

## **Switzerland Used Car - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)**

Market Report | 2026-02-09 | 150 pages | Mordor Intelligence

### **AVAILABLE LICENSES:**

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

### **Report description:**

Switzerland Used Car Market Analysis

Switzerland used car market size in 2026 is estimated at USD 27.7 billion, growing from 2025 value of USD 26.87 billion with 2031 projections showing USD 32.24 billion, growing at 3.08% CAGR over 2026-2031. The steady expansion reflects how households respond to sustained new-vehicle price inflation, tighter household budgets, and the growing acceptance of fully digital transactions. Consumer preference for certified vehicles, the surge in Chinese electric-vehicle imports, and the rising popularity of subscription plans are reshaping demand patterns. At the same time, organized dealer groups deploy technology to capture efficiencies in sourcing and reconditioning. At the same time, cantonal tax reforms and ESG-driven corporate fleet renewal are enlarging near-new supply, improving inventory depth for buyers who prioritize warranty coverage and lower running costs. Organized players are also leveraging strong financing partnerships, enabling them to offer competitive loan and lease packages that reduce the total cost of ownership relative to new-car alternatives.

Switzerland Used Car Market Trends and Insights

Rising Prices of New Vehicles and Cost-Sensitive Consumers

The Swiss automotive market faces unprecedented price inflation, with new vehicle costs escalating beyond traditional affordability thresholds for middle-income consumers. Average vehicle values have risen from CHF 44,000 in 2019 to just under CHF 49,000 in 2023, representing an 11.40% increase that outpaces wage growth and general inflation. This price pressure is

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

particularly acute in cantons like Zug, where average vehicle values reach CHF 65,000, significantly above the national average, creating downward pressure on luxury vehicle segments in the used car market. The Swiss economy's modest 0.8% growth in 2023 and low consumer confidence have intensified price sensitivity among buyers who increasingly view used vehicles as a rational alternative to new car financing. Cost-conscious consumers are particularly drawn to vehicles in the 4 to 7-year age bracket, which offer modern features and reliability while avoiding the steepest depreciation curves. This demographic shift is reshaping dealer inventory strategies, with successful operators focusing on certified pre-owned programs that provide warranty coverage without new car premiums.

### Decline in New-Car Sales

Switzerland's new vehicle registrations declined 5% in 2024 compared to 2023, creating a supply-demand imbalance that benefits the used car market. This contraction stems from elevated new car prices, which increased nearly 10% due to mandatory driver assistance systems, pushing the average TCS model vehicle price from CHF 41,000 in 2024 to over CHF 44,000. The decline creates a virtuous cycle for used car dealers, as consumers who defer new purchases extend their current vehicle ownership while increasing demand for quality pre-owned alternatives. Swiss consumers are demonstrating price elasticity, with the cost per kilometer rising to 76 Rappen in 2025, representing a 5.50% increase that makes used vehicles increasingly attractive relative to new car ownership costs. This trend particularly benefits organized dealers who can leverage economies of scale in vehicle sourcing and reconditioning, explaining their accelerated 11.20% growth rate despite representing a smaller market share.

### Trust and Transparency Challenges for Buyers

The Swiss used car market continues to grapple with information asymmetries that create buyer hesitation, particularly around vehicle history and condition assessment. Unlike new car purchases, where manufacturer warranties provide clear recourse, used car transactions rely heavily on dealer reputation and third-party inspection services that lack standardization across the market. The absence of a centralized vehicle history database comparable to systems in other European markets means buyers must rely on fragmented information sources, creating opportunities for less scrupulous dealers to exploit information gaps. This challenge is particularly acute for electric vehicles, where battery health assessment lacks industry-wide standards, despite efforts by companies like Mobility to implement diagnostic tools from providers like Aviloo. The trust deficit is most pronounced in private-party transactions, where buyers lack the legal protections available through organized dealers. This explains why the organized dealer segment is growing at 11.20% CAGR despite commanding a smaller market share. Digital platforms are beginning to address these concerns through standardized vehicle reports and dealer rating systems, but widespread adoption remains limited by the market's traditional relationship-based transaction culture.

Other drivers and restraints analyzed in the detailed report include:

Expansion of Online Used-Car Platforms and Digital Retail  
Competitive Financing and Subscription Models Boost  
Affordability  
Limited Public and Home Charging for Used-EV Owners

For complete list of drivers and restraints, kindly check the Table Of Contents.

### Segment Analysis

Sport Utility Vehicles command a dominant 47.85% market share in 2025 while representing the fastest-growing segment at 8.62% CAGR through 2031, reflecting Swiss consumers' preference for versatile vehicles that accommodate urban commuting and alpine recreation. The SUV segment's growth trajectory is supported by strong residual values and broad appeal across demographic segments, from young families seeking safety features to affluent buyers prioritizing luxury amenities. Sedans maintain a stable position in the market, appealing to traditional buyers who prioritize fuel efficiency and lower operating costs. At

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

the same time, hatchbacks serve the entry-level segment with competitive pricing and urban maneuverability. Multi-Purpose Vehicles occupy a niche position, primarily serving commercial applications and large families, though their growth is constrained by the SUV segment's encroachment on traditional MPV use cases.

The dominance of SUVs in the used car market reflects broader consumer trends toward higher driving positions and perceived safety benefits. However, this preference creates regulatory pressure as Swiss SUV registrations exceed 50% of new car sales in 2025. The Swiss government is considering a "Superbollo" tax on heavy and powerful vehicles, modeled after Italy's system that reduced heavy car sales by 35%, which could reshape future supply dynamics in the used SUV market. This regulatory risk creates strategic implications for dealers, who may need to diversify inventory toward lighter, more fuel-efficient vehicles to avoid potential tax penalties that could reduce demand for larger SUVs.

