



A new and expanded edition of the BBE study: Car wash in Germany 2024 (15th edition)

Time series analysis 2012 - 2024

Cologne, May 2024

Content of the Study

- Is environmental protection a decisive factor when choosing a car wash location? Is environmental protection a communication issue in the car wash business?
- How great is the competitive pressure?
- Why do customers come to your car wash?
- How much do they spend on average?
- How is the acceptance of premium washes?
- What do customers think about interior cleaning?
- Is one car wash the same as another?
- Are you and your car wash interchangeable?
- How big is the car wash potential at your location?

You will find the answers to these questions in our study!

What benefit do you have?

Find out what distinguishes your catchment area from others and what consequences you can draw from this.

Check your pricing on the basis of consumers' willingness to spend.

Recognise new developments and trends at an early stage.

You can target your advertising more precisely.

Find approaches to increase your sales.

Understand the motivation of the different wash customers so that you can address them correctly.



Objectives and methodology of the study

Key objectives of the study: Comprehensive analysis of the car wash market and identification of starting points for exploiting potential.

Objective

- Comprehensive analysis of customer behaviour in the car wash sector
- Description of attitudes towards and experiences with car washing
- Calculation of the (regional) potential for car washes - an example

Methodology

Online representative survey of car drivers with maintenance responsibility on the subject of car washing:

- 2,000 car drivers in January 2024
- 2,000 car drivers in January 2023
- 2,000 car drivers in January 2022
- 2,000 car drivers in January 2021
- 2,000 car drivers in January 2020
- 2,000 car drivers in January 2018
- 2,000 car drivers in January 2016
- ...

Order form

We hereby order "Car wash in Germany 2024":

Type of report	Normal price	Price for BTG members*
Study only	<input type="checkbox"/> 1,100 EUR	<input type="checkbox"/> 900 EUR
Regional analysis only	<input type="checkbox"/> 495 EUR	<input type="checkbox"/> 350 EUR
Combination package: Study plus regional analysis	<input type="checkbox"/> 1,400 EUR	<input type="checkbox"/> 1,150 EUR
Further regional analyses per combined package	<input type="checkbox"/> 350 EUR	<input type="checkbox"/> 250 EUR

All prices are exclusive of VAT.

You will receive a PDF document licenced to your company.

*BTG: Bundesverband Tankstellen und Gewerbliche Autowäsche Deutschland e.V.

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Place, date, signature



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