



GiPA strengthens its presence in the USA Automotive Aftermarket with the launch of the Panorama Aftersales Data Report (PAD™)



January 28, 2025 – GiPA, the global leader in automotive aftermarket intelligence, continues to solidify its position in the United States with the latest updates to its in-depth report, **USA Panorama Aftersales Data (PAD™)**. Following its successful launch in 2024, this comprehensive analysis now incorporates fresh insights from over 12,000 American drivers and data from 290,000 repair outlets, offering an overview of one of the world's most competitive and diverse automotive markets.

With a vast parc of 284 million light-duty vehicles averaging 12.5 years of age, the U.S. market represents a unique blend of opportunities and challenges. GiPA's PAD™ study delivers a deep understanding of consumer behavior, workshop trends and distribution channel dynamics, tailored to meet the needs of all players in the aftermarket sector.

*"The American aftermarket is truly unique. It's enormous, ultra-competitive, and characterized by both uniformity and diversity," said **Almudena Benedito**, CEO of GiPA. "Our expanded study reaffirms our commitment to this dynamic market, helping manufacturers, distributors, and repair networks stay ahead of the curve by offering actionable insights to enhance their strategies, profitability, and competitiveness."*

The PAD™ report highlights how the U.S. aftermarket is shaped by diverse repair models, including manufacturer-affiliated workshops, independent garages, tire specialists, and lubricant specialists. Unlike the European market's "one-stop-shop" approach, the U.S. thrives on hyper-specialization and rapid repair services.

Key updates in the PAD™ report include:

- An exploration of the interplay between Do-It-Yourself (DIY) and Do-It-For-Me (DIFM) maintenance habits.

- Fresh insights into workshop specialization, including the rapid rise of express services such as drive-in oil changes.
- Analysis of the growing role of hyper-warehouses and online platforms, which blend traditional and digital solutions to serve end customers more effectively.
- A closer look at major repair trends, highlighting the strengths of independent repair shops in handling complex repairs.
- An updated perspective on the significant shortage of skilled mechanics, estimated at over 150,000, impacting the repair sector.

Allal Bouckouch, GiPA International Director, added: *"We are committed to building a detailed and comprehensive understanding of this vast territory. The U.S. market is a benchmark for innovation and competition and our goal is to provide businesses with the tools and intelligence they need to thrive here."*

In addition to the report, GiPA offers subscribers access to **GiPA Connect**, an intuitive platform enabling real-time exploration of survey data, customizable filtering, and personalized insights. Businesses can also benefit from tailored services, including expert-led report presentations and service days designed to align the data with their specific objectives.

For more information about the updated USA Panorama Aftersales Data (PAD™) contact GiPA at communication@gipa.eu