

DIY Auto Maintenance - US - May 2013

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"The automotive aftermarket retailing industry faces two key long-term challenges, namely the increasing complexity of the automobile and the decreasing price differential between DIFM and DIY auto care."

– Colin Bird, Automotive Analyst

In this report we answer the key questions:

- How can the DIY auto maintenance industry close the gender gap?
- How can aftermarket retailers help consumers who want to DIY but don't know how?

In this report, Mintel explores the market for do-it-yourself (DIY) auto maintenance, and provides insight into the external and internal factors that influence purchase and trends. Mintel also provides insight into what these various factors mean for future service revenues, marketing and advertising messages, and industry innovations.

Overall consumer spending in the DIY auto maintenance market totaled \$29.4 billion for 2012, up 3.4% from 2011. The DIY industry has already completely recovered from its post-recessionary slump, and is expected to continue to grow at a 5% annualized rate over the next five years, with total growth increasing by about 29% over today's figures through 2017.

Major themes throughout this report include: where consumers are purchasing automotive parts and accessories, how consumers interact online when shopping at automotive aftermarket retailers, how the DIY industry can help expand the base of its consumers through instructional videos or other content. Mintel also analyzes the growth in vehicle complexity and vehicle durability and its effects on the industry.

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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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