

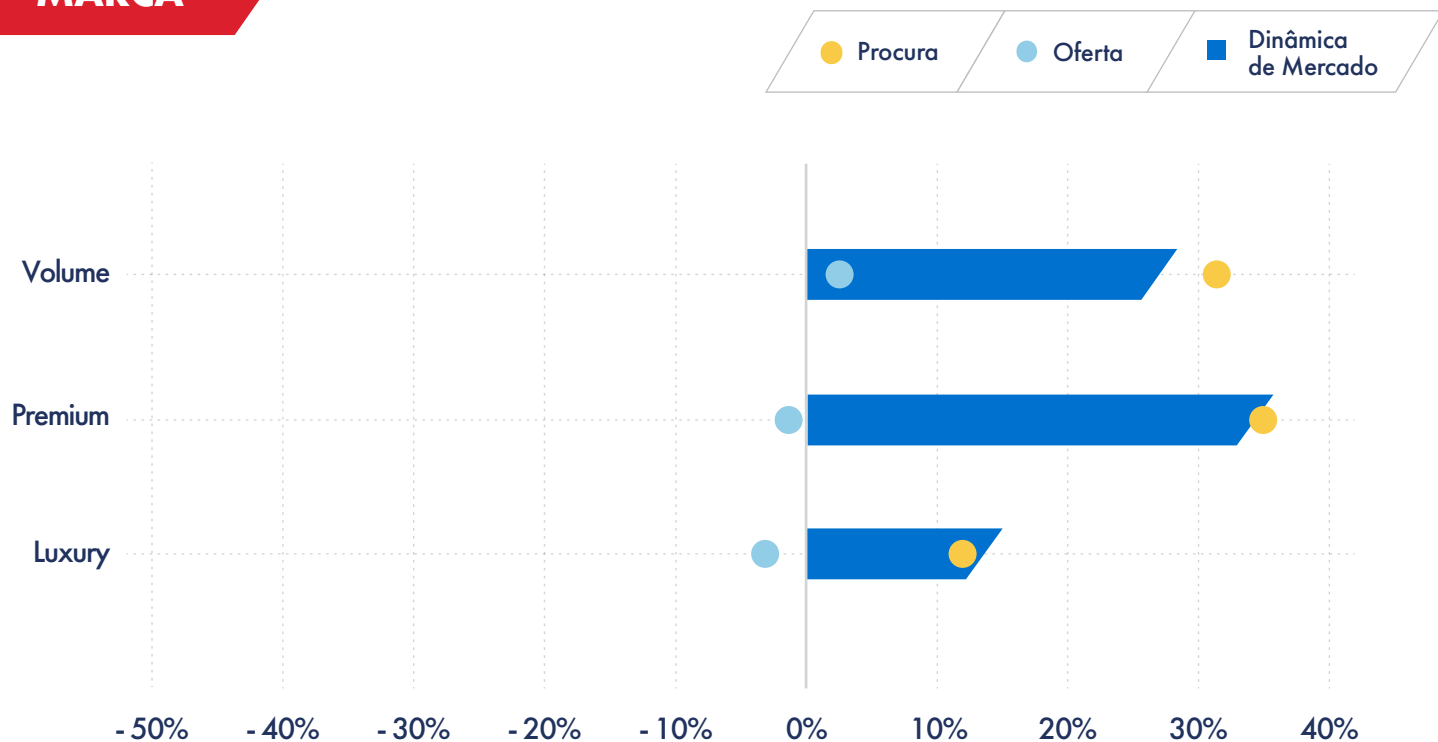
PANORAMA MENSAL DO MERCADO AUTOMÓVEL

O Panorama Mensal do Mercado Automóvel é um documento desenvolvido pelo Standvirtual, com o objetivo de divulgar uma análise detalhada mensal dos principais indicadores de compra e venda, mais relevantes do mercado automóvel.

