



January 2022

Alternate Transportation - US

“Most consumers look to alternate transportation as a compliment to vehicle ownership, rather than a replacement. However, this evolving part of the auto industry continues to introduce consumers to new and innovative services. As alternate transportation becomes increasingly available, affordable and convenient consumers will continue to look to these services ...

December 2021

Tires - US

“For the majority of consumers, tires aren’t at the top of their minds and are likely to stay that way until they encounter an issue. When issues arise, consumers are likely to lean on a retailer they trust to guide them through their purchasing process but not without doing their ...

November 2021

Interior of the Car - US

“Consumers have high expectations for the inside of their vehicles. They look for features that keep them comfortable and safe, as well as help create a more optimal experience and get more out of the car itself. Moving forward, automakers must continue to look for ways to evolve and enhance ...

October 2021

DIY Auto Maintenance - US

“While most consumers don’t do their own automotive projects, there is an increasing interest in performing smaller, simple projects. Brands and retailers should focus on educational content and highlighting the cost savings from DIY projects to empower and inspire consumers moving forward.”

– **Gabriel Sanchez, Automotive Analyst**

Car Purchasing Process - US

“Buying a car can be a stressful process, but the industry is evolving in an effort to change that. At a time when consumers across generations are in the market for a car, the auto industry must adapt to ensure it is catering to each target audience group in a ...

September 2021



CPO and Used Vehicles - US

“The used/CPO car market is experiencing quite an impact as a result of COVID-19. While some consumers are delaying their car purchasing plans, a shortage in new vehicle production has caused an increase in demand for previously owned vehicles. Moving forward, in addition to highlighting value in its various ...

July 2021

Consumers and the Economic Outlook - US

“The current economic climate of the US has the country primed for further growth over the course of the next few years. The nation is reopening, vaccination rates are increasing, and consumer sentiments are exceedingly positive. With unemployment rates continuing to improve and the economy rapidly growing, many consumers have ...

June 2021

Recreational and Specialty Vehicles - US

“Lifestyle changes caused by the pandemic resulted in increased interest in recreational and specialty vehicles. As COVID-19 becomes less of a threat, brands look to continue to capitalize on the heightened demand. Barriers such as ownership costs, lifestyle compatibility and safety concerns will hinder widespread interest. Moving forward, the category ...

March 2021

Luxury Vehicles - US

“Luxury automotive has undergone an evolution over the past few years. What was once a pinnacle of older class and style, now caters to a younger consumer base seeking sustainable, tech-forward and stylish vehicles. That said, luxury vehicles still have a serious issue in terms of perceived value and will ...

Consumers and the Economic Outlook - US

Vehicle Financing - US

“Vehicle financing was already stressful prior to the pandemic; the added layers of high unemployment rates and increasing financial concerns have amplified consumers’ feelings of confusion and being overwhelmed by the process. However, through the advent of emerging technology and an industry-wide shift to offer more digital customer experiences, financial ...



“Despite COVID-19 putting a dent in consumers’ finances and morale, many still remain hopeful on their financial situation going forward. A recovering US economy, rallied by the availability of a vaccine, has instilled optimism in many consumers during tumultuous times. In spite of that, how well this recovery can be ...

February 2021

Role of Transportation - US

“The role of transportation in consumers’ lives is always evolving. Consumers currently favor their personal vehicles out of fear of contracting COVID-19, underscoring their emotional need to feel safe and clean when deciding how to get around. On the other hand, alternate transportation providers’ ridership and usage rates have generally ...