

Aftermarket Brakes and Aftermarket Filters: Analyzing Two Key Aftermarket Components

The AAIA market research department has released two new market research products: *Report on Brakes for the U.S. Automotive Aftermarket* and the *Report on Filters for the U.S. Automotive Aftermarket*. The primary research supporting these two reports was conducted in 2006 by Ducker, Findlay, Swoboda & Associates, LLC (DFS&A), a consulting group with headquarters in Bloomfield Hills, Mich. Co-branded under DFS&A and AAIA, and available nowhere else in the industry, the studies were conducted to create a clear understanding of market conditions in the automotive aftermarket.

The research methodology for *Aftermarket Brakes* and *Aftermarket Filters* utilized the following five survey instruments that probed the basic levels of insight ranging from key manufacturing executives to the final end user, the customers:

- Expert level
- General responders
- Voice of the customer
- Retail selling price comparison survey
- Pay-on-Scan (telephone interviews)

Aftermarket Brakes and *Aftermarket Filters for the U.S. Automotive Aftermarket* contain key findings in a variety of areas, including industry performance, which focused on the overall industry performance of leading suppliers. This section also estimated

market share, annual growth and the strength of national part brands. The market size and segmentation portion of the report illustrates the estimated market share among suppliers, and future market trends and the status of pay-on-scan are also detailed.



“I know of no other research studies that have been conducted utilizing the knowledge and the resources at the level of expertise that these studies represent,” said Tom Swoboda, CEO, DFS&A.

The studies also include information on the dynamics and impact of imported products. This segment of the report provides timely information about who is outsourcing and the level of Asian outsourcing by subcategory and future trends in outsourcing. They outline the differences in key areas of pricing, quality and warranty rates as compared to domestic sources.

DFS&A made personal contacts with senior executives at all levels including CEOs, vice presidents, middle management, category buyers and program groups, in manufacturing, retailing and distributors to encourage participation and to get the highest levels of knowledgeable input.

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“The insight into the understanding of current market conditions and trends of these two categories is very enlightening, and somewhat surprising in some areas,” said Ron Rossi, AAIA director, market research.

The report on brakes contains key findings in each of the following areas:

- Major U.S. trends
- Understanding growth
- Importance of brand identity in DIY and DIFM
- Drivers for retailer supplier selection
- Drivers for consumer selection of a retailer
- Drivers for installer selection of a brake supplier
- Understanding the market: imported brake products
- Imported product coverage
- The defect/warranty rate
- Inventory management trends
- Trends in importation
- The voice of the customer
- Counterfeiting

The report on filters contains key findings in the following areas:

- Major U.S. trends
- Retailer performance
- Understanding the market: what’s important to the retailer
- Understanding the market: what’s important to the consumer
- Understanding the market: what’s important to the installer
- Imported product competition
- Inventory management trends
- Counterfeiting
- Understanding the market: trends in importation
- The voice of the customer

The *Report on Brakes for the U.S. Automotive Aftermarket* is \$995 for members and \$1,595 for non-members. *The Report on Filters for the U.S. Automotive Aftermarket* is \$750 for members, and available to non-members for \$1,250.

For more information on the reports or to order, contact AAIA at 301-654-6664. For more information on DFS&A, visit www.dfsaftermarket.com. ■