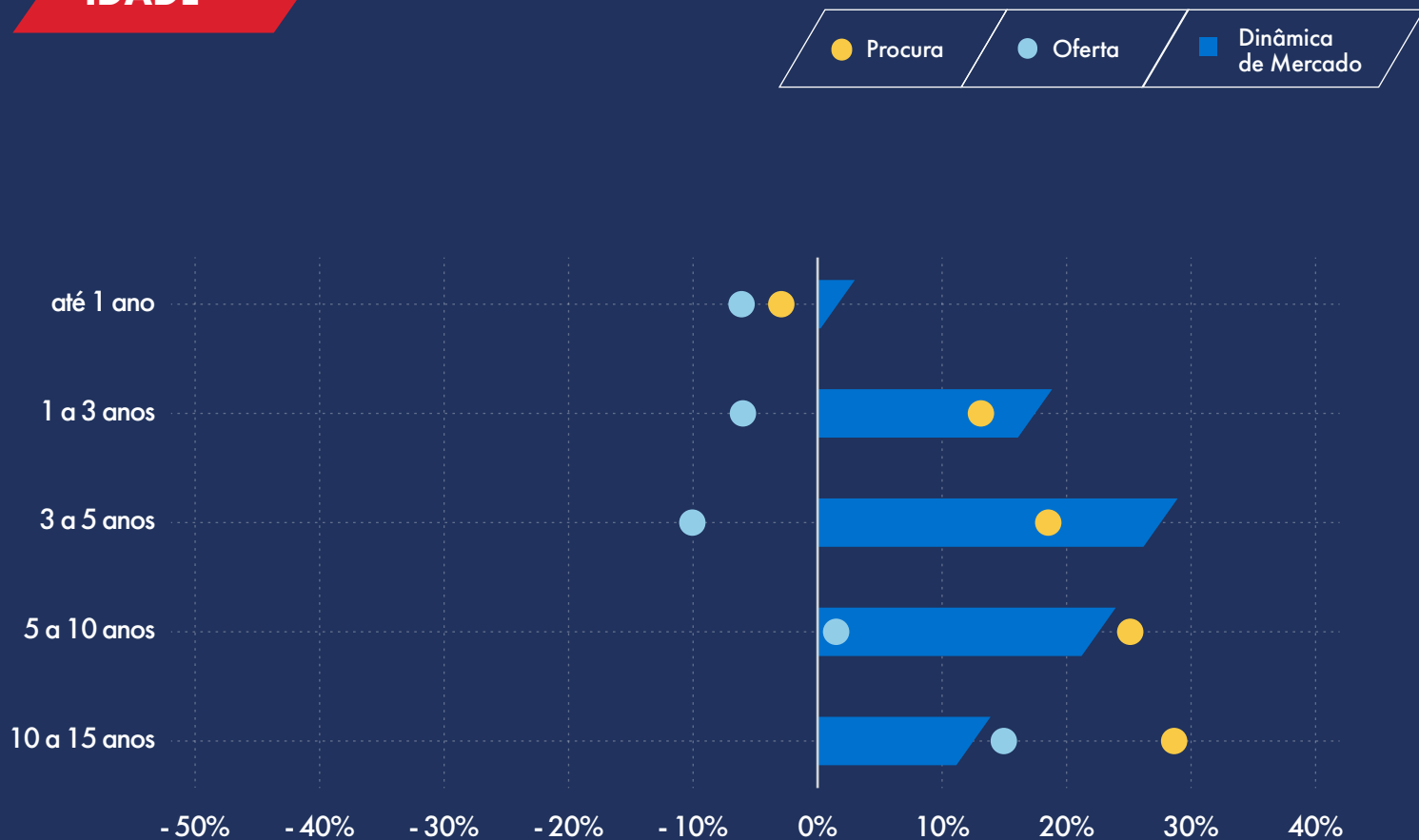


OFERTA, PROCURA E DINÂMICA DO MERCADO - CRESCIMENTO YóY

MARCA

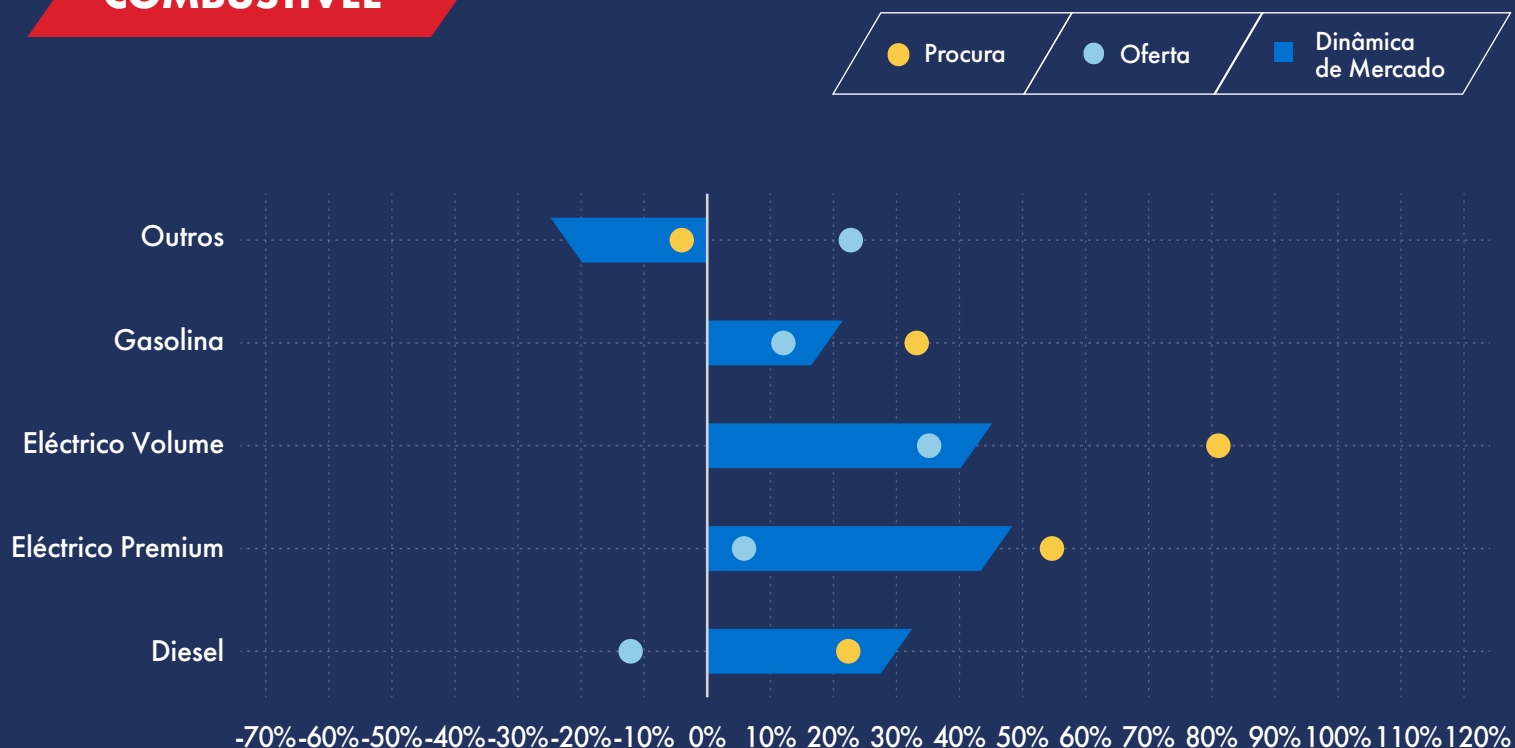


IDADE

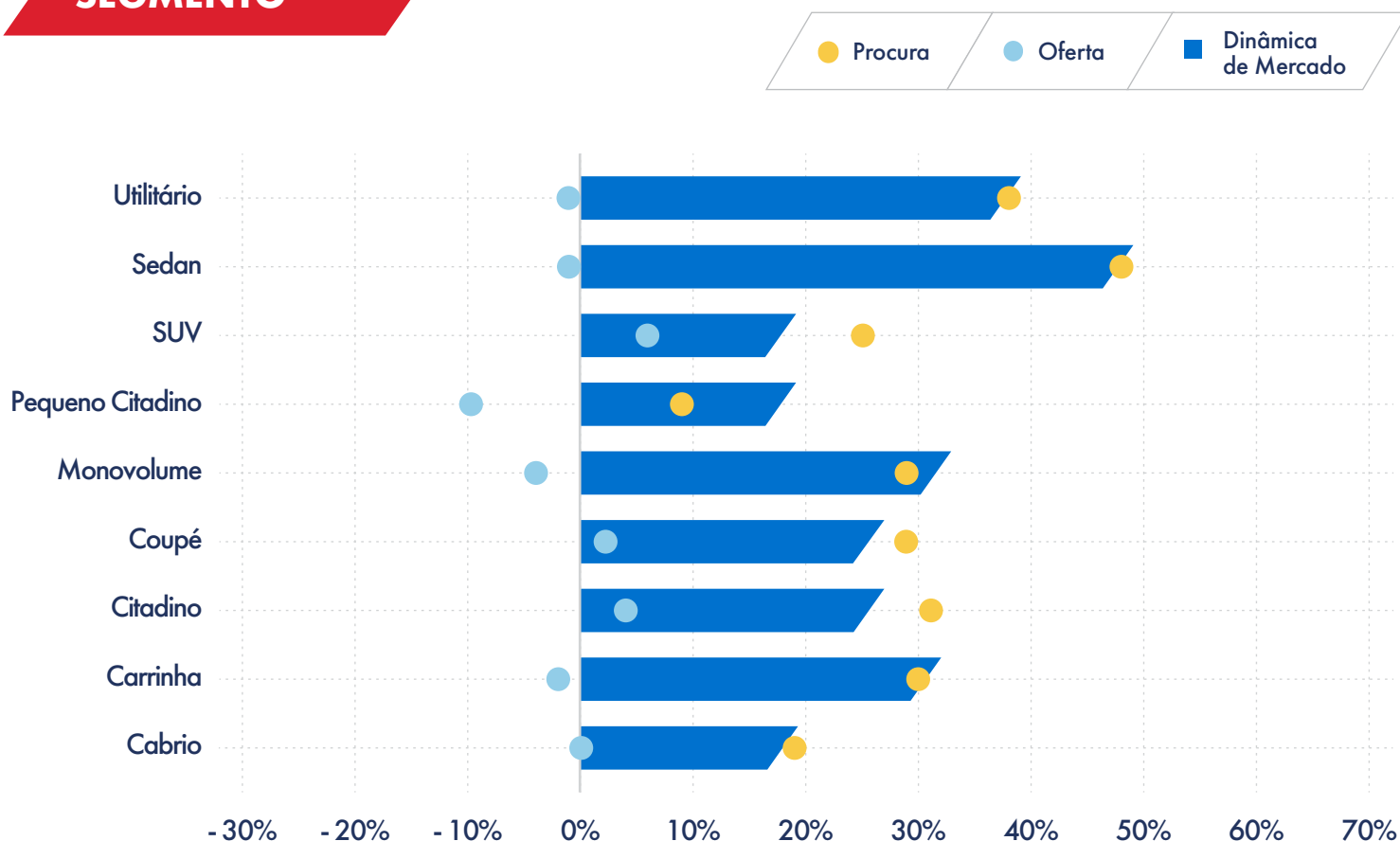


