

U.S. Car Wash Services Market Size, Share & Trends Analysis Report By Type (Tunnels, Roll-over/In-bay, Self-Service), By Mode Of Payment (Cash Payment, Cashless Payment), And Segment Forecasts, 2022 - 2030

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Abstracts

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U.S. Car Wash Services Market Growth & Trends

The U.S. car wash services market size is expected to reach USD 23.78 billion by 2030, expanding at a CAGR of 5.5% over the forecast period, according to a new report by Grand View Research, Inc. Daily schedules continue to become increasingly hectic, and growing focus towards vehicular maintenance, drive to reduce operating costs and rise in sustainable car washing methods emerge as key factors propelling the U.S. car wash service industry. It is further fueled by investor interest in major segments due to minimum labor requirements, high volumes, and quick returns.¹

Environment-friendly car wash services continue to gain popularity among consumers in the U.S. Traditional car washing uses 15 to 80 gallons of water per vehicle, but sustainable car washing practice uses 8 to 70 gallons per vehicle when equipped with water reclamation or filtration technology. As professional car cleaning services provide apt washing solutions, consumers abstain from washing cars themselves as it can get messy & time-consuming, and the substantial use of chemicals can be costly.

Furthermore, a rise in disposable incomes has led to higher spending on professional car washing. The speed and convenience that such car washing services offer often result in unwillingness on the part of consumers to undertake car washing on their own.

Post-pandemic, there is a growing tendency towards sanitation. Consumers are spending high amounts on various cleaning methods such as anti-viral, anti-bacterial sanitization, steam disinfection, and many more.

Consumers who use their vehicles regularly for commutes form the majority of the consumer base for such car washing services. They show an increased preference for tunnel washing systems owing to their high automation, efficiency, and customization. Sensor-controlled gates, and touchless or soft-touch washes, are new technological advancements that will pop up soon in various new car washing establishments.

The location of the car wash service company also plays a key role in its success. Consumers prefer a car wash setting that is located on a busy street, and easy to locate. Additional factors such as quality of cleaning supplies, user experience, advertising, curb appeal, performance, speed, and price play a huge role in consumer purchase decisions and affect their loyalty towards a brand.

Companies operating in this market, continue to build a wide distribution network, to expand their consumer base. Various players partner with other companies in the network to tap industries ancillary to the car washing sector. Large base dealers and distributors in the market inhibit increased penetration of car wash services in different business segments. The usage of online portals and websites is increasing traction in the car wash services market due to robust growth in the e-commerce industry. This has also encouraged cashless payment systems at car washing services, a trend further boosted by the millennial population.

U.S. Car Wash Services Market Report Highlights

The roll-over/in-bay segment is anticipated to dominate the market during the forecast period share owing to the growing penetration of auto dealerships in the car wash industry which is leading to the installation of automatic wash facilities. Easy customer interaction, user-friendly interface, and requirement for small spaces are factors propelling this segment

Cashless mode of payments is projected to account for a larger share in terms of revenue in the forthcoming years. An integrated payment system simplifies the management of the business, tracks supplies easily, helps capture consumer data and opens up multiple payment methods. Moreover, millennial customers expect the availability of convenient payment methods such as cards, mobile payments, and tokens

Further technological developments in on-demand car washing services are also impacting the market. The advancing technology in the sector continues to implement ideas that reduce friction and manual vehicle prepping and produces cleaner cars more efficiently. Touch-free and hybrid car washing are the technologies that will further propel the market

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
 - 1.3.1. Purchased Database
 - 1.3.2. GVR's Internal Database
 - 1.3.3. Secondary Sources & Third-Party Perspectives
 - 1.3.4. Primary Research
- 1.4. Information Analysis
 - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Product Outlook
- 2.3. Mode of Payment Outlook

CHAPTER 3. U.S. CAR WASH SERVICES MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Introduction
- 3.2. Penetration & Growth Prospect Mapping
- 3.3. Value Chain Analysis
 - 3.3.1. Sales/Retail Channel Analysis
 - 3.3.2. Profit Margin Analysis
- 3.4. Market Dynamic
 - 3.4.1. Market Driver Analysis
 - 3.4.2. Market Restraint Analysis
 - 3.4.3. Market Opportunity Analysis
 - 3.4.4. Market Challenge Analysis
- 3.5. Business Environment Analysis
 - 3.5.1. Industry Analysis: Porter's Five Forces.
- 3.6. Roadmap of the U.S. Car Wash Services Market
- 3.7. Regulatory Landscape

- 3.8. U.S. Car Wash Service Market by Location, 2021 (%)
- 3.9. Impact of COVID-19 on the U.S. Car Wash Services Market

CHAPTER 4. CONSUMER BEHAVIOR ANALYSIS

- 4.1. Demographic Analysis
- 4.2. Consumer Trends and Preferences
- 4.3. Factors Affecting Buying Decision
- 4.4. Consumer Product Adoption
- 4.5. Observations & Recommendations

