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**HAGERTY**<sup>®</sup>



**HCVA TRADE MEMBERS INSIGHT DAY**



**NAVIGATING A CHANGING  
ENVIRONMENT**





Navigating a changing environment

# A MARKET OUTLOOK

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# HAGERTY®

Employees in four countries

1500

People who access our data online

3M+

Automotive magazine by audited circulation worldwide

2nd

Classic cars insured

2M+

Data specialists employed

30

Global social media followers

7M+



**Hagerty values: 1M**  
19 years of Hagerty  
Price Guide values

**Classifieds: 1.15M**  
Classified listings analysed  
annually

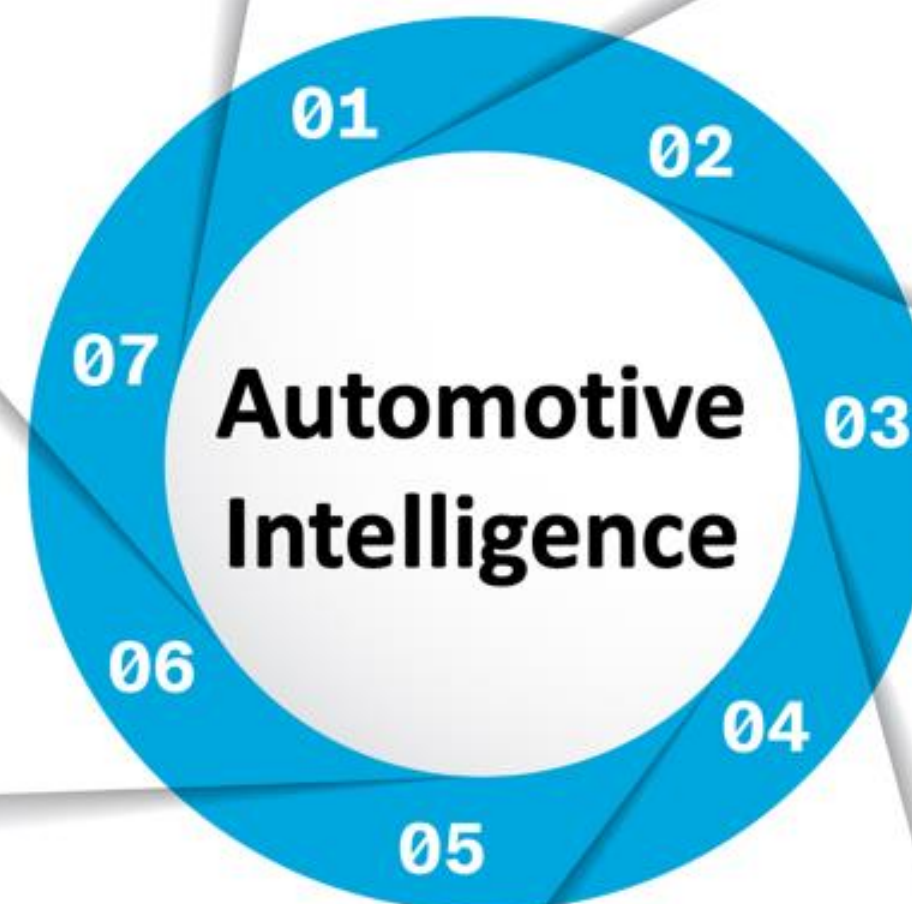
**Auctions: 160,000**  
Lots per annum, live and  
online

