

2024

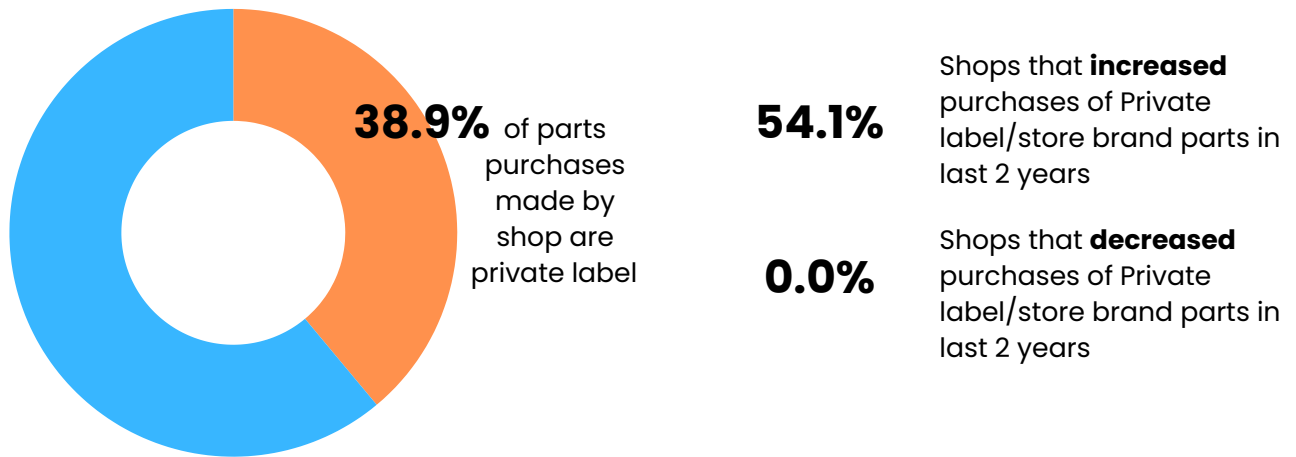
THE PRIVATE LABEL MARKET

THE PURCHASE OF STORE-BRAND/PRIVATE LABEL PARTS IS ON THE RISE.
HERE'S WHY.

TODAY'S MARKET

In July 2024, **we spoke with 500 independent automotive repair shops** about their purchase frequency and use of private label brands as well as the reasons why they use private label brands.

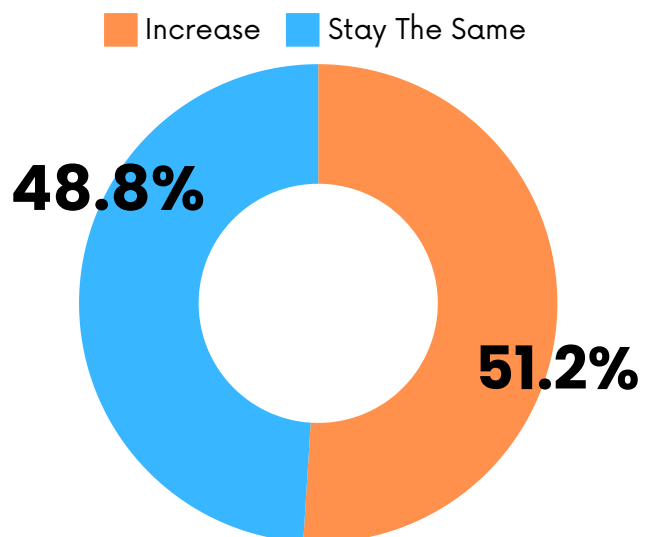
For the first 8 months of 2024, private label part purchases at independent repair shops remained steady at an average of 38.9%.



TRENDING DATA

Over the next year, 51.2% of independent repair shops expect to increase their private label parts purchases, up from 27.0% in 2023.

Over the next year, would you say your purchase of private label or store brands parts will:



WHY BUY?

Independent auto repair shops that expect to increase their private label purchases in the future cited lower costs as the primary reason. **In 2020 and 2021**, the pandemic drove customer uncertainty and behavior. **In 2022**, the pandemic was no longer mentioned as a driving factor. **In 2024**, the majority of shops planning to increase private label usage identified cost savings or other inflation-related drivers.

For what reasons do you expect your purchase of private label/store brand parts to increase?

