



Brego Essentials

Chinese Market Tracker

July 2026

Brego Essentials - Chinese Market Tracker

In these changing times Brego have compiled the definitive Chinese 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 used car activity accelerated in July, with adverts up 22.6% and sales up 40.4% month on month.

Chinese cars now represent 0.87% of used adverts and 0.86% of used sales, while the sales-to-advert ratio reached a new high of 45.9%.

Pre-registered and ex-demonstrator vehicles continue to influence the fastest-selling rankings, while BYD leads individual brand volumes and the combined Chery Group holds a 33.49% share.

Headlines



Used Car Adverts in July

+2.10%

MOM



Used Car Adverts Year to Date

-0.20%

Compared to 2025



Chinese Used Car
Adverts in July

+22.60%

MOM



Chinese Used Car
Adverts Year to Date

+172.30%

Compared to 2025



Used Car Sales in July

+8.40%

MOM



Used Car Sales Year to Date

-2.30%

Compared to 2025



Chinese Used Car
Sales in July

+40.40%

MOM

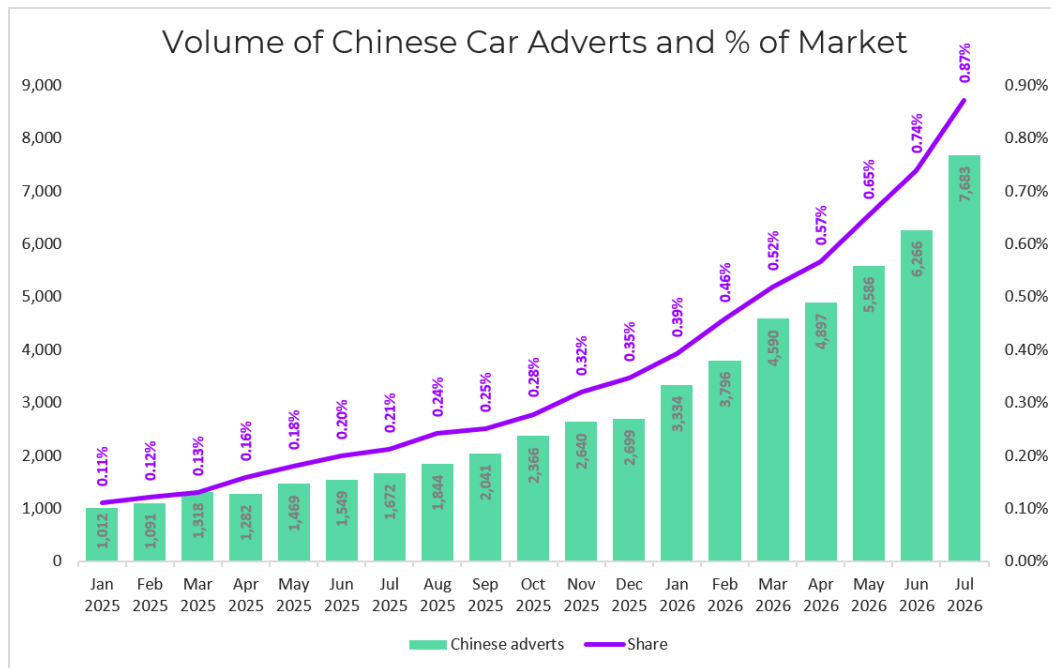


Chinese Used Car
Sales Year to Date

+371.90%

Compared to 2025

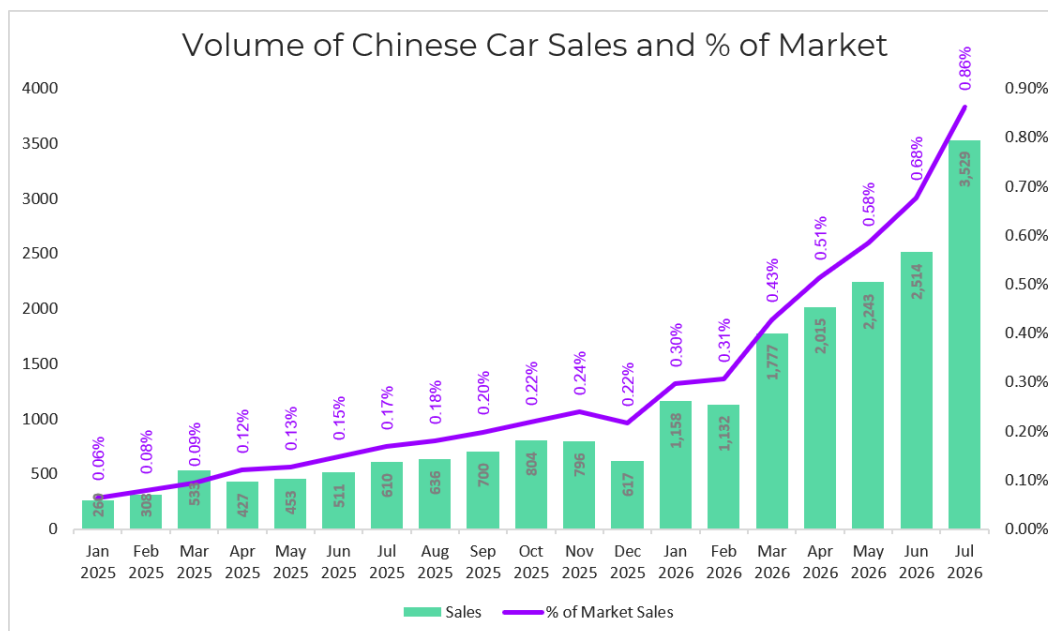
Adverts



Data Powered by Brego Insight

The previous chart shows the volume of Chinese car adverts in the used market from Jan 2025 to July 2026. The growth pattern is as one might expect. The line shows the % share of Chinese car adverts when compared to the whole used car market which now sits at 0.87%.

