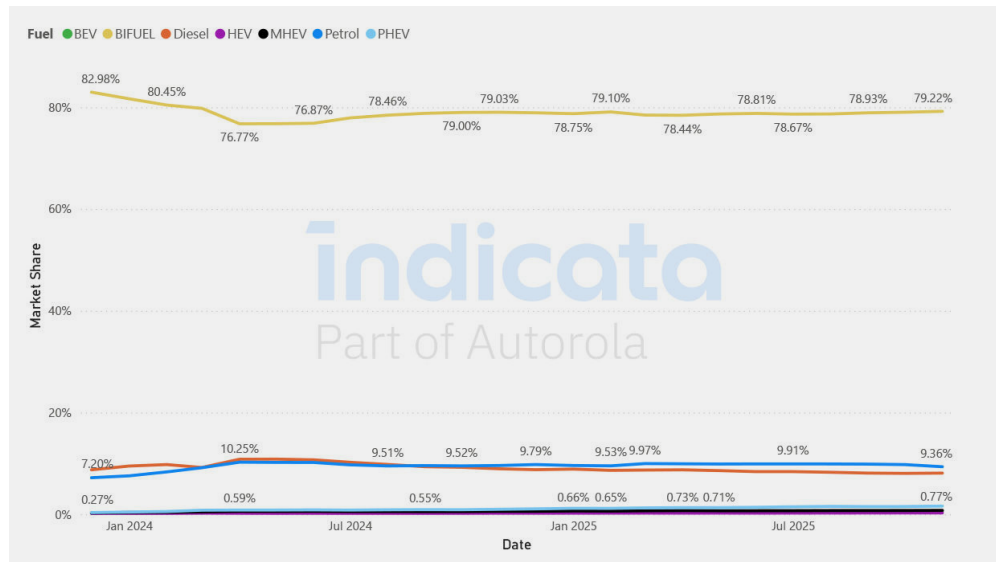
Make	Model	Stock turn	MDS
BYD	Dolphin	20x	18.1
BYD	Dolphin Mini	12x	28.8
Chery/CAOA Chery	Tiggo 7	11x	31.3



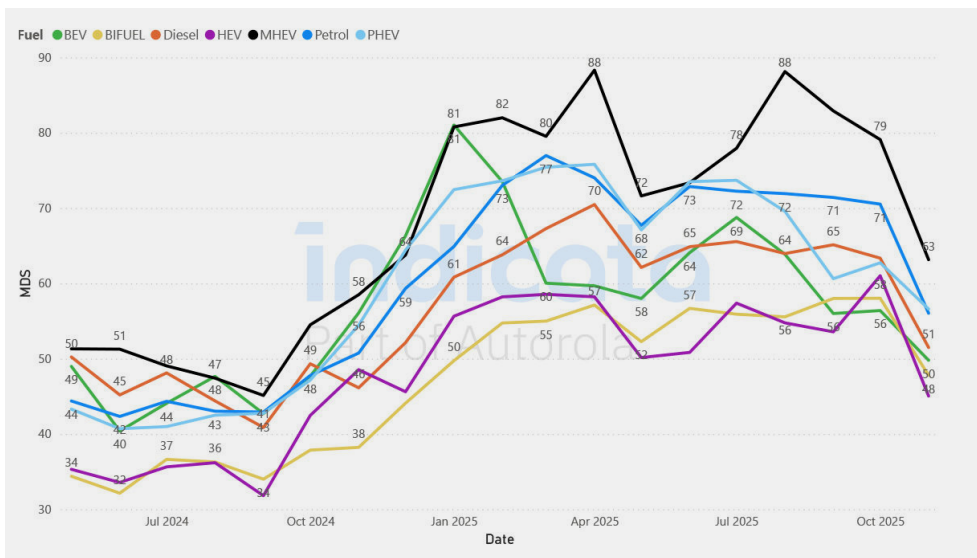
## Sales Market Share by Month and Fuel Type - Brazil



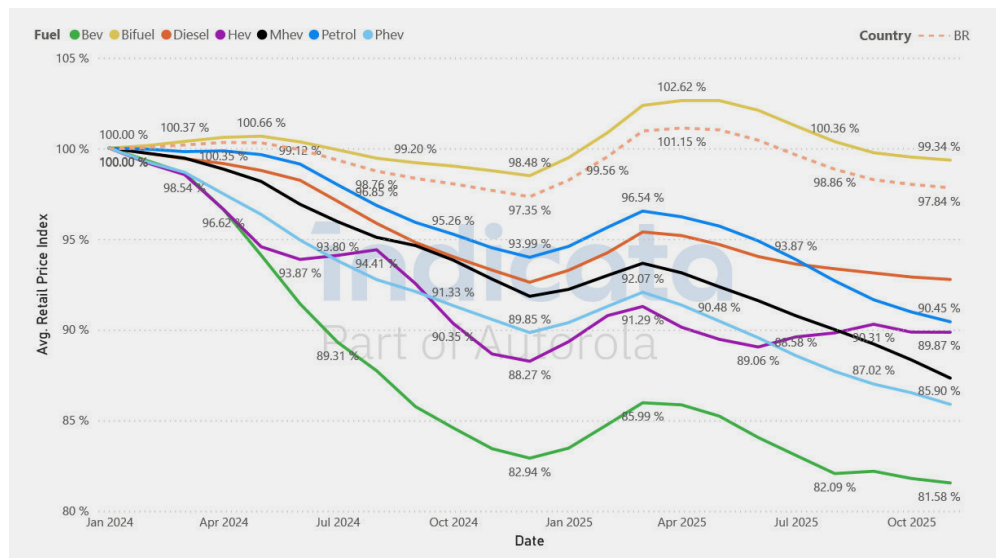
## Stock Market Share by Month and Fuel Type - Brazil



