

Car Service, Maintenance and Repair - UK - December 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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



“Car servicing, maintenance and repair is in part a victim of the success of the automotive sector in improving reliability and cutting the costs of motoring in recent years.

Improvements in the quality of parts, the longer service intervals now specified for modern cars and the launch of inclusive/reduced cost maintenance and services plans are all helping to reduce average annual expenditure.”

Neil Mason, Head of Retail Research

This report looks at the following areas:

- Dealing with an underperforming market
- Benefitting from the growing car parc
- Women represent an opportunity

Scope of this report

Service, maintenance and repair services comprise a range of support for car owners who require regular or ad hoc support for their cars. Such services have grown in recent years as a growing number of drivers have eschewed DIY servicing and maintenance, with outlets commonly approached for such services comprising:

- Independent garages
- Franchised dealers
- Fast-fit centres
- Autocentres and
- Mobile mechanics.

BUY THIS
REPORT NOW

VISIT:
store.mintel.com

CALL:
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

EMAIL:
reports@mintel.com

DID YOU KNOW?

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

Car Service, Maintenance and Repair - UK - December 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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

Scope of this report

Executive Summary

The market

Sluggish performance from servicing, maintenance and repair market

Figure 1: UK car servicing, maintenance and repair market, by value, at current prices, 2010-20

Average expenditure suffers a decline

Figure 2: Average expenditure on servicing, maintenance and repair market, by value, at current prices, 2010-15

Expansion in car parc presents opportunities

Figure 3: UK car parc (new and used car registrations), 2010-15

Companies, brands and innovation

Independent garages are the most important channel

Figure 4: UK car servicing and maintenance: channel share by value, 2015 (est)

Advertising expenditure represents a small share of revenues

Figure 5: Recorded above-the-line, online display and direct mail total advertising expenditure on car servicing and maintenance, by service type, 2011-15

Service innovations dominate activity

The consumer

Second-hand cars are preferred

Figure 6: Vehicle ownership, August 2015

A significant percentage of cars in ownership are over six years old

Figure 7: Age of car driven, August 2015

Two thirds of car owners take personal responsibility for maintenance

Figure 8: Responsibility for maintenance and servicing, August 2015

Under £500 annual expenditure is typical

Figure 9: Amount spent on maintenance and servicing, August 2015

Most maintenance is undertaken at a service or a MOT

Figure 10: When car is serviced, August 2015

Role of DIY and others varies depending on work to be undertaken on car

Figure 11: Where car is serviced, August 2015

Quality of service is most important factor sought

Figure 12: Importance of factors when maintaining or servicing a car, August 2015

Split opinions towards the internet

Figure 13: Interest in use of internet comparison websites, August 2015

What we think

Issues and Insights

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: 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 |

EMAIL: reports@mintel.com

Car Service, Maintenance and Repair - UK - December 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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

Dealing with an underperforming market

The facts

The implications

Benefitting from the growing car parc

The facts

The implications

Women represent an opportunity

The facts

The implications

The Market – What You Need to Know

Revenues suffer fall then rebound

Annual expenditure down at £260 per vehicle

UK car parc sees expansion

Older vehicles now make up a greater percentage of the market

Market Size and Forecast

Revenues prove sluggish despite strong economic growth and new car market

Figure 14: Best- and worst-case forecasts of car servicing, maintenance and repair market, by value, at current prices, 2010-20

Figure 15: UK car servicing, maintenance and repair market, by value, at current and constant prices, 2010-20

Segment Performance

Around £260 per year is spent on servicing and maintenance annually

Figure 16: Average expenditure on servicing, maintenance and repair market, by value, at current prices, 2010-15

Car repair costs around the UK

Figure 17: Average car maintenance servicing and repair costs in the UK, by region, 2015

Distance travelled for car servicing

Market Drivers

New and used car sales remain buoyant...

Figure 18: New and used car market volumes, 2010-15

...driving up size of the car parc

Figure 19: Total UK car parc (new and used registrations), 2010-15

Older vehicles benefit from expansion in the car parc

Figure 20: Age structure of the car parc in years, 2012, 2013 and 2014

Interest in vehicle replacement likely to fall in the coming three years

A fall in distance travelled is also evident

Figure 21: Trips, distance travelled and time taken, 2004-14

Service intervals and MOTs are important times for scheduled maintenance

Figure 22: When car is serviced, August 2015

Many motorists have a laissez-faire attitude towards faults...

...as well as delaying on repairs

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: 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 |

EMAIL: reports@mintel.com

Car Service, Maintenance and Repair - UK - December 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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

Interest in DIY depends on type of work involved
Other factors influencing the market

Key Players – What You Need to Know

Independent garages account for over half of all revenues
Revenue growth good for many of the larger specialists
Improvements taking place at a site level to make them customer-friendly
Outlet numbers suffer a fall
Advertising represents a small percentage of revenues

Market Share

Independents garages dominate market
Figure 23: UK car servicing and maintenance: channel share by value, 2015 (est)

Companies and Services

Many operators see good revenue performance
Figure 24: Leading autocentres' turnover, 2010-15
Profitability is proving more of a challenge
Figure 25: Leading autocentres' operating profits, 2010-15
Dealer market is dominated by big groups
Figure 26: Top ten main dealership groups in the UK, by turnover, 2014
Investment in facilities
Highlighting key safety issues
Service plans offered by the leading vehicle manufacturers
Figure 27: Leading vehicle manufacturers' servicing plans, 2015
Price plays a major part in choosing where maintenance/servicing is undertaken

