

Europe Car Care Products Market Forecast to 2028 – COVID-19 Impact and Regional Analysis – by Products (Cleaning Products, Polishing and Waxing Products, Fresheners, and Others), Application (Interior and Exterior), and Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Online Retail, and Others)

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Abstracts

The Europe car care products market is expected to grow from US\$ 1,525.09 million in 2022 to US\$ 2,045.61 million by 2028. It is estimated to grow at a CAGR of 5.0% from 2022 to 2028.

Surge in Use of Eco-Friendly Car Care Products will be Driving the Europe Car Care Products Market

The growing environmental consciousness among people is increasing the demand for better eco-friendly detailing and biodegradable products. Furthermore, 68% of Gen Z shoppers purchased an eco-friendly product in 2018. Hence, the demand for eco-friendly car care products is also rising. The need for eco-friendly car cleaning products is growing as people are becoming more aware of the consequences of the toxic chemicals that are generally used in the traditional cleaning products. Car care product manufacturers are also developing products that clean, protect, and beautify cars while having minimal impact on the environment. They are increasing their customer base by highlighting the use of their eco-friendly products and equipment. Environmentally friendly car wash soap is made from sustainable materials and is often biodegradable. Further, there is also a high demand for organic car air fresheners over harmful chemical-based air fresheners. Organic car air fresheners contain essential oil, which

emits a relaxing and soothing fragrance. Therefore, the surge in the use of eco-friendly car care products is expected to emerge as a key trend in the Europe car care products market during the forecast period.

Europe Car Care Products Market Overview

Europe car care products market is segmented into Germany, France, Italy, the UK, the Netherlands, Russia, and the Rest of Europe. According to the European Commission, Europe is amongst the major producers of motor vehicles. The automotive sector represents the largest private investor in research and development. The Europe car care products market is witnessing a growth due to an increase in automotive production. The growing consumer interest in car maintenance and comfort features is further anticipated to boost the demand for car care products in the region. The shift in consumer spending behavior, increasing new car sales and the rise in demand for customized car models was observed in the region. This in turn has resulted in increasing demand for after-sales services such as car wash and detailing facilities. In past few years, European car care market has observed sustainability trends, green claims on-pack, plant based and biodegradable products. These factors are further expected to positively impact the Europe car care products market.

Europe Car Care Products Market Revenue and Forecast to 2028 (US\$ Million)

Europe Car Care Products Market Segmentation

The Europe car care products market is segmented into products, application, distribution channel, and country.

Based on products, the Europe car care products market is segmented into cleaning products, polishing and waxing products, fresheners, and others. In 2022, the fresheners segment registered a largest share in the Europe car care products market.

Based on application, the Europe car care products market is bifurcated into interior and exterior. In 2022, the interior segment registered a larger share in the Europe car care products market.

Based on distribution channel, the Europe car care products market is segmented into supermarkets and hypermarkets, specialty stores, online retail, and others. In 2022, the online retail segment registered a largest share in the Europe car care products market.

Based on country, the Europe car care products market is segmented into Germany, France, the UK, Italy, Russia, and the Rest of Europe. In 2022, the Rest of Europe segment registered a largest share in the Europe car care products market.

3M Co; Adolf Wurth GmbH & Co KG; Cartec BV; Holt Lloyd International Ltd; Pidilite Industries Ltd; Shell Plc; SONAX GmbH; Tetrosyl Ltd; and Turtle Wax Inc are the leading companies operating in the Europe car care products market.

Contents

1. INTRODUCTION

- 1.1 Study Scope
- 1.2 The Insight Partners Research Report Guidance
- 1.3 Market Segmentation

2. KEY TAKEAWAYS

3. RESEARCH METHODOLOGY

- 3.1 Scope of the Study
- 3.2 Research Methodology
 - 3.2.1 Data Collection:
 - 3.2.2 Primary Interviews:
 - 3.2.3 Hypothesis Formulation:
 - 3.2.4 Macro-economic Factor Analysis:
 - 3.2.5 Developing Base Number:
 - 3.2.6 Data Triangulation:
 - 3.2.7 Country Level Data:

4. EUROPE CAR CARE PRODUCTS MARKET LANDSCAPE

- 4.1 Market Overview
- 4.2 PEST Analysis: Europe Car Care Products Market
- 4.3 Expert Opinions

