march 2026

impact of the global fuel crisis

nickable charts

increasing consumer interest in EVs and petrol alternatives in March 2026 amid global fuel crisis

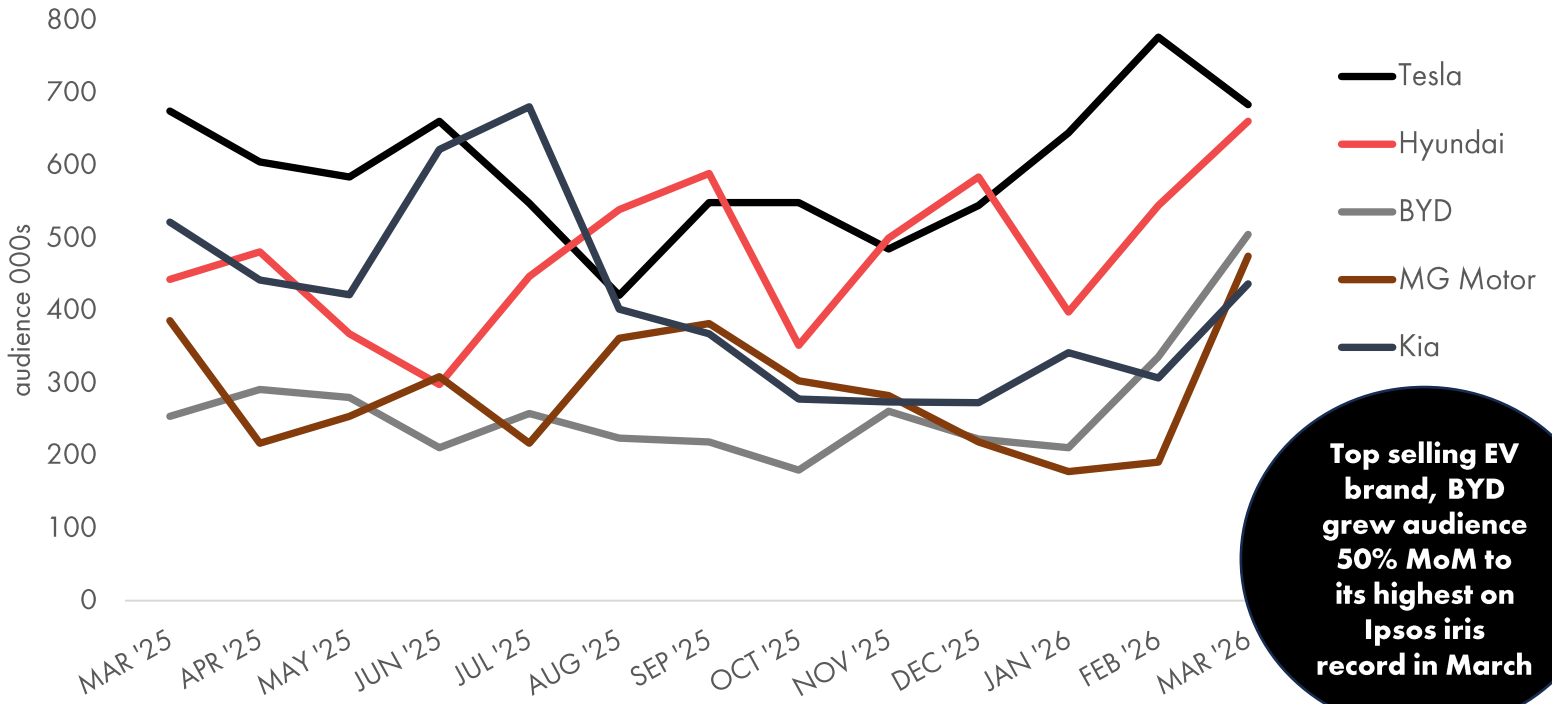
Automotive brands, with a focus on hybrid and EVs, showed a significant audience increase to their websites and apps in March 2026,

up 20%

month-on-month as australians interest in these alternatives lifted in the face of fuel shortages and increased fuel prices.

selected automotive manufacturer brands with focus on hybrid or EV

- audience 000s websites and apps on computer, smartphone, tablet -



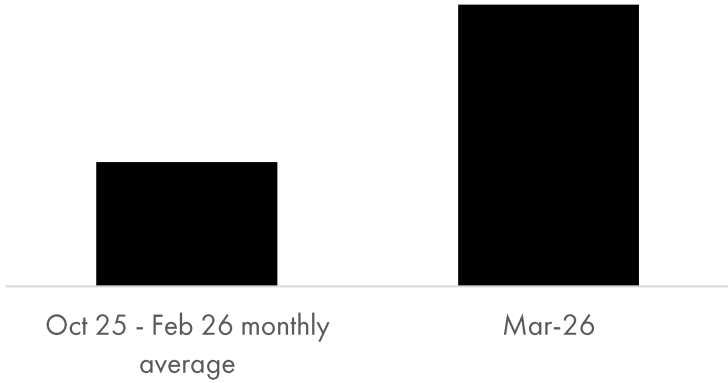
Top selling EV brand, BYD grew audience 50% MoM to its highest on Ipsos iris record in March

Source: Ipsos iris Online Audience Measurement Service March 2025 – March 2026, Age 14+, PC/laptop/smartphone/tablet, selected automotive manufacturer brands, Audience (000's) month-on-month February 26 v March 26

high fuel prices have Australians buying new and used electric cars

A record 14.6% of new cars, SUVs, utes, vans and trucks reported as sold in March 2026 were battery-electric.

