

# NADA 2025 FULL YEAR REPORT HIGHLIGHTS

Compiled by Mudd Advertising



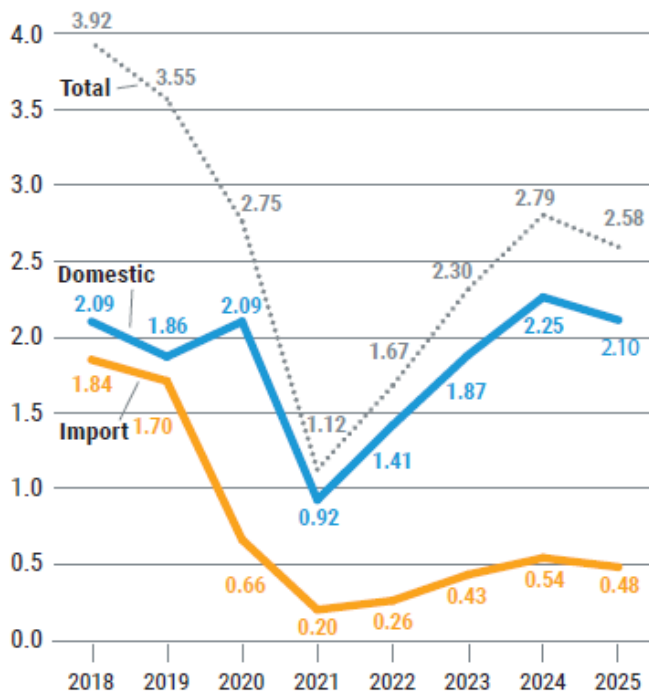
**MUDD**

ADVERTISING®

*We love it when you succeed!*

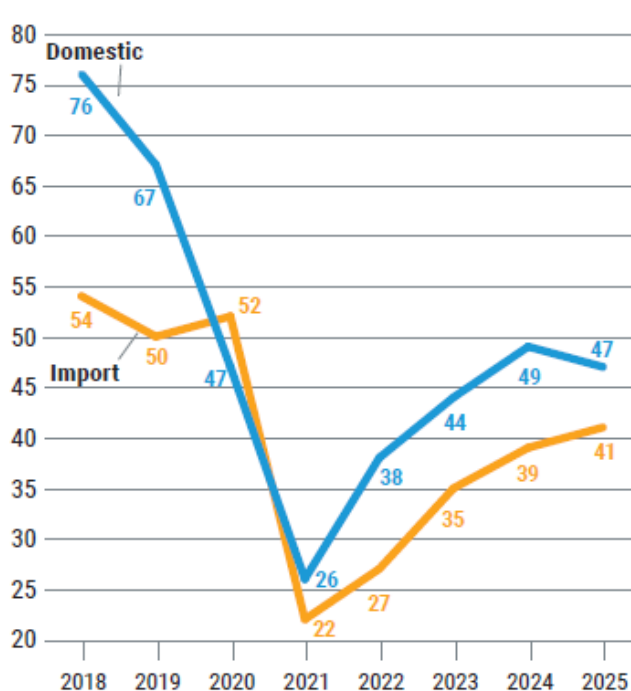
## New-Vehicle Inventory and Days' Supply, by Year

Inventory (in millions)



Source: Wards Auto, Automotive News Data Center

Days' supply



### Key Takeaways:

Comparing 2024 to 2025, the charts show a general tightening of inventory alongside diverging trends in days' supply:

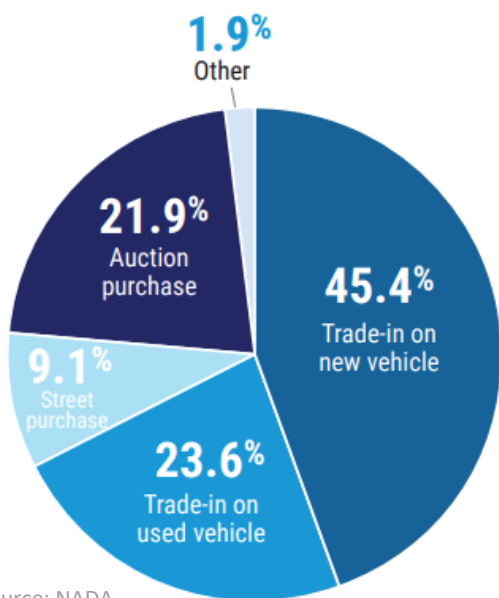
- Inventory Reduction:** Total new-vehicle inventory declined from 2.79 million to 2.58 million. Both segments contribute to this drop, with **Domestic** inventory falling by 0.15 million and **Import** inventory decreasing by 0.06 million.
- Diverging Days' Supply:** While inventory is down for both, their supply metrics move in opposite directions. The **Domestic** days' supply is projected to tighten slightly from 49 days to 47 days, whereas the **Import** days' supply is expected to increase from 39 to 41 days, suggesting a slower sales pace or more efficient stock management for imports despite lower absolute volume.



Use MUDDid to identify your online shoppers and engage them with personalized, VIN specific offers.

