



Brego Essentials

Chinese Market Tracker

August 2026

Brego Essentials - Chinese Market Tracker

In these changing times, Brego has compiled the definitive Chinese Car Market Tracker report designed to keep the UK Auto Industry completely up to date with what happened to Chinese brands in the used car market during the month, including a year-to-date update.

In a Nutshell

Chinese car advert volumes for the month increased by 3.4% which is in line with expectations as registrations over the past three years have increased. Value for money and distinctive styling have driven customer demand.

However, Chinese car sales slipped a little in August when compared with July with a marginal 1.2% drop in sales. This is likely to be due to the new car and pre-reg sales activity during the month. Year-to-date sales were up by 215.4%.

Chinese car adverts now represent 1.1% of all adverts in the market which is 0.5 percentage points higher than January and 0.7 percentage points higher than last August.

The sales to adverts ratio was 43% which is the sixth highest so far in 2026 after a peak of 47.4% in April 2026.

Headlines



Used Car Adverts in August

-0.5%

MoM



Used Car Adverts Year to Date

-7.2%

Compared to 2025



Chinese Car Adverts in August

+3.4%

MoM



Chinese Car Adverts Year to Date

+186.0%

Compared to 2025



Used Car Sales in August

-1.3%

MoM



Used Car Sales Year to Date

+0.1%

Compared to 2025



Chinese Car Sales in August

-1.2%

MoM



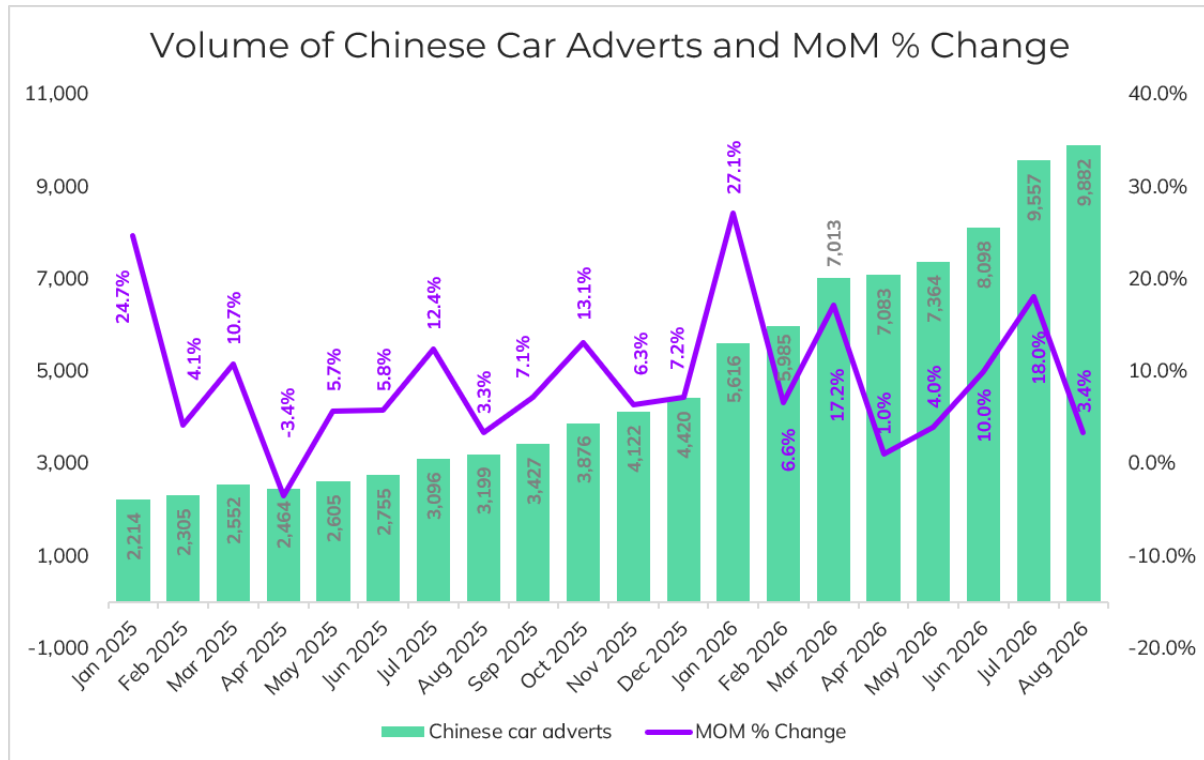