OFERTA, PROCURA E DINÂMICA DO MERCADO - CRESCIMENTO Y6Y

COMBUSTÍVEL

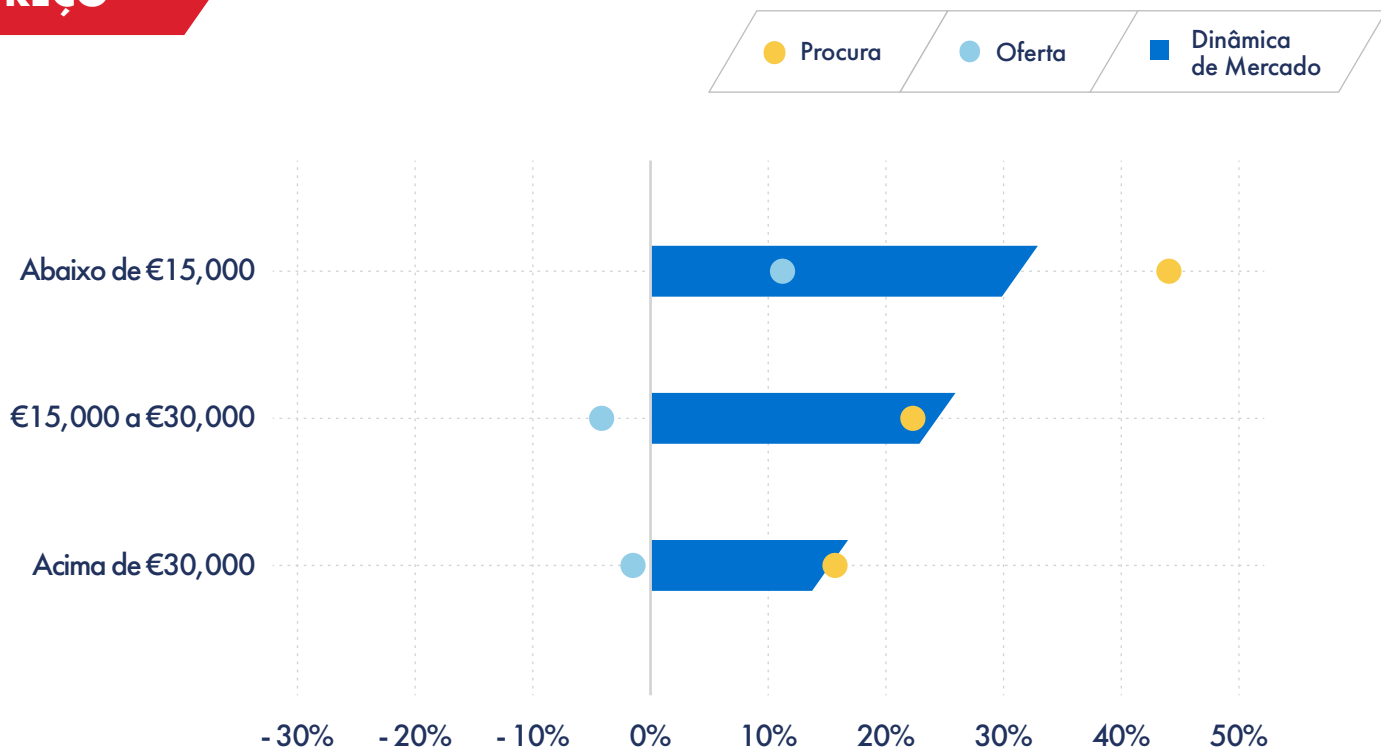


SEGMENTO

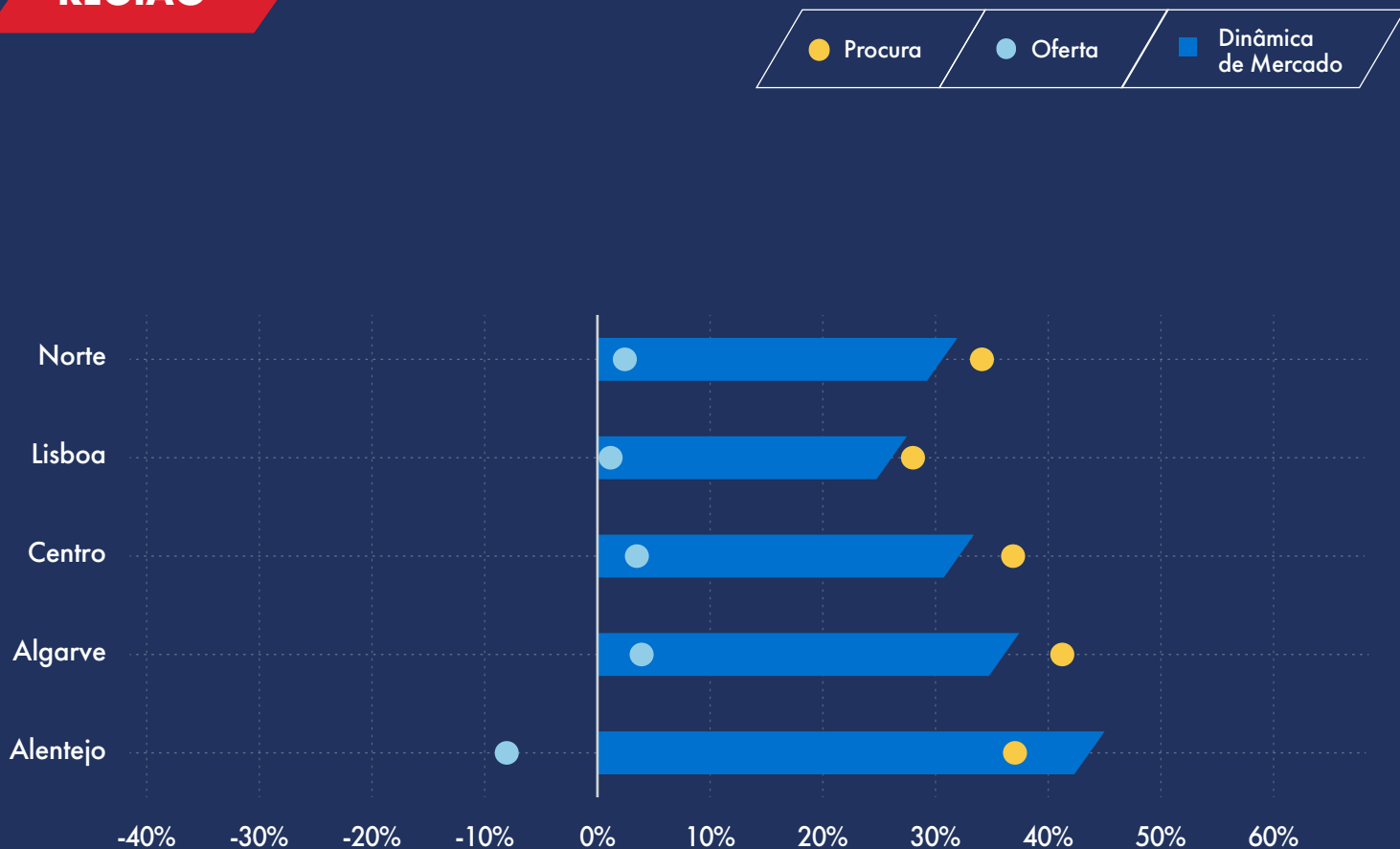


