



STOWARZYSZENIE
DYSTRYBUTORÓW
I PRODUCENTÓW
CZĘŚCI
MOTORYZACYJNYCH

Barometer of the Automotive Parts Industry in Poland

Research conducted by the SDCM and Frost & Sullivan

Q1 2018

F R O S T  S U L L I V A N

Project Objectives



The dynamic growth of the e-commerce market, increasing competition and the upcoming changes in tax regulations can significantly affect the directions of development of the segment of distribution and sales of automotive parts.

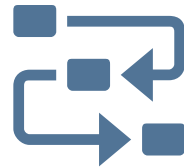
The development of new types of drives, the evolution towards intelligent production in the field of Industry 4.0 and the competitiveness of the regenerated parts segment require manufacturers of automotive parts to make the right business decisions to respond to future changes and challenges.

New tools necessary in the process of increasing the loyalty of customer service points require quick adaptation to market requirements.

- **What is the opinion of managers about current and future trends in the industry?**
- **How do they prepare for challenges and how they increase their competitiveness?**

In order to get answers to these and other questions, the Association of Automotive Parts Distributors and Manufacturers together with an international consulting company Frost & Sullivan has prepared the Automotive Parts Barometer in Poland.

Methodology

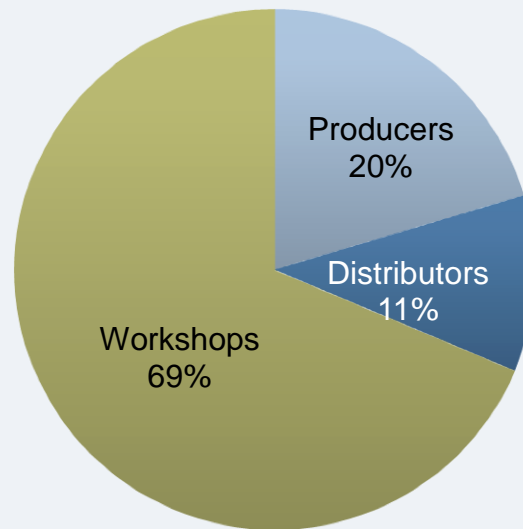


Methodology



- 201 responders – managers and owners
- 3 groups of entities - producers, distributors, workshops
- 10 customized questions for each group = 30 questions
- Closed single-choice, multiple-choice questions and the option to mark your own answer in the box "other"
- Internet survey conducted in January-February 2018 by SDCM and Frost & Sullivan

Responders



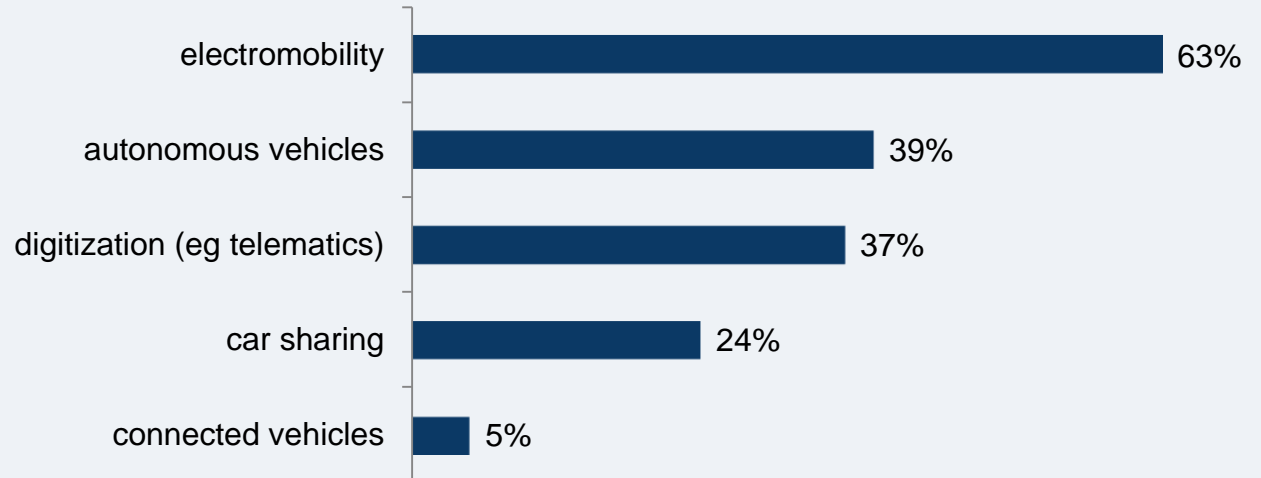
Automotive parts production



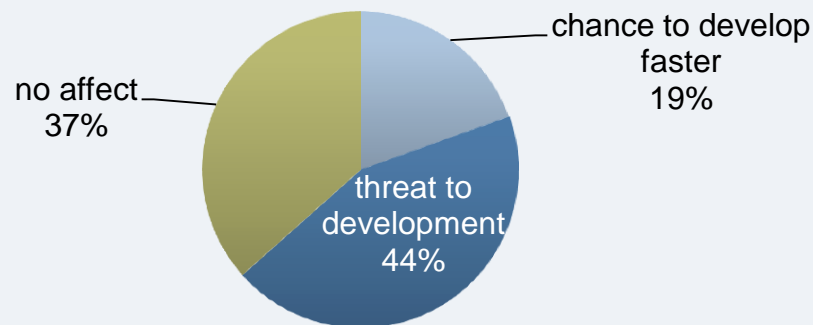
Parts production – Mega Trends



Which of the mega trends will change the most trade market and services in the automotive industry?



