

Uncovering new car buying behaviour in the face of stock shortages

Stock shortages have triggered a shift in the way consumers are buying new cars.

We surveyed over 750 CarsGuide visitors to understand the impacts and actions from in-market new car buyers. Stock shortages have plagued the new car industry for over two years, with seemingly no end in sight.

Stock shortages have created new opportunities for brands


The rise of the Brand Switchers

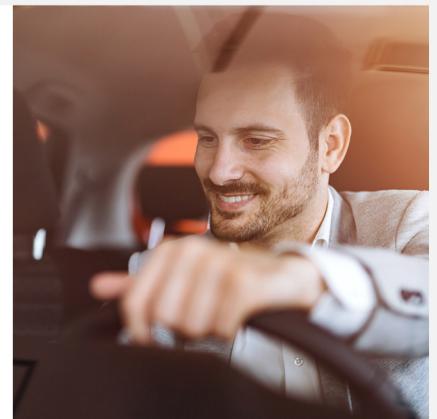
Long wait times mean big opportunities for those brands with stock availability.

Throughout the buyer journey as car buyers narrow down their preferred options:

 **53% of new car buyers say they'd consider another brand with stock available now**
1-in-2

If their first preference isn't available immediately:

 **29% of in-market new car buyers, will buy an alternate vehicle brand**
1-in-3




The fall of the Brand Loyalists

Brands suffering stock shortages are likely seeing a decline in interest. So, the biggest opportunity for brands is to target outside of their current customer base.

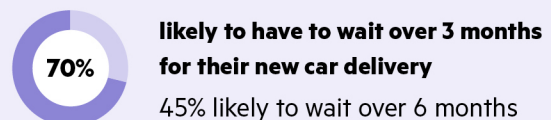
Most intenders are open to new brands:


16% don't want to learn about alternate brands that have stock availability

 **29% are willing to wait for their desired car to become available**
1-in-3

Tap into the Brand Switcher

There is an untapped opportunity to target a new car **Brand Switcher**, with most anticipating a long wait.


70% likely to have to wait over 3 months for their new car delivery
45% likely to wait over 6 months

Contact us to learn more about what CarsGuide offers to attract or nurture in-market car buyers.

[Visit carsguidemedia.com.au/contact-us/](https://carsguidemedia.com.au/contact-us/)

Source: CarsGuide 'Stock shortages and purchase triggers survey'. June 2022. N = 752.