

DIY Auto Maintenance - US - 2021

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the DIY Auto Maintenance market
- Consumer comfort level performing DIY Auto Maintenance repairs
- Learning resources and purchasing locations
- Attitudes toward category retailers and performing auto maintenance

More than 40% of consumers have personally performed maintenance, repairs or customizations to their vehicles, and this presents opportunities for auto part brands and retailers to engage with consumers already in the market, as well as attract new consumers into the category.

Automotive part retailers are in the midst of a balancing act. As other traditional modes of transportation were disrupted during the COVID-19 pandemic, some consumers chose to drive their personal vehicles as a safer alternative. 34% of consumers agree that the pandemic has made them more interested in doing their own automotive maintenance – representing an increase in self-reliance that can be tied to greater financial consciousness. As the chip shortage continues to affect the production of new cars, used cars have seen extended use and demand, which could result in a greater demand for parts.

The increased offering and adoption of electric vehicles represents a threat to auto part retailers and brands. Although the introduction of electric vehicles has been partially delayed, category brands and retailers should begin to consider additional opportunities regarding electric vehicles.

Retailers have the opportunity to capitalize on the expansion of their ecommerce platforms. Improving supply chains that can provide customers with lower prices and faster shipping will be attractive to consumers who generally have a focus on price and convenience. Furthermore, providing transparent



“While most consumers don’t do their own automotive projects, there is an increasing interest in performing smaller, simple projects. Brands and retailers should focus on educational content and highlighting the cost savings from DIY projects to empower and inspire consumers moving forward.”

– **Gabriel Sanchez,**
Automotive Analyst

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

DIY Auto Maintenance - US - 2021

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

and helpful information from experts during the research and purchasing process may be key in growing online auto part marketplaces.

MINTEL

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

OVERVIEW

- **What you need to know**
- **This Report looks at the following areas**
- **Definition**
- **Market context**
- **Economic and other assumptions**
- **COVID-19: US context**

EXECUTIVE SUMMARY

- **Top takeaways**
- **Market overview**

Figure 1: Total US sales and fan chart forecast for auto parts and accessories, at current prices, 2016-2026

- **Impact of COVID-19 on DIY Auto Maintenance**
Figure 2: Short-, medium- and long-term impact of COVID-19 on DIY auto maintenance, 2021
- **Opportunities and challenges**
- **Invest in an omnichannel approach**
- **Consider the rise of electric vehicles**
- **Focus on educating and empowering female consumers to take on DIY projects**
- **Hispanics should be a focus as population continues to grow**

THE MARKET – KEY TAKEAWAYS

- **The automotive parts and accessories sector is expected to see continued growth**
- **The increase in the average life of vehicles is promising for retailers**
- **Global supply chain issues present a risk to automotive part retailers**

MARKET SIZE AND FORECAST

- **Automotive parts and accessories jump, with incremental growth through 2026**

Figure 3: Total US sales and fan chart forecast for auto parts and accessories, at current prices, 2016-2026

Figure 4: Total US sales and forecast for auto parts and accessories, at current prices, 2016-26

- **Impact of COVID-19 on DIY Auto Maintenance**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

MARKET FACTORS

- **Consumer confidence and unemployment drive consumers to save money where possible**
Figure 5: Consumer confidence and unemployment, 2000-2021
- **Average age of vehicles increases to roughly 12 years**
Figure 6: Average age of passenger cars and light trucks, 2014-2020
- **Limited components and the reliability of electric vehicles**
- **Mechanics are starting to bring their services to their customers**
Figure 7: YourMechanic contactless repair, 2020
- **Business-to-business partnerships and acquisitions aim to capture market share**
- **Commercial real estate values struggle, a sign of opportunity for some**

COMPANIES AND BRANDS – KEY TAKEAWAYS

- **Retailers seeks to drive traffic by offering complimentary services**
- **Create or improve existing channels of communication with consumers**
- **Seek to lead in practices regarding equality and sustainability**

COMPETITIVE STRATEGIES

- **Brands take aim at educating consumers**
Figure 8: Quick Tips digital campaign
- **AutoZone caters to consumers’ evolving shopping preferences and needs**
Figure 9: AutoZone highlights Fix Finder Service and sustainability efforts
- **O’Reilly puts spotlight on female consumers**
Figure 10: O’Reilly Auto Parts features females performing DIY auto maintenance
- **NAPA leverages fan affinity**
Figure 11: NAPA offers design challenge for eNASCAR race