OFERTA, PROCURA E DINÂMICA DO MERCADO - CRESCIMENTO Y6Y

PREÇO



REGIÃO



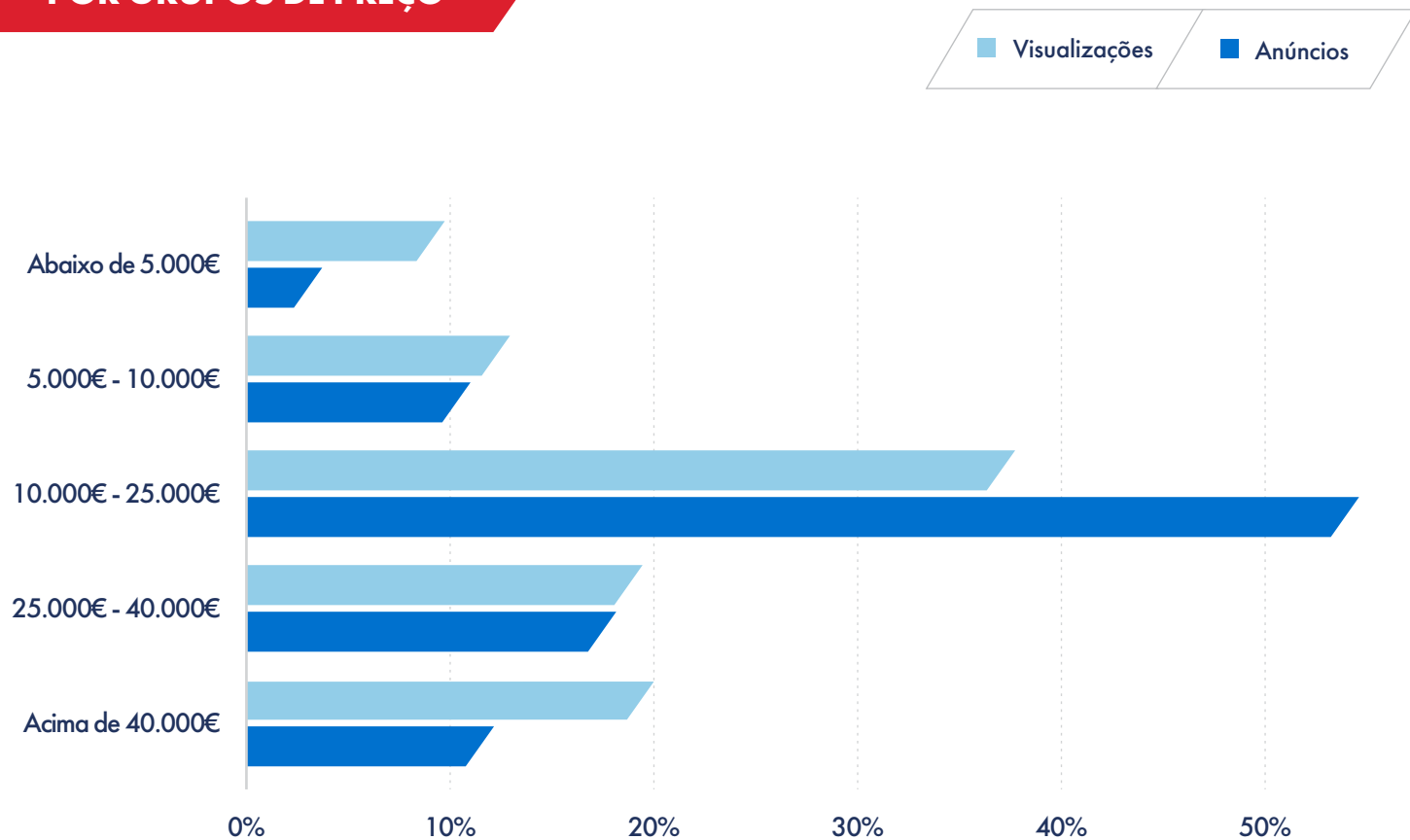
OFERTA, PROCURA E DINÂMICA DO MERCADO - CRESCIMENTO YóY

