2022

SEMA MARKET REPORT

A COMPREHENSIVE OVERVIEW OF THE AUTOMOTIVE SPECIALTY-EQUIPMENT MARKET

MARKET RESEARCH

INTRODUCTION

Specialty-Equipment Market Produces Another Record Year in 2021.

For the first time, we are reporting a market size over $50 billion. Overall consumer spending on parts and accessories jumped 6.3% last year. This new high point for industry sales reached $50.9 billion.

The truck continues to be a driving force for the industry. Pickup mods accounted for nearly one-third of parts and accessory sales. The shift toward light-truck sales continues in the new-vehicle market, and those pickup and utility vehicles are great platforms for accessorization.

But, it's not just about utility. Performance mods have seen great sales too. People are always looking for more power. Most people can't afford a Lamborghini or even a Hellcat. Still, this industry helps anyone boost their own car toward those lofty goals.

People have voted with their wallet. Consumers continue to show that they love their cars and accessorizing them. Contrary to what some would have us believe, car culture is alive and well in the United States. And that culture has driven our industry to its best sales year ever.

Enthusiasts have been taking advantage of these strange times to do what they love: work on their cars and trucks. Even amid all the disruptions, people found the opportunity to do something fun with their cars. That's what makes this industry so cool.

Even as consumers continue to spend, we are facing some headwinds in 2022 and beyond. We've all seen the effects of the supply-chain issues that ramped up last year. Shipping, raw material and sub-assembly shortages will likely continue into 2023. Inflation has risen across the board, as gas prices have shot up and companies in our industry feel the need to raise prices amid increased costs. Consumer confidence has remained down, as a pandemic, politics, and supply issues have weighed on their minds. Some economists see a slowdown coming this year.

But unemployment is low. Many people are still eschewing some travel and entertainment options, which leaves more time and money for other hobbies. Even with higher gas prices, "road trip" may be the hot travel buzzwords this year, which helps further connect people to their cars. Some economists see signs of continued spending and growth.

We expect our industry to keep growing. Sales growth may slow a bit this year, but we aren't forecasting a drop. As we get further past the pandemic and supply-chain issues, we expect to return to the growth trend we've seen for a decade.

People really do like cars. And they like personalizing their cars. They spent over $50 billion last year to prove it. I can't wait to tell you what our sales record becomes next year.

Gavin Knapp

Director, Market Research

SEMA

MARKET OVERVIEW

MARKET SIZING

OVERVIEW

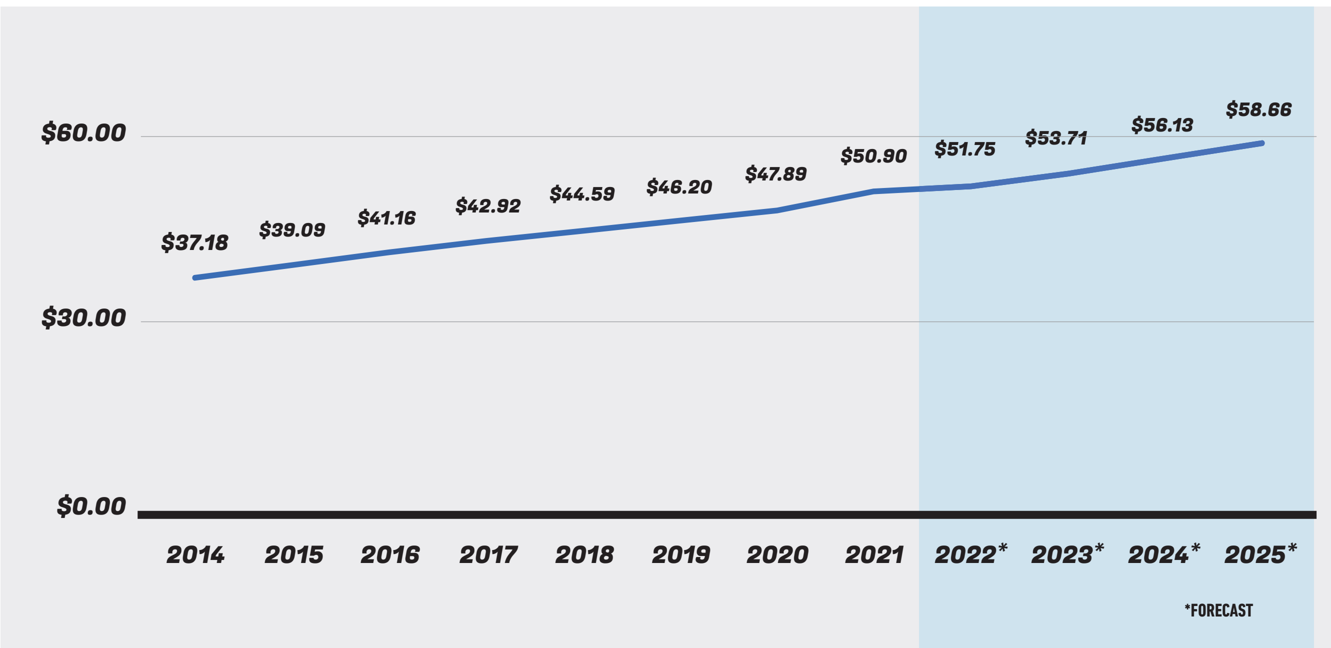
The specialty-equipment industry continues to grow. U.S. sales topped $50 billion for the first time in 2021. U.S. consumers spent $50.9 Billion on accessorizing and modifying their vehicles last year. This represents a 6.3% increase over 2020, and a new high for our industry.

Many businesses saw record sales in 2021, even as the U.S. continued its recovery from COVID and navigated growing disruptions to global shipping and production. Even while dealing with supply-chain uncertainty, shipping delays, product shortages, and reduced new-vehicle sales, 2021 was another great year for the specialty-equipment industry overall. Consumers spent more time than in a typical year working on their vehicles and as restrictions eased on in-person contact, returned to in-store shopping and auto events.

That said, there are still more headwinds as we head work through 2022. The supply-chain and logistical challenges that began to emerge in 2021 have not been addressed as quickly as many had hoped, and it's looking like they may persist through 2022. While we do not expect sales to decline in 2022, our forecast calls for more modest growth—though some economists believe a downturn may arrive this year, which could further dampen consumer spending. As of now, our estimates are that supply issues will clear up in 2023 and the industry will ramp back up towards our historical growth trend. Still, businesses should be paying attention to the economic headwinds going forward.

SPECIALTY-EQUIPMENT RETAIL SALES $ BILLIONS

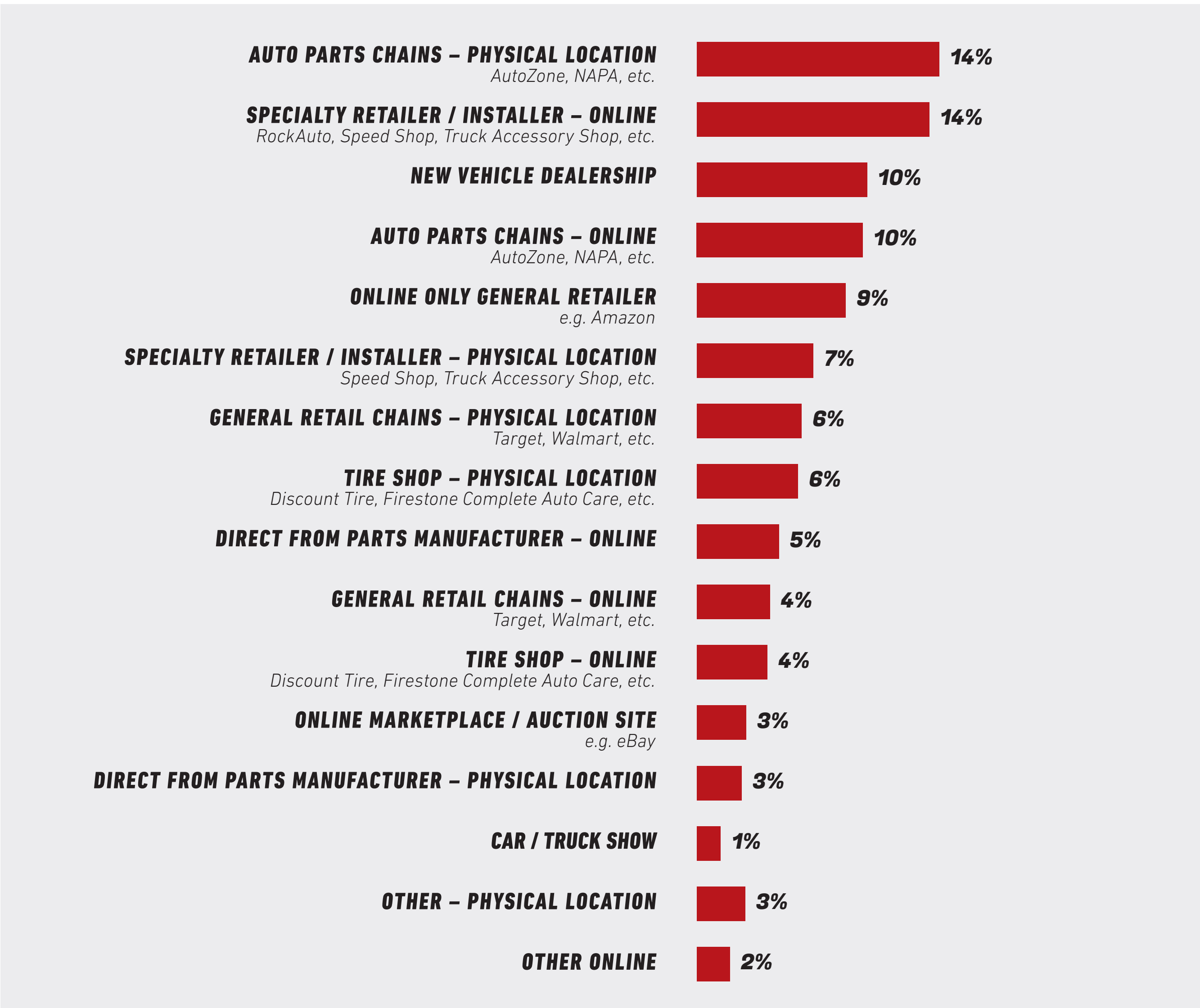
Source: 2021 SEMA US Market Data



While the specialty-equipment market typically sees a higher share of online sales than the overall economy, in-store retail channels have historically provided the bulk of automotive specialty parts to consumers. Pandemic disruptions pushed even more sales into online channels during 2020. That online shift seems to be a short-term spike that was partially normalized in 2021, as online and in-person sales evened out.