The vendor landscape reveals a fragmented market structure where unorganized dealers maintain a 59.05% market share in 2025. Yet, organized players are rapidly consolidating their position with an impressive 10.88% CAGR growth rate through 2031. This consolidation trend reflects the competitive advantages that organized dealers derive from economies of scale, standardized processes, and access to financing that enables inventory expansion and customer credit offerings. Unorganized dealers, typically smaller independent operators, continue to serve local markets and specialized segments. However, they face increasing pressure from digital platforms that reduce their traditional advantages in local market knowledge and customer relationships.

The organized segment's growth acceleration is driven by strategic acquisitions, digital transformation investments, and partnerships with financing providers that enhance customer accessibility. Emil Frey's expansion into agricultural machinery distribution through the Gabagri Group acquisition demonstrates how organized players are diversifying revenue streams while leveraging existing dealer networks. The competitive dynamics suggest that successful unorganized dealers must affiliate with larger networks or develop specialized niches that resist commoditization. At the same time, organized players will continue to leverage technology and financing capabilities to capture market share.

The Switzerland Used Car Market Report is Segmented by Vehicle Type (Hatchback, Sedan, Sport Utility Vehicles (SUVs), and Multi-Purpose Vehicles (MUVs)), Vendor Type (Organized and Unorganized), Fuel Type (Gasoline, Diesel, Electric, and Other Fuel Types), and Vehicle Age (0 To 3 Years, 4 To 7 Years, and More Than 8 Years). The Market Forecasts are Provided in Terms of Value (USD) and Volume (Units).

List of Companies Covered in this Report:

Emil Frey AG AMAG Automobil und Motoren AG AutoScout24 AG CAR FOR YOU AG Auto Kunz AG Comparis AG Gowago AG  
Mobility Cooperative Carvolution AG

Additional Benefits:

- <ul> The market estimate (ME) sheet in Excel format
- 3 months of analyst support </ul>

### **Table of Contents:**

- 1 Introduction
  - 1.1 Study Assumptions and Market Definition
  - 1.2 Scope of the Study
- 2 Research Methodology

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

### 3 Executive Summary

#### 4 Market Landscape

##### 4.1 Market Overview

##### 4.2 Market Drivers

###### 4.2.1 Rising Prices of New Vehicles and Cost-Sensitive Consumers

###### 4.2.2 Decline in New-Car Sales

###### 4.2.3 Expansion of Online Used-Car Platforms and Digital Retail

###### 4.2.4 Competitive Financing and Subscription Models Boost Affordability

###### 4.2.5 Corporate Fleet ESG Renewal Cycles Increasing Near-New Supply

###### 4.2.6 Influx of Affordable Chinese EVs Creating Future Supply Pipeline

##### 4.3 Market Restraints

###### 4.3.1 Trust and Transparency Challenges for Buyers

###### 4.3.2 Limited Public and Home Charging for Used-EV Owners

###### 4.3.3 Cantonal Vehicle-Tax Variations Complicate Cross-Canton Sales

###### 4.3.4 Stricter Lending Standards Raising Cost of Used-Car Financing

##### 4.4 Value / Supply-Chain Analysis

##### 4.5 Technological Outlook

##### 4.6 Porter's Five Forces

###### 4.6.1 Threat of New Entrants

###### 4.6.2 Bargaining Power of Buyers/Consumers

###### 4.6.3 Bargaining Power of Suppliers

###### 4.6.4 Threat of Substitute Products

###### 4.6.5 Intensity of Competitive Rivalry

#### 5 Market Size and Growth Forecasts (Value (USD) and Volume (Units))

##### 5.1 By Vehicle Type

###### 5.1.1 Hatchback

###### 5.1.2 Sedan

###### 5.1.3 Sport Utility Vehicles (SUVs)

###### 5.1.4 Multi-Purpose Vehicles (MUVs)

##### 5.2 By Vendor Type

###### 5.2.1 Organized

###### 5.2.2 Unorganized

##### 5.3 By Fuel Type

###### 5.3.1 Gasoline

###### 5.3.2 Diesel

###### 5.3.3 Electric

###### 5.3.4 Other Fuel Types

##### 5.4 By Vehicle Age

###### 5.4.1 0 to 3 Years

###### 5.4.2 4 to 7 Years

###### 5.4.3 More than 8 Years

#### 6 Competitive Landscape

##### 6.1 Market Concentration

##### 6.2 Strategic Moves

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

### 6.3 Market Share Analysis

6.4 Company Profiles (includes Global-level Overview, Market-level Overview, Core Segments, Financials as available, Strategic Information, Market Rank/Share for key companies, Products and Services, and Recent Developments)

6.4.1 Emil Frey AG

6.4.2 AMAG Automobil und Motoren AG

6.4.3 AutoScout24 AG

6.4.4 CAR FOR YOU AG

6.4.5 Auto Kunz AG

6.4.6 Comparis AG

6.4.7 Gowago AG

6.4.8 Mobility Cooperative

6.4.9 Carvolution AG

### 7 Market Opportunities and Future Outlook

7.1 White-space and Unmet-Need Assessment

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

**Switzerland Used Car - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)**

Market Report | 2026-02-09 | 150 pages | Mordor Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-27"/>
		Signature	

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