**Insurance: 2M**  
Classic and collector cars  
insured worldwide

**Commercial valuations**  
B2B customers, insurance  
underwriting, etc.

**Imports/Exports: 15M**  
Transport data points since  
2010

**Dealers & Clubs**  
Unpublished results and  
specialist advice





# Private market volume is much larger than the auction market



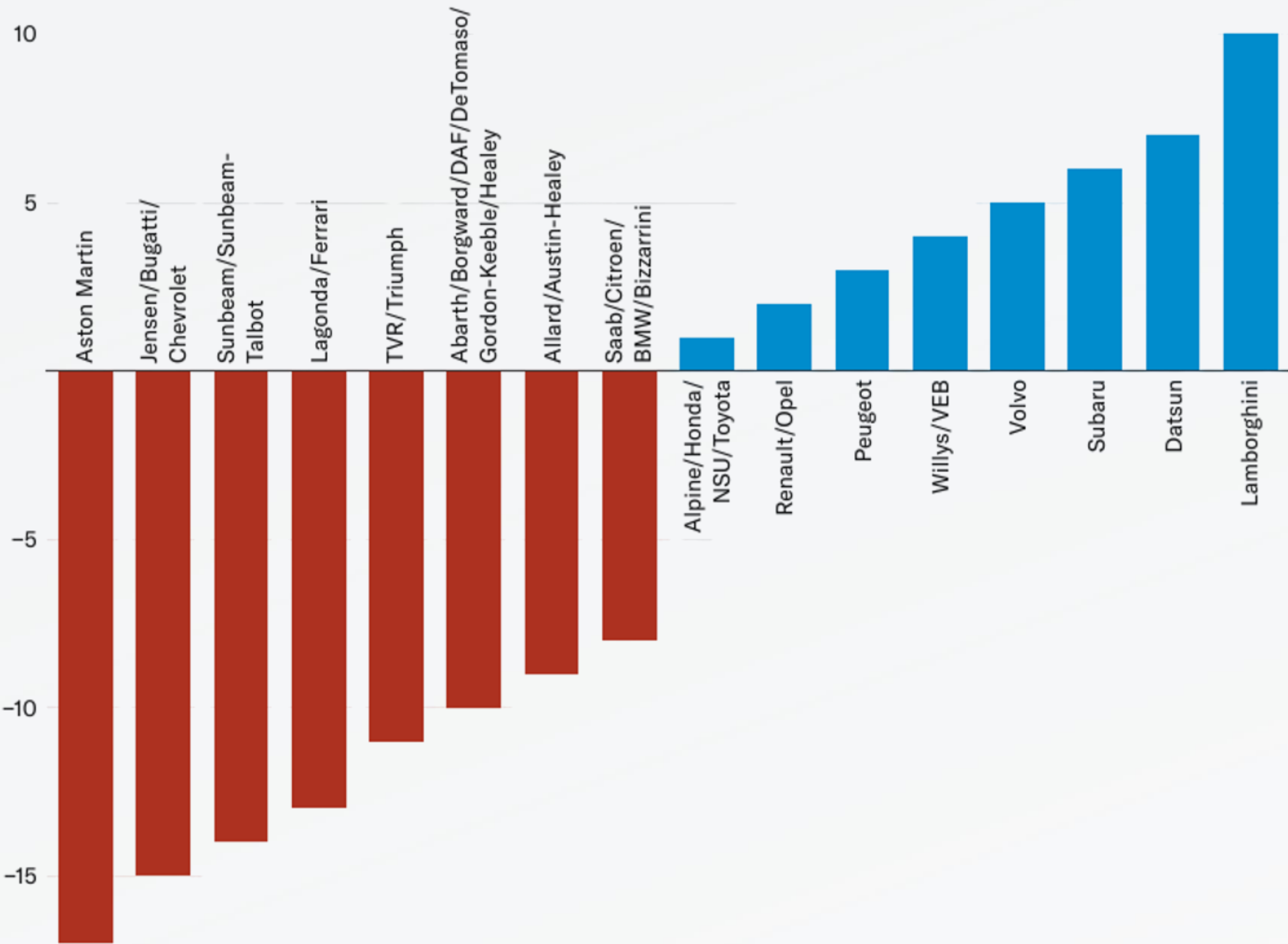
Despite the growth of online auctions and a steady live auctions, the private market is still much larger.

2019 2020 2021 2022 2023 2024



2024's Big Movers

Year-on-year UK Hagerty Price Guide  
eight risers and fallers shown.



Source: Hagerty • Created with Datawrapper

A MARKET OUTLOOK

46 percent of values fell

46 percent static

8 percent rose

Only decade to rise: 2000s

Old British Marques generally fell

Online auction average surpassed live auction (£25,340 vs £20,081)

