

Malaysia Car Wash Service Market Size, Share & Trends Analysis Report By Type (Tunnels, Roll-over/In-bay, Self-service, Manual), And Segment Forecasts, 2021 - 2028

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Abstracts

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Malaysia Car Wash Service Market Growth & Trends

The Malaysia car wash service market size is expected to reach USD 1.02 billion by 2028, according to a new report by Grand View Research, Inc. It is expected to expand at a CAGR of 3.8% from 2021 to 2028. The market growth can be primarily attributed to the increasing focus of consumers on vehicle maintenance. Road dirt, particulate matter, bird droppings, and airborne pollution, along with additional contamination from salt deposits during winter months, present a constant threat to the car bodywork. This has led to an increased demand for car wash services. It has also been observed that clean vehicles have reduced operating costs and longer lifespans.

As the lives of customers become busier, the time has become even more precious. This has given rise to the trend of Do-It-For-Me (DIFM) services. Consumers across the globe are facing a time crunch due to their fast-paced lives and they have almost no time for DIY activities. Hence, they are looking for service providers who will perform such services for them. One such service is a car wash since it is affordable, saves time, and the car gets professional attention.

There are various small and medium players operating in the Malaysian market for car wash services. Most of these companies have a strong local presence while very few have a region-wide or country-wide presence. Players are adopting different strategies

to gain major market share. For instance, 1L Car Wash is planning the expansion of its portfolio to include new and more customized services. Some companies such as Topbest Car Grooming Centre use only eco-friendly products to stand out in the market. Other players such as CARS International offer premium members heavy discounts on their services to attract more customers. The price of an average car wash in Malaysia ranges from USD 5 to USD 25.

Competition in the market is intense as the number of cars and car stations is increasing. Operators in the market are introducing new strategies to gain market share and increase their profitability. As per the Car Wash Association Malaysia (CWAM), there are around 1,000 car wash locations in the organized market in Malaysia, resulting in increased competition among the operators.

Many petrol stations in the Malaysian market also offer various additional services including car wash at their stations to increase profits and gain more consumers. For instance, Pen Petroleum Sdn Bhd is a player in the petroleum retailing industry in Malaysia. It began operations with a network of 13 Caltex-branded service stations located strategically across the country, complementing the retail network of Chevron Malaysia Limited in the Peninsular. By mid-2010, it had expanded to a network of more than 130 petrol stations across the country. Several of these petrol stations have convenience stores operated by the Xpress Point brand.

Malaysia Car Wash Service Market Report Highlights

By type, the roll-over/in-bay car wash segment is projected to expand at the fastest CAGR of 4.7% from 2021 to 2028

The manual car wash type segment dominated the market with a share of over 75.0% in 2020 owing to the low cost of this service type compared to the automatic car wash service

Operators in the market are focusing on offering additional services, such as waxing, polishing, and coating, to ensure higher profit margins and increase the profitability of the business

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