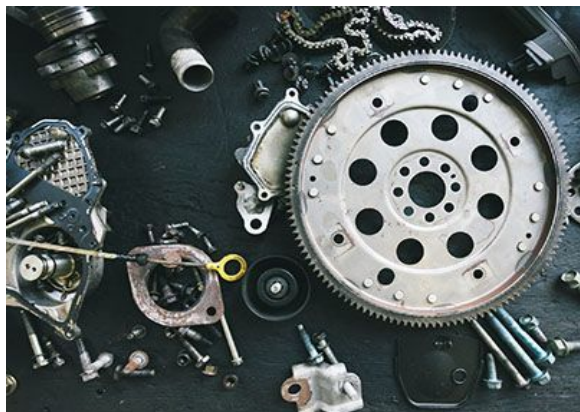


Car Aftermarket - China - October 2019

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“The automobile aftermarket is enjoying stable growth. But competition is also becoming fiercer as car owners start to acknowledge the advantages of channels other than 4S stores. These include franchise auto repair shops, independent shops and even online platforms.”
– Terence Zhou, Research Analyst

This report looks at the following areas:

- Premium service opportunities, especially for high-end 4S stores users
- NEV repair and maintenance market: franchise auto stores and 4S stores battle it out
- Importance of online information channels and transparency

The Chinese car aftermarket reached RMB1,252 billion in 2018, with its highest YOY growth rate in the past five years at 23.4%. Mintel forecasts that the market will double in size in the next five years.

Current car owners have a diverse range of information channels available to them. They also show significant divergence in terms of actual usage satisfaction with different repair and maintenance channels. Instead of sticking with the same shop and putting up with something they don't like, car owners are open to seeking options that are better suited to them. It is important for service suppliers in the automotive aftermarket to rethink and develop more customer-driven strategies, with premium services, standardised quality, and transparent information and price systems.

In this Report, Mintel explores consumers' usage of different aftermarket shops and how information channels and spending on repair and maintenance affects their choices. Also, we analyse the strengths and weaknesses of all aftermarket shops in terms of general perceptions and specific services.

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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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