Vehicle Purchase Intent (VPI) Index
United States

Key behaviors impacting mobility

Percentage of consumers concerned about...

21% Making upcoming payments
48% Amount of money they have saved
29% Credit card debt they are carrying
46% Consumers delaying large purchases

Key factors influencing VPI trending

Positive (+)
- Some pent-up demand created by prolonged inventory shortages
- Increasing consumer interest in new wave of EVs sparked by elevated fossil fuel prices
- Continued weakness in public/shared mobility usage
- Longer finance terms moderating monthly payments
- Aging vehicle fleet requiring renewal

Negative (-)
- Lingering effects of chip shortage limiting vehicle supply
- Increasing transaction prices contributing to inflation, sparking interest rate hikes and exacerbating affordability concerns
- Consumer concern focused on financial capacity and growing reality of demand destruction
- Geopolitical instability, trade tensions & global supply chain disruptions affecting input costs

Top 3 drivers of vehicle purchase intent

1. New vehicles on market have features I want now 24%
2. I am just ready to drive something different 21%
3. Current vehicle is not worth the cost of maintaining it anymore 19%

For more info, click here or scan the code below.

The Deloitte Vehicle Purchase Intent Index is a proprietary measure of forward vehicle demand intent calculated based on the percentage of consumers that are planning to acquire a new or used vehicle in the next six months.

Source: Deloitte Global State of the Consumer Tracking Study (unless otherwise noted).

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