OFERTA E PROCURA

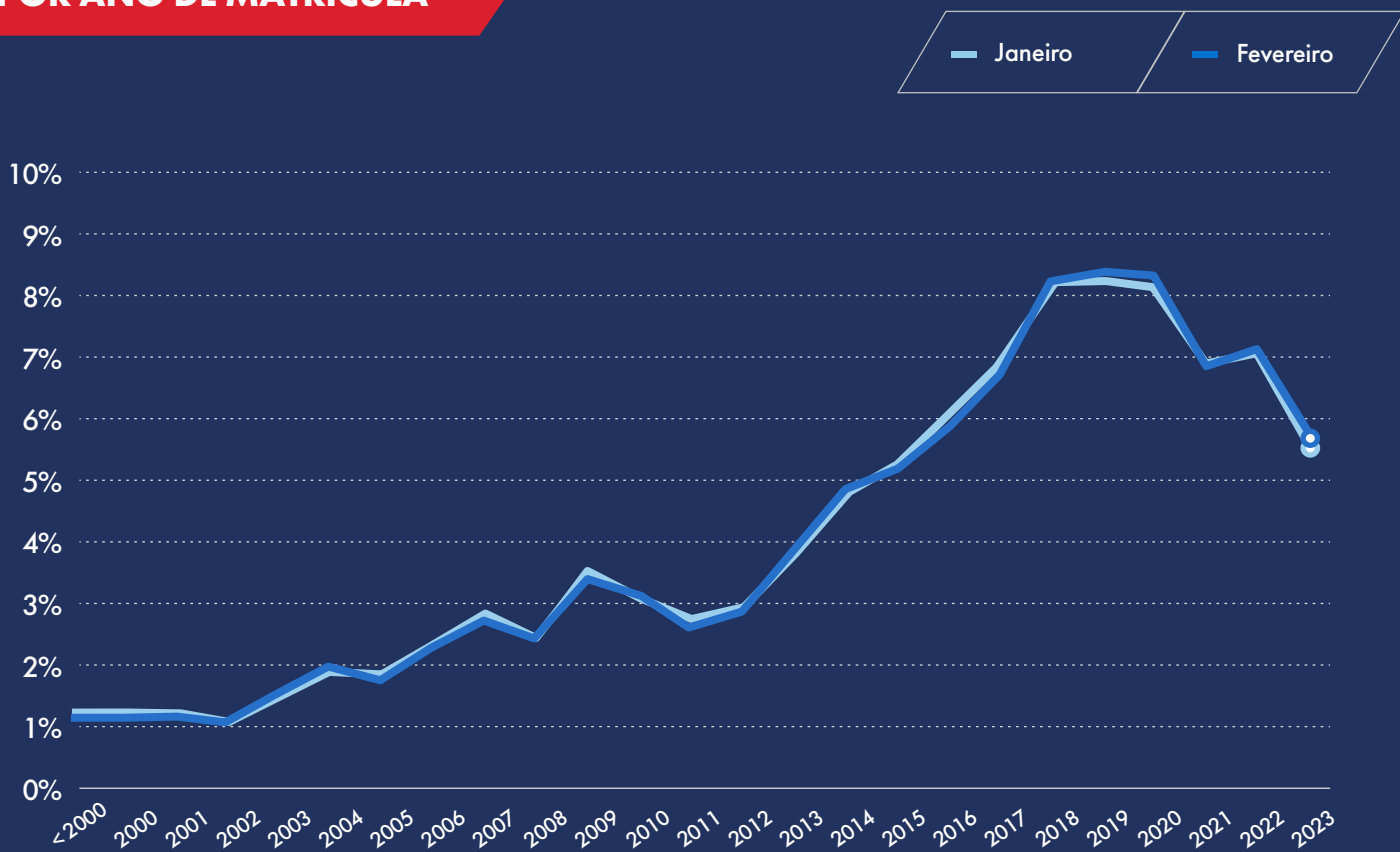


VISUALIZAÇÕES E ANÚNCIOS

POR GRUPOS DE PREÇO

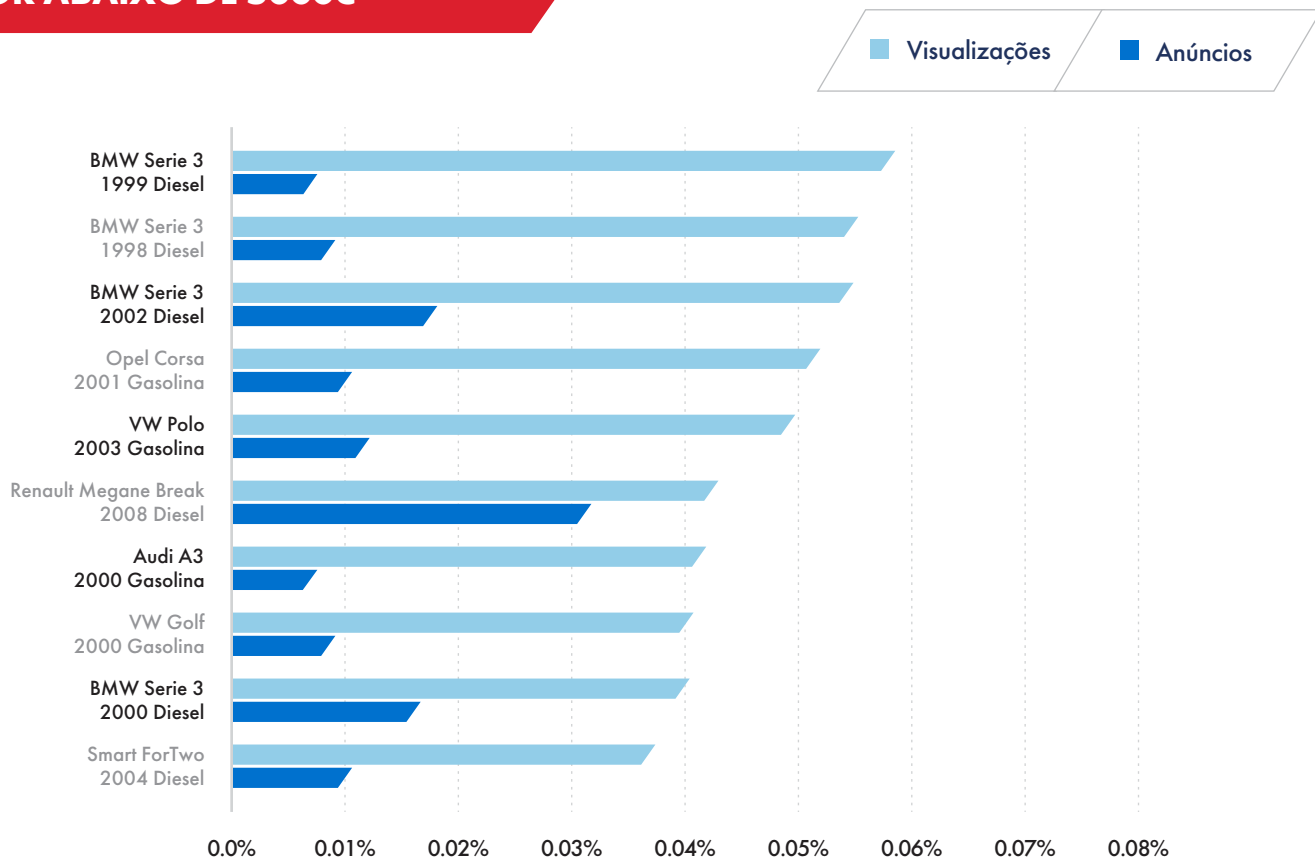


POR ANO DE MATRÍCULA

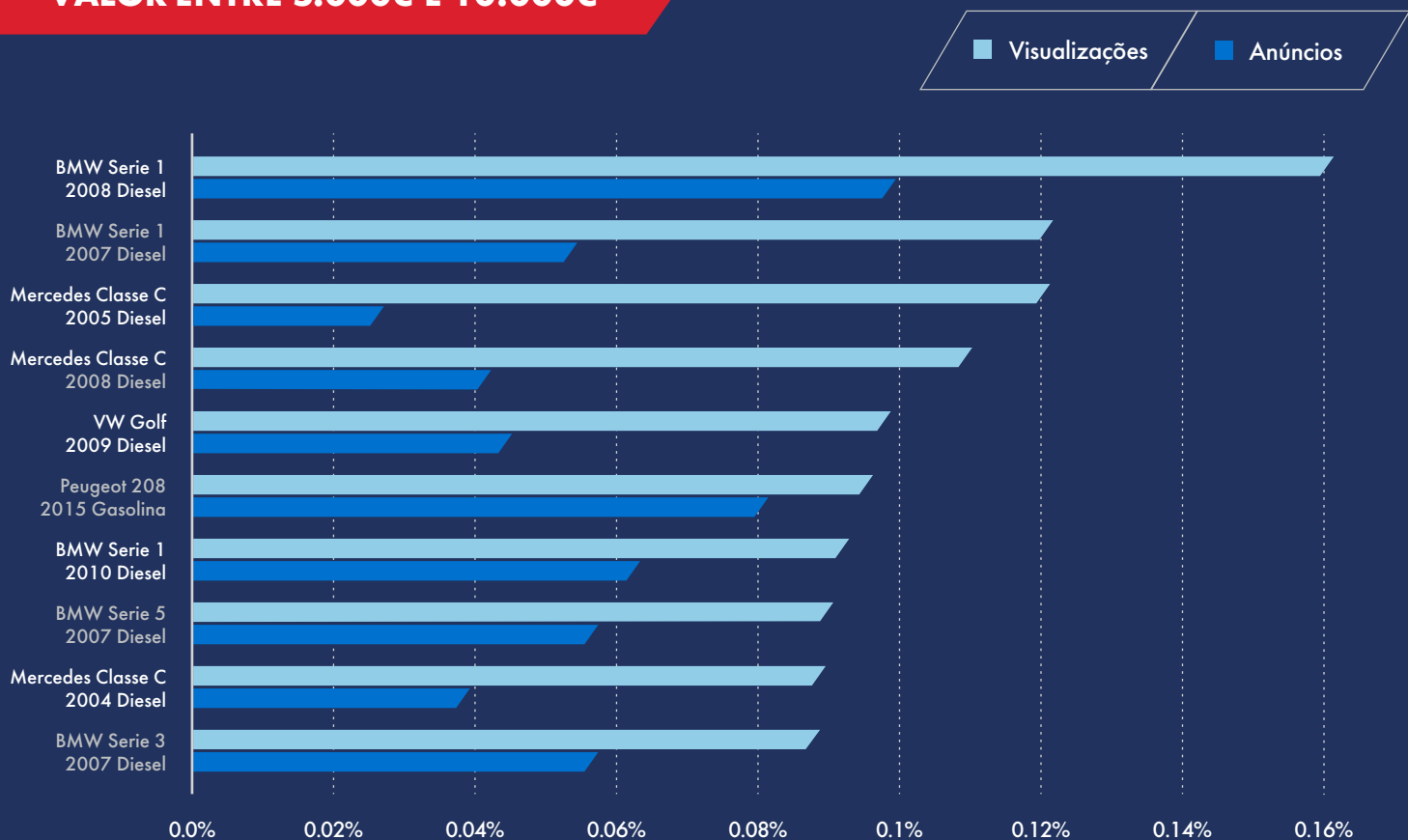


ANÚNCIOS COM MAIS VISUALIZAÇÕES

VALOR ABAIXO DE 5000€

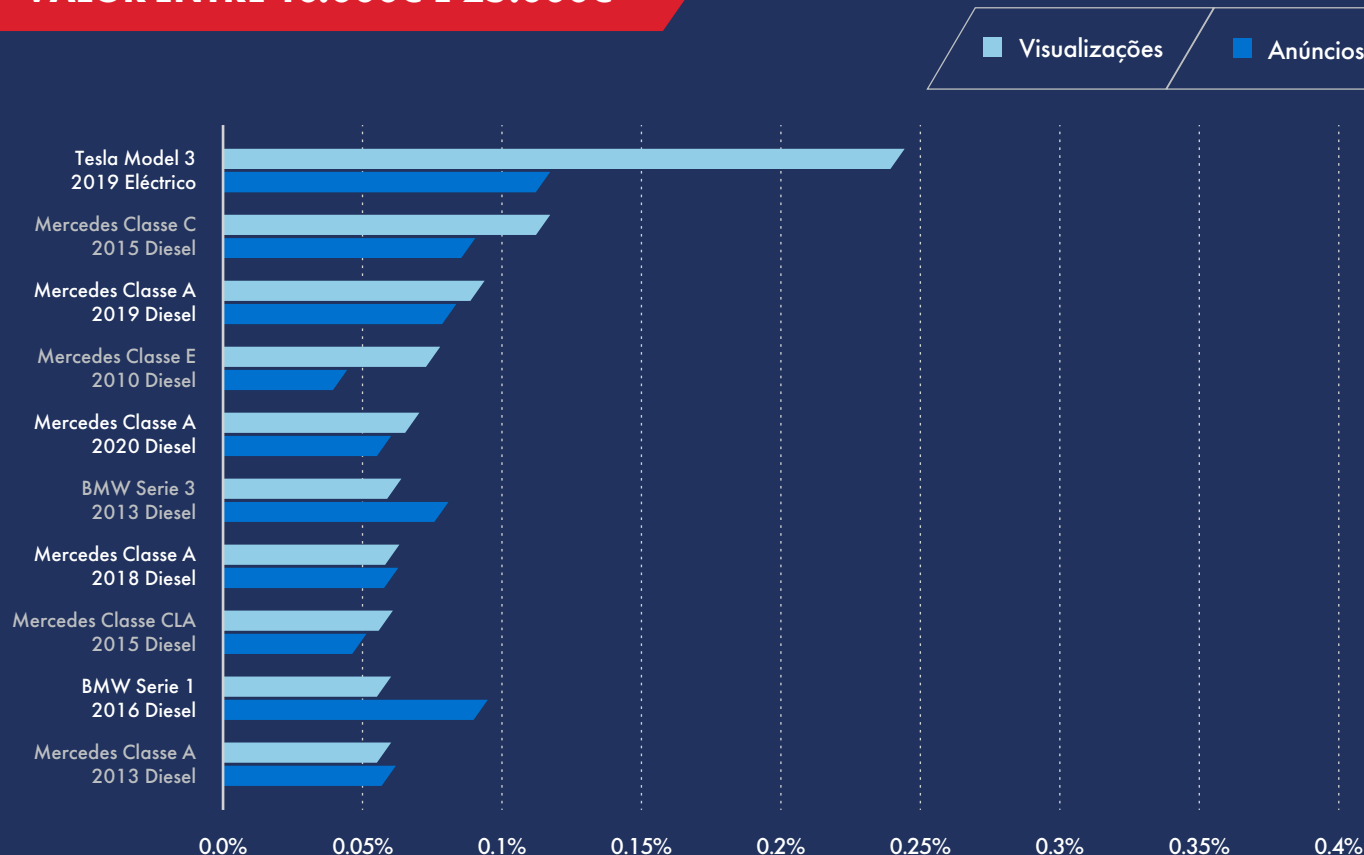


VALOR ENTRE 5.000€ E 10.000€

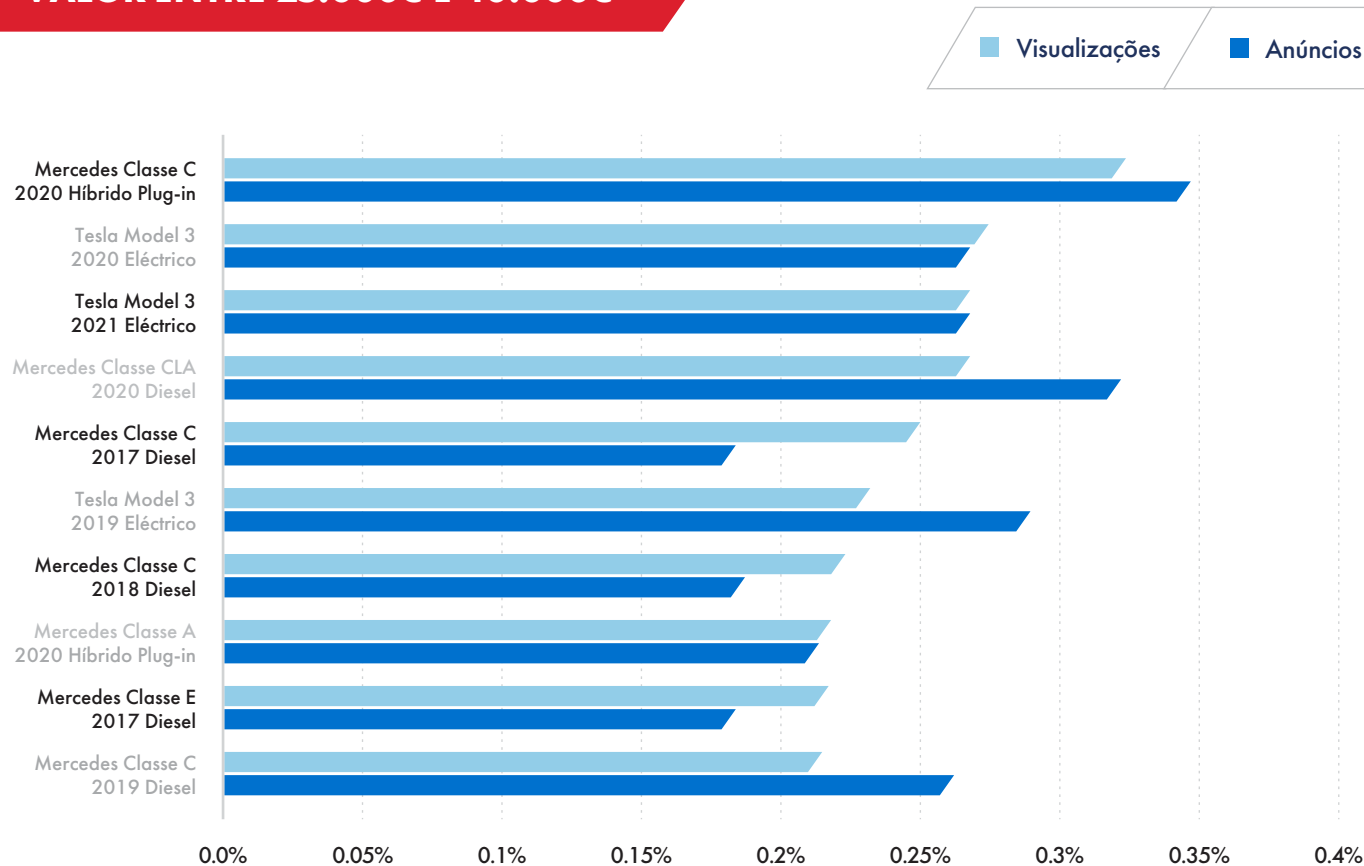


ANÚNCIOS COM MAIS VISUALIZAÇÕES

VALOR ENTRE 10.000€ E 25.000€

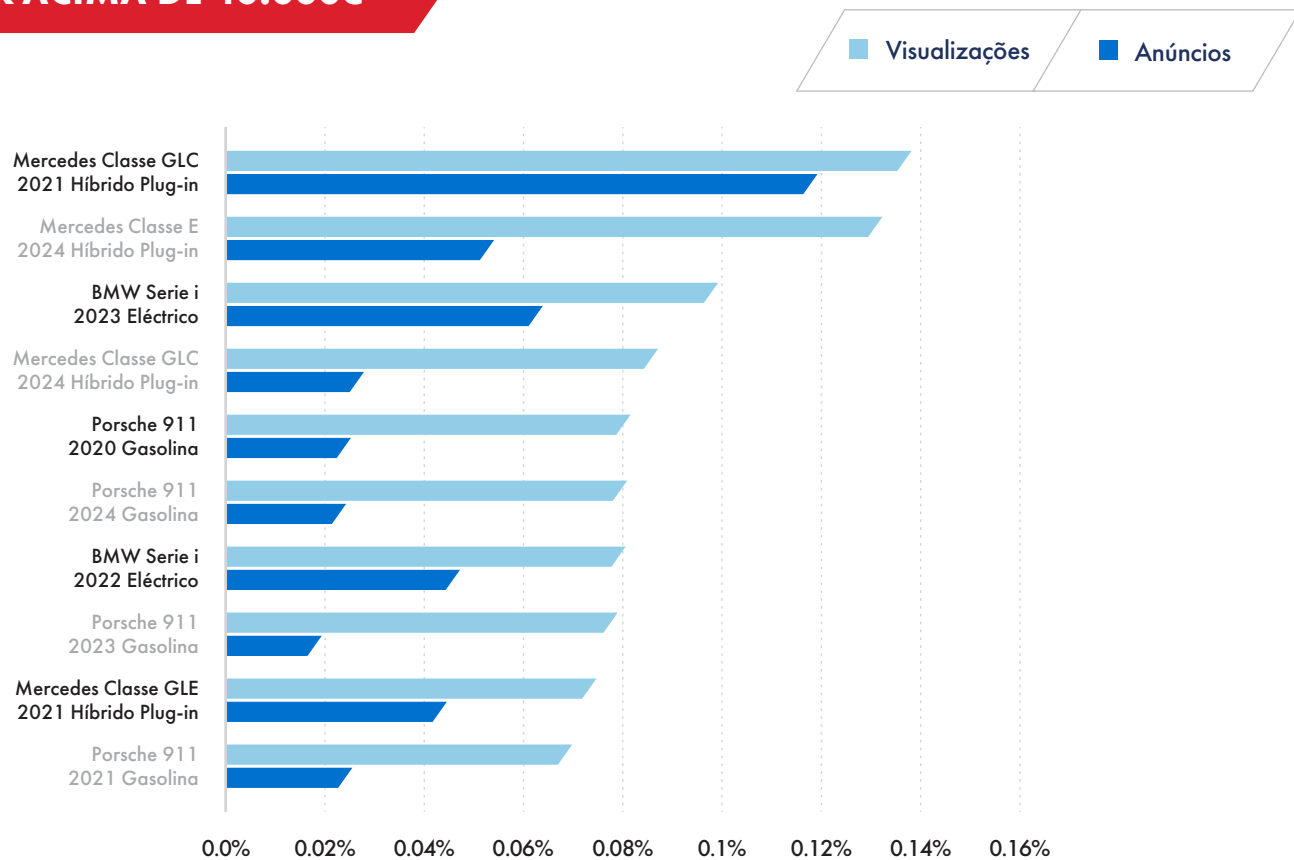


VALOR ENTRE 25.000€ E 40.000€



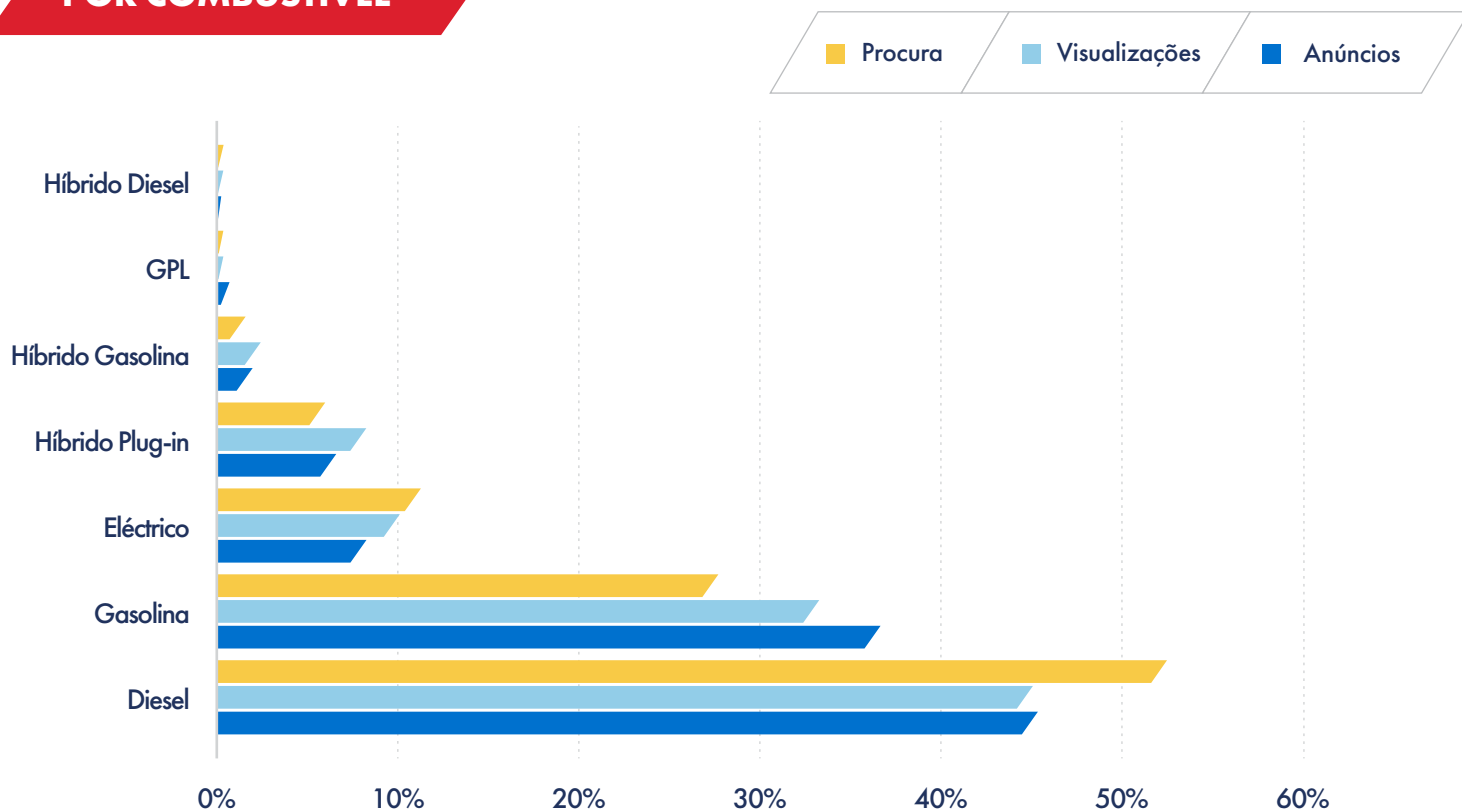
ANÚNCIOS COM MAIS VISUALIZAÇÕES

VALOR ACIMA DE 40.000€

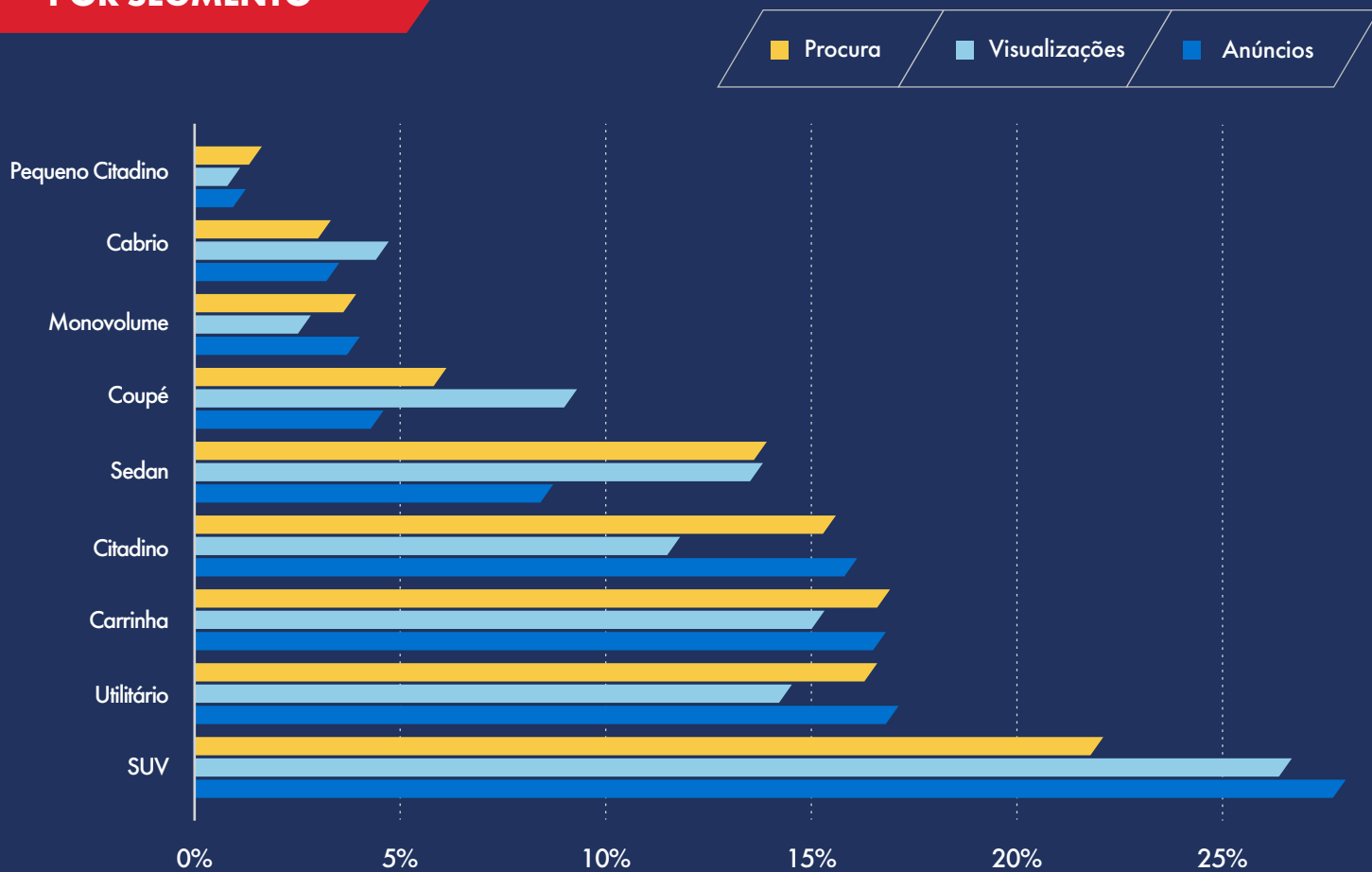


ANÚNCIOS, VISUALIZAÇÕES E PROCURA

POR COMBUSTÍVEL



POR SEGMENTO



O TOP 10 AUTOMÓVEIS

POR MARCAS

% Anúncios			% Visualizações		% Procura	
1	Mercedes-Benz	11.7%	Mercedes-Benz	15.7%	Mercedes-Benz	13.2%
2	Peugeot	11.3%	BMW	12.8%	BMW	12.5%