MARKET OPPORTUNITIES

- **Leverage technology to assist customers with DIY repairs**
Figure 12: WorxAR augmented reality overlay
- **Provide on-demand assistance to cater to consumers’ schedules**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- **Leverage social media platforms for both guidance and shopping needs**
- **Pre-package DIY Kits for first timers**
- **Leverage non-endemic sponsorships to reach targeted audiences**

Figure 13: Mobil 1 and Anthony Davis

THE CONSUMER – KEY TAKEAWAYS

- **Consumers are primarily price sensitive**
- **Young consumers are interested in shopping online**
- **Women are interested in learning**
- **Consumers most interested in doing simple repairs; seek to leverage expert assistance**

THE DIY CONSUMER

- **Most consumers do not perform their own maintenance**
Figure 14: DIY auto maintenance participation, 2021
- **Men are most active in DIY auto maintenance; women present new target audience**
Figure 15: DIY auto maintenance participation, by gender and age, 2021
- **Cost saving is an influence, but a focus on education is key**
Figure 16: DIY auto maintenance participation, by household income, 2021
- **Hispanic consumers are active in personal automotive work**
Figure 17: DIY auto maintenance participation, by Hispanic origin and gender, 2021

DIY PROJECTS AND COMFORT LEVEL

- **Consumers are most comfortable conducting simple repairs**
Figure 18: AutoZone Loan-A-Tool Program feature
Figure 19: Comfortability of various projects, 2021
- **Women who have not done auto repairs are most interested in learning simple fixes**
Figure 20: Comfortability of various projects, have not done but interested in learning, by gender, 2021

LEARNING RESOURCES

- **Qualified experts are most trusted**
Figure 21: Empowering DIY resources, 2021
- **Younger consumers are more open to leveraging digital platforms to educate themselves; older consumers opt for trusted, traditional methods**
Figure 22: Empowering DIY resources, by age, 2021

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- **Augmented reality is most popular among younger men**
 Figure 23: Genesis Augmented Reality Application
 Figure 24: Empowering DIY resources – Augmented reality, by gender and age, 2021

PURCHASE LOCATIONS

- **Don't count out brick and mortar just yet**
 Figure 25: Purchase locations, 2021
- **Younger consumers are most likely to order online**
 Figure 26: Purchasing locations, by gender and age, 2021
- **Income influences where consumers decide to purchase parts**
 Figure 27: Purchasing locations, by household income, 2021
- **Hispanic men prefer franchise auto parts stores**
 Figure 28: Spanish AutoZone Advertisement
 Figure 29: Purchasing locations, by Hispanic origin and gender, 2021

REASON FOR PURCHASE LOCATION

- **Various value factors drive purchasing decisions**
 Figure 30: Reasons for purchase, 2021
- **Brands must communicate various proof points in efforts targeting females**
 Figure 31: Reasons for purchase, by gender, 2021
 Figure 32: AutoZone digital content featuring proof points

CONSUMER ATTITUDES TOWARD DIY PROJECTS

- **Consumers are not confident in their ability to fix their vehicles**
 Figure 33: Attitudes toward DIY projects – Comfort level, 2021
- **Older consumers are likely to opt into professional servicing but opportunity is present**
 Figure 34: Attitudes toward DIY projects – Comfort level, by gender and age, 2021
- **Price-sensitive consumers are interested in learning**
 Figure 35: Attitudes toward DIY projects, by consumer interest, 2021
- **Income has an impact on a consumer's motivation to do auto maintenance**
 Figure 36: Attitudes toward DIY projects, by consumer interest and household income, 2021
- **Younger men are most interested in learning auto maintenance, but don't overlook young women**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

Report Price: £3695 | \$4995 | €4400

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 37: Autotrader paid partnership with Sydney Sweeney, 2021

Figure 38: Attitudes toward DIY projects – Consumer interest, agree, by gender and age, 2021

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- Data sources
- Sales data
- Forecast
- Consumer survey data
- Abbreviations and terms
- Abbreviations

APPENDIX – THE MARKET

Figure 39: Total US consumer expenditures and forecast of auto parts and accessories, at inflation-adjusted prices, 2016-26

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.