Chinese Car Sales Year to Date

+215.4%

Compared to 2025

Data Powered by Brego Insight

Adverts



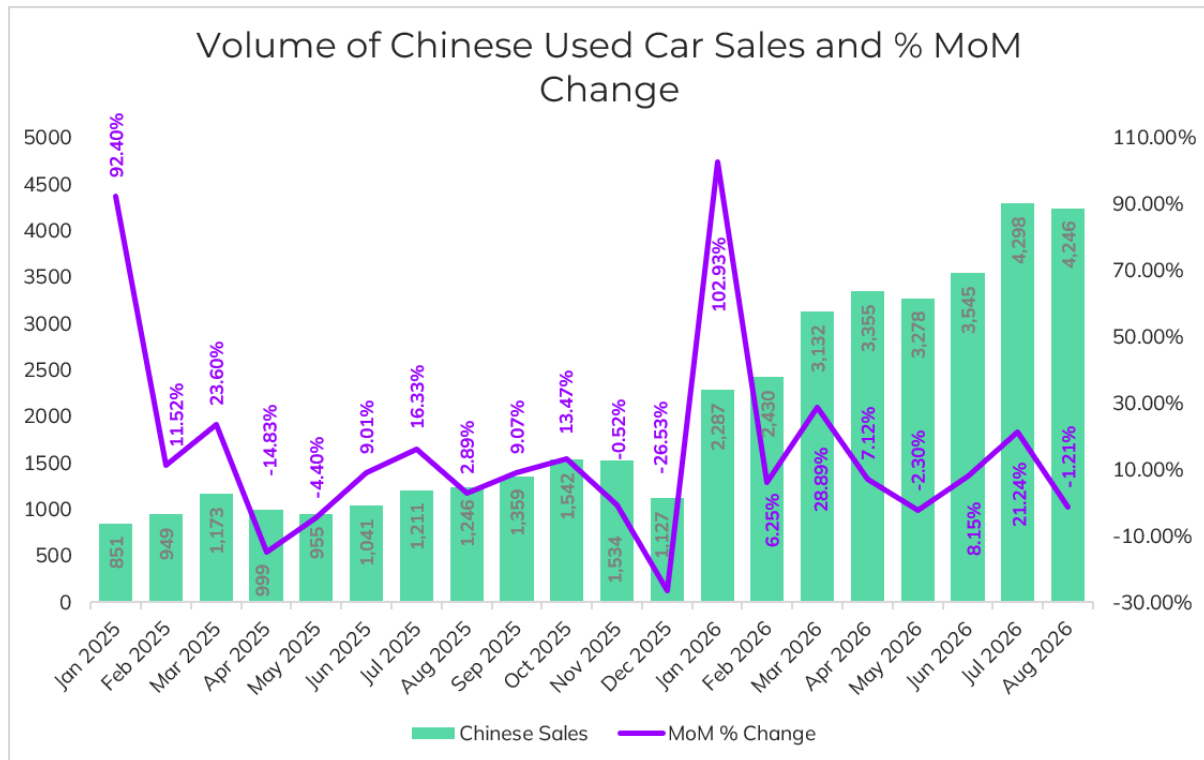
Data Powered by Brego Insight

The bars in this chart show the volume of Chinese car adverts in the used market from January 2025 to August 2026. The consistent growth pattern is broadly in line with expectations and this is only likely to accelerate over the coming months. Chinese car adverts in August accounted for 1.1% of all used car adverts.

The line shows the % change in the volume of Chinese car adverts month-on-month. This will change both as a result of the volume of cars coming back to the market but also because of the number of vehicles sold each month.

Year to date, the volume of adverts has increased by 186% when compared to 2025 but being more specific there has been a 208.9% increase in the number of adverts in August 2026 when compared to August 2025.

Sales



Data Powered by Brego Insight

The bars in this chart show the volume of Chinese car sales from January 2025 to August 2026. This consistent growth trend is as one might expect and this is only likely to accelerate over the coming months. Chinese car sales in August accounted for 1% of all used car sales.

The line shows the % change in the volume of Chinese car sales month-on-month.

Year to date the sale volume increased by a significant 215.4% when compared to 2025 and being more specific there has been a 240.8% increase in the number of sales in August 2026 when compared to August 2025.