CHAPTER 5. U.S. CAR WASH SERVICE MARKET: TYPE ANALYSIS & ESTIMATES

- 5.1. Type Analysis & Market Revenue Share, 2021 & 2030
- 5.2. Type Analysis & Market Volume Share, 2021 & 2030
- 5.3. Tunnels
 - 5.3.1. Market estimates and forecast, 2017 - 2030 (USD Million & Million Units)
- 5.4. Roll-over/In-bay
 - 5.4.1. Market estimates and forecast, 2017 - 2030 (USD Million & Million Units)
- 5.5. Self Service
 - 5.5.1. Market estimates and forecast, 2017 - 2030 (USD Million & Million Units)

CHAPTER 6. U.S. CAR WASH SERVICE MARKET: MODE OF PAYMENT ANALYSIS & ESTIMATES

- 6.1. Mode of Payment Analysis & Market Revenue Share, 2021 & 2030
- 6.2. Mode of Payment Analysis & Market Volume Share, 2021 & 2030
- 6.3. Cash Payment
 - 6.3.1. Market estimates and forecast, 2017 - 2030 (USD Million & Million Transaction)
- 6.4. Cashless Payment
 - 6.4.1. Market estimates and forecast, 2017 - 2030 (USD Million & Million Transaction)

CHAPTER 7. COMPETITIVE & VENDOR LANDSCAPE ANALYSIS

- 7.1. Key players, recent developments & their impact on the industry
- 7.2. Key Company Categorization (Key innovators, Market leaders, Emerging players)
- 7.3. Vendor Landscape
 - 7.3.1. U.S. Car Wash Market: Brand Ranking Analysis, 2021
 - 7.3.2. U.S. Car Wash Market Share Analysis, 2021 (%)

CHAPTER 8. COMPANY PROFILES

8.1. Driven Brands, Inc.

- 8.1.1. Company Overview
- 8.1.2. Financial Performance
- 8.1.3. Product Benchmarking
- 8.1.4. Strategic Initiatives

8.2. Tommy's Express

- 8.2.1. Company Overview
- 8.2.2. Financial Performance
- 8.2.3. Product Benchmarking

8.3. Splash Car Wash

- 8.3.1. Company Overview
- 8.3.2. Financial Performance
- 8.3.3. Product Benchmarking

8.4. Zips Carwash

- 8.4.1. Company Overview
- 8.4.2. Product Benchmarking
- 8.4.3. Strategic Initiatives

8.5. Autobell Car Wash, Inc.

- 8.5.1. Company Overview
- 8.5.2. Product Benchmarking

8.6. Quick Quack Car Wash

- 8.6.1. Company Overview
- 8.6.2. Financial Performance
- 8.6.3. Product Benchmarking
- 8.6.4. Strategic Initiatives

8.7. True Blue Car Wash

- 8.7.1. Company Overview
- 8.7.2. Financial Performance
- 8.7.3. Product Benchmarking

8.8. Magic Hands Carwash

- 8.8.1. Company Overview
- 8.8.2. Financial Performance
- 8.8.3. Product Benchmarking

8.9. Wash Depot

- 8.9.1. Company Overview
- 8.9.2. Financial Performance

8.9.3. Product Benchmarking

8.10. Mister Car Wash

8.10.1. Company Overview

8.10.2. Financial Performance

8.10.3. Product Benchmarking

8.10.4. Strategic Initiatives

8.11. SSCW Enterprises (Super Star Car Wash)

8.11.1. Company Overview

8.11.2. Financial Performance

8.11.3. Product Benchmarking

List Of Tables

LIST OF TABLES

1. U.S. car wash services market - Driving factor market analysis
2. Number of U.S. retail car wash types in early 2020
3. U.S. car wash services market - Restraint factor market analysis
4. Range of prices for auto detailing services for an average-sized vehicle
5. U.S. car wash service market by location, 2021 (%)
6. Tunnels car wash service market estimates and forecast, 2017 - 2030 (USD Million & Million Units)
7. Roll-over/In-bay car wash service market estimates and forecast, 2017 - 2030 (USD Million & Million Units)
8. Self-Service car wash service market estimates and forecast, 2017 - 2030 (USD Million & Million Units)
9. U.S. car wash service market through cash payment estimates and forecast, 2017 - 2030 (USD Million & Million Transaction)
10. U.S. car wash service market through cashless payment estimates and forecast, 2017 - 2030 (USD Million & Million Transaction)
11. Company categorization
12. Brand ranking analysis, 2021
13. Key company market share analysis, 2021 (%)

List Of Figures

LIST OF FIGURES

1. U.S. car wash service market segmentation
2. Information procurement
3. Primary research pattern
4. Primary research approaches
5. Primary research process
6. U.S. car wash services market - Penetration & growth prospect mapping
7. U.S. car wash services market - Value chain analysis
8. U.S. car wash services market: Porter's five forces analysis
9. Roadmap of the U.S. car wash services market
10. Factors affecting buying decision
11. U.S. car wash service market: Type revenue share (%) analysis, 2021 & 2030
12. U.S. car wash service market: Type volume share (%) analysis, 2021 & 2030
13. U.S. car wash service market: Mode of payment revenue share (%) analysis, 2021 & 2030
14. U.S. car wash service market: Mode of payment volume share (%) analysis, 2021 & 2030
15. Key company market share analysis, 2021 (%)

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