The cost, complexity, size, ease of install, and local availability of all impact where a given product type is likely to be bought. Engine products, for instance, are more likely to be sourced from specialized retailers, while more commoditized products like batteries and chemicals see a higher share of dollars flow through traditional auto-parts chains. And for more niche vehicles or objectives, like restoring a classic, there may not be any local stores that carry the exact parts a consumer needs. SEMA also consistently finds that accessorizers may favor going online for inexpensive, easy-to-install parts, but value getting in-person advice and expertise with complex or big-ticket products.

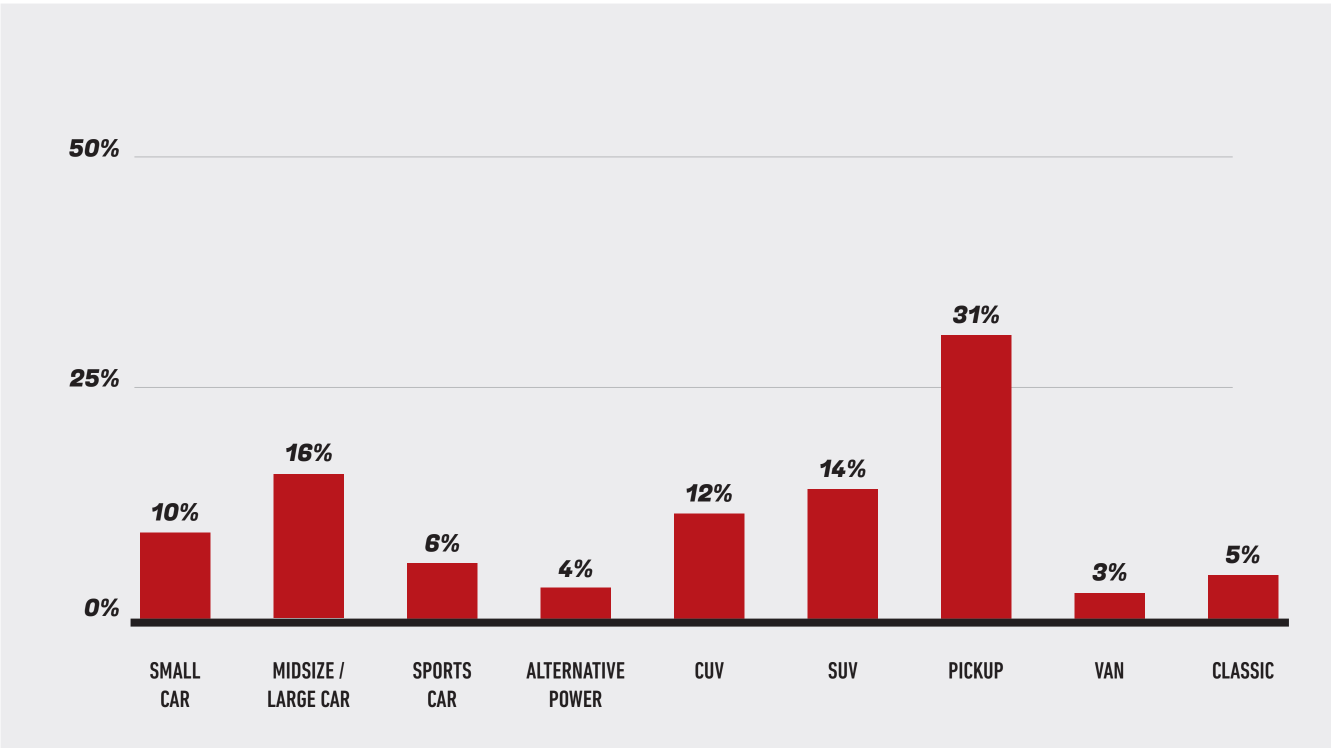
2021 CONSUMER PURCHASE ESTIMATES BY SALES CHANNEL % OF SALES — Source: 2021 SEMA US Market Data



Pickup parts remained big business for the specialty-equipment market in 2021, accounting for 31% of retail sales. Crossover utility vehicles (CUVs), midsize/large cars, and sport utility vehicles (SUVs, including the Jeep Wrangler) also account for significant shares of the market. These are also the most common vehicle types on the road today. Some vehicle models are more likely to be modified (or modified more heavily) than others, but our industry is as diverse as the vehicle population itself. Products are made, and sold, for all types of cars and trucks.

It's also worth noting that different segments inspire different types of modifications. The vehicle segment section of the report details which part categories are preferred by each vehicle-type owner.

2021 CONSUMER PURCHASE ESTIMATES BY VEHICLE SEGMENT % OF SALES Source: 2021 SEMA US Market Data



Readers of our previous reports may notice that the vehicles segments reported have changed somewhat. We follow the vehicle segmentation of our VIO data provider Experian Automotive, who has recently updated their segments to better represent the vehicle fleet. These changes will be reflected throughout this report.

2021 CONSUMER PURCHASE ESTIMATES $ BILLIONS

Source: 2021 SEMA US Market Data

ACCESSORY AND APPEARANCE PRODUCTS: $26.73 BILLION

	2021		Market Size	2022 Forecast
CHEMICALS	$7.77	Maintenance Oils and Additives	$4.58	$7.89
		Wax and Cleaning Products	$1.94	
		Paint Powdercoating and Plating	$1.26	
EXTERIOR BODY	$5.92	Fender, Hood, and Body Upgrades	$2.10	$6.02
		Exterior Appearance Upgrades	$2.05	
		Body Finishing Products	$1.77	
UTILITY ACCESSORIES	$3.79	Trailer and Towing Products	$0.96	$3.87
		Truck Bedliners and Other Bed Accessories	$0.84	
		Racks and Carriers	$0.82	
		Truck Bed Covers	$0.63	
		Truck Caps	$0.54	
INTERIOR	$2.68	Seats and Upholstery	$1.04	$2.73
		Floor Mats and Interior Appearance Products	$0.98	
		Dash System and Gauges	$0.67	
LIGHTING	$2.39	Head / Tail Lights	$1.40	$2.43
		Exterior Accessory Lighting	$0.79	
		Interior Lights	$0.21	
MOBILE ELECTRONICS	$3.41	Sound System and Audio Accessories	$1.12	$3.44
		Alarms and Security Products	$0.87	
		Navigation Systems	$0.49	
		Mobile TV and Video Cameras	$0.47	
		Wireless and Smartphone Integration Products	$0.47	
DRIVER ASSIST SYSTEMS	$0.76	Driver Assist Systems	$0.76	$0.78

2021 CONSUMER PURCHASE ESTIMATE $ BILLIONS

Source: 2021 SEMA US Market Data

PERFORMANCE PRODUCTS: $12.23 BILLION

	2021		Market Size	2022 Forecast
DRIVETRAIN	$3.61	Transmission Products	$2.14	$3.65
		Axles and Differential	$0.82	
		Clutches and Related Products	$0.55	
		Shifters	$0.10	
ENGINE ELECTRICAL AND IGNITION	$2.00	Ignition Products	$0.91	$2.03
		Engine Control and Computer Products	$0.56	
		Batteries and Related Products	$0.53	
ENGINE INTERNAL AND COOLING	$2.26	Internal Engine Products	$1.60	$2.30
		Cooling System Products	$0.39	
		Engine Dress-Up Products	$0.27	
INTAKE / FUEL / EXHAUST	$3.83	Exhaust Products	$1.60	$3.91
		Forced Induction Systems	$0.82	
		Air Intake Products	$0.81	
		Carburetor and Fuel System Products	$0.60	
SAFETY GEAR	$0.53	Roll Cage and Safety Products	$0.38	$0.54
		Racing and Protection Apparel	$0.14	

WHEELS, TIRES AND SUSPENSION: $11.94 BILLION

	2021		Market Size	2022 Forecast
SUSPENSION / BRAKES / STEERING	$5.47	Suspension Products	$2.96	$5.58
		Brake Products	$2.34	
		Steering Products	$0.18	
WHEELS / TIRES	$6.47	Performance / Special Purpose Tires	$2.79	$6.60
		Off-Road / Oversize Tires	$2.13	
		Custom Wheels	$1.55	