3	BMW	10.4%	Audi	6.3%	Peugeot	8.1%
4	Renault	8.8%	VW	6.2%	Renault	6.9%
5	VW	5.3%	Peugeot	6.0%	VW	6.9%
6	Citroen	5.2%	Renault	5.1%	Audi	5.7%
7	Audi	3.9%	Porsche	4.0%	Tesla	3.7%
8	Fiat	3.9%	Toyota	3.1%	Opel	3.5%
9	Opel	3.8%	Volvo	2.9%	Citroen	3.4%
10	Ford	3.6%	Ford	2.9%	Fiat	3.1%

POR MARCAS E MODELOS

% Anúncios			% Visualizações		% Procura	
1	Mercedes-Benz Classe C	2.4%	Mercedes-Benz Classe C	3.4%	BMW Serie 3	3.4%
2	Mercedes-Benz Classe A	2.3%	BMW Serie 3	3.0%	Mercedes-Benz Classe C	3.1%
3	BMW Serie 1	2.3%	Mercedes-Benz Classe A	2.2%	Tesla Model 3	2.7%
4	Renault Clio	2.2%	Mercedes-Benz Classe E	2.2%	Mercedes-Benz Classe A	2.6%
5	Peugeot 208	2.1%	BMW Serie 1	2.0%	BMW Serie 1	2.5%
6	Peugeot 2008	2.1%	VW Golf	1.8%	VW Golf	2.1%
7	BMW Serie 3	2.1%	BMW Serie 5	1.8%	BMW Serie 5	1.9%
8	Renault Captur	1.8%	Porsche 911	1.4%	Mercedes-Benz Classe E	1.7%
9	Peugeot 3008	1.6%	Mercedes-Benz Classe CLA	1.3%	Renault Clio	1.6%
