



December 2018

Family Car Buying - US

"The family car market in the US is a sizeable one, as nearly four in ten car shoppers have a child under 18 in the household or are expecting a child. While large, family car buyers are also diverse, ranging from single-parent single-child homes to multigenerational households with multiple children ...

November 2018

Luxury Cars - US

"The luxury car market is expected to account for slightly over 14% of the total vehicle market for 2018, growing from 13.4% in 2013. With a growing economy, high consumer confidence, and improving wages, more and more consumers are able to splurge on a luxury vehicle. Brands will need ...

October 2018

Consumers and the Economic Outlook - US

"The economy continues its slow and steady recovery, though economists are hesitant to say that it has officially recovered. While some consumers may be watching economic indicators, many are not, and even those who are may not see the direct effects on their daily lives. Overall, if consumers were already ...

September 2018

New Cars - US

"New vehicle sales are stagnant in terms of growth and the market has shifted toward more profitable crossovers and SUVs. Brands have introduced more and more models into the category to take advantage of shifting consumer needs and preferences. While the new vehicle market has shifted toward a new vehicle ...

August 2018

SUVs and Crossovers - US



"SUVs and crossovers are some of the most popular vehicle styles on the market currently, and competition is fierce with a plethora of models from nearly every brand. SUVs and crossovers range in many ways, seating, cargo space, towing capacity, and cost are just some of the choices shoppers have ...

July 2018

Car Rentals - US

"The car rental industry is a nearly \$30 billion industry in the United States, providing rental cars to consumers across the country. Car rental agencies thrive in the travel industry, where they provide vehicles to consumers in places or situations where they may not have access to a vehicle. Thus ...

Consumers and the Economic Outlook - US

"Consumers remain confident in their financial health and anticipate little change in the coming year, resulting in stable patterns of financial opinions and behaviors. Consumers hope to save for the future while also maintaining spending levels that accommodate their current lifestyle. This Report looks at the role credit score plays ...

June 2018

Car Purchasing Process - US

"The household vehicle is typically the second most expensive purchase consumers make besides a home, and for American consumers it is often a necessary purchase. Consumers have a plethora of options available and must navigate those options to find the best vehicle for their budget and lifestyle. In an industry ...

May 2018

Automotive Innovations - US

Within the extremely competitive automotive industry, manufacturers are constantly researching, developing, and introducing new automotive innovations that improve safety, connectivity, comfort and convenience for consumers.

April 2018

Consumers and the Economic Outlook - US

Hybrid and Electric Cars - US

"Vehicle fuel economy is a top concern for Americans and their automobiles. Americans have seen gas prices



"The US economy weathered the political tumult of 2017 with surprising vigor, as most major economic indicators fared increasingly better throughout the year. The nation's GDP (gross domestic product) has been on the rise for 17 consecutive quarters, and consumer confidence has been marching forward at record levels, while unemployment ...

go over \$3.50 as recently as 2014, so many remember the pain of filling up a gas tank at those prices. Consumers are also increasingly aware of their environmental impact, and seek ...

February 2018

Car Sharing and Ride Sharing - US

"Car sharing and ride sharing are relatively new mobility solutions that are having a profound impact on how consumers get around. Advances in technology have allowed car sharing and ride sharing services to disrupt established industries ranging from the cab industry to auto sales. This Report will examine mobility behaviors ...

January 2018

Consumers and the Economic Outlook - US

"Economic improvement continued at a relatively steady clip as a new presidential administration took office at the beginning of the year. While there have been natural catastrophes and tragedies throughout the US, the economy has generally remained stable and any expert predictions continue to be optimistic."

- Jennifer White Boehm, Associate ...

Oil Change Retail - US

"The oil change retail market is an extremely significant portion of the automotive aftermarket. In order to remain operational, internal combustion engine (ICE) vehicles must undergo regular maintenance and oil changes. The oil change retail industry is a large market, with a wide variety of oil change providers ranging from ...