Channels to Market

Total number of outlets are in decline
Figure 28: Aftermarket outlets for sales of replacement parts 2010, 2012, 2014 and 2015
Independent garages dominate in terms of outlet numbers
Franchised dealers and fast fit outlet numbers stabilise
Figure 29: Top 10 tyre and exhaust fitting centres, by number of outlets, 2012, 2013 and 2015
Autocentre sector dominated by Halfords
Figure 30: Leading autocentres, by number of outlets, 2013 and 2015

The internet

Advertising and Marketing Activity

Fluctuating advertising expenditure
Figure 31: Recorded above-the-line, online display and direct mail total advertising expenditure on car servicing and maintenance, by service type, 2011-14
MOT, servicing and tuning dominate expenditure
Figure 32: Recorded above-the-line, online display and direct mail total advertising expenditure on car servicing and maintenance, by service type, 2011-14

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: 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 |
EMAIL: reports@mintel.com

Car Service, Maintenance and Repair - UK - December 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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

Kwik Fit tops the list of advertisers

Figure 33: Recorded above-the-line, online display and direct mail total advertising expenditure by car servicing and maintenance channel, by advertiser, 2014

Fast fit and autocentres increase expenditure

Figure 34: Recorded above-the-line, online display and direct mail total advertising expenditure by car servicing and maintenance channel, by advertiser, 2011-14

Press and radio advertising dominate

Figure 35: Recorded above-the-line, online display and direct mail total advertising expenditure by car servicing and maintenance channel, by media type, 2011-14

A note on adspend

Launch Activity and Innovation

Halfords invests in a new concept centre

Figure 36: Halfords' new format autocentre in Croydon, 2015

Remote automotive diagnostics app

Free online vehicle management service

Authorising repairs remotely using camera technology

Price matching car servicing options

Oil changing cut down to 90 seconds

UK's first extended cover for electric vehicles

Andrew Page opens customer-focused retail stores

Service plan extended to used cars

Garage compare site

The Consumer – What You Need to Know

Used cars dominate the market

Broad spectrum of vehicles of different ages

Women, young adults and high earners rely more on others

70% spend up to £500 annually on servicing and maintenance

Servicing and MOTs are common times for maintenance

DIY is limited by the complexity of the maintenance task

Quality is the most important factor sought from service providers

Mixed views towards internet comparison websites

Car Ownership

Most car owners bought their vehicle used

Figure 37: Car ownership, August 2015

Car ownership is the preserve of older adults

London – A city of contrasts

Income impacts on owning from new or buying used

Age of Car Driven

Car parc shows evidence of a focus towards newer cars

Figure 38: Age of car driven, August 2015

Older adults prefer older cars

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: 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 |

EMAIL: reports@mintel.com

Car Service, Maintenance and Repair - UK - December 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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

Location, employment and socio-economic status also impact on age of vehicle ownership

Strong car market boosts profile of new cars

Figure 39: Age of car driven, 2011-15

Responsibility for Maintenance and Servicing

Two thirds of drivers responsible for own maintenance

Figure 40: Responsibility for maintenance and servicing, August 2015

Women want others to assist

Many of the youngest car owners rely on someone else

Income appears to have some impact on maintenance choices

Amount Spent on Maintenance and Servicing

Majority spend less than £500 annually on their vehicle

Figure 41: Amount spent on maintenance and servicing, August 2015

Income plays a major part in what is spent on maintenance and servicing

Larger households spend more in certain bands

Men spend more on maintenance and servicing

Those with the newest cars tend to pay more or pay nothing at all

Interest in spending more on maintenance and servicing is limited

When a Car is Serviced

Specified times and MOTs are most popular times for servicing

Figure 42: When car is serviced, August 2015

Older and younger adults have different thoughts on maintenance

...as are men and women

Urban and rural car owners show different preferences

Income is an important factor in determining service strategy

New car owners prefer specified servicing

Distress servicing focuses on minimal expenditure

Choices When It Comes to Servicing and Maintenance

Complexity of job impacts on choice to undertake work

Figure 43: Where car is serviced, August 2015

Women show a strong preference for using others while men for undertaking DIY

Older and wealthier adults hone in on dealers while younger drivers have more complex preferences

Interest in DIY varies depending the complexity of the work involved

Dealers and fast fit outlets show geographical differences in popularity

Owners of new cars are wedded to the services of dealers ...

...while those with older cars prefer independents and DIY

Retailer fitting services more popular with those spending large amounts on their car

Importance of Factors for Servicing and Maintenance

Quality is sought by nearly all car owners

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: 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 |

EMAIL: reports@mintel.com

Car Service, Maintenance and Repair - UK - December 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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

Figure 44: Importance of factors when maintaining or servicing a car, August 2015

Old and young adults have especially strong demands
Urban drivers want confidence in service providers and more!

Internet Comparison Websites

Variable interest in use of comparison websites

Figure 45: Interest in use of internet comparison websites, August 2015

Age is an important factor in affecting interest
Urban drivers are also a good prospect
Wealthier car owners are ideally positioned as pioneers for this type of service
Those spending most on their cars show strongest interest in such a service

Appendix – Data Sources and Abbreviations

Data sources

Exclusions

Market sizing and segment performance

Fan chart forecast

Abbreviations

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: 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 |

EMAIL: reports@mintel.com