10	Citroen C3	1.5%	BMW Serie 4	1.2%	Smart ForTwo	1.3%

O TOP 10 AUTOMÓVEIS

POR MARCAS, MODELOS E ANO

% Anúncios				% Visualizações				% Procura			
1	Renault Captur	2022	0.45%	Tesla Model 3	2019	0.58%		Tesla Model 3	2019	1.52%	
2	Renault Captur	2023	0.40%	Mercedes-Benz Classe A	2020	0.43%		BMW Serie 3	2002	0.60%	
3	Tesla Model 3	2019	0.38%	Mercedes-Benz Classe A	2019	0.34%		Mercedes-Benz Classe A	2020	0.53%	
4	Renault Clio	2023	0.38%	Mercedes-Benz Classe C	2017	0.31%		Mercedes-Benz Classe A	2019	0.49%	
5	Mercedes-Benz Classe A	2020	0.36%	Mercedes-Benz Classe C	2020	0.31%		Tesla Model 3	2020	0.47%	
6	Renault Clio	2021	0.35%	Mercedes-Benz Classe C	2015	0.30%		Audi A4	2002	0.38%	
7	Mercedes-Benz Classe A	2019	0.35%	Mercedes-Benz Classe C	2016	0.30%		Mercedes-Benz Classe C	2015	0.35%	
8	Peugeot 2008	2024	0.35%	Mercedes-Benz Classe CLA	2020	0.26%		Mercedes-Benz Classe A	2013	0.31%	
