Vehicle Recovery - UK - September 2014

Report Price: £1750.00 | $2834.04 | €2223.04

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"The vehicle recovery market is mature and looking at ways of further developing business is of interest to all those in the sector. While recent years have seen the emergence of price competition in response to the UK economy suffering from the effects of the economic slowdown it is clear that this is unsustainable."
– Neil Mason, Head of Retail Research

This report looks at the following areas:

- Price erosion remains an issue
- Age, gender and income are important factors when choosing a company
- Is the age of long distance travel at an end?

Since Mintel last reported on the vehicle recovery market back in September 2013, the UK economy has recorded a significant improvement such that by July 2014 GDP had surpassed its previous high in 2007. Personal expenditure is once again climbing with the automotive sector being one of the main beneficiaries. As such, we are much more positive about the prospects for markets such as vehicle recovery services than we have been for some time.
Yet despite the positive signs given by the economy and consumer expenditure, the market for vehicle recovery services remains one that is in a mature stage in its development.

Membership of recovery organisations has been relatively stable at around 29-30 million for the last few years, with the market dominated by three main players (AA, RAC and Green Flag). The onset of recession led to difficult times for these and smaller companies with a growing emphasis on price competition. Although a focus on value remains a feature of the sector there is evidence that during 2014 a number of companies have sought to refocus their attention on non-price factors.

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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