

CANADIAN AUTOMOTIVE AFTERMARKET MONITOR

CAAM

CANADIAN
AUTOMOTIVE
AFTERMARKET
MONITOR
SYNDICATED

Monitoring how Canadian vehicle owners service their vehicles and examine their buying behaviour on a selected group of automotive products.

The Canadian Automotive Aftermarket Monitor (CAAM) study is a comprehensive survey designed to capture a broad spectrum of data concerning vehicle maintenance habits, service preferences, and parts purchasing behavior among Canadian consumers. The study delves into the specifics of each respondent's vehicle(s)—including make, model, and year—while also evaluating the type and frequency of services performed, from oil changes to major repairs. The CAAM study not only identifies where consumers purchase their automotive fluids and parts but also explores the factors influencing these purchasing decisions, such as brand loyalty, pricing, and promotions. This data is invaluable for businesses within the automotive aftermarket sector, offering insights that can inform marketing strategies, product development, and customer service enhancements.

How It's Used

The CAAM study provides detailed insights into consumer behaviors and preferences related to vehicle maintenance and parts purchasing. By analyzing the rich data collected from a diverse demographic cross-section of Canadian vehicle owners, clients can tailor their marketing strategies to target specific customer segments more effectively.

The study's findings enable clients to understand the competitive landscape, optimize product offerings, and improve service delivery by aligning with consumer expectations.

Additionally, clients can leverage the CAAM study to identify emerging trends and potential growth opportunities within the Canadian automotive aftermarket, ultimately helping to drive informed business decisions and foster customer loyalty.

Survey Content

- **Motor Oil Purchase: Do It Yourself (DIY), Do It For Me (DIFM), and Total (DIY & DIFM)**
 - Channel importance: by national and regional levels
 - Shares of volume purchased: by major brands and types of motor oil
 - Brand shares by regions and channels.
 - Key account review of major retailers (Canadian Tire, Walmart, etc.)
- **AUTOMOTIVE CLEANERS AND DEGREASERS**
- **VEHICLE SERVICING: OIL CHANGE**
 - Oil change services incidence in past 3 months
 - DIY versus DIFM
 - Reasons for DIY oil change
 - Deep dive into DIFM oil change services:
 - Overall channel importance and by each channel.
 - Reasons for choosing service destination by channels
 - Satisfaction with services provided

How We Do It

Each calendar quarter (January, April, July, October)

Each quarter a minimum of 3,500 respondents → 14,000 respondents annually

Respondents provide detailed information on all their DIY and DIFM activity over a three-month period

The sample is distributed proportionally across Canada and weighted to represent the population

We Provide



Data access through flash data reports



Standard quarterly reports



Customized deliverables for your brands

For more information, please contact:

Asad Amin

SVP, Head of Syndicated Solutions

Asad.Amin@ipsos.com

Michael Hsu

VP, Financial Services

Michael.Hsu@ipsos.com