Top 5 Fastest Sellers for August 2026

Rank	Derivative	Avg Days to Sale	Avg Sale Price	Age (years)	Avg Mileage
1	BYD Atto 3 Evo 230kW Design 75kWh	8.8	£27,670	0	220
2	Leapmotor B10 160kW 70kWh	9.8	£28,359	0.03	610
3	Chery Tiggo 8 1.5T 204 PHEV Summit DHT 18.4kWh	10.4	£29,921	0.35	1,071
4	Leapmotor C10 160kW 70kWh	11.4	£31,967	0.16	10
5	MG HS 1.5 T-GDI Hybrid+ SE	13.2	£22,024	0.02	234

Data Powered by Brego Insight

Once again the Top 5 Fastest Sellers in the table above are all pre-reg cars or ex-demos. This is evident from the very low figures in the average mileage column and indicates that Chinese manufacturers are chasing new car market share as fast as possible. There are three EVs and two hybrids in the list.

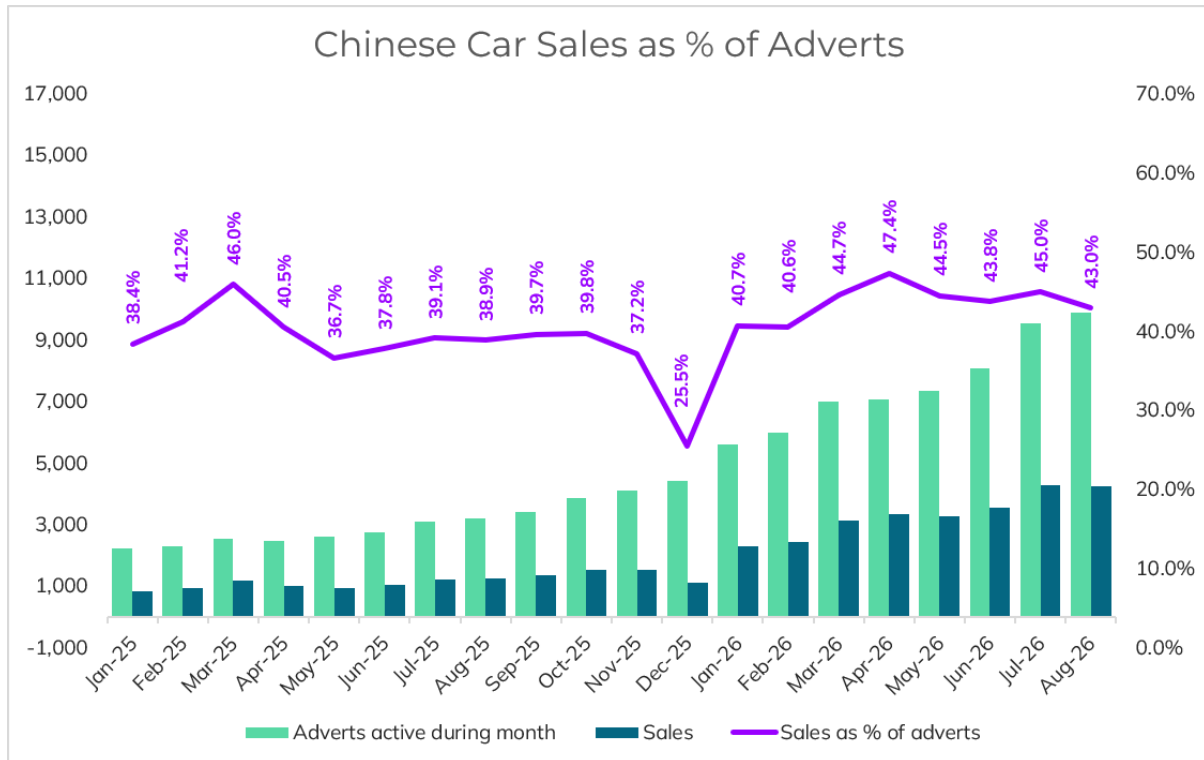
Top 5 Fastest Sellers for 2026 YTD

The table below looks at the fastest selling Chinese cars year to date. Of note is that there are two BYD Seal models both of which are hybrid and two Polestars. The list is topped by the Jaecoo 7 hybrid that is proving so popular in the new and used market. In total BYD took 15.3% of all Chinese used car sales with these two models.

