



## **Research and Markets : The Flourishing Automotive Specialty Industry With a Market Size of \$31 Billion in the US Is an Attractive Investment**

*Research and Markets (<http://www.researchandmarkets.com/reports/c20371>) has announced the addition of U.S. Automotive Specialty Equipment Market (2010): Regaling to Dark Ages to their offering.*

Dublin ([PRWEB](http://www.prweb.com)) July 8, 2005 -- Research and Markets (<http://www.researchandmarkets.com/reports/c20371>) has announced the addition of U.S. Automotive Specialty Equipment Market (2010): Regaling to Dark Ages to their offering.

The flourishing automotive specialty industry, with a market size of \$31 billion in the US, is an attractive investment for many automakers and independent dealers. Out of nearly 6,000 US specialty-parts firms, a handful of automakers have shown their business interest by entering into collaboration with some of them. This has gradually pushed the automotive appearance products into the mainstream market.

Though the industry bears a promising potential, yet it was observed that the growth recorded in the financial year 2002-2003 was badly shaken in the following financial year 2003-2004 and 2004-2005. This negative effect was on account of the high cost of vehicles, inadequate propaganda, a large number of alternative products flooding the market, and security concerns hovering over the Americans. The financial year 2004-05 saw only a growth of 7.7 percent in a market of \$28.9 billion. Out of this, the major contribution was of appearance accessories (25 percent), followed by equipment for racing and sporting accessories (17.6 percent), and handling equipment products and services (3.5 percent).

The market research report titled "U.S. Automotive Specialty Equipment Market (2010): Regaling to Dark Ages" is a guiding tool for the investors in this industry in preparing contingency plans and accessing the risks involved.

### **Report Highlights:**

- The market size, market segments, region, and purchase profiles of the overall US automotive specialty equipment industry.
- The retailing scenario of the automotive specialty equipment industry (market size and product group contribution).
- The stimulators and inhibitors of the market.
- Demographics of the US automotive specialty equipment consumers.
- Factors influencing the purchase of specialty equipment with regards to the area and brand preference.
- Snapshot of performance chemicals and products used for the maintenance of the vehicle and its parts.
- Profiles of major players in the US automotive specialty equipment industry.

### **Report Features:**

This market research report is rich in statistical and graphical information of US automotive specialty equipment industry.

Chapter 2 of this report gives the background and features of the US automotive specialty equipment market.

Chapters 3, 4, 5, 6 and 7 discuss the sales aspects, including the product distribution and trends as well as



retailing. It also embodies the consumer profile.

Chapter 9 deals exclusively with the major players of this industry.

The report serves as a valuable reference for the decision makers and industry analysts as well as those planning to step into this industry.

Companies Profiled:

- AutoZone
- Advance Auto Parts
- CSK Auto
- Pep Boys
- O'Reilly

For more information visit <http://www.researchandmarkets.com/reports/c20371>

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