

DIFM: Independents Versus Dealers

"The Do-It-For-Me (DIFM) market is composed of two major groups of repair outlets: Vehicle Dealers and Independent repair facilities."

"Following the Great Recession of 2008, thousands of Dealers across the U.S. closed or had their vehicle franchises canceled. As result, Dealers rapidly lost DIFM product share to Independent (non-Dealer) repair outlets. Dealer DIFM product strength bottomed during 2014, but they are now showing renewed DIFM market strength."

Six Major Takeaways

- Bottoming at 72.7% of car and light truck DIFM product sales during 2007, the Independent (non-Dealer) repair outlets began to increase their DIFM market position. Independent DIFM repair outlets peaked at 78.9% of 2014 car and light truck DIFM product volume.

- Vehicle Dealers were hit hard by the Great Recession of 2008, losing approximately 3,000 outlets in four years.
- Dealers bottomed in DIFM product share during 2014, with 21.1% of aftermarket product sales. Dealers rebounded to 21.4% of the 2016 DIFM market, as Independent repair outlets slipped to 78.6% of the DIFM market.
- Independent repair outlets surged from just under \$55 billion in 2006 product volume to over \$67 billion during 2016.
- Dealers added \$1.2 billion in DIFM product volume between 2014 and 2016, reflecting their growing DIFM market strength.
- Dealers generated one-third of total DIFM product growth during 2016.