

## DIY Auto Maintenance - US - January 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

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*"Only 11% of respondents are doing their own work on cars. Given the complexity of modern vehicles and a general lack of interest in DIY work as a hobby, DIY marketers face an uphill battle."*

– Tim Healey, Research Analyst – Automotive

### This report looks at the following areas:

- Small DIY market presents challenges for marketers
- Use of apps for DIY work is low, possibly ripe for growth

This report examines the market for do-it-yourself (DIY) auto maintenance, and provides insight into the external and internal factors that influence purchases and trends.

Overall consumer spending in the DIY auto maintenance market totaled just under \$40 billion for 2014, up nearly 6% from the previous year. The DIY industry is expected to continue to grow at about a 4% annualized rate over the next five years, with total growth increasing by about 20% over today's figures through 2019. Mintel also analyzes the growth in vehicle complexity and vehicle durability and its effects on the industry, as well as how the aging vehicle fleet is affecting the DIY industry.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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## Table of Contents

### Scope and Themes

- What you need to know
- Definition
- Data sources
- Sales data
- Consumer survey data
- Abbreviations and terms
- Abbreviations
- Terms

### Executive Summary

#### The market

Figure 1: Total US consumer expenditures and fan chart forecast of expenditures for auto parts and accessories, at current prices, 2009-19

#### Market factors

#### Interest in DIY

Figure 2: Automotive maintenance/repair work done yourself in past three years, November 2014

#### Vehicle complexity

#### Aging vehicle fleet

Figure 3: Average age of passenger cars and light trucks, 2002-13

#### Key players

#### The consumer

#### DIY market small, focused on simple fixes

Figure 4: Automotive maintenance/repair work done yourself in past three years, November 2014

#### DIY market small as dealers, independent shops dominate

Figure 5: Place vehicle(s) have been taken for service within the past three years, November 2014

#### Franchise stores lead

Figure 6: Where auto parts for your vehicle(s) have been purchased within the past three years, November 2014

#### Auto enthusiasm dwindles

Figure 7: Attitudes toward car ownership and maintenance, November 2014

#### What we think

### Issues and Insights

Small DIY market presents challenges for marketers

The issues

The implications

Use of apps for DIY work is low, possibly ripe for growth

The issues

The implications

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## Trend Applications

Trend: Return to the Experts

Trend: Survival Skills

## Market Size and Forecast

### Key points

#### Increasing complexity of vehicles poses challenge

Figure 8: Total US consumer expenditures and forecast of expenditures for auto parts and accessories, at current prices, 2009-19

Figure 9: Total US consumer expenditures and forecast of expenditures for auto parts and accessories, at inflation-adjusted prices, 2009-19

#### Fan chart forecast

Figure 10: Total US consumer expenditures and fan chart forecast of expenditures for auto parts and accessories, at inflation-adjusted prices, 2009-19

## Market Drivers

### Key points

#### Multiple factors drive the DIY market

#### Aging vehicles require more attention

Figure 11: Average Age of Passenger Cars and Light Trucks, 2002-13

#### Vehicle complexity may dissuade some DIYers

Figure 12: All grades all formulations retail gasoline prices, dollars per gallon, 2000-14

#### Increased use of smartphones could change research process for DIYers

#### Rise of alternative-fuel vehicles could change the game

## Retail Channels

### Key points

#### Retailing Overview

#### Franchise stores dominate

Figure 13: Where auto parts have been purchased in past three years, November 2014

#### Men prefer franchise stores at a higher rate than women

Figure 14: Where auto parts have been purchased in past three years, by gender, November 2014

#### Big-box stores may see influx of younger buyers

Figure 15: Where auto parts have been purchased in past three years, by age, November 2014

#### Dealerships do better with newer cars, while owners of older cars shop franchises

Figure 16: Where auto parts have been purchased in past three years, by vehicle model years, November 2014

#### Franchise stores dominate simple repair market

Figure 17: Where auto parts have been purchased in past three years, by automotive repair/maintenance work done yourself, November 2014

#### AutoZone has the best brand perception among retailers

Figure 18: Perceptions of auto parts retailers, part 1, November 2014

Figure 19: Perceptions of auto parts retailers, part 2, November 2014

#### Key DIY Retailers

## Innovations and Innovators

Gearhead Workspace teaches people to be DIYers

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TeleTech works to build apps for DIY market

## Marketing Strategies

Overview of the brand landscape

Strategy: Engage with motorsports fans

Figure 20: AutoZone video, Joey Lagano Daytona 500 Prep, February 2014

Strategy: Embrace "how-to" repairs, inspire DIY pride in workmanship

Figure 21: AutoZone ad, "Show it off America," May 2013

Figure 22: O'Reilly Auto Parts video "Lubegard-Evaporator and Heater Foam Cleaner ," October 2014

Figure 23: Carquest Video - DIY Auto A/C Recharging with Sub-Zero, February 2013

## Vehicles Owned

Key points

Despite rise in crossover SUV sales, cars still dominate.