5. EUROPE CAR CARE PRODUCTS MARKET — KEY MARKET DYNAMICS

- 5.1 Market Drivers
 - 5.1.1 Recovery in Passenger Car Sales
 - 5.1.2 Growing Consumer Inclination Toward Car Care
- 5.2 Market Restraint
 - 5.2.1 Rising Preference for Commercial Car Care Services
- 5.3 Market Opportunity
 - 5.3.1 Strong Growth of E-Commerce Distribution Channel
- 5.4 Future Trend

- 5.4.1 Surge in Use of Eco-Friendly Car Care Products
- 5.5 Impact Analysis

6. CAR CARE PRODUCTS – EUROPE MARKET ANALYSIS

- 6.1 Europe Car Care Products Market –Revenue and Forecast to 2028 (US\$ Million)

7. EUROPE CAR CARE PRODUCTS MARKET ANALYSIS – BY PRODUCTS

- 7.1 Overview
- 7.2 Europe Car Care Products Market, By Products (2021 and 2028)
- 7.3 Cleaning Products
 - 7.3.1 Overview
 - 7.3.2 Cleaning Products: Europe Car Care Products Market – Revenue and Forecast to 2028 (US\$ Million)
- 7.4 Polishing and Waxing Products
 - 7.4.1 Overview
 - 7.4.2 Polishing and Waxing Products: Europe Car Care Products Market – Revenue and Forecast to 2028 (US\$ Million)
- 7.5 Fresheners
 - 7.5.1 Overview
 - 7.5.2 Fresheners: Europe Car Care Products Market – Revenue and Forecast to 2028 (US\$ Million)
- 7.6 Others
 - 7.6.1 Overview
 - 7.6.2 Others: Europe Car Care Products Market – Revenue and Forecast to 2028 (US\$ Million)

8. EUROPE CAR CARE PRODUCTS MARKET ANALYSIS – BY APPLICATION

- 8.1 Overview
- 8.2 Europe Car Care Products Market, By Application (2021 and 2028)
- 8.3 Interior
 - 8.3.1 Overview
 - 8.3.2 Interior: Europe Car Care Products Market – Revenue and Forecast to 2028 (US\$ Million)
- 8.4 Exterior
 - 8.4.1 Overview
 - 8.4.2 Exterior: Europe Car Care Products Market – Revenue and Forecast to 2028 (US\$ Million)

Million)

