

Auto Service, Maintenance and Repair: Incl Impact of COVID-19 - Canada - May 2020

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 behaviour and the auto service, maintenance and repair market.
- How the auto service, maintenance and repair market will fare post-COVID-19.
- Explores service history, service location, vehicle purchase type, vehicle maintenance behaviour, oil change behaviour and attitudes towards auto service.
- Examines the challenges the auto service maintenance and repair market faces, explores market factors impacting the category, marketing and advertising campaigns, as well as innovations and trends this market is experiencing.

With auto maintenance and repair considered an essential service across Canada during the current COVID-19 pandemic, the category has continued to operate. As of May 19 in Ontario, dealerships in the province were allowed to fully open under safety guidelines with other provinces having already done so or following suit.

Auto service, maintenance and repair are critical to the optimal operation of any vehicle and help prevent vehicle component failure as well as costlier repairs down the road. Vehicle owners are most likely to take their vehicles in for service to a new car dealership; with an oil change the most commonly performed service. Most consumers are loyal to a particular service centre, as they usually go to the same location for all of their auto maintenance and repair needs. They are also looking for convenience whether through scheduling a service appointment in advance, preferring the facility to have modern amenities such as free Wi-Fi and online service booking or extended service hours.



“Many consumers are concerned about being taken advantage of by mechanics who over-charge for their services. Transparency is critical in this regard, as shop employees should make customers feel well informed on exactly what is needed and what the affected parts/service look like.”

– **Andrew Zmijak, Research Analyst, Consumer Behaviour**

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.

Table of Contents

OVERVIEW

- What you need to know
- Key issues covered in this Report

EXECUTIVE SUMMARY

- **Market overview**
- **Top takeaways**
- **Impact of COVID-19 on auto service, maintenance and repair**
- **Summary**
Figure 1: Short, medium and longer-term impact of COVID-19 on auto service, maintenance and repair, May 2020
- **The issues**
- **Competing against new car dealerships**
Figure 2: Service location, February 2020
- **Many are wary of being taken advantage of by mechanics**
- **The perceived high cost of maintenance may lead some to DIY**
Figure 3: Cost-related attitudes towards auto service, February 2020
- **The opportunities**
- **Consumers are loyal to a particular shop**
Figure 4: Top four vehicle maintenance behaviours, February 2020
- **The majority believe in following their vehicle’s maintenance schedule**
- **Convenience is vital in the category**
Figure 5: Convenience-related attitudes towards auto service, February 2020
- **What it means**

THE IMPACT OF COVID-19 ON AUTO SERVICE, MAINTENANCE AND REPAIR

- **Summary**
Figure 6: Short, medium and longer-term impact of COVID-19 on auto service, maintenance and repair, May 2020
- **Opportunities and Threats**
- **Shelter-in-place orders have adversely affected the category in the short term**
Figure 7: Mr. Lube Instagram post, June 2020
- **The latter half of 2020 should see things improve**
Figure 8: We’re here to help | Hyundai Canada, May 2020

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.

- Longer term, the market will stabilize
- Impact on the market
- Auto parts supply impacted but to a small degree
- Car sales to plummet, with longer-term effects on auto maintenance
- A permanent move to working from home could impact car ownership
- How the crisis will affect key consumer segments
- Older consumers will likely avoid leaving the home unless necessary
- Convenience is key in attracting parents
- How a COVID-19 recession will reshape the auto service, maintenance and repair industry
- Perception of financial health was already weakening
- COVID-19: Canadian context

THE MARKET – WHAT YOU NEED TO KNOW

- The growing cost of new vehicles to affect category
- Less driving means reduced demand for fuel
- A growing population due to immigration to support category

MARKET FACTORS

- The growing cost of new vehicles to affect category
 - Less driving means reduced demand for fuel
- Figure 9: Average retail prices for regular gasoline in Canada, by week, 2017-20
- A growing population due to immigration to support category

KEY PLAYERS – WHAT YOU NEED TO KNOW

- Dealerships hold a positive image
- Consumers will still need their cars to be running properly
- Stay-at-home orders result in less driving
- Price concerns persist
- The effect of COVID-19 on service procedures
- Brands are offering relief and giving back

WHAT'S WORKING?