Sales



Data Powered by Brego Insight

This chart is similar to the previous version but focuses on what has happened in the UK Auto market from a sales perspective. A similar growth pattern for sure, but the detail is key. As of today, Chinese used car sales represented 0.86% of the whole used car market up from 0.06% in January 2025 and 0.22% in January 2026. The month on month growth from June to July was 40.4% which is significant and in part due to the rising cost of fuel.

Top 5 Fastest Sellers for July 2026

Rank	Derivative	Avg Days to Sale	Avg Sale Price	Age (years)	Avg Mileage
1	Leapmotor C10 160kW 70kWh 5dr Auto	7.2	£31,998	0.02	3
2	Leapmotor B10 160kW 70kWh 5dr Auto	9.1	£28,943	0.03	28
3	Chery Tiggo 8 1.6T 147PS Aspire DCT	11.7	£24,877	0	124
4	Jaecoo J7 1.5T SHS PHEV Luxury 18.4kWh	11.8	£28,501	0.21	4,061
5	MG HS 1.5 T-GDI Hybrid+ SE Auto	12.3	£21,670	0.22	1,476

Data Powered by Brego Insight

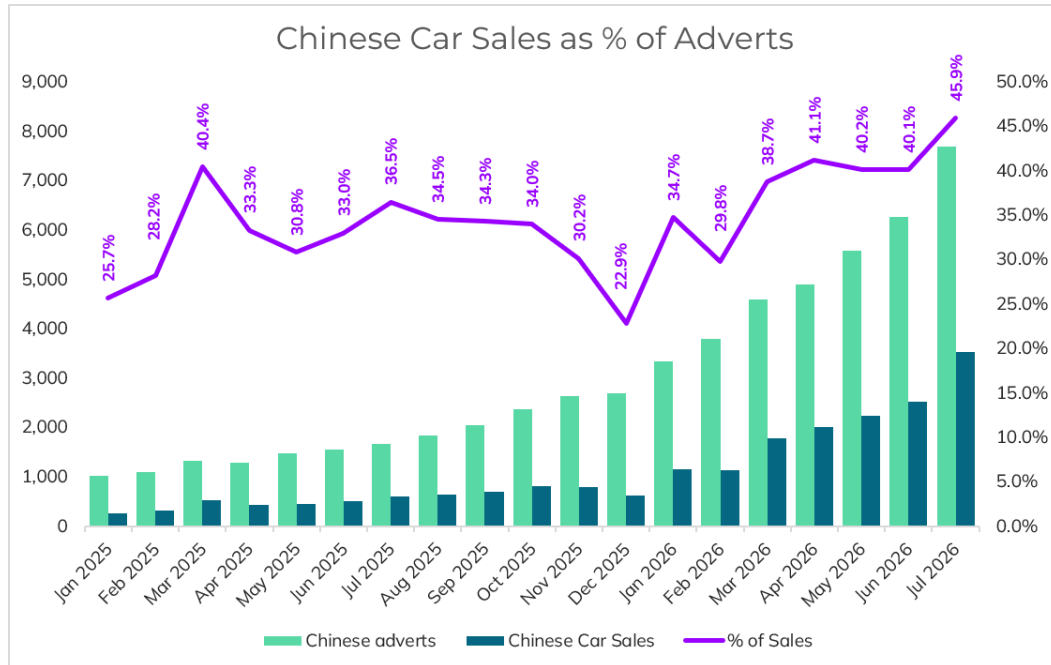
It is interesting to note that the Top 5 Fastest Sellers in the previous table are either pre-reg cars or ex demos. This is evident by the very low figures in the average mileage column and an indication that Chinese manufacturers are chasing new car market share.

