

# Contents

## **Introduction**

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Over 2011–15, the overall value of the European aftermarket is expected to grow by 2.0%. The value attributed to parts is forecast to decline by 1.7% due to a reduction in average mileage, increase in service intervals, and the use of better-quality products. Conversely, labor share is expected to grow by 7.4%, partly due to the requirement for more sophisticated tools and skilled labor.

## **Features and benefits**

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- Determine the type of retailer best suited to the sale of your replacement parts by uncovering the channel preferences of consumers in each region.
- Inform your future product development strategies, based on our growth forecasts to 2015 for seven products families.
- Direct sales and marketing investments by uncovering current and forecast parts demand for 30 European countries (including Turkey and Russia).

## **Highlights**

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The European light vehicle aftermarket continues to show resilience to the economic downturn. The industry's sales reached €188bn in 2011 and are forecast to increase by €3.7bn (2.0%) in five years to reach €192bn by 2015.

Between 2011 and 2015, the European aftermarket is expected to witness consolidation, with the expected closure of over 5,100 aftermarket outlets (around 0.9%) by 2015.

With 9.9% revenue growth, strong pricing strategies, and competitive services, the fast fit channel penetration is gaining ground. The tyre specialist channel is expected to increase revenues by 6.3% over the forecast period, primarily due to the more premium product mix within tyres.

## **Your key questions answered**

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- What are the highest grossing countries in Europe for the purchase of tyres, mechanical parts, wear and tear parts, and consumables and accessories?
- Which countries are growing the fastest in terms of spend per car, and which parts are most popular in these countries?
- What is Europe's aftermarket value, split by region, retail channel, and product family?
- What are the average revenues per outlet for the key aftermarket retail channels?