

North America 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 North America car care products market is expected to grow from US\$ 722.64 million in 2022 to US\$ 942.01 million by 2028. It is estimated to grow at a CAGR of 4.5% from 2022 to 2028.

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

The growing environmental consciousness among people is increasing the demand for better eco-friendly detailing and biodegradable products. Manufacturers are focusing on meeting the demand for good, high-quality, safe products in the form of green products. As per the CGS 2019 US Consumer Sustainability Survey, more than two-thirds of Americans consider sustainability when purchasing a product and are willing to pay more for sustainable 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 North America car care products market during the forecast period.

North America Car Care Products Market Overview

The US, Canada and Mexico are key economies in the North America. The region holds extensive growth opportunity for car care products market. The region is witnessing growth in car care products market due to an increase in automotive production. According to the International Organization of Motor Vehicle Manufacturers, the motor vehicle production in North America was registered to be 16.16 million units, in 2021. Rising living standards, customization of cars and disposable income are some of the key factors responsible for driving the demand of cars in the region. Moreover, the region marks a presence of some major automotive companies, namely, The General Motors Company, Ford Motor Company, Stellantis NV, and Tesla Inc. The major manufacturers in the car industry are increasing investments in the region for expansion of production capabilities, promotion of novel technologies, automotive research, design, manufacturing and assembly. According to report by the American Automotive Policy Council, the car sales are expected to exceed 17.7 million vehicles per year in 2025. Furthermore, the rise in awareness of car detailing and availability of sufficient online training material regarding car care has boosted the demand for car care products. Therefore, these key factors are responsible for driving the North America car care products market during the forecast period.

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

North America Car Care Products Market Segmentation

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

Based on products, the North America 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 North America car care products market.

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

Based on distribution channel, the North America 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 North America car care products market.

Based on country, the North America car care products market is segmented into the US, Canada, and Mexico. In 2022, the US segment registered a largest share in the North America car care products market.

3M Co; Adolf Wurth GmbH & Co KG; Pidilite Industries Ltd; Shell Plc; SONAX GmbH; Tetrosyl Ltd; and Turtle Wax Inc are the leading companies operating in the North America 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. NORTH AMERICA CAR CARE PRODUCTS MARKET LANDSCAPE

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

5. NORTH AMERICA 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 - NORTH AMERICA MARKET ANALYSIS

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

7. NORTH AMERICA CAR CARE PRODUCTS MARKET ANALYSIS - BY PRODUCTS

7.1 Overview

7.2 North America Car Care Products Market, By Products (2021 and 2028)

7.3 Cleaning Products

7.3.1 Overview

7.3.2 Cleaning Products: North America 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: North America Car Care Products Market - Revenue and Forecast to 2028 (US\$ Million)

7.5 Fresheners

7.5.1 Overview

7.5.2 Fresheners: North America Car Care Products Market - Revenue and Forecast to 2028 (US\$ Million)

7.6 Others

7.6.1 Overview

7.6.2 Others: North America Car Care Products Market - Revenue and Forecast to 2028 (US\$ Million)

8. NORTH AMERICA CAR CARE PRODUCTS MARKET ANALYSIS - BY APPLICATION

8.1 Overview

8.2 North America Car Care Products Market, By Application (2021 and 2028)

8.3 Interior

8.3.1 Overview

8.3.2 Interior: North America Car Care Products Market - Revenue and Forecast to 2028 (US\$ Million)

8.4 Exterior

8.4.1 Overview

8.4.2 Exterior: North America Car Care Products Market - Revenue and Forecast to 2028 (US\$ Million)

9. NORTH AMERICA CAR CARE PRODUCTS MARKET ANALYSIS - BY DISTRIBUTION CHANNEL

9.1 Overview

9.2 North America 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: North America Car Care Products Market - Revenue and Forecast to 2028 (US\$ Million)

9.4 Specialty Stores

9.4.1 Overview

9.4.2 Specialty Stores: North America Car Care Products Market - Revenue and Forecast to 2028 (US\$ Million)

9.5 Online Retail

9.5.1 Overview

9.5.2 Online Retail: North America Car Care Products Market - Revenue and Forecast to 2028 (US\$ Million)

9.6 Others

9.6.1 Overview

9.6.2 Others: North America Car Care Products Market - Revenue and Forecast to 2028 (US\$ Million)

10. NORTH AMERICA CAR CARE PRODUCTS MARKET - COUNTRY ANALYSIS

10.1 Overview

10.1.1 North America: Car Care Products Market, by Key Country

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

10.1.1.1.1 US: Car Care Products Market, By Product

10.1.1.1.2 US: Car Care Products Market, by Application

10.1.1.1.3 US: Car Care Products Market, by Distribution Channel

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

10.1.1.2.1 Canada: Car Care Products Market, By Product

10.1.1.2.2 Canada: Car Care Products Market, by Application

- 10.1.1.2.3 Canada: Car Care Products Market, by Distribution Channel
- 10.1.1.3 Mexico: Car Care Products Market - Revenue and Forecast to 2028 (US\$ Million)
- 10.1.1.3.1 Mexico: Car Care Products Market, By Product
- 10.1.1.3.2 Mexico: Car Care Products Market, by Application
- 10.1.1.3.3 Mexico: 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 Tetrosyl 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 Turtle Wax Inc
- 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

13. APPENDIX

- 13.1 About The Insight Partners
- 13.2 Word Index

List Of Tables

LIST OF TABLES

Table 1. North America Car Care Products Market -Revenue and Forecast to 2028 (US\$ Million)

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

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

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

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

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

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

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

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

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

Table 11. List of Abbreviation

List Of Figures

LIST OF FIGURES

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

Figure 22. Others: North America Car Care Products Market - Revenue and Forecast To 2028 (US\$ Million)

Figure 23. North America: Car Care Products Market, by Key Country - Revenue (2021) (US\$ Million)

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

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

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

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

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