

April 2023

Car Purchasing Process - China

“After a temporary sluggishness in the second wave of the pandemic, China’s passenger car market has returned to steady growth, with NEV share growth being particularly notable. The car owners’ trading-up demand has not changed, and in addition to upgrading to better configurations, brands and models, there is also an ...

February 2023

Car Aftermarket - China

“The steady expansion of China’s car aftermarket has been driven by the growth in car ownership and the increased cost per repair and maintenance of high-priced cars. In comparison to the past, efficiency and flexibility of service are now becoming the new focus in aftersales service. Given the opaque prices ...

January 2023

汽车购买过程 - China

“中国乘用车市场在经历了第二波疫情的短暂低谷期后，已恢复至稳定的增长，其中新能源车的占比增长尤为醒目。相比过去，车主的消费升级需求犹在，升级方面除了配置、品牌、车型外，对售后服务升级的需求也有所增加。另一方面，汽车智能化的趋势使得车主对创新技术有了更高的期待，品牌需要持续扎根于技术创新，并将技术优势通过试驾等营销渠道传递给潜在用户，为占领智能车市场打下用户基础。”

— 袁淼，研究分析师

November 2022

汽车后市场 - China

“汽车保有量和高价位汽车维保单价的增长，推动了中国汽车售后市场规模稳步增长。相较于以往，如今服务效率及灵活性正成为售后服务中新的发力点。在传统汽车后市场价格不透明、操作不规范的大背景下，车主用户愈发倾向于通过线下朋友以及线上评价来了解门店的口碑，以此获得双重保险。不仅如此，年轻的新一代车主更是显现出对养车APP和DIY保养以及改装的兴趣。可以预见在未来几年内，线上和线下服务的融合、消费者端和门店端之间的数据的打通必将成为后市场的大趋势，并带来更多的竞



Automotive - China

争和变革。”

—袁淼，研究分析师