9. EUROPE CAR CARE PRODUCTS MARKET ANALYSIS – BY DISTRIBUTION CHANNEL

9.1 Overview

9.2 Europe Car Care Products Market, By Distribution Channel (2021 and 2028)

9.3 Supermarkets and Hypermarkets

9.3.1 Overview

9.3.2 Supermarkets and Hypermarkets: Europe Car Care Products Market – Revenue and Forecast to 2028 (US\$ Million)

9.4 Specialty Stores

9.4.1 Overview

9.4.2 Specialty Stores: Europe Car Care Products Market – Revenue and Forecast to 2028 (US\$ Million)

9.5 Online Retail

9.5.1 Overview

9.5.2 Online Retail: Europe Car Care Products Market – Revenue and Forecast to 2028 (US\$ Million)

9.6 Others

9.6.1 Overview

9.6.2 Others: Europe Car Care Products Market – Revenue and Forecast to 2028 (US\$ Million)

10. EUROPE CAR CARE PRODUCTS MARKET – COUNTRY ANALYSIS

10.1 Overview

10.1.1 Europe: Car Care Products Market, by Key Country

10.1.1.1 Germany: Car Care Products Market – Revenue and Forecast to 2028 (US\$ Million)

10.1.1.1.1 Germany: Car Care Products Market, By Product

10.1.1.1.2 Germany: Car Care Products Market, by Application

10.1.1.1.3 Germany: Car Care Products Market, by Distribution Channel

10.1.1.2 France: Car Care Products Market – Revenue and Forecast to 2028 (US\$ Million)

10.1.1.2.1 France: Car Care Products Market, By Product

10.1.1.2.2 France: Car Care Products Market, by Application

10.1.1.2.3 France: Car Care Products Market, by Distribution Channel

10.1.1.3 UK: Car Care Products Market – Revenue and Forecast to 2028 (US\$ Million)

- 10.1.1.3.1 UK: Car Care Products Market, By Product
- 10.1.1.3.2 UK: Car Care Products Market, by Application
- 10.1.1.3.3 UK: Car Care Products Market, by Distribution Channel
- 10.1.1.4 Italy: Car Care Products Market – Revenue and Forecast to 2028 (US\$ Million)
 - 10.1.1.4.1 Italy: Car Care Products Market, By Product
 - 10.1.1.4.2 Italy: Car Care Products Market, by Application
 - 10.1.1.4.3 Italy: Car Care Products Market, by Distribution Channel
- 10.1.1.5 Russia: Car Care Products Market – Revenue and Forecast to 2028 (US\$ Million)
 - 10.1.1.5.1 Russia: Car Care Products Market, By Product
 - 10.1.1.5.2 Russia: Car Care Products Market, by Application
 - 10.1.1.5.3 Russia: Car Care Products Market, by Distribution Channel
- 10.1.1.6 Rest of Europe: Car Care Products Market – Revenue and Forecast to 2028 (US\$ Million)
 - 10.1.1.6.1 Rest of Europe: Car Care Products Market, By Product
 - 10.1.1.6.2 Rest of Europe: Car Care Products Market, by Application
 - 10.1.1.6.3 Rest of Europe: Car Care Products Market, by Distribution Channel

11. INDUSTRY LANDSCAPE

- 11.1 Product launch
- 11.2 Collaboration

12. COMPANY PROFILES

- 12.1 3M Co
 - 12.1.1 Key Facts
 - 12.1.2 Business Description
 - 12.1.3 Products and Services
 - 12.1.4 Financial Overview
 - 12.1.5 SWOT Analysis
 - 12.1.6 Key Developments
- 12.2 Adolf Würth GmbH & Co KG
 - 12.2.1 Key Facts
 - 12.2.2 Business Description
 - 12.2.3 Products and Services
 - 12.2.4 Financial Overview
 - 12.2.5 SWOT Analysis
 - 12.2.6 Key Developments

- 12.3 SONAX GmbH
 - 12.3.1 Key Facts
 - 12.3.2 Business Description
 - 12.3.3 Products and Services
 - 12.3.4 Financial Overview
 - 12.3.5 SWOT Analysis
 - 12.3.6 Key Developments
- 12.4 Shell Plc
 - 12.4.1 Key Facts
 - 12.4.2 Business Description
 - 12.4.3 Products and Services
 - 12.4.4 Financial Overview
 - 12.4.5 SWOT Analysis
 - 12.4.6 Key Developments
- 12.5 Pidilite Industries Ltd
 - 12.5.1 Key Facts
 - 12.5.2 Business Description
 - 12.5.3 Products and Services
 - 12.5.4 Financial Overview
 - 12.5.5 SWOT Analysis
 - 12.5.6 Key Developments
- 12.6 Holt Lloyd International Ltd
 - 12.6.1 Key Facts
 - 12.6.2 Business Description
 - 12.6.3 Products and Services
 - 12.6.4 Financial Overview
 - 12.6.5 SWOT Analysis
 - 12.6.6 Key Developments
- 12.7 Tetrosyl Ltd
 - 12.7.1 Key Facts
 - 12.7.2 Business Description
 - 12.7.3 Products and Services
 - 12.7.4 Financial Overview
 - 12.7.5 SWOT Analysis
 - 12.7.6 Key Developments
- 12.8 Turtle Wax Inc
 - 12.8.1 Key Facts
 - 12.8.2 Business Description
 - 12.8.3 Products and Services

12.8.4 Financial Overview

12.8.5 SWOT Analysis

12.8.6 Key Developments

12.9 Cartec BV

12.9.1 Key Facts

12.9.2 Business Description

12.9.3 Products and Services

12.9.4 Financial Overview

12.9.5 SWOT Analysis

12.9.6 Key Developments

13. APPENDIX

13.1 About The Insight Partners

13.2 Word Index

List Of Tables

LIST OF TABLES

Table 1. Europe Car Care Products Market –Revenue and Forecast to 2028 (US\$ Million)

Table 2. Germany Car Care Products Market, By Product – Revenue and Forecast to 2028 (US\$ Million)

Table 3. Germany Car Care Products Market, by Application – Revenue and Forecast to 2028 (US\$ Million)

Table 4. Germany Car Care Products Market, by Distribution Channel – Revenue and Forecast to 2028 (US\$ Million)

Table 5. France Car Care Products Market, By Product – Revenue and Forecast to 2028 (US\$ Million)

Table 6. France Car Care Products Market, by Application – Revenue and Forecast to 2028 (US\$ Million)