The rapid development of electromobility for your company is:



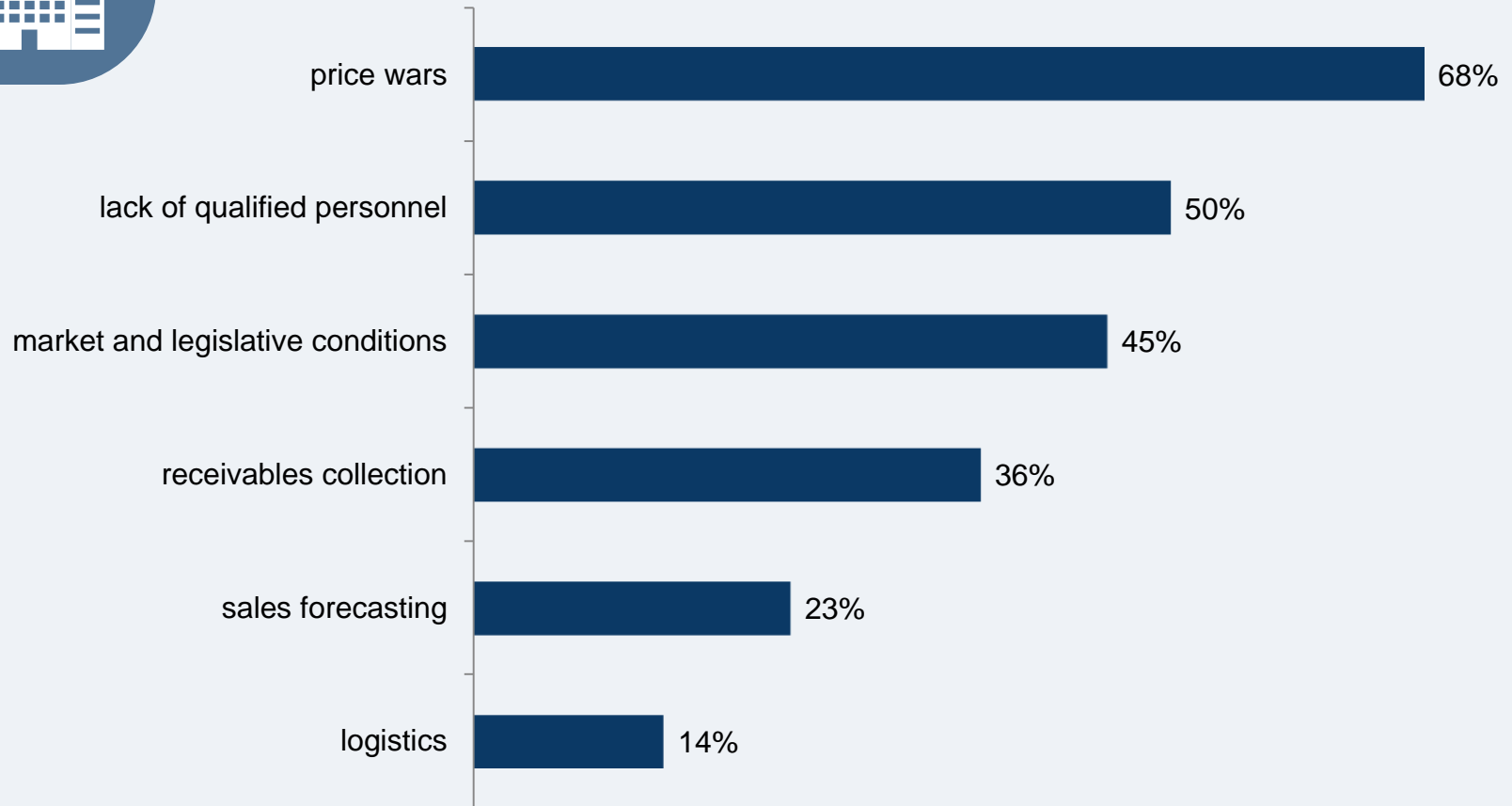
Automotive parts distribution



Automotive parts distribution - issues



Which of the following are the biggest issues for the company?



