

## U.S. Automotive Market Insights

Week Ending November 1, 2025

### Market Overview

The depreciation pattern that began two weeks ago continued to accelerate last week, as overall market values dropped by more than 1%. Vehicles aged 0–2 years experienced the steepest declines, falling by 1.07%, while older models between 8 and 16 years also saw additional softening, though to a lesser degree, at -0.66%.

Segment	This Week	Last Week	2017–2019 Avg (Same Week)
Car Segments	-0.97%	-0.79%	-0.57%
Truck & SUV Segments	-1.06%	-0.86%	-0.51%
Market Average	-1.04%	-0.84%	-0.54%

### Car Segments

On a volume-weighted basis, overall car prices dropped by 0.97%, following a 0.79% decline the week before. Newer 0–2-year-old vehicles decreased by 1.18%, while 8–16-year-old models declined by 0.67%. All nine car categories recorded losses during the week, with Sub-Compact Cars leading the downturn, plunging 2.44%—the steepest drop since 2022. Compact Cars also posted large declines, with newer units falling 1.87% and mid-aged ones 1.34%.

### Truck and SUV Segments

The combined Truck and SUV category decreased by 1.06%, compared to 0.86% in the prior week. Newer 0–2-year-old vehicles were down 1.04%, while older 8–16-year-old models declined 0.65%. Every truck category posted a decline in value, with Compact Crossovers showing record single-week losses of 1.67%, surpassing early-pandemic levels.

### Wholesale and Retail Trends

Wholesale values continued to soften, with an average conversion rate of 58%, slightly higher than the previous week. Car values declined by 0.97%, and truck values fell by 1.06%, reflecting broad market weakness. Retail prices, based on roughly two million U.S. listings, followed a similar downward trajectory, with inventory levels stable and an estimated 37-day average turn rate.

## **Analyst Note**

Market analysts continue to monitor pricing dynamics and segment-specific trends closely. Early Q4 data indicates that elevated inventory levels and cautious buyer sentiment will likely maintain downward pressure on values through year-end.