

Dealerships and Third-Party Car Buying: Incl Impact of COVID-19 - US - August 2020

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- The impact of COVID-19 on automotive retail
- Consumers' perception of dealerships and third-party automotive retailers
- Market size and forecast of the used vehicle market

Consumers have ample options to choose from in terms of where to purchase their next vehicle. Whether it's shopping at a local dealership, buying from a retailer rooted in online purchases or simply buying a car off Craigslist, the automotive retail landscape has changed drastically and will continue to do so. With that being said, ample options don't necessarily equate to a better car buying experience. Across the board, automotive retailers are failing to meet consumer expectations.



"Consumers are not impressed with the level of service automotive retailers provide. Dealerships have a strong hold on the market, but that's mainly out of habit. The money and time required to attract new customers is significant, especially during a pandemic."

- Hannah Keshishian,
Automotive Analyst

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