The table below puts a different view on the market by the addition of two filters to give a clearer view of the true fastest sellers driven by real market demand. The data in this table specifies a minimum of 10 sales per derivative and a mileage over 3,000 miles.

Rank	Derivative	Avg Days to Sale	Avg Sale Price	Age (years)	Avg Mileage
1	Jaecoo J7 1.5T SHS PHEV Luxury 18.4kWh 5dr Auto	17.6	£27,380	0.5	7,681
2	Jaecoo 7 1.6T AWD Luxury 5dr 7DCT	18.3	£26,922	0.8	10,895
3	Omoda 5 Electric 150kW Noble 61kWh 5dr Auto	18.7	£20,567	1.3	10,257
4	Jaecoo 7 1.6T Deluxe 5dr 7DCT	21.9	£25,056	0.8	7,847
5	BYD Sealion 7 230kW Comfort 83kWh 5dr Auto	21.9	£31,616	1.0	6,004

Data Powered by Brego Insight

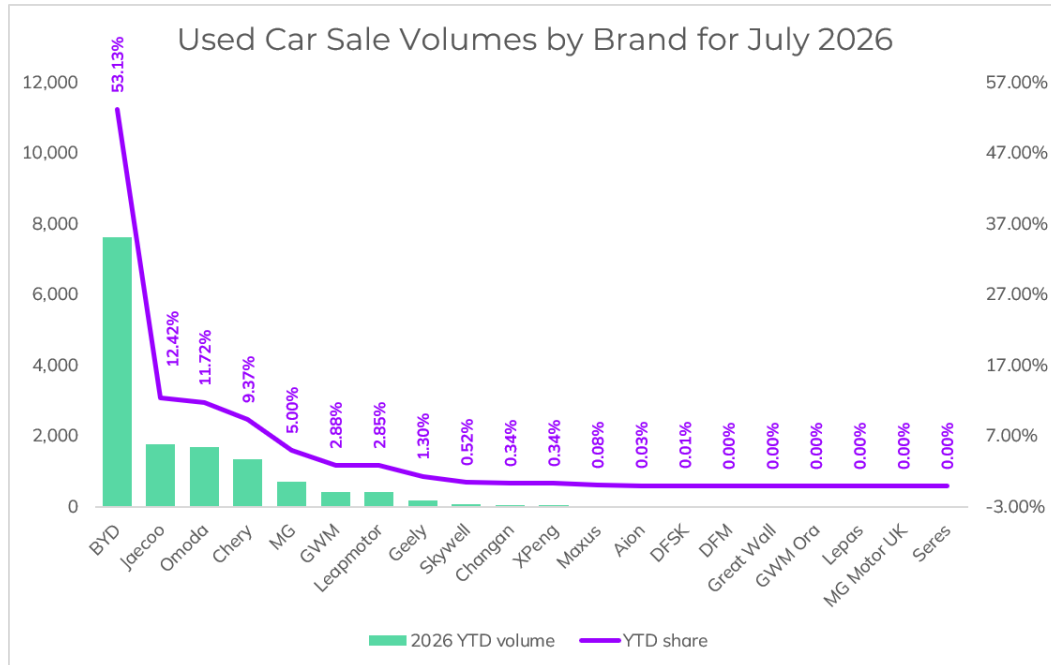
Sales as a % of Adverts



Data Powered by Brego Insight

This chart above is valuable as it gives a clear indication of sales rate in relation to the volume of adverts in the market. Naturally there is an upward trend, and the peaks and troughs highlight seasonality. July 2026 saw the largest sales to advert ratio yet at 45.9%.

Used Sales Volumes by Brand



Data Powered by Brego Insight

This data gives clarity on sales by brand and shows that at present there are eight brands with a share of over 1% of all used Chinese car market sales. For now it is dominated by BYD although it is worth noting that if the Chery group brands were combined they would have 33.49% of market share. Skywell is likely to drop down the order given the recent cessation of imports by Innovation Automotive.

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