

Automotive After Market - China - November 2016

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“The auto aftermarket in China is expected to exceed RMB one trillion in 2017. Chinese car owners spend RMB 5K-6K on maintenance annually on average. Yet, Mintel’s study shows experienced maintainers have switched to franchise stores and online platforms to look for more cost-efficient solutions with the same quality.”

- Aaron Guo, Senior Analyst, China

This report looks at the following areas:

- Are online platforms threatening existing aftermarket players?
- What is the car maintenance pattern of Chinese car owners?
- How could an aftermarket service provider be more attractive?

This is the first time Mintel’s Report takes a very close look at the auto aftermarket in China. Similar to the UK and the USA Reports, this Report pictures the general market situations, outlines the key players in the market and reveals the behaviours and attitudes of car owners through detailed analysis.

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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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