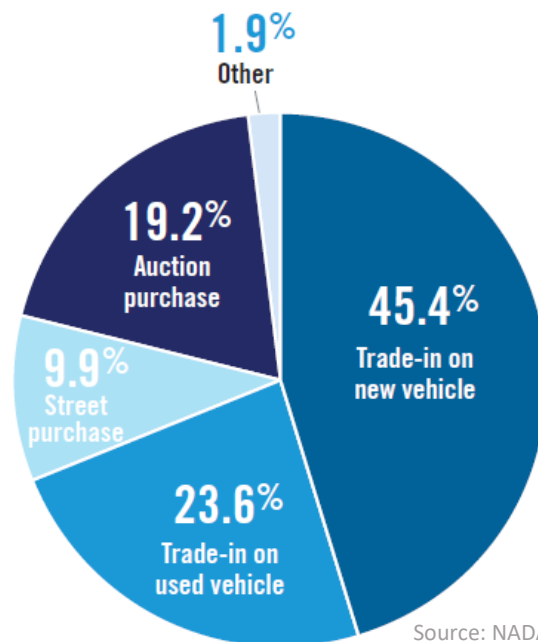


### Sources of Used Vehicles Retailed by New-Vehicle Dealerships, 2025



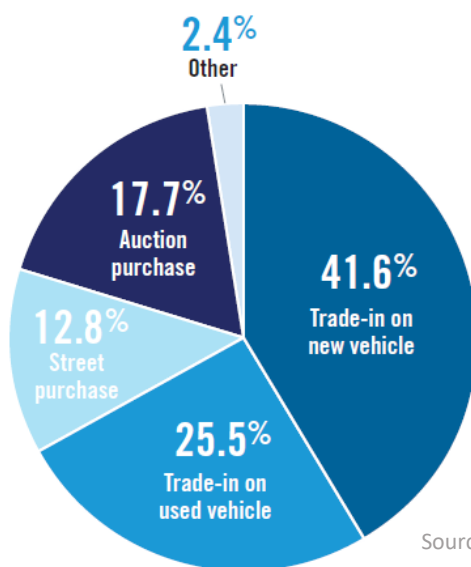
Source: NADA

### Sources of Used Vehicles Retailed by New-Vehicle Dealerships, 2024



Source: NADA

### Sources of Used Vehicles Retailed by New-Vehicle Dealerships, 2023



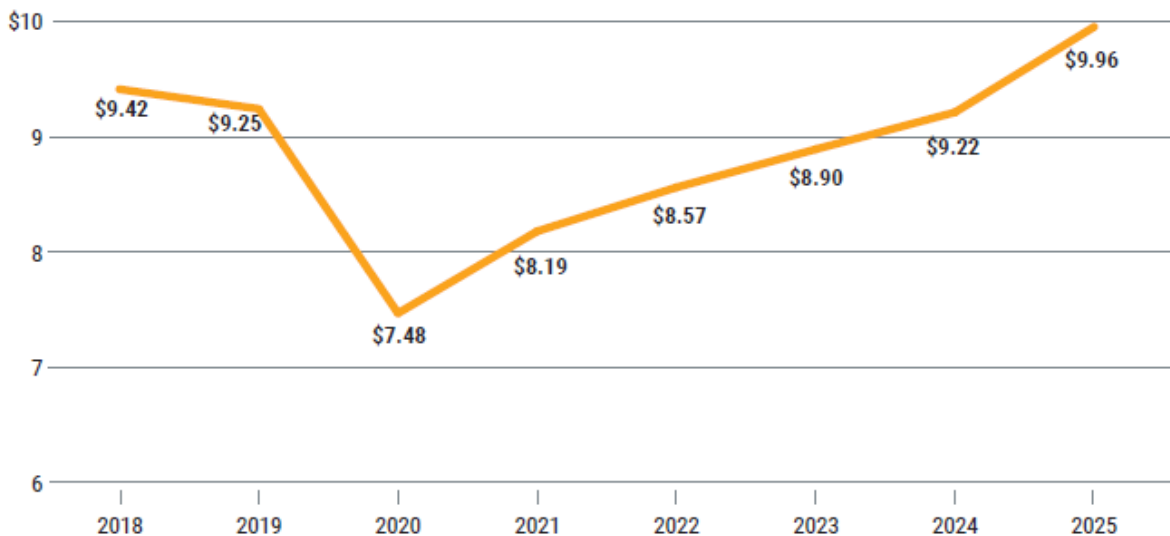
Source: NADA

#### TRADE IN TREND:

Dealers leaned in harder on auctions as used cars become harder to find driving up costs of acquisition.

