

Car Wash Ancillary Products Market Size, Share & Trends Analysis Report By Product (Car Wash Vacuum System, Bay Doors), By Distribution Channel, By Region, And Segment Forecasts, 2020 - 2027

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Abstracts

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Car Wash Ancillary Products Market Growth & Trends

The global car wash ancillary products market size is anticipated to reach USD 772.1 million by 2027, according to a new report by Grand View Research, Inc., expanding at a CAGR of 2.1% from 2020 to 2027. There has been increasing movement in the car wash industry owing to advances in technology and consumer preference for convenient and reliable cash wash options.

According to the International Car Wash Association (ICA), consumers opting for a professional car wash increased from 79% in 2014 to 80% in 2016. Among consumers who got their cars washed exclusively at a professional (PRO) wash, medium PRO users witnessed an increase of 9% since 2014 to account for 56% in 2016. The association also found that car washes rank 5th among the 10 best consumer experiences.

The car wash industry heavily relies upon discretionary spending and driving habits of consumers. Increasing improvement in consumer's disposable income is likely to help the industry rebound over the forecast period. According to studies, consumer disposable income was expected to boost the car wash industry revenue mark by 2.3% in 2016. Lifestyle creep, also referred to as lifestyle inflation, is a common trend among generation X, Y, and Z. A gradual increase in expenses with growing salaries has

become the norm. According to research conducted by the Federal Reserve Bank of New York in September 2019, lifestyle inflation is prevalent among low-, middle-, and high-income individuals. It further says that an average American head of household aged 35 to 44 years carries a non-housing debt of over USD 100,000.

Eco-friendly car wash services have been gaining traction in the industry, and thus manufacturers are moving towards the production of eco-friendly and effectively regulated car wash ancillary products. Traditional car washes use 15 to 80 gallons of water per vehicle without water conservation equipment. However, the environment-friendly version uses only 8 to 70 gallons per vehicle when equipped with water reclamation or filtration technology.

Though water reclamation technology has been used by professional car washes for the past 30 years, it has gained much traction over the last few years as manufacturers and lawmakers aim for quality control and conservation. Professional car washes are also incorporating various other technologies that make customer experience easy and quick. Companies like WashCard have been designing payment portals, specifically for professional car washes that allow customers to make mobile payments and set up automated billing and cleaning schedules.

Furthermore, strategic mergers and acquisitions among companies are generating lucrative market opportunities for manufacturers in the industry. For instance, in 2019, Mister Car Wash acquired seven Waterdrops Express Car Wash locations as a part of its expansion strategy in California. The acquisition gives Mister a total of 37 locations in the California area.

In 2019, Zip Car Wash acquired five sites of American Pride Xpress Car Wash in North Carolina to expand its service offerings from Asheville and Winston Salem to include Raleigh. The company now operates 11 stores in North Carolina. In 2017, the company acquired Cypress Station Car Wash, making it its fourth location in Northwest Houston. The outlet offered free exterior-only car washes for 10 days to celebrate the grand opening.

In automatic or tunnel bay applications, bay doors have proven to be efficient in maintaining vehicle traffic flow and eliminating confusion for customers. Bay doors are also known to keep the water inside the bay and into the car wash facility's drainage system. This is particularly important in countries that have strict regulations pertaining to water from car wash facilities flowing into city waters and sewer systems. Besides this, bay doors with attractive designs add an aesthetic appeal to the overall car wash

station and can be helpful in catching consumers' attention. These factors are foreseen to boost segment growth over the forecast period.

U.S. accounted for a share of 87.1% in the North America market in 2019. As per International Carwash Association, Inc., U.S. alone had 62,668 car wash centers in 2019. This factor is increasing the demand for car wash ancillary products in the country. Moreover, consumers in the market are inclined towards washing their cars at a car wash center, rather than at home. As per International Carwash Association, Inc., the percentage of drivers that report most frequently washing their vehicles at a professional car wash has increased from approximately 48% in 1994 to more than 77% in 2019. This factor is boosting product demand in the country.

Companies in the market are focusing on collaborations to introduce new car wash industry products to address the evolving needs of customers and to gain a competitive edge over other manufacturers. For instance, in April 2020, Vacutech LLC collaborated with NCS and other valued brand partners, such as MacNeil and CleanTouch, to bring the latest valuable and relevant content in the car wash industry with its new Virtual Car Wash Show Webinar series. Each webinar series features a critical industry topic and is presented by a major car wash industry expert or thought leader. It aims to cover topics ranging from financing the car wash industry during COVID-19 to tools for recapturing unlimited club memberships lost during the pandemic. The webinar series will also debut new innovative car wash industry products to access invaluable information about the newest cutting-edge technology in the car wash industry.

Car Wash Ancillary Products Market Report Highlights

By product, the car wash vacuum system segment is expected to expand at the fastest CAGR of 2.8% from 2020 to 2027

The online distribution channel segment is expected to register the fastest CAGR of 2.9% over the forecast period

Asia Pacific is expected to expand at the fastest CAGR of 2.7% from 2020 to 2027

The market is characterized by the presence of several well-established players.

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