# 2025 MARKET MOVEMENT

Not a single market

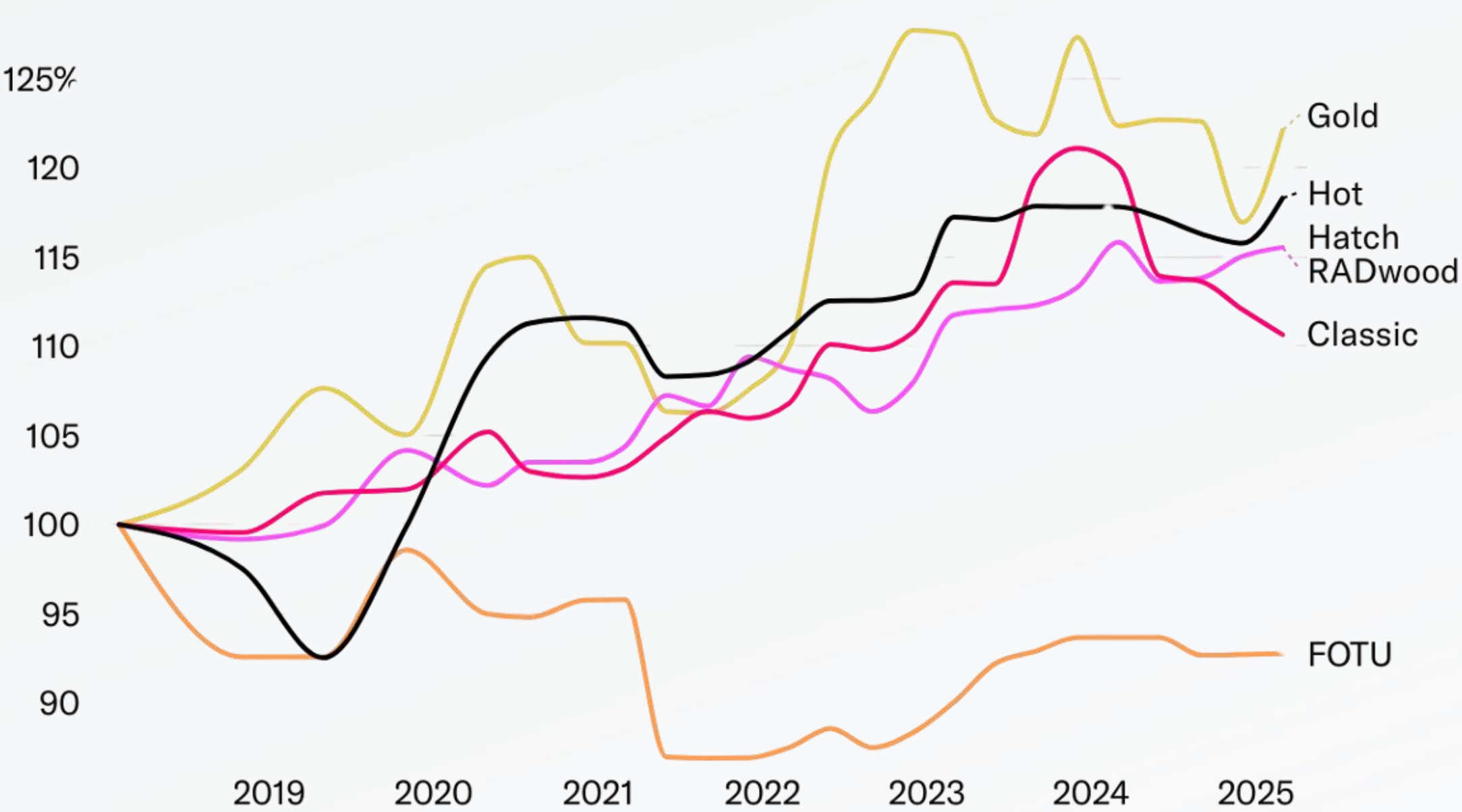
Uplift in all but classics

Modern classics still the hottest

Some evidence of £1m+ being  
percieved as assets

# HAGERTY UK INCICES TO MARCH 2025

Average value change percentage over time (Feb 2018 is 100%)



