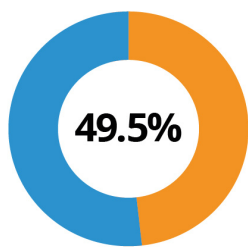


# THE STORE-BRAND PART MARKET: AN OVERVIEW

The purchase of store-brand/private-label parts is on the rise. **Here's why.**

## ► Today's Market for Store-Brand Parts



of parts purchases made by shops are **private-label/store-brand parts**



**Shops planning to increase PL/SB parts purchases:**

**61%**

of their parts purchases are already PL/SB parts



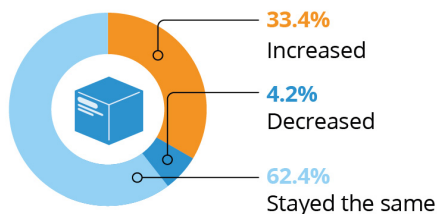
**Shops planning to decrease PL/SB parts purchases:**

**28.5%**

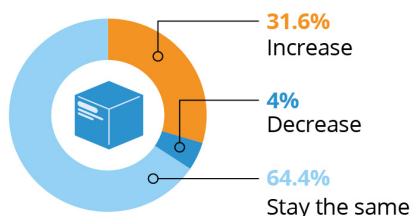
of their parts purchases are PL/SB parts

## ► Trending Up

Shops say that in the past 2 years, their purchase of PL/SB parts has:



Shops project that in the next 2 years, their purchase of PL/SB parts will:



## ► Why Buy?

**Top 3 reasons shops plan to increase purchases of SB/PL parts:**



Lower price



Immediately available/easier to get



Quality is equal to or better than OEM

**For smaller shops, it's more important for SB/PL parts to be immediately available/easier to get:**

