

DIY Auto Maintenance - US - 2022

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This report looks at the following areas:

- The impact of economic influences on consumer behavior and DIY auto maintenance
- Consumers' comfort level with DIY maintenance, repairs or customizations
- Resources that empower consumers
- Purchase locations and factors impacting where consumers shop
- Consumers' attitudes toward DIY projects

Nearly half (46%) of consumers have personally performed maintenance, repairs or customizations to their vehicles. While this is heavily driven by the participation of younger consumers, indicating a positive sign moving forward, it will be critical for auto brands and retailers to continue to empower emerging consumer segments who've indicated an interest in learning more about automotive repairs – particularly multicultural and female consumers.

As economic influences and automotive market conditions continue to raise barriers related to the affordability and availability of vehicles, consumers are likely to keep their current vehicles on the road longer – beyond their manufacturer warranty. This, when paired with the nearly half (49%) of consumers who indicate they are also trying to spend less on professional maintenance services, should be deemed as a positive sign for auto parts brands and retailers in the short term. Additionally, it will be important for brands and retailers to continue to build out their online presence, keeping them in line with general consumer shopping habits. Beyond that, adapting offerings to meet consumers' interest and adoption of electric and hybrid vehicles will be essential for capturing market share in the long term.



“Current economic conditions and industry factors are driving consumers to be more interested in taking on DIY auto projects. This is likely a result of consumers keeping their cars longer and in an effort to save money on professional services.”

– Gabe Sanchez, Automotive Analyst

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