- Dealerships hold a positive image
- Figure 10: We're here to help | Hyundai Canada, April 2020
- Consumers will still need their cars to be running properly

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.

WHAT'S STRUGGLING?

- **Stay-at-home orders result in less driving**
- **Price concerns persist**

WHAT'S NEXT?

- **The effect of COVID-19 on service procedures**
- **Brands are offering relief and giving back**

Figure 11: Ford Canada, Instagram post, April 2020

Figure 12: Subaru, print ad, April 2020

THE CONSUMER – WHAT YOU NEED TO KNOW

- **Most acquired their vehicle new**
- **Oil changes are the most commonly performed service**
- **New car dealerships are the go-to for service**
- **Two thirds go to the same location for their service needs**
- **The majority are habitual with where they get their oil changed**
- **Maintenance and repair costs keep rising**

VEHICLE OWNERSHIP

- **Nearly half of Canadian households have a single vehicle**
Figure 13: Number of vehicles in the household, February 2020
- **Most acquired their vehicle new**
Figure 14: Type of vehicle purchase, February 2020
- **Income plays part in shaping type of vehicle purchase**
Figure 15: Type of vehicle purchase, by household income, February 2020
- **Chinese Canadians are much more likely to buy new**
Figure 16: Type of vehicle purchase, Chinese Canadians* vs overall, February 2020
- **Young drivers are key target for certified pre-owned**

SERVICE HISTORY AND LOCATION

- **An oil change is by far the most common service performed**
Figure 17: Service history, February 2020
- **Some basic maintenance is of higher priority to older drivers**
Figure 18: Active Green + Ross, Instagram post, April 2020
Figure 19: Service history, 18-44s vs over-45s, February 2020
- **Men more likely to have had major work performed on their vehicles**
Figure 20: Service history (select), by gender, February 2020

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.

LOCATION FOR REPAIRS AND MAINTENANCE

- New car dealerships are the go-to for service**
Figure 21: Service location, February 2020
- Where are different age groups going?**
Figure 22: Service location, 18-44s vs over-45s, February 2020
Figure 23: Midas ad, October 2019
Figure 24: Select attitudes towards auto service, 18-44s vs over-45s, February 2020

VEHICLE MAINTENANCE BEHAVIOUR

- Most typically go to the same location for their service needs**
Figure 25: Vehicle maintenance behaviour, February 2020
Figure 26: Toyota, online ad, March 2020
Figure 27: Vehicle maintenance behaviour, by gender, February 2020
- Older groups more loyal and prefer to book appointments in advance**
Figure 28: Vehicle maintenance behaviour, 18-44s vs over-45s, February 2020

OIL CHANGE BEHAVIOUR

- Most are habitual with where they get their oil changed**
Figure 29: Oil change behaviour, February 2020
- Older drivers more prudent about when and where they get an oil change**
Figure 30: Oil change behaviour (select), 18-44s vs over-45s, February 2020
- Younger men are more particular about oil changes**
Figure 31: Oil change behaviour, men aged 18-44 vs overall, February 2020

ATTITUDES TOWARDS AUTO SERVICE

- The vast majority believe that maintenance/repair costs keep rising**
Figure 32: Mr. lube, acquisition mail, January 2020
Figure 33: Mr. lube, loyalty email, January 2020
Figure 34: Cost-related attitudes towards auto service, February 2020
Figure 35: Meineke – Doing Car Care Right, February 2020
- Quebecers not too concerned about service costs**
Figure 36: Cost-related attitudes towards auto service, Quebec vs overall, February 2020

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.

- **Convenience is on the minds of many**
Figure 37: Convenience-related attitudes towards auto service, February 2020
- **Convenience is vital in attracting parents**
Figure 38: Convenience-related attitudes towards auto service, parents vs non-parents, February 2020
- **Online reviews can play a part in consumers choosing a service centre**
Figure 39: Service centre-related attitudes, February 2020
Figure 40: Service centre-related attitudes, parents vs non-parents, February 2020

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- Data sources
- Consumer survey data
- Consumer qualitative research
- Abbreviations and terms
- Abbreviations

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)**.