MAINTENANCE OILS AND ADDITIVES

Source: 2021 SEMA US Market Data

2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE	2021 MARKET SIZE
$4.10 BILLION	$4.23 BILLION	$4.35 BILLION	$4.58 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	35%
Car / Truck Show	1%
Direct from Parts Manufacturer	1%
General Retail Chains	17%
New Vehicle Dealership	7%
Specialty Retailer/Installer	4%
Tire Shop	4%
Other	2%

ONLINE	
Auto Parts Chains	11%
Direct from Parts Manufacturer	1%
General Retail Chains	5%
Online Marketplace/Auction Site	1%
Online Only General Retailer	5%
Specialty Retailer/Installer	2%
Tire Shop	1%
Other	1%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	15%
Midsize / Large Car	18%
Sports Car	4%
Alternative Power	2%
CUV	15%
SUV	10%
Pickup	27%
Van	5%
Classic	4%

EXAMPLE PARTS

Engine Treatments, Engine / Injector Cleaner, Fuel Additives, Performance ATF, Performance Gear Oil, Performance Motor Oil / Synthetic Oil

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
16% OF PURCHASES	12% OF PURCHASES	7% OF PURCHASES	65% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH	DIY INSTALLATION SHARE
96%	76%

WAX AND CLEANING PRODUCTS

Source: 2021 SEMA US Market Data

2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE	2021 MARKET SIZE
$1.80 BILLION	$1.85 BILLION	$1.86 BILLION	$1.94 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	26%
Car / Truck Show	1%
Direct from Parts Manufacturer	1%
General Retail Chains	25%
New Vehicle Dealership	4%
Specialty Retailer/Installer	3%
Tire Shop	1%
Other	1%

ONLINE	
Auto Parts Chains	11%
Direct from Parts Manufacturer	1%
General Retail Chains	9%
Online Marketplace/Auction Site	1%
Online Only General Retailer	11%
Specialty Retailer/Installer	4%
Tire Shop	1%
Other	1%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	15%
Midsize / Large Car	17%
Sports Car	5%
Alternative Power	3%
CUV	16%
SUV	11%
Pickup	23%
Van	5%
Classic	6%

EXAMPLE PARTS

Cleaning Products (interior or exterior),
Polish / Wax,
Other Chemicals

ORDERED ONLINE

SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
30% OF PURCHASES	9% OF PURCHASES

ORDERED IN-STORE

SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
6% OF PURCHASES	55% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH
91%

DIY INSTALLATION SHARE
90%

PAINT POWDERCOATING AND PLATING

Source: 2021 SEMA US Market Data

2018 MARKET SIZE	2019 MARKET SIZE	20120 MARKET SIZE	2021 MARKET SIZE
$1.14 BILLION	$1.16 BILLION	$1.21 BILLION	$1.26 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	18%
Car / Truck Show	3%
Direct from Parts Manufacturer	3%
General Retail Chains	8%
New Vehicle Dealership	14%
Specialty Retailer/Installer	9%
Tire Shop	<1%
Other	5%

ONLINE	
Auto Parts Chains	12%
Direct from Parts Manufacturer	4%
General Retail Chains	3%
Online Marketplace/Auction Site	1%
Online Only General Retailer	6%
Specialty Retailer/Installer	13%
Tire Shop	1%
Other	1%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	16%
Midsize / Large Car	29%
Sports Car	4%
Alternative Power	2%
CUV	6%
SUV	16%
Pickup	18%
Van	1%
Classic	8%

EXAMPLE PARTS

Paint Powdercoating / Plating

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
26% OF PURCHASES	21% OF PURCHASES	6% OF PURCHASES	47% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH

94%

DIY INSTALLATION SHARE

64%

FENDER, HOOD AND BODY UPGRADES

Source: 2021 SEMA US Market Data

2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE	2021 MARKET SIZE
$1.84 BILLION	$1.91 BILLION	$1.97 BILLION	$2.10 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	8%
Car / Truck Show	3%
Direct from Parts Manufacturer	3%
General Retail Chains	1%
New Vehicle Dealership	13%
Specialty Retailer/Installer	9%
Tire Shop	2%
Other	1%

ONLINE	
Auto Parts Chains	9%
Direct from Parts Manufacturer	7%
General Retail Chains	2%
Online Marketplace/Auction Site	6%
Online Only General Retailer	11%
Specialty Retailer/Installer	19%
Tire Shop	3%
Other	2%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	10%
Midsize / Large Car	11%
Sports Car	12%
Alternative Power	8%
CUV	11%
SUV	14%
Pickup	29%
Van	2%
Classic	2%

EXAMPLE PARTS

Fenders, Hood, Body Modifications,
Bumper / Grille Guard / Step Bumper

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
50% OF PURCHASES	19% OF PURCHASES	7% OF PURCHASES	24% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH	DIY INSTALLATION SHARE
83%	53%

NOTE: Product category definition has changed since previous report.

EXTERIOR APPEARANCE UPGRADES

Source: 2021 SEMA US Market Data

2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE	2021 MARKET SIZE
$1.70 BILLION	$1.76 BILLION	$1.92 BILLION	$2.05 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	8%
Car / Truck Show	2%
Direct from Parts Manufacturer	3%
General Retail Chains	2%
New Vehicle Dealership	13%
Specialty Retailer/Installer	9%
Tire Shop	1%
Other	3%

ONLINE	
Auto Parts Chains	10%
Direct from Parts Manufacturer	6%
General Retail Chains	3%
Online Marketplace/Auction Site	6%
Online Only General Retailer	16%
Specialty Retailer/Installer	16%
Tire Shop	1%
Other	2%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	4%
Midsize / Large Car	9%
Sports Car	3%
Alternative Power	3%
CUV	12%
SUV	18%
Pickup	48%
Van	1%
Classic	2%

EXAMPLE PARTS

Grille, Side Steps / Running Boards, Mirrors, Sunroof / Moonroof, Window Shades / Vents, Car Covers, Other Exterior Body Upgrades

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
54% OF PURCHASES	13% OF PURCHASES	8% OF PURCHASES	25% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH
79%

DIY INSTALLATION SHARE
66%

NOTE: Product category definition has changed since previous report.

BODY FINISHING PRODUCTS

Source: 2021 SEMA US Market Data

2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE	2021 MARKET SIZE
$1.53 BILLION	$1.58 BILLION	$1.67 BILLION	$1.77 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	8%
Car / Truck Show	2%
Direct from Parts Manufacturer	2%
General Retail Chains	5%
New Vehicle Dealership	10%
Specialty Retailer/Installer	14%
Tire Shop	2%
Other	5%

ONLINE	
Auto Parts Chains	7%
Direct from Parts Manufacturer	4%
General Retail Chains	5%
Online Marketplace/Auction Site	5%
Online Only General Retailer	18%
Specialty Retailer/Installer	8%
Tire Shop	2%
Other	3%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	10%
Midsize / Large Car	15%
Sports Car	8%
Alternative Power	6%
CUV	12%
SUV	20%
Pickup	21%
Van	5%
Classic	3%

EXAMPLE PARTS

Decals / Graphics / Emblems / Wraps,
Window Tinting / Lamination

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
37% OF PURCHASES	16% OF PURCHASES	5% OF PURCHASES	43% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH
61%

DIY INSTALLATION SHARE
54%

TRAILER AND TOWING PRODUCTS

Source: 2021 SEMA US Market Data

2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE	2021 MARKET SIZE
$0.81 BILLION	$0.85 BILLION	$0.90 BILLION	$0.96 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	13%
Car / Truck Show	1%
Direct from Parts Manufacturer	3%
General Retail Chains	7%
New Vehicle Dealership	9%
Specialty Retailer/Installer	8%
Tire Shop	2%
Other	3%

ONLINE	
Auto Parts Chains	11%
Direct from Parts Manufacturer	6%
General Retail Chains	3%
Online Marketplace/Auction Site	4%
Online Only General Retailer	12%
Specialty Retailer/Installer	13%
Tire Shop	2%
Other	2%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	<1%
Midsize / Large Car	1%
Sports Car	0%
Alternative Power	5%
CUV	11%
SUV	14%
Pickup	60%
Van	6%
Classic	3%

EXAMPLE PARTS

Trailer Hitch,

Winch

ORDERED ONLINE

SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
40% OF PURCHASES	15% OF PURCHASES

ORDERED IN-STORE

SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
7% OF PURCHASES	38% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH

96%

DIY INSTALLATION SHARE

71%

TRUCK BEDLINERS AND OTHER BED ACCESSORIES

Source: 2021 SEMA US Market Data

2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE	2021 MARKET SIZE
$0.72 BILLION	$0.74 BILLION	$0.78 BILLION	$0.84 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	11%
Car / Truck Show	1%
Direct from Parts Manufacturer	3%
General Retail Chains	8%
New Vehicle Dealership	13%
Specialty Retailer/Installer	15%
Tire Shop	1%
Other	4%
ONLINE	
Auto Parts Chains	9%
Direct from Parts Manufacturer	7%
General Retail Chains	3%
Online Marketplace/Auction Site	3%
Online Only General Retailer	6%
Specialty Retailer/Installer	14%
Tire Shop	1%
Other	2%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	0%
Midsize / Large Car	0%
Sports Car	0%
Alternative Power	<1%
CUV	<1%
SUV	<1%
Pickup	98%
Van	0%
Classic	<1%

EXAMPLE PARTS

Pickup Bed Rack System,
Drop-in or Spray Bedliner,
Tool Box

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
29% OF PURCHASES	24% OF PURCHASES	8% OF PURCHASES	39% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH
86%