Up 42.3% compared to the month prior,
and up 88.9% compared to March last year.
In contrast, sales of purely petrol-powered vehicles slumped 20.8% year-on-year,
and diesel vehicle sales are down 10.1%.*



Second-hand electric-car sales more than doubled in Australia in March 2026 compared with the previous five months.

Used car sales data reveals 7,557 second-hand electric vehicles were delivered across Australia in March, from a monthly average of 3,339 between October 2025 and February 2026.**

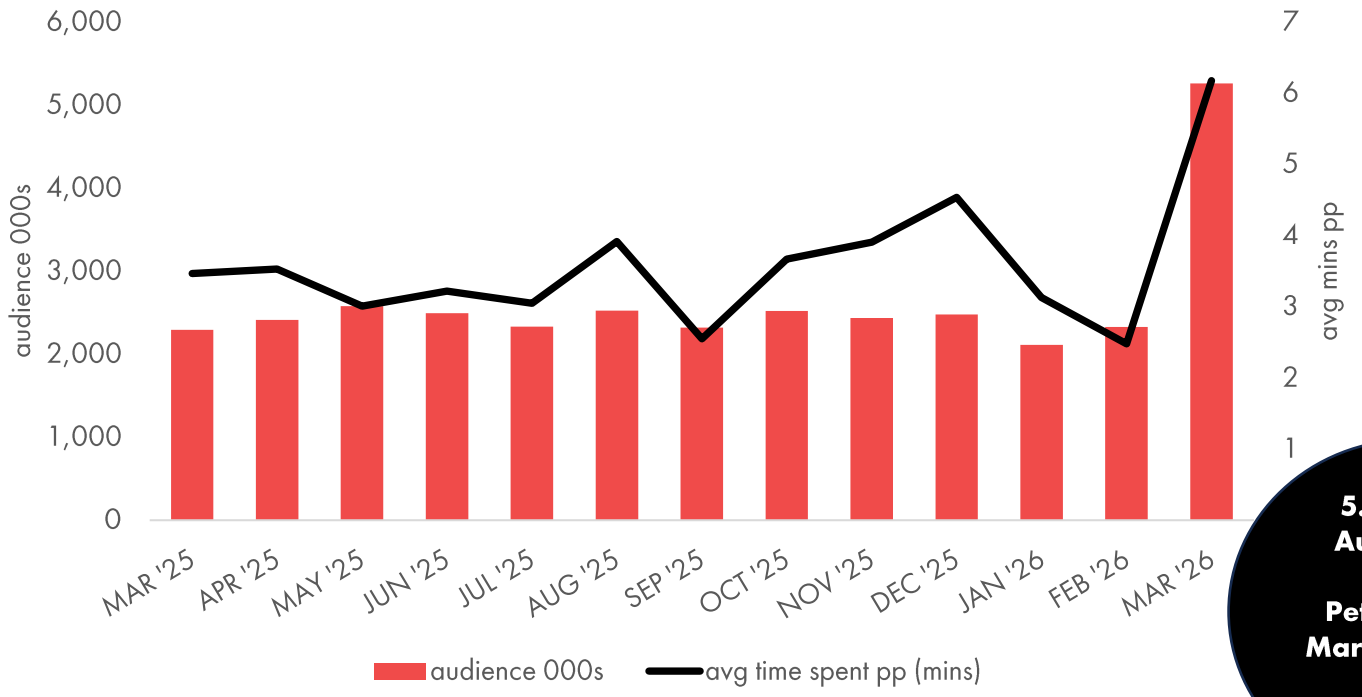
*Source: Federal Chamber of Automotive Industries and Electric Vehicle Council
** Source: Australian Automotive Dealer Association

Petrol Spy increased audience 126% month on month, as Australians check prices and availability amid global fuel crisis

Independent fuel price checking websites and apps grew audience in March including Petrol Spy (up 126% on previous month), NSW Fuel Check (up 76%), Fuel Map Australia (up 123%) and roadside service brand NRMA, also providing fuel finder information, (up 24%).