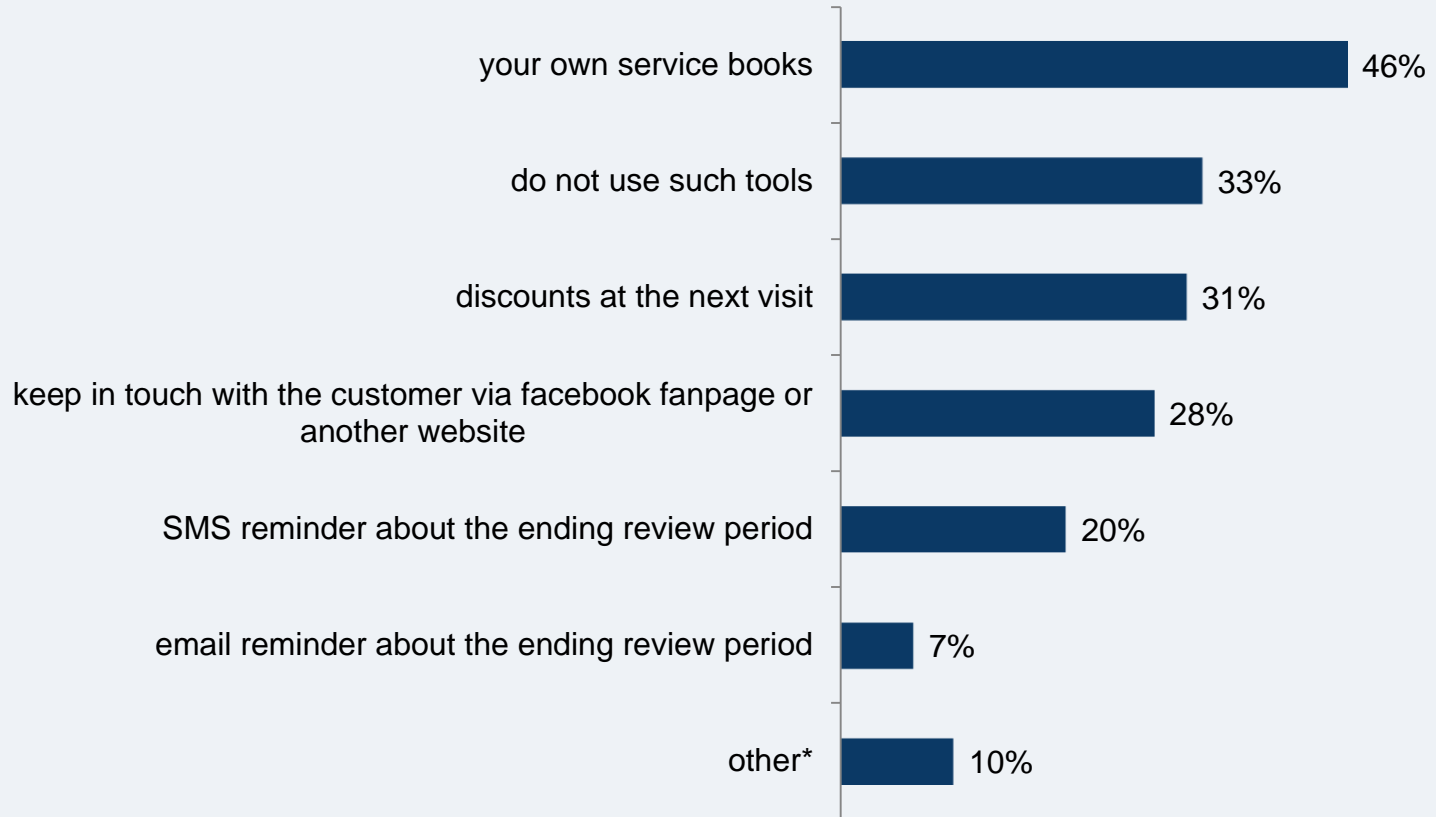
Service and repairs



Service and repairs – tools to improve customer loyalty



What tools do you use to increase customer loyalty level in your workshop?



*SMS with promotions, advertising in the media, telephone contact, keeping the customer up to date on additional repairs or difficulties, promotions in the form of gifts with car accessories, additional free reviews, keeping a file of services

About us





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SDCM – The Association of Distributors and Producers of Automotive Parts – this is the Polish voice of the automotive industry. It is over 100 largest players in the industry and automotive parts market, SDCM Members, representing the interests of industry, trade and services worth over 125 billion PLN annually creating nearly 270,000 jobs. SDCM is one of the largest European organizations such as CLEPA and FIGIEFA

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Frost & Sullivan is a growth consulting company. We provide research and consulting services with an excellent foundation in market and technology expertise.

Customers use our support for anything from increasing their market profiles to identifying growth opportunities as well as analysing competitive strategies up to entering new markets, finding new customers and partners as well as identifying and profiling new technologies.

We have more than 55 years of industry experience with over 1,500 analysts in 43 offices worldwide conducting primary and secondary market research and tracking technology trends across a broad range of industry sectors.

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