DIY INSTALLATION SHARE
57%

RACKS AND CARRIERS

Source: 2021 SEMA US Market Data

2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE	2021 MARKET SIZE
$0.71 BILLION	$0.80 BILLION	$0.76 BILLION	$0.82 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	6%
Car / Truck Show	2%
Direct from Parts Manufacturer	2%
General Retail Chains	4%
New Vehicle Dealership	14%
Specialty Retailer/Installer	10%
Tire Shop	1%
Other	2%

ONLINE	
Auto Parts Chains	10%
Direct from Parts Manufacturer	6%
General Retail Chains	5%
Online Marketplace/Auction Site	4%
Online Only General Retailer	17%
Specialty Retailer/Installer	13%
Tire Shop	1%
Other	3%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	2%
Midsize / Large Car	3%
Sports Car	<1%
Alternative Power	3%
CUV	30%
SUV	24%
Pickup	31%
Van	7%
Classic	1%

EXAMPLE PARTS

Hitch Mounted Cargo Carrier,
Roof Rack / Carriers,
Mounted Tent (Roof / Truck Bed),
Other Exterior Accessories

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
49% OF PURCHASES	17% OF PURCHASES	7% OF PURCHASES	27% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH
88%

DIY INSTALLATION SHARE
61%

TRUCK BED COVERS

Source: 2021 SEMA US Market Data

2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE	2021 MARKET SIZE
$0.52 BILLION	$0.54 BILLION	$0.58 BILLION	$0.63 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	3%
Car / Truck Show	1%
Direct from Parts Manufacturer	1%
General Retail Chains	<1%
New Vehicle Dealership	11%
Specialty Retailer/Installer	17%
Tire Shop	<1%
Other	2%

ONLINE	
Auto Parts Chains	5%
Direct from Parts Manufacturer	8%
General Retail Chains	1%
Online Marketplace/Auction Site	6%
Online Only General Retailer	23%
Specialty Retailer/Installer	19%
Tire Shop	<1%
Other	2%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	0%
Midsize / Large Car	0%
Sports Car	0%
Alternative Power	0%
CUV	0%
SUV	0%
Pickup	99%
Van	0%
Classic	<1%

EXAMPLE PARTS

Pickup Tonneau Cover

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
55% OF PURCHASES	10% OF PURCHASES	6% OF PURCHASES	29% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH
88%

DIY INSTALLATION SHARE
67%

TRUCK CAPS

Source: 2021 SEMA US Market Data

2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE	2021 MARKET SIZE
$0.50 BILLION	$0.51 BILLION	$0.51 BILLION	$0.54 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	5%
Car / Truck Show	1%
Direct from Parts Manufacturer	3%
General Retail Chains	0%
New Vehicle Dealership	13%
Specialty Retailer/Installer	12%
Tire Shop	1%
Other	4%

ONLINE	
Auto Parts Chains	18%
Direct from Parts Manufacturer	9%
General Retail Chains	3%
Online Marketplace/Auction Site	1%
Online Only General Retailer	11%
Specialty Retailer/Installer	14%
Tire Shop	<1%
Other	3%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	0%
Midsize / Large Car	0%
Sports Car	0%
Alternative Power	0%
CUV	0%
SUV	1%
Pickup	95%
Van	0%
Classic	4%

EXAMPLE PARTS

Pickup Truck Cap / Shell

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
48% OF PURCHASES	17% OF PURCHASES	3% OF PURCHASES	31% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH
78%

DIY INSTALLATION SHARE
68%

SEATS AND UPHOLSTERY

Source: 2021 SEMA US Market Data

2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE	2021 MARKET SIZE
$0.92 BILLION	$0.95 BILLION	$0.97 BILLION	$1.04 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	13%
Car / Truck Show	2%
Direct from Parts Manufacturer	3%
General Retail Chains	7%
New Vehicle Dealership	9%
Specialty Retailer/Installer	7%
Tire Shop	2%
Other	2%
ONLINE	
Auto Parts Chains	10%
Direct from Parts Manufacturer	4%
General Retail Chains	7%
Online Marketplace/Auction Site	5%
Online Only General Retailer	16%
Specialty Retailer/Installer	10%
Tire Shop	2%
Other	2%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	7%
Midsize / Large Car	14%
Sports Car	7%
Alternative Power	6%
CUV	17%
SUV	14%
Pickup	19%
Van	6%
Classic	9%

EXAMPLE PARTS

Custom Seats, Headliners,
Seat Covers / Dash Covers, Upholstery

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
46% OF PURCHASES	15% OF PURCHASES	7% OF PURCHASES	32% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH	DIY INSTALLATION SHARE
74%	73%

NOTE: Product category definition has changed since previous report.

FLOOR MATS AND INTERIOR APPEARANCE PRODUCTS

Source: 2021 SEMA US Market Data

2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE	2021 MARKET SIZE
$0.88 BILLION	$0.90 BILLION	$0.92 BILLION	$0.98 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	12%
Car / Truck Show	1%
Direct from Parts Manufacturer	2%
General Retail Chains	8%
New Vehicle Dealership	11%
Specialty Retailer/Installer	3%
Tire Shop	2%
Other	1%

ONLINE	
Auto Parts Chains	10%
Direct from Parts Manufacturer	7%
General Retail Chains	6%
Online Marketplace/Auction Site	5%
Online Only General Retailer	19%
Specialty Retailer/Installer	10%
Tire Shop	2%
Other	2%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	8%
Midsize / Large Car	16%
Sports Car	4%
Alternative Power	5%
CUV	21%
SUV	12%
Pickup	23%
Van	6%
Classic	5%

EXAMPLE PARTS

Cargo / Trunk Mat,
Custom Floor Mats/Carpeting
Knobs / Handles, Interior Mirrors,
Pedals, Other Interior Products

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
52% OF PURCHASES	13% OF PURCHASES	8% OF PURCHASES	27% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH
73%

DIY INSTALLATION SHARE
77%

NOTE: Product category definition has changed since previous report.

DASH SYSTEM AND GAUGES

Source: 2021 SEMA US Market Data

2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE	2021 MARKET SIZE
$0.58 BILLION	$0.61 BILLION	$0.63 BILLION	$0.67 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	12%
Car / Truck Show	2%
Direct from Parts Manufacturer	4%
General Retail Chains	3%
New Vehicle Dealership	13%
Specialty Retailer/Installer	4%
Tire Shop	3%
Other	3%

ONLINE	
Auto Parts Chains	16%
Direct from Parts Manufacturer	6%
General Retail Chains	5%
Online Marketplace/Auction Site	4%
Online Only General Retailer	10%
Specialty Retailer/Installer	12%
Tire Shop	4%
Other	<1%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	6%
Midsize / Large Car	16%
Sports Car	6%
Alternative Power	4%
CUV	15%
SUV	12%
Pickup	20%
Van	2%
Classic	18%

EXAMPLE PARTS

Aftermarket Air Conditioning Kits,
Dash Kits, Custom Gauges

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
52% OF PURCHASES	21% OF PURCHASES	7% OF PURCHASES	20% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH
88%

DIY INSTALLATION SHARE
60%

NOTE: Product category definition has changed since previous report.

HEAD / TAIL LIGHTS

Source: 2021 SEMA US Market Data

2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE	2021 MARKET SIZE
$1.26 BILLION	$1.31 BILLION	$1.31 BILLION	$1.40 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	17%
Car / Truck Show	1%
Direct from Parts Manufacturer	1%
General Retail Chains	3%
New Vehicle Dealership	7%
Specialty Retailer/Installer	4%
Tire Shop	2%
Other	1%

ONLINE	
Auto Parts Chains	15%
Direct from Parts Manufacturer	4%
General Retail Chains	3%
Online Marketplace/Auction Site	6%
Online Only General Retailer	17%
Specialty Retailer/Installer	14%
Tire Shop	2%
Other	2%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	12%
Midsize / Large Car	17%
Sports Car	5%
Alternative Power	4%
CUV	9%
SUV	17%
Pickup	29%
Van	2%
Classic	5%

EXAMPLE PARTS

Head Light / Tail Light Housings / Covers / etc,
Upgrade Replacement Bulbs

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
53% OF PURCHASES	13% OF PURCHASES	6% OF PURCHASES	28% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH
67%

DIY INSTALLATION SHARE
74%

EXTERIOR ACCESSORY LIGHTING

Source: 2021 SEMA US Market Data

2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE	2021 MARKET SIZE
$0.69 BILLION	$0.71 BILLION	$0.74 BILLION	$0.79 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	14%
Car / Truck Show	3%
Direct from Parts Manufacturer	2%
General Retail Chains	4%
New Vehicle Dealership	11%
Specialty Retailer/Installer	6%
Tire Shop	2%
Other	1%

ONLINE	
Auto Parts Chains	13%
Direct from Parts Manufacturer	6%
General Retail Chains	4%
Online Marketplace/Auction Site	4%
Online Only General Retailer	17%
Specialty Retailer/Installer	12%
Tire Shop	2%
Other	1%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	10%
Midsize / Large Car	16%
Sports Car	4%
Alternative Power	6%
CUV	12%
SUV	16%
Pickup	32%
Van	2%
Classic	2%

EXAMPLE PARTS

Exterior Lighting Add-On,
Driving / Fog Lights,
Other Lighting Products

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
52% OF PURCHASES	14% OF PURCHASES	7% OF PURCHASES	28% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH	DIY INSTALLATION SHARE
87%	69%

