



December 2012

Scooters and Mopeds - US

"The scooter and moped market has benefited from the increase in gas prices since the start of the recession in 2008. This may not be enough to expand this market in the U.S. significantly, but has generated interest among consumers who had previously never considered them or just seen ...

November 2012

Hybrid and Electric Cars - US

"Youth culture and car culture used to be one and the same, though this linkage is certainly no more. Ask teens today what they are interested in and they will mention the iPhone 5 or Facebook, a far cry from drag racing, drive-in movies, or a new Mustang. The fact ...

October 2012

New Cars - US

"Consumers who put off buying a vehicle during the recession are now, in the post-recession era, feeling the need to purchase. With used car prices high, and gas prices peaking about \$4 per gallon in some markets, new cars are an attractive and realistic option for many. In particular, consumers ...

September 2012

Small Cars - US

This report explores the small car market in the U.S. It provides insight into the external and internal factors affecting unit sales and what they mean for future sales, marketing and promotional campaigns, and industry innovations. It provides an in-depth examination of the small car market for automakers, dealerships ...

August 2012

Automotive Cleaning Products - US



The vast majority of vehicle owners wash/clean their cars. With more than 250 million registered vehicles on the road, according to the U.S. Department of Transportation, how marketers can reach these car owners regarding auto cleaning methods is of great importance.

July 2012

Buying the Family Car - US

According to the U.S. Census Bureau there were over 115 million households in the U.S. in 2011 and this number is growing. As most households need a vehicle that can accommodate the many needs of a family, how automakers market family cars is crucial to their ability to ...

June 2012

Oil Change Retail - US

This report explores the oil change retail market in the U.S. It provides insight into the external and internal factors affecting sales and what they mean for future sales, marketing campaigns, and industry innovations.

May 2012

Automotive Innovation - US

The pace of automotive innovation continues to accelerate as car makers compete to remain competitive in an increasingly connected and digitally capable environment. New car sales have increased by over 10% for two consecutive years and the average age of vehicles in operation is at a record high level of ...

April 2012

SUVs and CUVs - US

This report explores the SUV and CUV market in the U.S. It provides insight into the external and internal factors affecting vehicle unit sales and what they mean for future sales, marketing campaigns, and industry innovations. Specific questions that are answered in this report include, but are not limited ...



March 2012

Automotive Fuel - US

U.S. household expenditures on gasoline reached nearly \$400 billion in 2011, a 28% increase from 2006. Yet at the same time, demand for gasoline has continued to fall sharply, including a 10% decline in both 2009 and 2010.

Bicycles - US

This report explores the bicycle market in the U.S. It provides insight into the external and internal factors affecting bicycle unit sales at specialty retailers and ridership trends, and what they mean for future sales, marketing campaigns, and industry innovations.

February 2012

Luxury Cars - US

This report explores the luxury automotive market in the U.S. It provides insight into the external and internal factors affecting sales, consumption, and trends, and what these may mean for future sales, promotional campaigns, and industry innovations.