

## 2020 Outlook Study

### About the report:

The 2020 Outlook Study provides a comprehensive picture of the current automotive aftermarket industry in Canada. It also notes future trends and opportunities for businesses in the industry and is produced every two years by AIA Canada. This year's version drew upon the global expertise of Ernst & Young (EY), a market leader in the changing demographic, technology and competitive landscape of the automotive sphere.

The Outlook Study is an indispensable tool for businesses, both large and small, to plan for the coming year. Here are some of the key takeaways from the study:

- **Size of the aftermarket:** Total revenue for core aftermarket businesses was estimated at \$31.7 billion in 2018 and is forecasted to have grown by 1.7% in 2019, reaching **\$32.2 billion**. *(It should be noted that due to changes in methodology and the inclusion of collision and mechanical sectors, revenue estimates presented in this study are not comparable to those in previous studies.)*
- **Employment in the aftermarket sector:** In 2019, businesses in the aftermarket sector employed approximately **491,800** Canadians. This was on par with the number of employees in the mining, quarrying, and oil and gas extraction sector along with the real estate, rental and leasing sector combined.
- **Aftermarket in a post-COVID world:** Aftermarket demand will likely remain resilient in a post-COVID world despite uneven recovery across subsectors. Analysis of retail sales data, GDP statistics and financial performance data suggests that historically, demand for aftermarket products and services has remained relatively resilient in recessionary environments.

Insight on disruptive technologies, emerging markets, and changing consumer preferences are just a few of the data points explored, including information on COVID-19's impact on the aftermarket with recovery trajectories and strategies to navigate the future.

The report is presented in a punchy and concise presentation with data visualization that makes it accessible and easy to read. It is designed to provide businesses like yours with strategic knowledge necessary to be successful in an ever-changing aftermarket.

### Availability:

Full report: Report is currently available in English only. French report to follow soon.  
AIA members: AT NO COST! (sign in required)  
Non-members: \$1,650

### Questions?

Contact [communications@aiacanada.com](mailto:communications@aiacanada.com)