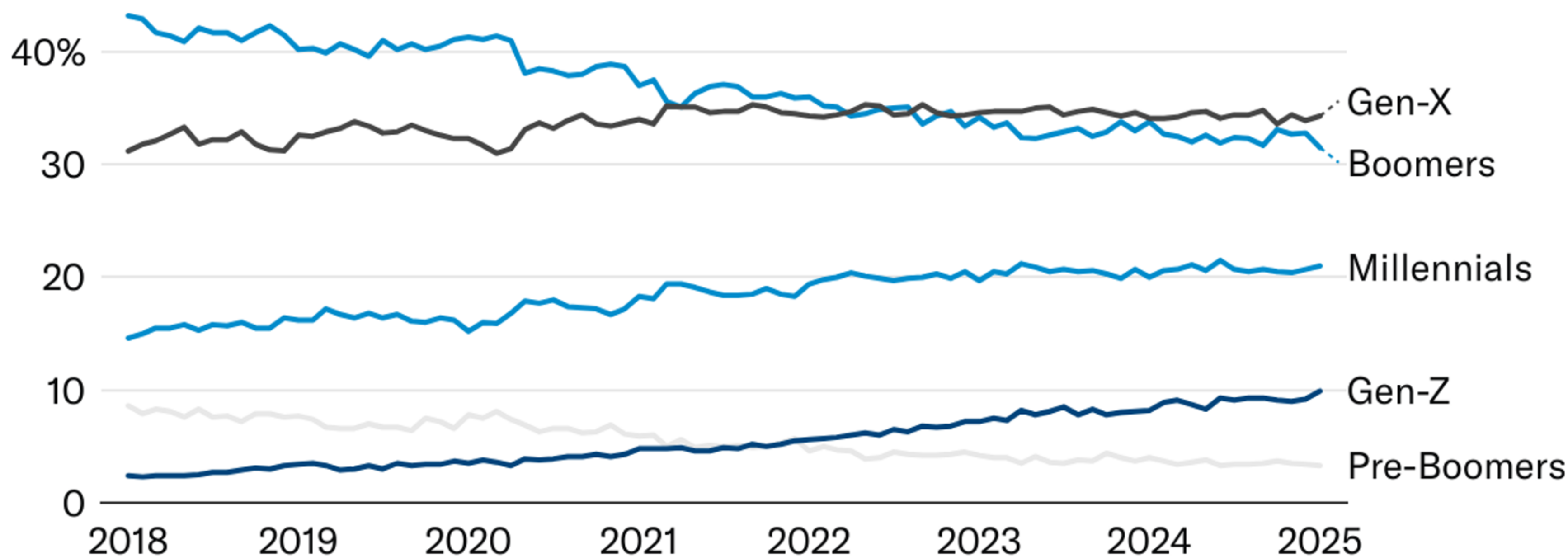
Source: Hagerty • Created with Datawrapper

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## Share of policy quotes by generation



64% of quotes were from Gen-X and younger over the past 12 months.



Until 30 April 2025

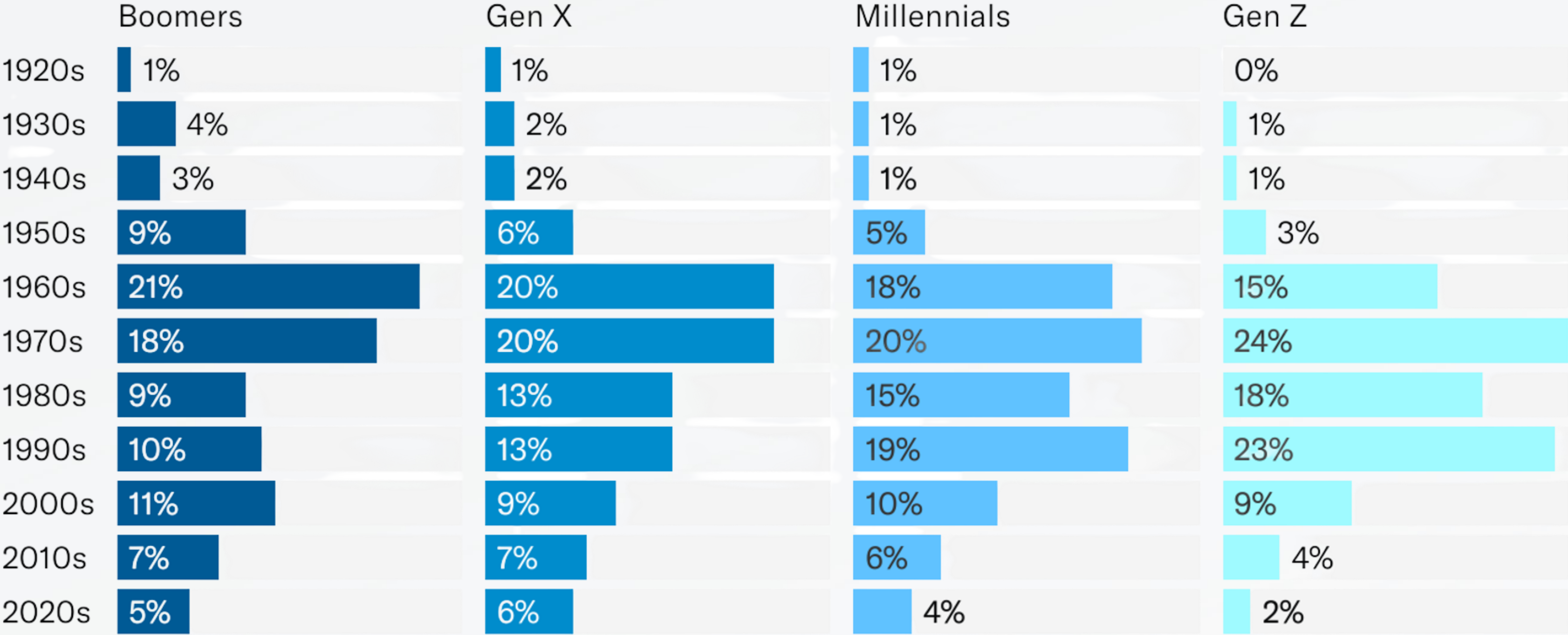
HAGERTY.