Figure 24: Type of vehicle owned, November 2014

Crossovers/SUVs popular with those aged 25+

Figure 25: Type of vehicle owned, by age, November 2014

Crossovers and trucks trend well among those with higher incomes

Figure 26: Type of vehicle owned, by household income, November 2014

## Price of Most Recent Vehicle Purchase

Key points

Most vehicle owners paid less than \$40,000 for their cars

Figure 27: Price of most recent vehicle purchase, November 2014

Oldest, youngest buyers spend less on vehicle purchases

Figure 28: Price of most recent vehicle purchase, by age, November 2014

Low-income consumers may present DIY opportunities

Figure 29: Price of most recent vehicle purchase, by household income, November 2014

Older cars dominate market

Figure 30: Price of most recent vehicle purchase, by vehicle model years, November 2014

## Last Vehicle Purchased and Purchase Plans

Key points

Consumers prefer new cars to used

Figure 31: Type of vehicle last purchased, November 2014

Aging vehicles positive for DIY market

Figure 32: Model year of most recent vehicle, November 2014

Figure 33: Type of vehicle last vehicle purchased, by model years, November 2014

Figure 34: When do you purchase to plan your next vehicle?, November 2014

Figure 35: When do you purchase to plan your next vehicle?, by model years, November 2014

## Place Taken for Repair/Service

Key points

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## DIY market small as dealers, independent shops dominate

Figure 36: Place vehicle(s) has been taken for service in past three years, November 2014

## Men do more DIY work, but gender gap isn't big

Figure 37: Place vehicle(s) has been taken for service in past three years, by gender, November 2014

## Younger vehicle owners less likely to visit dealers for repair

Figure 38: Place vehicle(s) has been taken for service in past three years, by age, November 2014

## Lower household income translates into higher DIY likelihood

Figure 39: Place vehicle(s) has been taken for service in past three years, by household income, November 2014

## Older vehicles have higher DIY rate

Figure 40: Place vehicle(s) has been taken for service in past three years, by model years, November 2014

## As incomes rise, so do opportunities for dealers

Figure 41: Place vehicle(s) has been taken for service in past three years, by household income, November 2014

## Work Done by Self versus Professional

### Key points

#### DIY market small, focused on simple fixes

Figure 42: Automotive repair/maintenance work done by a professional versus automotive maintenance/repair work done yourself in the past three years, November 2014

#### Men do more DIY work

Figure 43: Automotive maintenance/repair work done yourself in the past three years, November 2014

#### Higher incomes don't always mean less DIY work

Figure 44: Automotive maintenance/repair work done yourself in the past three years, by household income, November 2014

## Use of Internet in Relation to Car Repairs

### Key points

#### Price-consciousness carries the day with consumers

Figure 45: Likelihood of using the internet in relation to auto maintenance within the next year, November 2014

#### Men show greater interest in using the internet for DIY repair

Figure 46: Likelihood of using the internet in relation to auto maintenance within the next year, by gender, November 2014

#### Younger DIY consumers are much more likely to use online resources

Figure 47: Likelihood of using the internet in relation to auto maintenance within the next year, by age, November 2014

## Attitudes toward Car Ownership and Maintenance

### Key points

#### Auto enthusiasm dwindles

Figure 48: Attitudes toward car ownership and maintenance, November 2014

#### Men much likelier to be gearheads

Figure 49: Attitudes toward car ownership and maintenance, by gender, November 2014

#### Younger buyers more interested in cars, but scared about vehicle complexity

Figure 50: Attitudes toward car ownership and maintenance, by age, November 2014

## Race/Hispanic Origin

### Key points

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### Car ownership strong across all race/ethnic groups

Figure 51: Type of vehicle owned, by race/Hispanic origin, November 2014

### Whites, Hispanics prefer to buy new

Figure 52: Type of vehicle last purchased, by race/Hispanic origin, November 2014

### Regardless of race/ethnicity, consumers are waiting to purchase vehicles

Figure 53: When do you plan to purchase your next vehicle?, by race/Hispanic origin, November 2014

### Hispanics more likely to do DIY work

Figure 54: Place vehicle(s) has been taken for service in past three years, by race/Hispanic origin, November 2014

### Hispanics like big-box stores but also independents and franchisees

Figure 55: Where auto parts have been purchased in past three years, by race/Hispanic origin, November 2014

### Whites least likely to show interest in internet and apps for DIY

Figure 56: Likelihood of using the internet in relation to auto maintenance within the next year, by race/Hispanic origin, November 2014

### Hispanics, Blacks more likely to care about cars

Figure 57: Attitudes toward car ownership and maintenance, by race/Hispanic origin, November 2014

## Appendix – Other Useful Consumer Tables

### Vehicles owned

Figure 58: Type of vehicle owned, by gender, November 2014

Figure 59: Type of vehicle owned, by generations, November 2014

Figure 60: Type of vehicle owned, by presence of children in household, November 2014