Rank	Derivative	Avg Days to Sale	Avg Sale Price	Avg Mileage	% of Sales
1	Jaecoo 7 1.5T SHS Luxury Auto	24.4	£28,406	4,635	4.8%
2	BYD Seal U 1.5 DM-i Comfort Auto	26.6	£26,302	9,092	10.1%
3	Polestar 2 170kW 78kWh Long Range Single Motor	29.0	£17,971	45,712	7.7%
4	Polestar 2 300kW 78kWh Long Range Dual Motor	30.6	£20,178	41,475	4.7%
5	BYD Seal U 1.5 DM-i Boost Auto	30.8	£25,446	8,847	5.2%

Data Powered by Brego Insight

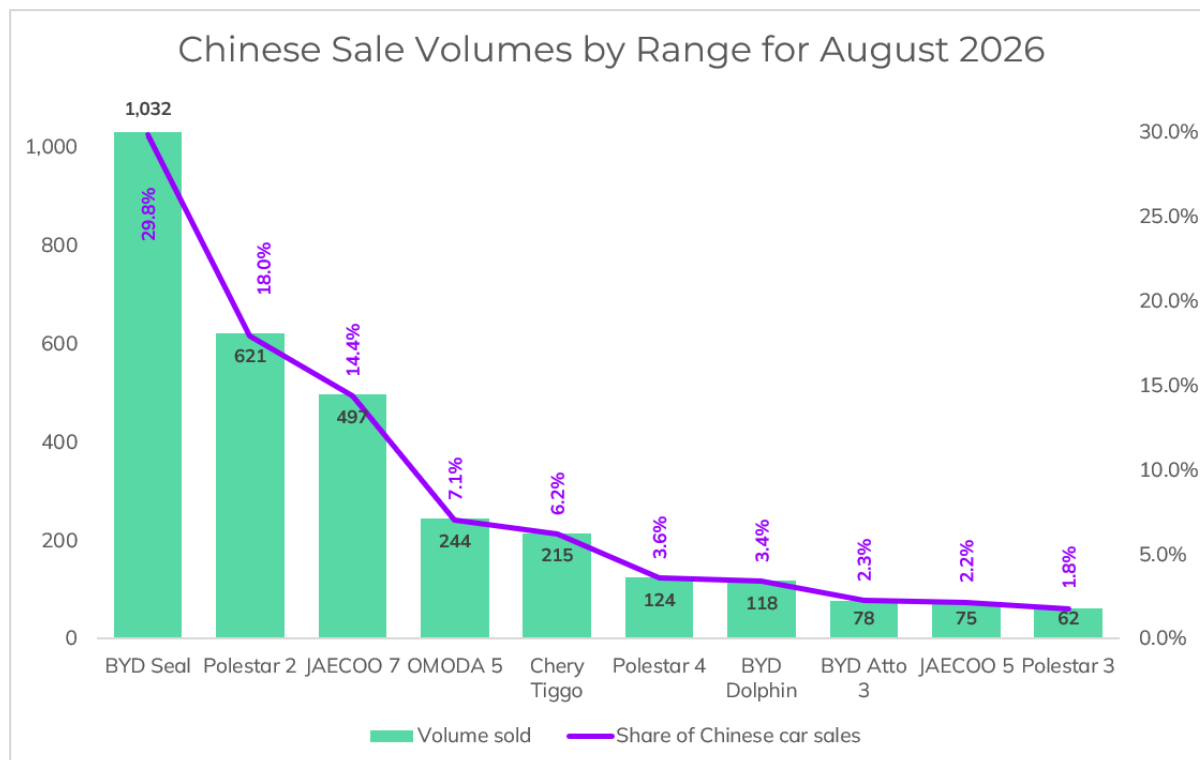
Sales as a % of Adverts



Data Powered by Brego Insight

The chart above is valuable as it gives a clear indication of sales rate in relation to the volume of adverts in the market. The peak in March 2025 correlates with the new registration plate, although this is not replicated clearly in 2026. The growth this year has been directly related to the war in the Middle East and the increased demand for cars that are cheaper to run given the increase in the price of fuel. That said, this has tailed off since a peak of 47.4% in April.

Used Sales Volumes by Range



Data Powered by Brego Insight

This data gives clarity on sales by brand and specifically model range and shows that at present there are five different brands in the Top 10. BYD and Polestar had three ranges each. If you look at a group level then Chery had four ranges.

BYD took the largest share of the market with the Seal range capturing 29.8% of all sales. The surprise was the Jaecoo 7 in third spot at 14.4% which is pretty high given it was launched in the UK in January 2025 some fourteen months after the list-topping BYD Seal.

Should you require more insight into the Chinese used car market in the UK, then don't hesitate to reach out to a member of the growing Brego team and they will be happy to help.