## Total Dealership Advertising Expenditures, by Year

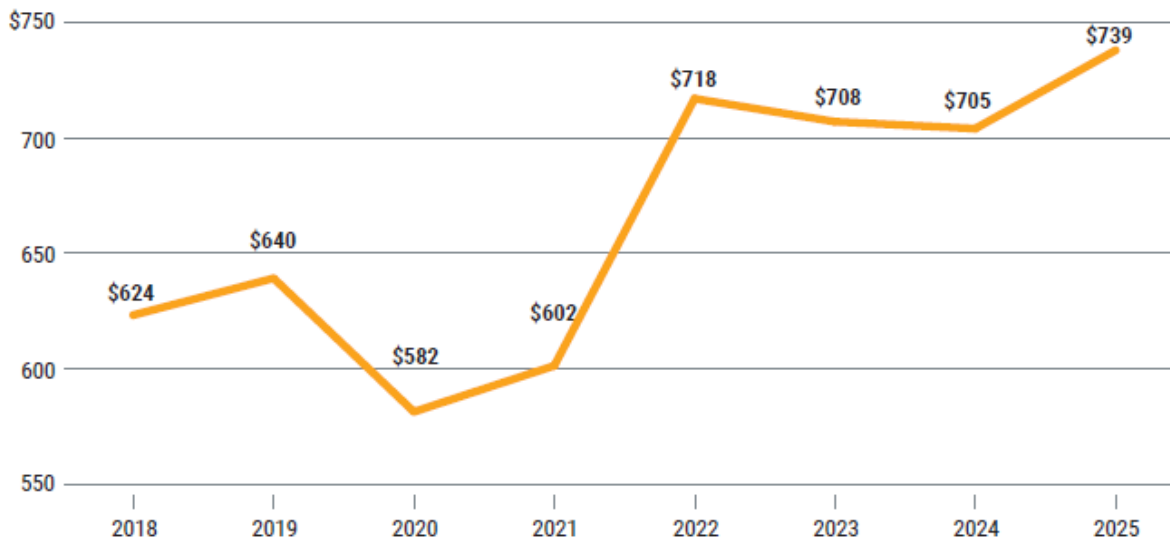
In billions of dollars



Source: NADA

## Average Dealership Advertising per New Unit Sold, by Year

In dollars



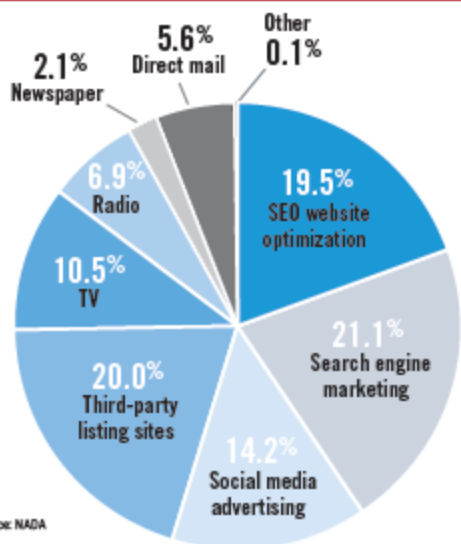
Source: NADA

## Key Takeaways

As advertising cost per unit increase, efficiency and accountability with ad spend will be a key differentiator for successful dealerships.

2025

**Estimated Advertising Expenditures by Medium, 2025**



Source: NADA

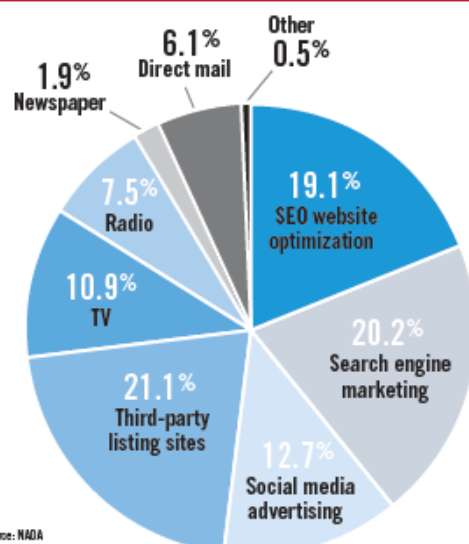
**Estimated Advertising Expenses per Dealership, 2025**

By media used	Average of all dealerships
SEO website optimization	\$114,318
Search engine marketing	\$123,698
Social media advertising	\$83,247
Third-party listing sites	\$117,249
TV	\$61,556
Radio	\$40,451
Newspaper	\$12,311
Direct mail	\$32,830
Other	\$586
<b>Total</b>	<b>\$586,246</b>

Source: NADA

2024

**Estimated Advertising Expenditures by Medium, 2024**



Source: NADA

**Estimated Advertising Expenses per Dealership, 2024**

By media used	Average of all dealerships
SEO website optimization	\$103,816
Search engine marketing	\$109,795
Social media advertising	\$69,030
Third-party listing sites	\$114,687
TV	\$59,246
Radio	\$40,765
Newspaper	\$10,327
Direct mail	\$33,156
Other	\$2,718
<b>Total</b>	<b>\$543,539</b>

Source: NADA

**Key Takeaways**

Digital mediums continue to command the bulk of advertising expenditures, as social media, search engine marketing and SEO all saw increases over 2024. Third-party listing sites were the only digital sources that experienced a decrease from 2024, as dealers strive to own more of their digital presence.



**SEAMLESSLY TRACK** and engage buyers across digital and traditional touch points to create a shopper identity with **MuddVision**.