Figure 61: Type of vehicle owned, by marital/relationship status, November 2014

Figure 62: Type of vehicle owned, by vehicle model years, November 2014

### Price of most recent vehicle purchase

Figure 63: Price of most recent vehicle purchase, by gender, November 2014

Figure 64: Price of most recent vehicle purchase, by race/Hispanic origin, November 2014

Figure 65: Price of most recent vehicle purchase, by generations, November 2014

Figure 66: Price of most recent vehicle purchase, by presence of children in household, November 2014

Figure 67: Price of most recent vehicle purchase, by marital/relationship status, November 2014

### Last vehicle purchased

Figure 68: Type of vehicle last purchased, by gender, November 2014

Figure 69: Type of vehicle last purchased, by age, November 2014

Figure 70: Type of vehicle last purchased, by household income, November 2014

Figure 71: Type of vehicle last purchased, by generations, November 2014

Figure 72: Type of vehicle last purchased, by presence of children in household, November 2014

Figure 73: Type of vehicle last purchased, by marital/relationship status, November 2014

### Model year

Figure 74: Vehicle model year, by gender, November 2014

Figure 75: Vehicle model year, by age, November 2014

Figure 76: Vehicle model year, by household income, November 2014

Figure 77: Vehicle model year, by race/Hispanic origin, November 2014

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Figure 78: Vehicle model year, by generations, November 2014

Figure 79: Vehicle model year, by presence of children in household, November 2014

Figure 80: Vehicle model year, by marital/relationship status, November 2014

Figure 81: Model year of the car/truck repaired or serviced most recently, November 2014

Figure 82: Model year of the car/truck repaired or serviced most recently, by race/Hispanic origin, November 2014

### Plans to purchase next vehicle

Figure 83: When do you purchase to plan your next vehicle?, by gender, November 2014

Figure 84: When do you purchase to plan your next vehicle?, by age, November 2014

Figure 85: When do you purchase to plan your next vehicle?, by generations, November 2014

Figure 86: When do you plan to purchase your next vehicle?, by household income, November 2014

Figure 87: When do you purchase to plan your next vehicle?, by presence of children in household, November 2014

Figure 88: When do you purchase to plan your next vehicle?, by marital/relationship status, November 2014

### Place taken for repair

Figure 89: Place vehicle(s) has been taken for service in past three years, by presence of children in household, November 2014

Figure 90: Place vehicle(s) has been taken for service in past three years, by generations, November 2014

Figure 91: Place vehicle(s) has been taken for service in past three years, by marital/relationship status, November 2014

Figure 92: Place vehicle(s) has been taken for service in past three years, by primary residence, November 2014

Figure 93: Place vehicle(s) has been taken for service in past three years, by social media usage, November 2014

Figure 94: Place vehicle(s) has been taken for service in past three years, by Where auto parts have been purchased in past three years, Part 1, November 2014

Figure 95: Place vehicle(s) has been taken for service in past three years, by Where auto parts have been purchased in past three years, Part 2, November 2014

### Work done by self versus professional

Figure 96: Automotive maintenance/repair work done yourself in the past three years, November 2014

Figure 97: Automotive repair/maintenance work done by a professional in the past three years, by gender, November 2014

Figure 98: Automotive repair/maintenance work done by a professional in the past three years, by age, November 2014

Figure 99: Automotive repair/maintenance work done by a professional in the past three years, by generations, November 2014

Figure 100: Automotive repair/maintenance work done by a professional in the past three years, by race/Hispanic origin, November 2014

Figure 101: Automotive repair/maintenance work done by a professional in the past three years, by household income, November 2014

Figure 102: Automotive repair/maintenance work done by a professional in the past three years, by presence of children in household, November 2014

Figure 103: Automotive repair/maintenance work done by a professional in the past three years, by marital/relationship status, November 2014

Figure 104: Automotive repair/maintenance work done by a professional in the past three years, by primary residence, November 2014

Figure 105: Automotive repair/maintenance work done by a professional in the past three years, by social media usage, November 2014

Figure 106: Automotive repair/maintenance work done by a professional in the past three years, by vehicle model years, November 2014

### Use of internet in relation to car repairs

Figure 107: Likelihood of using the internet in relation to auto maintenance within the next year, by household income, November 2014

Figure 108: Likelihood of using the internet in relation to auto maintenance within the next year, by generations, November 2014

Figure 109: Likelihood of using the internet in relation to auto maintenance within the next year, by presence of children in household, November 2014

Figure 110: Likelihood of using the internet in relation to auto maintenance within the next year, by marital/relationship status, November 2014

Figure 111: Likelihood of using the internet in relation to auto maintenance within the next year, by vehicle model years, November 2014

### Attitudes toward car ownership and maintenance

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Figure 112: Attitudes toward car ownership and maintenance, by household income, November 2014

Figure 113: Attitudes toward car ownership and maintenance, by vehicle model years, November 2014

Figure 114: Attitudes toward car ownership and maintenance, by generations, November 2014

Figure 115: Attitudes toward car ownership and maintenance, by presence of children in household, November 2014

Figure 116: Attitudes toward car ownership and maintenance, by marital/relationship status, November 2014

### Appendix – Trade Associations

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