

Car Aftermarket - China - November 2017

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“Car maintainers in China are maturing, together with their cars – the average length of driving reaches 3.5 years in 2017. They now prefer independent auto shops for minor maintenance and quick repair. Female car owners in their 20s worth being paid more attention to, given their higher maintenance frequency.”

– Aaron Guo, Senior Analyst, China

This report looks at the following areas:

- The thriving opportunity for independent auto shops
- Why online to offline mode is not working in auto aftermarket
- Which car owner group should service providers focus on?

Car repair and maintenance has become one of the fastest growing spending segments among Chinese households, with a 17.8% annual growth rate in 2016. Existing giant dealer groups, start-ups and investors are all attracted to this RMB one trillion market. Trials of companies following internet-oriented online to offline business models are hitting the news headlines. It is critical to target the most valuable consumer groups (eg car owners with higher maintenance frequency) using the most efficient channel to the market. This Report also identifies different maintenance service user groups by their maintenance attitude and behaviours, and highlights the practical methods of reaching them.

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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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