Table 7. France Car Care Products Market, by Distribution Channel – Revenue and Forecast to 2028 (US\$ Million)

Table 8. UK Car Care Products Market, By Product – Revenue and Forecast to 2028 (US\$ Million)

Table 9. UK Car Care Products Market, by Application – Revenue and Forecast to 2028 (US\$ Million)

Table 10. UK Car Care Products Market, by Distribution Channel – Revenue and Forecast to 2028 (US\$ Million)

Table 11. Italy Car Care Products Market, By Product – Revenue and Forecast to 2028 (US\$ Million)

Table 12. Italy Car Care Products Market, by Application – Revenue and Forecast to 2028 (US\$ Million)

Table 13. Italy Car Care Products Market, by Distribution Channel – Revenue and Forecast to 2028 (US\$ Million)

Table 14. Russia Car Care Products Market, By Product – Revenue and Forecast to 2028 (US\$ Million)

Table 15. Russia Car Care Products Market, by Application – Revenue and Forecast to 2028 (US\$ Million)

Table 16. Russia Car Care Products Market, by Distribution Channel – Revenue and Forecast to 2028 (US\$ Million)

Table 17. Rest of Europe Car Care Products Market, By Product – Revenue and Forecast to 2028 (US\$ Million)

Table 18. Rest of Europe Car Care Products Market, by Application – Revenue and

Forecast to 2028 (US\$ Million)

Table 19. Rest of Europe Car Care Products Market, by Distribution Channel – Revenue and Forecast to 2028 (US\$ Million)

Table 20. List of Abbreviation

List Of Figures

LIST OF FIGURES

- Figure 1. Europe Car Care Products Market Segmentation
- Figure 2. Europe Car Care Products Market Segmentation – By Country
- Figure 3. Europe Car Care Products Market Overview
- Figure 4. The Specialty Stores Segment Held the Largest Market Share in 2021
- Figure 5. Rest of Europe Dominated the Europe Car Care Products Market in 2021
- Figure 6. PEST Analysis: Europe Car Care Products Market
- Figure 7. Expert Opinions
- Figure 8. Europe Car Care Products Market Impact Analysis of Drivers and Restraints
- Figure 9. Europe Car Care Products Market – Revenue and Forecast to 2028 (US\$ Million)
- Figure 10. Europe Car Care Products Market Revenue Share, By Products (2021 and 2028)
- Figure 11. Cleaning Products: Europe Car Care Products Market – Revenue and Forecast To 2028 (US\$ Million)
- Figure 12. Polishing and Waxing Products: Europe Car Care Products Market – Revenue and Forecast To 2028 (US\$ Million)
- Figure 13. Fresheners: Europe Car Care Products Market – Revenue and Forecast To 2028 (US\$ Million)
- Figure 14. Others: Europe Car Care Products Market – Revenue and Forecast To 2028 (US\$ Million)
- Figure 15. Europe Car Care Products Market Revenue Share, By Application (2021 and 2028)
- Figure 16. Interior: Europe Car Care Products Market – Revenue and Forecast To 2028 (US\$ Million)
- Figure 17. Exterior: Europe Car Care Products Market – Revenue and Forecast To 2028 (US\$ Million)
- Figure 18. Europe Car Care Products Market Revenue Share, By Distribution Channel (2021 and 2028)
- Figure 19. Supermarkets and Hypermarkets: Europe Car Care Products Market – Revenue and Forecast To 2028 (US\$ Million)
- Figure 20. Specialty Stores: Europe Car Care Products Market – Revenue and Forecast To 2028 (US\$ Million)
- Figure 21. Online Retail: Europe Car Care Products Market – Revenue and Forecast To 2028 (US\$ Million)
- Figure 22. Others: Europe Car Care Products Market – Revenue and Forecast To 2028

(US\$ Million)

Figure 23. Europe: Car Care Products Market Share, by Key Country - Revenue (2021)

(US\$ Million)

Figure 24. Europe: Car Care Products Market Revenue Share, by Key Country (2021 and 2028)

Figure 25. Germany: Car Care Products Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 26. France: Car Care Products Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 27. UK: Car Care Products Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 28. Italy: Car Care Products Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 29. Russia: Car Care Products Market – Revenue and Forecast to 2028 (US\$ Million)

Figure 30. Rest of Europe: Car Care Products Market – Revenue and Forecast to 2028 (US\$ Million)

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