

Rising Vehicle Age and Customization Fuel USD 828.2 Billion Automotive Aftermarket by 2031

The automotive aftermarket is evolving rapidly, with digital platforms and sustainability driving the next phase of industry growth.

WILMINGTON, DE, UNITED STATES, August 26, 2025 /EINPresswire.com/ -- According to a new report published by Allied Market Research, titled, "Automotive AfterMarket by Application (Infotainment and Multimedia, Engine Component, Tires and Wheels, Electrical Products, Seat and Steering Covers, Others), by Distribution (OEM, Third Party

Vendors), by Vehicle Type (Two Wheeler, Passenger Car, Commercial Vehicle), by Position (External Accessories, Internal Accessories): Global Opportunity Analysis and Industry Forecast, 2021-2031" The global automotive aftermarket was valued at \$438.7 billion in 2021, and is projected to reach \$828.2 billion by 2031, growing at a CAGR of 6.2% from 2022 to 2031.

The automotive aftermarket refers to the secondary market of the automotive industry, comprising the manufacturing, remanufacturing, distribution, retailing, and installation of vehicle parts, equipment, and accessories after the sale of the automobile by the original equipment manufacturer (OEM). This market plays a critical role in maintaining, upgrading, and enhancing vehicles, driven by consumer demand for replacement parts, maintenance services, and customization options. Increasing vehicle ownership, aging vehicle fleets, and advancements in digital sales channels are fueling steady aftermarket growth worldwide.

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The growth of the automotive aftermarket is primarily driven by the rising global vehicle parc and the increasing average age of vehicles. Consumers are keeping vehicles longer, which is



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creating higher demand for replacement parts and routine maintenance services.

Technological advancements in vehicles are also shaping the aftermarket landscape. The growing adoption of advanced driver-assistance systems (ADAS), connected vehicles, and electrification has increased demand for specialized aftermarket services and parts compatible with modern technologies.

The rise of e-commerce platforms has transformed the aftermarket industry, making it easier for consumers to access a wide range of parts, compare prices, and arrange doorstep delivery. Online platforms are reshaping customer expectations with transparency and convenience.

However, challenges such as the availability of counterfeit parts and price competition among vendors pose restraints to the market. Strict government regulations regarding safety and emissions also require aftermarket suppliers to adapt quickly, adding compliance costs.

Additionally, sustainability trends are reshaping the aftermarket, with increasing emphasis on remanufacturing and recycling automotive components. This shift not only helps in reducing costs but also aligns with global environmental goals.

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The [automotive aftermarket scope](#) is segmented basis of application, distribution, vehicle type, position, and region. By application, it is divided into infotainment and multimedia, engine component, tires and wheels, electrical products, seat and steering covers, and others. By distribution, it is divided into OEM and third party vendors. By vehicle type, it is segmented into two wheeler, passenger cars, and commercial vehicles. By position, it is divided into external accessories and internal accessories. By region, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

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North America and Europe hold significant shares of the automotive aftermarket, owing to an established vehicle parc, high consumer awareness, and the presence of strong distribution networks. The U.S. leads in terms of demand due to vehicle longevity and the popularity of do-it-yourself (DIY) maintenance trends.

Asia-Pacific, particularly China and India, is expected to experience the fastest growth during the forecast period. Rapid urbanization, increasing disposable income, and expanding vehicle ownership are contributing to the surge in demand for aftermarket parts and services.

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The automotive aftermarket is highly competitive and fragmented, with both global players and regional companies contributing to market expansion. Key strategies include product innovation, expansion of digital platforms, and strengthening supply chains. Companies are focusing on offering high-quality, certified parts to gain consumer trust.

Leading players such as Robert Bosch GmbH, HARMAN International, Panasonic Corporation, Hella KGaA Hueck & Co., Auto zone, DENSO Corporation, The Goodyear Tire & Rubber Company, Bridgestone Corporation, Continental, Hyundai Mobis, Osram Licht AG, Michelin, The Yokohama Rubber Co. Ltd., Ford Motor Company, Alpine Electronics, Pioneer Corporation, Visteon are investing in advanced technologies and forming strategic partnerships with e-commerce platforms to enhance customer reach. Local independent suppliers and workshops also remain crucial in catering to cost-conscious customers.

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- Rising vehicle age and ownership rates are fueling aftermarket demand globally.
- E-commerce and digital sales channels are rapidly transforming aftermarket distribution.
- Asia-Pacific is emerging as the fastest-growing region, led by China and India.
- Technological advancements in ADAS and EVs are creating new aftermarket opportunities.
- Sustainability initiatives, including remanufacturing and recycling, are reshaping industry trends.

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