INTERIOR LIGHTS

Source: 2021 SEMA US Market Data

2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE	2021 MARKET SIZE
$0.19 BILLION	$0.20 BILLION	$0.20 BILLION	$0.21 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	16%
Car / Truck Show	2%
Direct from Parts Manufacturer	2%
General Retail Chains	4%
New Vehicle Dealership	10%
Specialty Retailer/Installer	2%
Tire Shop	1%
Other	1%

ONLINE	
Auto Parts Chains	13%
Direct from Parts Manufacturer	4%
General Retail Chains	5%
Online Marketplace/Auction Site	6%
Online Only General Retailer	20%
Specialty Retailer/Installer	11%
Tire Shop	2%
Other	1%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	17%
Midsize / Large Car	23%
Sports Car	6%
Alternative Power	6%
CUV	15%
SUV	11%
Pickup	16%
Van	1%
Classic	5%

EXAMPLE PARTS

Interior Lighting

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
53% OF PURCHASES	15% OF PURCHASES	7% OF PURCHASES	25% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH	DIY INSTALLATION SHARE
80%	70%

SOUND SYSTEM AND AUDIO ACCESSORIES

Source: 2021 SEMA US Market Data

2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE	2021 MARKET SIZE
$1.03 BILLION	$1.03 BILLION	$1.06 BILLION	$1.12 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	8%
Car / Truck Show	2%
Direct from Parts Manufacturer	2%
General Retail Chains	9%
New Vehicle Dealership	7%
Specialty Retailer/Installer	9%
Tire Shop	2%
Other	3%

ONLINE	
Auto Parts Chains	9%
Direct from Parts Manufacturer	4%
General Retail Chains	9%
Online Marketplace/Auction Site	6%
Online Only General Retailer	15%
Specialty Retailer/Installer	11%
Tire Shop	1%
Other	2%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	12%
Midsize / Large Car	18%
Sports Car	3%
Alternative Power	5%
CUV	9%
SUV	18%
Pickup	26%
Van	3%
Classic	7%

EXAMPLE PARTS

Satellite Radio Add-On, In-Dash Stereo System,
Speakers / Subwoofer / Amplifier,
Other Mobile Electronics Products

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
41% OF PURCHASES	21% OF PURCHASES	4% OF PURCHASES	33% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH
76%

DIY INSTALLATION SHARE
60%

ALARMS AND SECURITY PRODUCTS

Source: 2021 SEMA US Market Data

2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE	2021 MARKET SIZE
$0.83 BILLION	$0.82 BILLION	$0.83 BILLION	$0.87 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	9%
Car / Truck Show	3%
Direct from Parts Manufacturer	4%
General Retail Chains	3%
New Vehicle Dealership	19%
Specialty Retailer/Installer	15%
Tire Shop	2%
Other	2%
ONLINE	
Auto Parts Chains	11%
Direct from Parts Manufacturer	4%
General Retail Chains	5%
Online Marketplace/Auction Site	2%
Online Only General Retailer	11%
Specialty Retailer/Installer	8%
Tire Shop	3%
Other	1%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	10%
Midsize / Large Car	17%
Sports Car	8%
Alternative Power	10%
CUV	16%
SUV	9%
Pickup	28%
Van	3%
Classic	0%

EXAMPLE PARTS

Alarm / Remote Start / Keyless Entry

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
30% OF PURCHASES	21% OF PURCHASES	8% OF PURCHASES	41% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH	DIY INSTALLATION SHARE
N/A	42%

NAVIGATION SYSTEMS

Source: 2021 SEMA US Market Data

2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE	2021 MARKET SIZE
$0.47 BILLION	$0.47 BILLION	$0.47 BILLION	$0.49 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	9%
Car / Truck Show	2%
Direct from Parts Manufacturer	4%
General Retail Chains	7%
New Vehicle Dealership	13%
Specialty Retailer/Installer	6%
Tire Shop	1%
Other	1%

ONLINE	
Auto Parts Chains	12%
Direct from Parts Manufacturer	4%
General Retail Chains	11%
Online Marketplace/Auction Site	3%
Online Only General Retailer	15%
Specialty Retailer/Installer	7%
Tire Shop	2%
Other	1%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	10%
Midsize / Large Car	17%
Sports Car	5%
Alternative Power	10%
CUV	17%
SUV	12%
Pickup	21%
Van	4%
Classic	4%

EXAMPLE PARTS

GPS Navigation System

ORDERED ONLINE

SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
40% OF PURCHASES	25% OF PURCHASES

ORDERED IN-STORE

SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
8% OF PURCHASES	26% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH

N/A

DIY INSTALLATION SHARE

56%

MOBILE TV AND VIDEO CAMERAS

Source: 2021 SEMA US Market Data

2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE	2021 MARKET SIZE
$0.44 BILLION	$0.45 BILLION	$0.45 BILLION	$0.47 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	6%
Car / Truck Show	3%
Direct from Parts Manufacturer	3%
General Retail Chains	11%
New Vehicle Dealership	11%
Specialty Retailer/Installer	6%
Tire Shop	3%
Other	1%
ONLINE	
Auto Parts Chains	11%
Direct from Parts Manufacturer	4%
General Retail Chains	8%
Online Marketplace/Auction Site	4%
Online Only General Retailer	15%
Specialty Retailer/Installer	8%
Tire Shop	4%
Other	1%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	9%
Midsize / Large Car	15%
Sports Car	2%
Alternative Power	8%
CUV	18%
SUV	21%
Pickup	19%
Van	6%
Classic	2%

EXAMPLE PARTS

Dashboard Camera,
DVD Player / Video Monitor / Mobile Satellite TV

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
43% OF PURCHASES	22% OF PURCHASES	6% OF PURCHASES	29% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH
N/A

DIY INSTALLATION SHARE
61%

WIRELESS AND SMARTPHONE INTEGRATION PRODUCTS

Source: 2021 SEMA US Market Data

2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE	2021 MARKET SIZE
$0.42 BILLION	$0.43 BILLION	$0.44 BILLION	$0.47 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	6%
Car / Truck Show	3%
Direct from Parts Manufacturer	4%
General Retail Chains	9%
New Vehicle Dealership	11%
Specialty Retailer/Installer	6%
Tire Shop	1%
Other	2%

ONLINE	
Auto Parts Chains	11%
Direct from Parts Manufacturer	6%
General Retail Chains	9%
Online Marketplace/Auction Site	4%
Online Only General Retailer	15%
Specialty Retailer/Installer	10%
Tire Shop	2%
Other	1%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	15%
Midsize / Large Car	16%
Sports Car	7%
Alternative Power	6%
CUV	13%
SUV	16%
Pickup	22%
Van	2%
Classic	2%

EXAMPLE PARTS

In-Car Wi-Fi Access / Mobile Hot Spot,
Smartphone Integration - Hands-Free Talk,
Smartphone Integration - Stereo Connection

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
40% OF PURCHASES	23% OF PURCHASES	6% OF PURCHASES	31% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH

N/A

DIY INSTALLATION SHARE

54%

DRIVER ASSIST SYSTEMS

Source: 2021 SEMA US Market Data

2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE	2021 MARKET SIZE
$0.68 BILLION	$0.71 BILLION	$0.71 BILLION	$0.76 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	8%
Car / Truck Show	2%
Direct from Parts Manufacturer	4%
General Retail Chains	3%
New Vehicle Dealership	25%
Specialty Retailer/Installer	4%
Tire Shop	1%
Other	1%

ONLINE	
Auto Parts Chains	10%
Direct from Parts Manufacturer	5%
General Retail Chains	5%
Online Marketplace/Auction Site	7%
Online Only General Retailer	12%
Specialty Retailer/Installer	10%
Tire Shop	1%
Other	1%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	8%
Midsize / Large Car	15%
Sports Car	4%
Alternative Power	8%
CUV	21%
SUV	13%
Pickup	25%
Van	4%
Classic	0%

EXAMPLE PARTS

Backup Camera / Sensors, Blind Spot Monitoring
Front Collision Warning,
Lane Departure Warning,
Adaptive Cruise Control,
Other Driver Assist Systems

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
39% OF PURCHASES	26% OF PURCHASES	6% OF PURCHASES	29% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH

N/A

DIY INSTALLATION SHARE

40%

TRANSMISSION PRODUCTS

Source: 2021 SEMA US Market Data

2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE	2021 MARKET SIZE
$1.88 BILLION	$1.96 BILLION	$2.02 BILLION	$2.14 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	11%
Car / Truck Show	6%
Direct from Parts Manufacturer	6%
General Retail Chains	1%
New Vehicle Dealership	11%
Specialty Retailer/Installer	6%
Tire Shop	3%
Other	6%

ONLINE	
Auto Parts Chains	12%
Direct from Parts Manufacturer	9%
General Retail Chains	1%
Online Marketplace/Auction Site	3%
Online Only General Retailer	4%
Specialty Retailer/Installer	17%
Tire Shop	1%
Other	3%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	8%
Midsize / Large Car	19%
Sports Car	7%
Alternative Power	2%
CUV	7%
SUV	18%
Pickup	31%
Van	3%
Classic	6%

EXAMPLE PARTS

Bellhousing, Torque Converters, Performance Upgrade/Replacement Transmission, Transmission Cooler, Engine/Transmission Sensors, Other Drivetrain Products

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
37% OF PURCHASES	22% OF PURCHASES	7% OF PURCHASES	34% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH

