



Service Potential 2023 - Maintenance and Repair of Cars and LCVs

- 🌀 Data for Germany 5-year comparison
- 🌀 Car parc and age structure
- 🌀 Service potential by turnover and number of workshop jobs
- 🌀 Analysis of workshop work by location
- 🌀 Cost index vehicle segments and car brands

Automotive market: 23 bn only for maintenance and repair work

For this regular analysis of service potential in the German market, BBE Automotive GmbH (based in Cologne) surveyed 8,000 people per year who are responsible for maintenance and repair.

Content of the study

Car parc	Gesamtmarkt	Durchführungsorte
<ul style="list-style-type: none">▪ Passenger Car (PC) and LCV stocks in 2022 and in comparison to previous years▪ Age structure of the vehicles	<ul style="list-style-type: none">▪ Potential in terms of turnover and number of workshop jobs▪ Potential per job and vehicle (PC/LCV)	<ul style="list-style-type: none">▪ Workshop potential by location (OEM/ IAM)▪ Car brand analysis▪ Vehicle segment analysis

The service market is still huge

German drivers spent €22.9 billion (net) on maintenance and necessary repairs last year. An impressive sum and a cake that is shared by around 40,000 garages.

Independent workshops without brand loyalty receive slightly more than half of this cake and dominate the business with older vehicles. Authorized workshops retain a large proportion of young vehicles, many of which are still under warranty. In contrast to other European countries, DIY is only a very small segment in Germany; just the fingers of one hand are sufficient to show the market share.

Overall, the market is very stable. Compared to 2019, sales have grown by just 6%.

In addition to the expenses for regular maintenance work and wear and tear repairs, there are also the expenses for tyre purchases, rims and tyre servicing (seasonal conversion, balancing, storage) as well as the expenses for accident repairs.

Wolfgang Alfs, Managing Director

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Order

- We hereby place a binding order for the study "**Service Potentials Germany 2023**" at a price of € 735 plus VAT.

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Signature: _____

Contact



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Interested in regional service potential?

Please get in touch with us.

Interested company:

Company name: _____

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All service potentials can be analysed by BBE at the five-digit postcode level.

You define the postcodes for the analysis area yourself.

The calculation for your region is based on the regional stock structure (brands, models, segments, vehicle age).

Postcode	Brand	Model	Total	1-3 years	4-7 years	Car parc		
area						8-10 years	11-14 years	Over 14 years
24534	BMW	1-Series	63	3	11	8	19	22
24534	BMW	2-Series	9	4	3	2	0	0
24534	BMW	2-Series Active Tourer	3	1	2	0	0	0
24534	BMW	2-Series Gran Tourer	2	0	2	0	0	0
24534	BMW	3-Series	155	6	5	15	28	101
24534	BMW	3-Series GT	3	0	2	1	0	0
24534	BMW	4-Series	6	1	1	4	0	0
24534	BMW	4-Series Gran Coupe	4	1	3	0	0	0
24534	BMW	5-Series	87	5	10	10	21	41
24534	BMW	5-Series GT	3	0	0	1	2	0
24534	BMW	6-Series	2	0	0	1	0	1
24534	BMW	6-Series Gran Coupe	1	0	0	1	0	0
24534	BMW	6-Series GT	2	2	0	0	0	0
24534	BMW	7-Series	4	0	1	3	0	0
24534	BMW	8-Series	1	1	0	0	0	0
24534	BMW	i3	7	6	1	0	0	0
24534	BMW	iX	2	2	0	0	0	0

Brand	Segment	Service potential by age segment in €					
		Total	1-3 years	4-7 years	8-10 years	11-14 years	Over 14 years
Citroën	Mini	49.029	1.366	10.465	11.097	19.269	6.832
Citroën	Small car	78.229	4.926	26.187	6.645	17.047	23.424
Citroën	Compact class	51.498	1.556	8.523	10.528	14.787	16.104
Citroën	Middle class	21.980	2.748	2.225	2.771	5.452	8.784
Citroën	Upper middle class	488	0	0	0	0	488
Citroën	Compact SUVs/Off-road	9.742	0	3.666	6.076	0	0
Citroën	MPVs	3.036	0	0	0	1.084	1.952
Citroën	SUVs/Off-road	1.038	0	0	0	550	488
Citroën	Other	2.187	0	1.090	555	542	0

Detailed market potential for your area.

