

# 2019 Automotive Aftermarket Outlook Highlights

## Industry Performance

The automotive aftermarket continues to outpace overall retail with a 3.7% growth rate.

Source: The NPD Group/Retail Tracking Service



**TOTAL RETAIL INDUSTRIES TRACKED**

12 ME SEPTEMBER 2018



**AUTOMOTIVE AFTERMARKET RETAIL SALES**

52 WE OCTOBER 6, 2018

### What's Happening in the Automotive Aftermarket?

Private Label Growth Rate +8.8%

E-commerce Growth Rate +26.9%

E-commerce Share of Total Retail +8.6%

E-commerce Share of Automotive Aftermarket +15.0%

Source: The NPD Group/Retail Tracking Service, 2017, excludes filters and batteries

### Top Trends That Will Influence Retail in 2025

- 1 **PRIVATE LABEL:** Retailers creating and promoting their own brands.
- 2 **BLENDED RETAIL:** Store sales blending with online sales.
- 3 **BRANDS GOING DIRECT — RISE OF DTC:** Brands are lacking growth from traditional channels, and online sales are mostly displacing store sales. Brands are going directly to consumers.
- 4 **DELIVERY:** Every retail business model is optimizing convenience for the consumer. Delivery is just one way this is happening.
- 5 **PAYMENTS:** Lots of players are vying for this space.
- 6 **BORDERLESS RETAIL:** Amazon, WISH, and others are pushing for there to be no limits on where products can be shipped.

### Key Takeaways

- The fundamentals of our economy and industry are strong and have positioned the industry for growth in 2019 and beyond.
- Your core consumer is changing: generations and an evolving mobility model are worth watching here.
- Consumer acceptance and use of e-commerce for automotive products continues to increase.
- Not taking risks is the biggest risk you can take. Innovation does not have to be super-technical—saving consumers time, making lives easier, and creating an emotional connection are all just as important as complex offers.

### Learn More.

For more information, contact your NPD account representative, call 866-444-1411, or email [contactnpd@npd.com](mailto:contactnpd@npd.com).