69%

DIY INSTALLATION SHARE

44%

AXLES AND DIFFERENTIAL

Source: 2021 SEMA US Market Data

2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE	2021 MARKET SIZE
$0.74 BILLION	$0.76 BILLION	$0.78 BILLION	$0.82 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	19%
Car / Truck Show	7%
Direct from Parts Manufacturer	2%
General Retail Chains	2%
New Vehicle Dealership	12%
Specialty Retailer/Installer	8%
Tire Shop	1%
Other	1%

ONLINE	
Auto Parts Chains	12%
Direct from Parts Manufacturer	8%
General Retail Chains	4%
Online Marketplace/Auction Site	3%
Online Only General Retailer	4%
Specialty Retailer/Installer	14%
Tire Shop	1%
Other	1%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	8%
Midsize / Large Car	12%
Sports Car	5%
Alternative Power	3%
CUV	19%
SUV	31%
Pickup	18%
Van	<1%
Classic	4%

EXAMPLE PARTS

Axles, Driveshaft,
Limited Slip / Locking Differential /
Differential Housing / Ring & Pinion,
U-Joints

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
32% OF PURCHASES	23% OF PURCHASES	19% OF PURCHASES	26% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH	DIY INSTALLATION SHARE
78%	58%

CLUTCHES AND RELATED PRODUCTS

Source: 2021 SEMA US Market Data

2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE	2021 MARKET SIZE
$0.47 BILLION	$0.50 BILLION	$0.51 BILLION	$0.55 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	11%
Car / Truck Show	2%
Direct from Parts Manufacturer	5%
General Retail Chains	2%
New Vehicle Dealership	8%
Specialty Retailer/Installer	4%
Tire Shop	4%
Other	2%

ONLINE	
Auto Parts Chains	21%
Direct from Parts Manufacturer	3%
General Retail Chains	2%
Online Marketplace/Auction Site	7%
Online Only General Retailer	2%
Specialty Retailer/Installer	20%
Tire Shop	7%
Other	0%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	16%
Midsize / Large Car	18%
Sports Car	11%
Alternative Power	1%
CUV	7%
SUV	15%
Pickup	30%
Van	1%
Classic	1%

EXAMPLE PARTS

Clutches / Clutch Plates / Flywheel

ORDERED ONLINE

SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
40% OF PURCHASES	25% OF PURCHASES

ORDERED IN-STORE

SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
9% OF PURCHASES	26% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH

62%

DIY INSTALLATION SHARE

57%

SHIFTERS

Source: 2021 SEMA US Market Data

2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE	2021 MARKET SIZE
$0.10 BILLION	$0.10 BILLION	$0.10 BILLION	$0.10 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	5%
Car / Truck Show	3%
Direct from Parts Manufacturer	1%
General Retail Chains	3%
New Vehicle Dealership	24%
Specialty Retailer/Installer	7%
Tire Shop	3%
Other	3%

ONLINE	
Auto Parts Chains	8%
Direct from Parts Manufacturer	4%
General Retail Chains	4%
Online Marketplace/Auction Site	4%
Online Only General Retailer	7%
Specialty Retailer/Installer	13%
Tire Shop	5%
Other	7%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	15%
Midsize / Large Car	20%
Sports Car	10%
Alternative Power	1%
CUV	11%
SUV	10%
Pickup	11%
Van	3%
Classic	18%

EXAMPLE PARTS

Shifter Knob / Handle, Short Throw Shifter

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
46% OF PURCHASES	13% OF PURCHASES	19% OF PURCHASES	22% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH
63%

DIY INSTALLATION SHARE
57%

IGNITION PRODUCTS

Source: 2021 SEMA US Market Data

2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE	2021 MARKET SIZE
$0.80 BILLION	$0.82 BILLION	$0.86 BILLION	$0.91 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	28%
Car / Truck Show	1%
Direct from Parts Manufacturer	2%
General Retail Chains	2%
New Vehicle Dealership	10%
Specialty Retailer/Installer	4%
Tire Shop	4%
Other	2%

ONLINE	
Auto Parts Chains	16%
Direct from Parts Manufacturer	3%
General Retail Chains	2%
Online Marketplace/Auction Site	3%
Online Only General Retailer	6%
Specialty Retailer/Installer	14%
Tire Shop	2%
Other	1%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	10%
Midsize / Large Car	19%
Sports Car	6%
Alternative Power	3%
CUV	9%
SUV	17%
Pickup	20%
Van	8%
Classic	7%

EXAMPLE PARTS

Alternator, Ignition Controllers / Coils,
Ignition Wires / Spark Plugs,
Starter Motor / Solenoid,
Other Engine Electrical and Ignition Products

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
30% OF PURCHASES	18% OF PURCHASES	9% OF PURCHASES	43% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH
76%

DIY INSTALLATION SHARE
65%

ENGINE CONTROL AND COMPUTER PRODUCTS

Source: 2021 SEMA US Market Data

2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE	2021 MARKET SIZE
$0.47 BILLION	$0.49 BILLION	$0.52 BILLION	$0.56 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	13%
Car / Truck Show	3%
Direct from Parts Manufacturer	4%
General Retail Chains	1%
New Vehicle Dealership	10%
Specialty Retailer/Installer	6%
Tire Shop	3%
Other	5%

ONLINE	
Auto Parts Chains	13%
Direct from Parts Manufacturer	8%
General Retail Chains	2%
Online Marketplace/Auction Site	4%
Online Only General Retailer	7%
Specialty Retailer/Installer	18%
Tire Shop	2%
Other	1%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	20%
Midsize / Large Car	29%
Sports Car	8%
Alternative Power	2%
CUV	13%
SUV	13%
Pickup	12%
Van	1%
Classic	3%

EXAMPLE PARTS

Engine Management System,
Performance Chip,
Computer / Tuner

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
36% OF PURCHASES	23% OF PURCHASES	4% OF PURCHASES	37% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH
73%

DIY INSTALLATION SHARE
39%

BATTERIES AND RELATED PRODUCTS

Source: 2021 SEMA US Market Data

2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE	2021 MARKET SIZE
$0.46 BILLION	$0.49 BILLION	$0.50 BILLION	$0.53 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	36%
Car / Truck Show	2%
Direct from Parts Manufacturer	2%
General Retail Chains	11%
New Vehicle Dealership	9%
Specialty Retailer/Installer	5%
Tire Shop	5%
Other	3%

ONLINE	
Auto Parts Chains	14%
Direct from Parts Manufacturer	2%
General Retail Chains	2%
Online Marketplace/Auction Site	2%
Online Only General Retailer	2%
Specialty Retailer/Installer	3%
Tire Shop	1%
Other	1%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	16%
Midsize / Large Car	21%
Sports Car	4%
Alternative Power	3%
CUV	14%
SUV	15%
Pickup	19%
Van	5%
Classic	4%

EXAMPLE PARTS

Battery Wraps,
Performance/Heavy Duty Battery

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
14% OF PURCHASES	16% OF PURCHASES	7% OF PURCHASES	64% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH	DIY INSTALLATION SHARE
74%	58%

INTERNAL ENGINE PRODUCTS

Source: 2021 SEMA US Market Data

2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE	2021 MARKET SIZE
$1.36 BILLION	$1.42 BILLION	$1.50 BILLION	$1.60 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	10%
Car / Truck Show	3%
Direct from Parts Manufacturer	4%
General Retail Chains	1%
New Vehicle Dealership	12%
Specialty Retailer/Installer	6%
Tire Shop	4%
Other	3%

ONLINE	
Auto Parts Chains	15%
Direct from Parts Manufacturer	8%
General Retail Chains	2%
Online Marketplace/Auction Site	2%
Online Only General Retailer	5%
Specialty Retailer/Installer	18%
Tire Shop	2%
Other	5%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	10%
Midsize / Large Car	16%
Sports Car	7%
Alternative Power	4%
CUV	5%
SUV	14%
Pickup	29%
Van	2%
Classic	13%

EXAMPLE PARTS

Camshaft / Valvetrain, Cylinder Heads, Engine Swap / Crate Engine, Oil Pan / Pump, Gaskets, Pistons, Connecting Rods, Rings, Crankshafts, Other Engine Internal and Cooling Products

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
37% OF PURCHASES	24% OF PURCHASES	5% OF PURCHASES	34% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH
89%

DIY INSTALLATION SHARE
51%

COOLING SYSTEM PRODUCTS

Source: 2021 SEMA US Market Data

2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE	2021 MARKET SIZE
$0.34 BILLION	$0.35 BILLION	$0.37 BILLION	$0.39 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	19%
Car / Truck Show	1%
Direct from Parts Manufacturer	4%
General Retail Chains	1%
New Vehicle Dealership	12%
Specialty Retailer/Installer	10%
Tire Shop	2%
Other	2%

ONLINE	
Auto Parts Chains	12%
Direct from Parts Manufacturer	7%
General Retail Chains	2%
Online Marketplace/Auction Site	5%
Online Only General Retailer	5%
Specialty Retailer/Installer	15%
Tire Shop	3%
Other	1%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	9%
Midsize / Large Car	20%
Sports Car	5%
Alternative Power	2%
CUV	15%
SUV	14%
Pickup	20%
Van	6%
Classic	11%

EXAMPLE PARTS

Engine Fan,
Radiator

ORDERED ONLINE

SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
33% OF PURCHASES	19% OF PURCHASES

ORDERED IN-STORE

SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
6% OF PURCHASES	42% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH

