


New Buyers in the Aftermarket

Despite having a negative impact on miles driven, the pandemic led to both existing and all-new automotive aftermarket consumers spending more time taking on car care projects last year. **Here's a closer look at some of our latest insights ...**



18% ↑

The automotive aftermarket gained nearly 4M new buyers in 2020*, fueling its 18% growth. We tracked continued double-digit sales revenue growth through May 2021.





43% ↑

Growth was supported by 43% online and 7% in-store sales gains last year, a dollar growth rate that nearly doubled in the first two months of 2021.

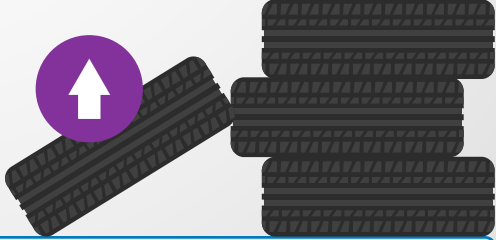
Categories that attracted online consumers show what some of those new consumers may have focused on:

- Appearance chemicals | Automotive lighting | Battery accessories | Exterior accessories | Filters | Interior accessories | Light duty shop equipment | Motor oil | Tire and wheel accessories | Towing and hitch |



13% ↑

13% of the U.S. population claims to have done vehicle projects or work during the pandemic that they'd never attempted before.**



↑

“ The automotive DIY consumer landscape looks different today than it did prior to 2020. Taking the time to better understand the who, what, where, and why behind these changing consumer patterns will pay huge dividends in the future. Not only does our industry have all-new people to market to, but consumers who were already engaged with us have changed their behavior, too. Marketing and pricing efforts should look different post-pandemic as a result. ”

Nathan Shipley, Executive Director and Industry Analyst, The NPD Group

Source: The NPD Group/Retail Tracking Service, 52 weeks ending January 2, 2021
**Source: The NPD Group/Checkout Tracking, 12 ME December 2020 **Source: The NPD Group/The Future of Automotive*

Want more insights like this?
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