Petrol Spy Australia Brand Group

- audience 000s websites and apps on computer, smartphone, tablet -

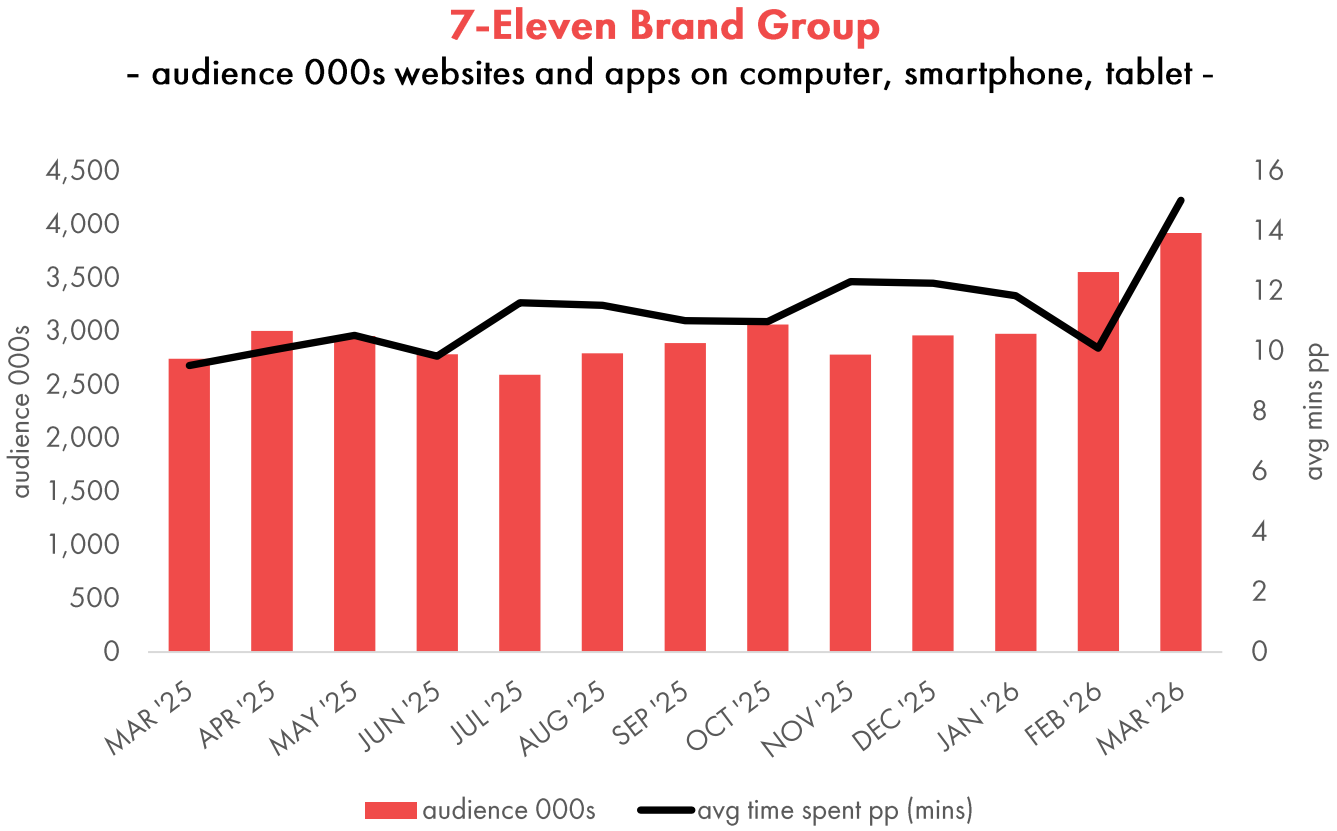


5.2 million Australians visited Petrol Spy in March, up from 2.3m in February.

Source: Ipsos iris Online Audience Measurement Service March 2025 – March 2026, Age 14+, PC/laptop/smartphone/tablet, selected fuel brand groups, Audience (000's), Avg mins pp, month-on-month February 26 v March 26

audiences to websites and apps of fuel brands such as 7-Eleven have also increased in March

Consumer fuel brands (such as 7-Eleven, Ampol, United Petroleum) also increased audience in March 2026.
7-Eleven audience started to lift in February with March audience up a further 10% month on month and up 43% year on year.



Source: Ipsos iris Online Audience Measurement Service March 2025 – March 2026, Age 14+, PC/laptop/smartphone/tablet, selected fuel brand groups, Audience (000's), Avg mins pp, month-on-month February 26 v March 26

source

Ipsos iris, IAB endorsed digital audience measurement currency

- Ipsos iris is the IAB Australia endorsed digital content measurement system for the planning, buying, and reporting of digital audiences in Australia.
- Ipsos iris is an inclusive, standardised currency providing a level playing field for comparison of digital audience reach and characteristics, along with other insights about Australians aged 14+ who access the wide variety of digital content and services on Smartphone, PC/Laptop, Tablet and CTV devices.
- Ipsos iris brings a hybrid methodology combining metered data from a high quality, nationally representative, single-source passive panel with site-centric census measurement.
- Ipsos conducts an establishment survey of 12,000 Australians aged 14 and over per annum to capture their digital device ownership and usage at both a household and personal level. The survey is designed to create a digital universe on which to project online audiences and to provide panel recruitment targets covering demographics and device type ownership and usage.
- Data from the Ipsos iris digital currency and from the establishment survey is included in these nickable charts.
- Further insights and information on Ipsos iris is available at - iris-au.ipsos.com
- Monthly rankings are available at - iris-au.Ipsos.com/rankings