80%

DIY INSTALLATION SHARE

49%

ENGINE DRESS-UP PRODUCTS

Source: 2021 SEMA US Market Data

2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE	2021 MARKET SIZE
$0.23 BILLION	$0.24 BILLION	$0.26 BILLION	$0.27 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	21%
Car / Truck Show	2%
Direct from Parts Manufacturer	2%
General Retail Chains	1%
New Vehicle Dealership	8%
Specialty Retailer/Installer	7%
Tire Shop	6%
Other	3%
ONLINE	
Auto Parts Chains	11%
Direct from Parts Manufacturer	6%
General Retail Chains	3%
Online Marketplace/Auction Site	3%
Online Only General Retailer	4%
Specialty Retailer/Installer	20%
Tire Shop	2%
Other	1%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	7%
Midsize / Large Car	14%
Sports Car	5%
Alternative Power	3%
CUV	5%
SUV	13%
Pickup	38%
Van	4%
Classic	11%

EXAMPLE PARTS

Custom Valve Covers,
Performance Plumbing

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
34% OF PURCHASES	17% OF PURCHASES	6% OF PURCHASES	44% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH
83%

DIY INSTALLATION SHARE
57%

EXHAUST PRODUCTS

Source: 2021 SEMA US Market Data

2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE	2021 MARKET SIZE
$1.38 BILLION	$1.44 BILLION	$1.49 BILLION	$1.60 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	10%
Car / Truck Show	2%
Direct from Parts Manufacturer	3%
General Retail Chains	2%
New Vehicle Dealership	10%
Specialty Retailer/Installer	7%
Tire Shop	3%
Other	2%
ONLINE	
Auto Parts Chains	11%
Direct from Parts Manufacturer	11%
General Retail Chains	1%
Online Marketplace/Auction Site	6%
Online Only General Retailer	5%
Specialty Retailer/Installer	23%
Tire Shop	2%
Other	2%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	12%
Midsize / Large Car	12%
Sports Car	22%
Alternative Power	2%
CUV	6%
SUV	6%
Pickup	29%
Van	<1%
Classic	12%

EXAMPLE PARTS

Catalytic Converter,
Exhaust Headers, Exhaust Kit,
Exhaust Pipe Tip Only

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
45% OF PURCHASES	14% OF PURCHASES	8% OF PURCHASES	32% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH
80%

DIY INSTALLATION SHARE
54%

FORCED INDUCTION SYSTEMS

Source: 2021 SEMA US Market Data

2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE	2021 MARKET SIZE
$0.69 BILLION	$0.72 BILLION	$0.76 BILLION	$0.82 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	6%
Car / Truck Show	3%
Direct from Parts Manufacturer	4%
General Retail Chains	4%
New Vehicle Dealership	14%
Specialty Retailer/Installer	3%
Tire Shop	1%
Other	3%
ONLINE	
Auto Parts Chains	9%
Direct from Parts Manufacturer	16%
General Retail Chains	3%
Online Marketplace/Auction Site	5%
Online Only General Retailer	10%
Specialty Retailer/Installer	16%
Tire Shop	2%
Other	1%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	10%
Midsize / Large Car	25%
Sports Car	18%
Alternative Power	1%
CUV	14%
SUV	4%
Pickup	23%
Van	1%
Classic	5%

EXAMPLE PARTS

Nitrous Oxide Kit,
Supercharger, Turbocharger

ORDERED ONLINE

SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
43% OF PURCHASES	23% OF PURCHASES

ORDERED IN-STORE

SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
14% OF PURCHASES	20% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH

81%

DIY INSTALLATION SHARE

48%

AIR INTAKE PRODUCTS

Source: 2021 SEMA US Market Data

2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE	2021 MARKET SIZE
$0.70 BILLION	$0.73 BILLION	$0.75 BILLION	$0.81 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	13%
Car / Truck Show	3%
Direct from Parts Manufacturer	4%
General Retail Chains	3%
New Vehicle Dealership	7%
Specialty Retailer/Installer	4%
Tire Shop	1%
Other	1%
ONLINE	
Auto Parts Chains	17%
Direct from Parts Manufacturer	6%
General Retail Chains	1%
Online Marketplace/Auction Site	7%
Online Only General Retailer	9%
Specialty Retailer/Installer	20%
Tire Shop	1%
Other	2%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	10%
Midsize / Large Car	25%
Sports Car	18%
Alternative Power	1%
CUV	14%
SUV	4%
Pickup	23%
Van	1%
Classic	5%

EXAMPLE PARTS

Cold Air Intake Conversion,
Performance Air Filter Replacement
Intake Manifold

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
54% OF PURCHASES	13% OF PURCHASES	9% OF PURCHASES	24% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH
78%

DIY INSTALLATION SHARE
63%

CARBURETOR AND FUEL SYSTEM PRODUCTS

Source: 2021 SEMA US Market Data

2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE	2021 MARKET SIZE
$0.53 BILLION	$0.55 BILLION	$0.56 BILLION	$0.60 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	16%
Car / Truck Show	2%
Direct from Parts Manufacturer	2%
General Retail Chains	2%
New Vehicle Dealership	14%
Specialty Retailer/Installer	7%
Tire Shop	3%
Other	2%
ONLINE	
Auto Parts Chains	18%
Direct from Parts Manufacturer	6%
General Retail Chains	2%
Online Marketplace/Auction Site	2%
Online Only General Retailer	5%
Specialty Retailer/Installer	15%
Tire Shop	1%
Other	3%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	10%
Midsize / Large Car	15%
Sports Car	6%
Alternative Power	2%
CUV	14%
SUV	12%
Pickup	21%
Van	2%
Classic	17%

EXAMPLE PARTS

Carburetor, Fuel Injectors,
Fuel Pressure Regulators,
Fuel Pump / Rails, Fuel Tank / Cells,
Other Intake / Fuel / Exhaust Products

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
39% OF PURCHASES	18% OF PURCHASES	8% OF PURCHASES	35% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH	DIY INSTALLATION SHARE
72%	53%

ROLL CAGE AND SAFETY PRODUCTS

Source: 2021 SEMA US Market Data

2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE	2021 MARKET SIZE
$0.36 BILLION	$0.36 BILLION	$0.37 BILLION	$0.38 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	9%
Car / Truck Show	4%
Direct from Parts Manufacturer	3%
General Retail Chains	11%
New Vehicle Dealership	12%
Specialty Retailer/Installer	4%
Tire Shop	3%
Other	3%

ONLINE	
Auto Parts Chains	11%
Direct from Parts Manufacturer	4%
General Retail Chains	6%
Online Marketplace/Auction Site	3%
Online Only General Retailer	10%
Specialty Retailer/Installer	13%
Tire Shop	3%
Other	1%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	9%
Midsize / Large Car	14%
Sports Car	7%
Alternative Power	5%
CUV	23%
SUV	17%
Pickup	19%
Van	4%
Classic	3%

EXAMPLE PARTS

Fire Extinguisher, Roll Cage / Bar,
Seat Belts / Harnesses / Restraints,
Other Safety Gear

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
35% OF PURCHASES	20% OF PURCHASES	12% OF PURCHASES	33% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH	DIY INSTALLATION SHARE
69%	57%

RACING AND PROTECTION APPAREL

Source: 2021 SEMA US Market Data

2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE	2021 MARKET SIZE
$0.14 BILLION	$0.14 BILLION	$0.14 BILLION	$0.14 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	8%
Car / Truck Show	8%
Direct from Parts Manufacturer	3%
General Retail Chains	5%
New Vehicle Dealership	8%
Specialty Retailer/Installer	5%
Tire Shop	4%
Other	1%

ONLINE	
Auto Parts Chains	10%
Direct from Parts Manufacturer	9%
General Retail Chains	7%
Online Marketplace/Auction Site	4%
Online Only General Retailer	7%
Specialty Retailer/Installer	16%
Tire Shop	4%
Other	1%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	15%
Midsize / Large Car	11%
Sports Car	6%
Alternative Power	26%
CUV	7%
SUV	22%
Pickup	9%
Van	3%
Classic	<1%

EXAMPLE PARTS

Head Protection,

Racing Suit, Shoes, Gloves

ORDERED ONLINE

SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
38% OF PURCHASES	24% OF PURCHASES

ORDERED IN-STORE

SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
17% OF PURCHASES	21% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH

80%

DIY INSTALLATION SHARE

61%

SUSPENSION PRODUCTS

Source: 2021 SEMA US Market Data

2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE	2021 MARKET SIZE
$2.46 BILLION	$2.56 BILLION	$2.75 BILLION	$2.96 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	11%
Car / Truck Show	2%
Direct from Parts Manufacturer	2%
General Retail Chains	1%
New Vehicle Dealership	10%
Specialty Retailer/Installer	9%
Tire Shop	4%
Other	2%

ONLINE	
Auto Parts Chains	13%
Direct from Parts Manufacturer	7%
General Retail Chains	2%
Online Marketplace/Auction Site	5%
Online Only General Retailer	8%
Specialty Retailer/Installer	21%
Tire Shop	2%
Other	1%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	7%
Midsize / Large Car	17%
Sports Car	4%
Alternative Power	2%
CUV	5%
SUV	18%
Pickup	41%
Van	2%
Classic	3%

EXAMPLE PARTS

Air Suspension System, Lift Kits, Shocks,
Coil Springs / Coil Overs, Leaf Springs,
Sway Bars / Control / Trailing Arms, Lowering Kits,
Leveling Kits,
Other Suspension / Brakes / Steering Products

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
45% OF PURCHASES	20% OF PURCHASES	6% OF PURCHASES	29% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH	DIY INSTALLATION SHARE
85%	53%

NOTE: Product category definition has changed since previous report.

