



# 6 WAYS THE PANDEMIC IS IMPACTING THE AUTOMOTIVE AFTERMARKET

## An In-Depth Look at Consumer Expectations

Discover national report findings including:

How the pandemic has changed where people live and work, when people use their vehicles, how people maintain or service their vehicles, and buying behaviors for vehicles, services and parts

How market segments feel about maintaining or servicing their vehicles

How your organization can leverage this data to understand impacts on specific product categories and markets — now and in the future

1	The pandemic caused miles driven to drop considerably. However, consumers expect to drive <i>more</i> miles post-pandemic compared to pre-pandemic levels, primarily caused by shifts in where they live and work.
2	Of the people who moved in the past year, about 1 in 5 said they moved for personal health concerns and/or wanting to be closer to family and friends. Consumers in urban areas are more likely to move out of the city and into suburban/rural areas, which will impact their usage and ownership of personal vehicles.
3	As people move (particularly out of cities), they tend to move further away from their workplaces. They expect to drive greater distances for work (commuting) and household purposes (trips, shopping, etc.). <i>See the full report for more details.</i>

<b>4</b>	The pandemic has caused many consumers to push off leasing or purchasing a vehicle, which is likely to impact the average age of vehicles on the road.
<b>5</b>	The DIY market segment is expected to sustain much of its recent growth post-pandemic as consumers feel more confident working on their vehicles.
<b>6</b>	There are distinct segments of the population regarding attitudes and behaviors toward vehicle repairs, parts purchasing, etc., with several of the larger segments becoming increasingly DIY focused — pointing toward a continued rise in retail and e-tail channels and DIY repairs. <i>See the full report for more details.</i>

## Uncover Your Business Opportunities

This study reveals how consumers feel about servicing a vehicle during a pandemic. Some consumers feel concerned about their personal health and safety, while others will tolerate certain risks to have a safe, working vehicle.

### Take action.

Explore our national report findings to understand the nuances of each unique market segment and define specific actions required to fully capitalize on insights.

*Find the table of contents and direct contacts on the following page.*





# TABLE OF CONTENTS

<b>Introduction</b> Study background and objectives: <ol style="list-style-type: none"><li>1. Explore the impact the pandemic had on car maintenance and repair behaviors</li><li>2. Assess pent up demand for car maintenance and repairs</li><li>3. Define consumer segments regarding maintaining and servicing vehicles during a pandemic</li></ol>	<b>Results</b> The extent to which: <ol style="list-style-type: none"><li>1. Remote work will continue into the future</li><li>2. People moved (and where)</li><li>3. Miles driven will change</li><li>4. These changes will impact the automotive aftermarket industry</li></ol>
<b>Segmentation Analysis</b> 4 unique market segments were developed to understand how consumers feel about maintaining or servicing their vehicles	<b>So What/What Next?</b> Deep dive into how your organization can leverage this data to understand impacts on specific product categories and markets — now and in the future
<b>Appendix</b> Review of demographic, Emotion Intelligence, and Martec Emotion Score data	<b>Visit</b> <a href="https://martecgroup.com/automotive-aftermarket-report-covid-impacts">martecgroup.com/automotive-aftermarket-report-covid-impacts</a> for more information

## Direct Contacts

Chuck Bean  
Partner/CMO  
(248) 327-8005  
[chuck.bean@martecgroup.com](mailto:chuck.bean@martecgroup.com)

Emily Bielak  
Project Manager  
(248) 327-8009  
[emily.bielak@martecgroup.com](mailto:emily.bielak@martecgroup.com)