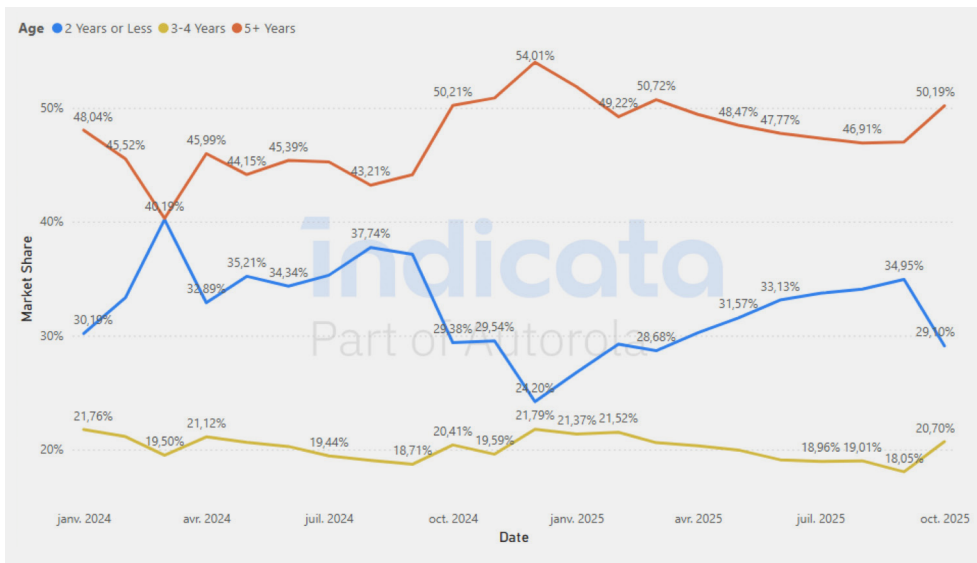
## MDS by Fuel Type - Brazil



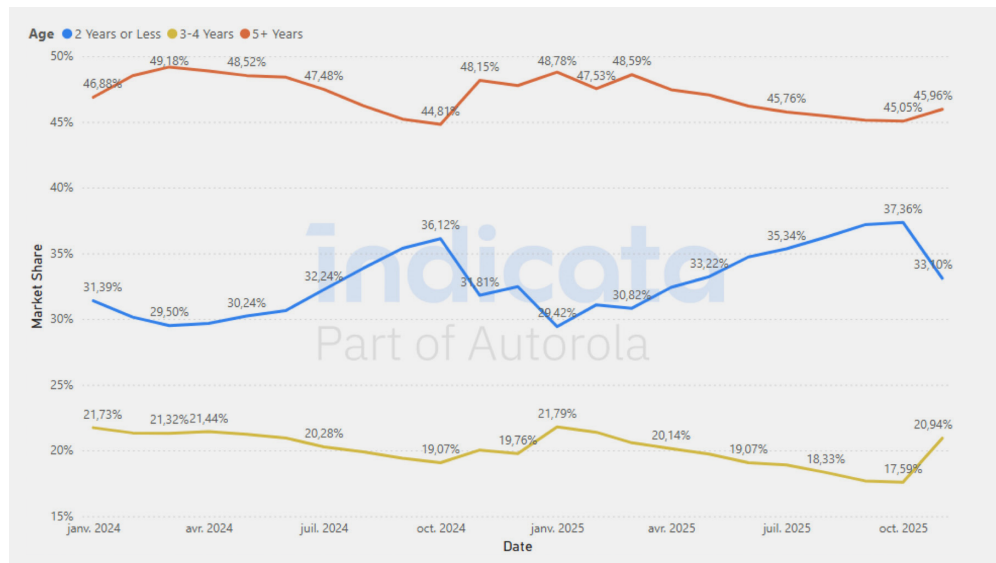
## Retail Price (Weighted Avg.) Index 100 = Jan - Brazil



## 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	50.2	Chevrolet Onix	50.2	Jeep Compass	53.4	BYD Song Plus	37.8
Hyundai HB20	43.0	Hyundai HB20	43.0	Hyundai Tucson	45.2	GWM Havel H6	45.6
Jeep Compass	46.6	Jeep Renegade	44.9	Chery/CAOA Chery Tiggo 8	40.3	Volvo XC60	49.5

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

All powertrains	MDS	Bifuel	MDS	ICE	MDS	BEV	MDS
BYD Dolphin	18.1	Chery/CAOA Chery Tiggo 7	31.5	Chery/CAOA Chery Tiggo 7	31.3	BYD Dolphin	18.1
BYD Dolphin Mini	28.8	Toyota Corolla Cross	32.6	Mitsubishi Eclipse Cross	35.6	BYD Dolphin Mini	28.8
Chery/CAOA Chery Tiggo 7	31.3	Nissan Sentra	33.1	Toyota RAV 4	36.0	BYD Song Plus	37.8

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  
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