9	Peugeot 2008	2021	0.35%	BMW Serie 3	2020	0.25%		Mercedes-Benz Classe C	2017	0.28%	
10	Peugeot 3008	2021	0.32%	Mercedes-Benz Classe C	2019	0.24%		Audi A3 Sportback	2006	0.27%	

ELÉCTRICOS E HÍBRIDOS

% Anúncios			% Visualizações			% Procura		
1	Tesla Model 3	0.78%	Tesla Model 3	1.17%		Tesla Model 3	2.75%	
2	Renault Zoe	0.50%	BMW Serie i	0.57%		Renault Zoe	0.70%	
3	BMW Serie i	0.47%	Renault Zoe	0.35%		Tesla Model Y	0.51%	
4	Nissan Leaf	0.32%	Tesla Model Y	0.29%		BMW Serie i	0.46%	
5	Peugeot E-208	0.27%	Nissan Leaf	0.28%		Nissan Leaf	0.44%	
6	Hyundai Kauai	0.24%	Hyundai Kauai	0.25%		Hyundai Kauai	0.30%	
7	Mini 3 Portas	0.23%	Volkswagen ID.3	0.23%		Peugeot E-208	0.29%	
8	Peugeot E-2008	0.22%	Porsche Taycan	0.23%		Tesla Model S	0.24%	
9	Volkswagen ID.3	0.21%	Tesla Model S	0.22%		Dacia Spring	0.23%	
10	Mercedes-Benz EQE	0.17%	Mercedes-Benz EQA	0.21%		Volkswagen ID.3	0.23%	



PANORAMA MENSAL

FEVEREIRO 2025