# Policy Activity in 2024 by Generation



Boomers and Gen X prefer 1960s vehicles while Millennials and Gen Z prefer those of the 1970s



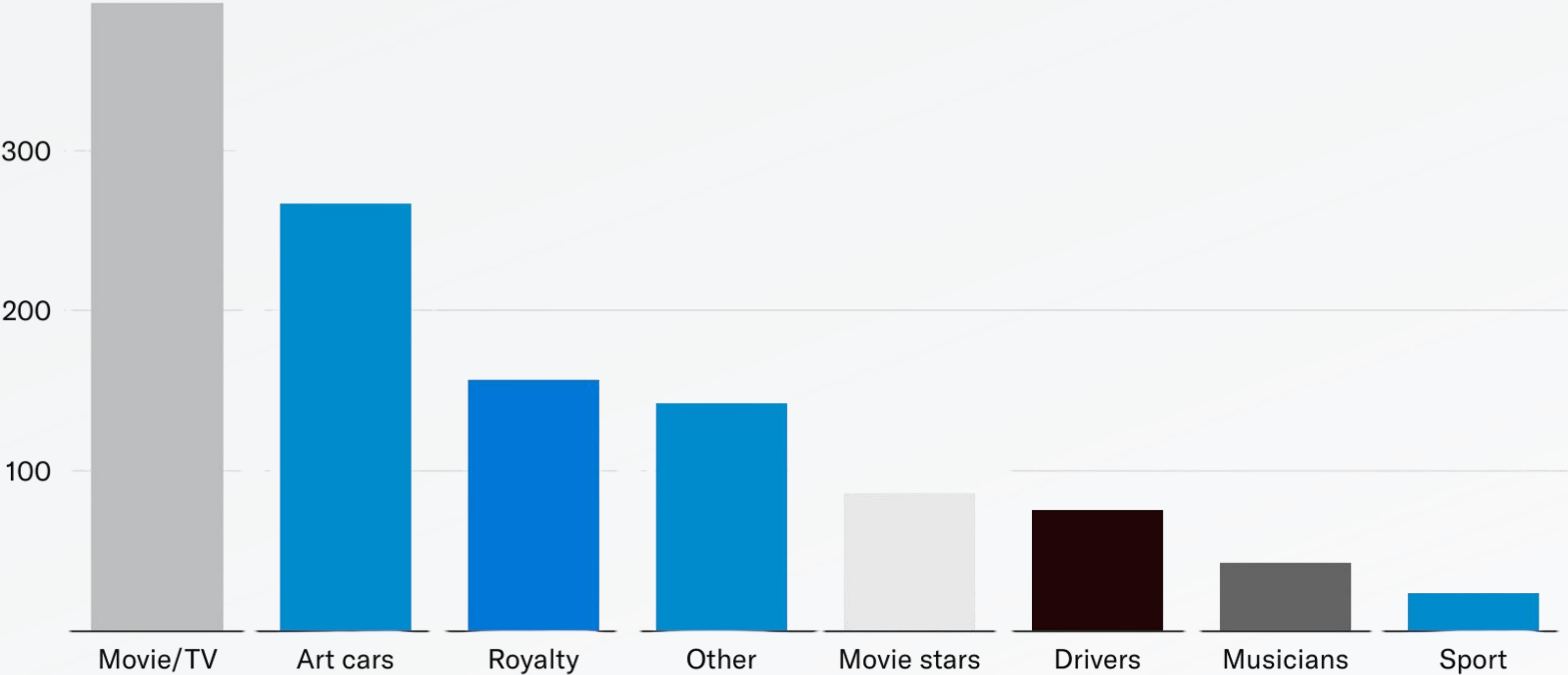
12-months ended 1/1/2025



# The Hagerty Power List: Value Added



What celebrity association adds most value to a car, according to the average of the top ten vehicles in that category (increase in % over standard car). 2024 Power List.



Source: Hagerty • Created with Datawrapper