BRAKE PRODUCTS

Source: 2021 SEMA US Market Data

2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE	2021 MARKET SIZE
$2.04 BILLION	$2.12 BILLION	$2.20 BILLION	$2.34 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	23%
Car / Truck Show	1%
Direct from Parts Manufacturer	2%
General Retail Chains	2%
New Vehicle Dealership	10%
Specialty Retailer/Installer	6%
Tire Shop	7%
Other	2%

ONLINE	
Auto Parts Chains	16%
Direct from Parts Manufacturer	5%
General Retail Chains	2%
Online Marketplace/Auction Site	2%
Online Only General Retailer	5%
Specialty Retailer/Installer	13%
Tire Shop	2%
Other	2%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	9%
Midsize / Large Car	28%
Sports Car	6%
Alternative Power	2%
CUV	12%
SUV	10%
Pickup	25%
Van	4%
Classic	5%

EXAMPLE PARTS

Performance Brakes (e.g., Calipers, Rotors, etc.), Brake Pads

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
31% OF PURCHASES	18% OF PURCHASES	6% OF PURCHASES	44% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH	DIY INSTALLATION SHARE
81%	52%

STEERING PRODUCTS

Source: 2021 SEMA US Market Data

2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE	2021 MARKET SIZE
$0.15 BILLION	$0.16 BILLION	$0.16 BILLION	$0.18 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	12%
Car / Truck Show	1%
Direct from Parts Manufacturer	3%
General Retail Chains	3%
New Vehicle Dealership	14%
Specialty Retailer/Installer	9%
Tire Shop	4%
Other	5%

ONLINE	
Auto Parts Chains	12%
Direct from Parts Manufacturer	4%
General Retail Chains	3%
Online Marketplace/Auction Site	5%
Online Only General Retailer	6%
Specialty Retailer/Installer	13%
Tire Shop	4%
Other	2%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	12%
Midsize / Large Car	29%
Sports Car	6%
Alternative Power	1%
CUV	17%
SUV	16%
Pickup	15%
Van	1%
Classic	3%

EXAMPLE PARTS

Steering Columns,
Steering Wheels

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
31% OF PURCHASES	24% OF PURCHASES	7% OF PURCHASES	38% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH	DIY INSTALLATION SHARE
83%	42%

NOTE: Product category definition has changed since previous report.

PERFORMANCE / SPECIAL PURPOSE TIRES

Source: 2021 SEMA US Market Data

2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE	2021 MARKET SIZE
$2.46 BILLION	$2.54 BILLION	$2.64 BILLION	$2.79 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	9%
Car / Truck Show	2%
Direct from Parts Manufacturer	4%
General Retail Chains	3%
New Vehicle Dealership	12%
Specialty Retailer/Installer	4%
Tire Shop	25%
Other	2%
ONLINE	
Auto Parts Chains	6%
Direct from Parts Manufacturer	4%
General Retail Chains	4%
Online Marketplace/Auction Site	2%
Online Only General Retailer	4%
Specialty Retailer/Installer	6%
Tire Shop	13%
Other	1%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	12%
Midsize / Large Car	19%
Sports Car	11%
Alternative Power	3%
CUV	15%
SUV	12%
Pickup	19%
Van	4%
Classic	3%

EXAMPLE PARTS

Snow / Winter Tires,
Low Profile Tires, Performance Tires,
Reproduction / Vintage Tires,
Other Wheel / Tire Products

ORDERED ONLINE

SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
19% OF PURCHASES	26% OF PURCHASES

ORDERED IN-STORE

SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
5% OF PURCHASES	50% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH
69%

DIY INSTALLATION SHARE
25%

OFF-ROAD / OVERSIZE TIRES

Source: 2021 SEMA US Market Data

2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE	2021 MARKET SIZE
$1.78 BILLION	$1.88 BILLION	$2.00 BILLION	$2.13 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	7%
Car / Truck Show	2%
Direct from Parts Manufacturer	2%
General Retail Chains	3%
New Vehicle Dealership	10%
Specialty Retailer/Installer	6%
Tire Shop	27%
Other	3%

ONLINE	
Auto Parts Chains	5%
Direct from Parts Manufacturer	2%
General Retail Chains	3%
Online Marketplace/Auction Site	3%
Online Only General Retailer	2%
Specialty Retailer/Installer	7%
Tire Shop	16%
Other	2%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	<1%
Midsize / Large Car	<1%
Sports Car	<1%
Alternative Power	1%
CUV	4%
SUV	23%
Pickup	68%
Van	<1%
Classic	4%

EXAMPLE PARTS

Off-Road / Oversize Tires

ORDERED ONLINE

SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
18% OF PURCHASES	25% OF PURCHASES

ORDERED IN-STORE

SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
5% OF PURCHASES	51% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH

76%

DIY INSTALLATION SHARE

27%

CUSTOM WHEELS

Source: 2021 SEMA US Market Data

2018 MARKET SIZE	2019 MARKET SIZE	2020 MARKET SIZE	2021 MARKET SIZE
$1.32 BILLION	$1.36 BILLION	$1.45 BILLION	$1.55 BILLION

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	6%
Car / Truck Show	2%
Direct from Parts Manufacturer	3%
General Retail Chains	3%
New Vehicle Dealership	12%
Specialty Retailer/Installer	7%
Tire Shop	17%
Other	2%
ONLINE	
Auto Parts Chains	8%
Direct from Parts Manufacturer	6%
General Retail Chains	2%
Online Marketplace/Auction Site	4%
Online Only General Retailer	5%
Specialty Retailer/Installer	11%
Tire Shop	11%
Other	2%

VEHICLE SEGMENT – SHARE OF DOLLARS

Small Car	10%
Midsize / Large Car	14%
Sports Car	8%
Alternative Power	3%
CUV	12%
SUV	20%
Pickup	28%
Van	3%
Classic	3%

EXAMPLE PARTS

Aluminium or Alloy Wheels,
Carbon Fiber or Composite Wheels,
Beadlock Conversion Kit,
Steel Wheels, Wheel Covers / Hubcaps / Lugnuts

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
31% OF PURCHASES	21% OF PURCHASES	7% OF PURCHASES	40% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH	DIY INSTALLATION SHARE
76%	40%

SMALL CAR

Source: 2021 SEMA US Market Data

MARKET SIZE	SHARE OF MARKET	VEHICLES MODIFIED IN 2021	ACCESSORIZATION RATE
$4.98 BILLION	10% OF PARTS SALES	5.4 MILLION	14% OF VEHICLES

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	16%
Car / Truck Show	1%
Direct from Parts Manufacturer	3%
General Retail Chains	7%
New Vehicle Dealership	10%
Specialty Retailer/Installer	6%
Tire Shop	5%
Other	2%

ONLINE	
Auto Parts Chains	10%
Direct from Parts Manufacturer	5%
General Retail Chains	4%
Online Marketplace/Auction Site	4%
Online Only General Retailer	11%
Specialty Retailer/Installer	12%
Tire Shop	3%
Other	1%

PART CATEGORY – SHARE OF DOLLARS

Chemicals	24%
Driver Assist Systems	1%
Drivetrain	7%
Engine Electrical and Ignition	6%
Engine Internal and Cooling	4%
Exterior Body	9%
Utility Accessories	<1%
Intake / Fuel / Exhaust	10%
Interior	4%
Lighting	6%
Mobile Electronics	8%
Safety Gear	1%
Suspension / Brakes / Steering	9%
Wheels / Tires	10%

EXAMPLE VEHICLES

Ford Focus, Honda Fit
Hyundai Elantra, Mistubishi Lancer,
Subaru Impreza, Toyota Yaris

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
35% OF PURCHASES	16% OF PURCHASES	6% OF PURCHASES	43% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH	DIY INSTALLATION SHARE
37%	59%

NOTE: Vehicle segment definition has changed since previous report.

MIDSIZE / LARGE CAR

Source: 2021 SEMA US Market Data

MARKET SIZE	SHARE OF MARKET	VEHICLES MODIFIED IN 2021	ACCESSORIZATION RATE
$7.98 BILLION	16% OF PARTS SALES	7.6 MILLION	14% OF VEHICLES

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	15%
Car / Truck Show	2%
Direct from Parts Manufacturer	2%
General Retail Chains	4%
New Vehicle Dealership	14%
Specialty Retailer/Installer	7%
Tire Shop	5%
Other	2%

ONLINE	
Auto Parts Chains	16%
Direct from Parts Manufacturer	7%
General Retail Chains	3%
Online Marketplace/Auction Site	4%
Online Only General Retailer	6%
Specialty Retailer/Installer	10%
Tire Shop	3%
Other	1%

PART CATEGORY – SHARE OF DOLLARS

Chemicals	19%
Driver Assist Systems	2%
Drivetrain	8%
Engine Electrical and Ignition	6%
Engine Internal and Cooling	5%
Exterior Body	9%
Utility Accessories	<1%
Intake / Fuel / Exhaust	8%
Interior	5%
Lighting	5%
Mobile Electronics	7%
Safety Gear	1%
Suspension / Brakes / Steering	16%
Wheels / Tires	10%

EXAMPLE VEHICLES

Buick LeSabre, Chevrolet Impala, Ford Fusion, Chevrolet Cruze, Mercedes E-Class, Toyota Camry

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
33% OF PURCHASES	19% OF PURCHASES	7% OF PURCHASES	41% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH	DIY INSTALLATION SHARE
46%	57%

NOTE: Vehicle segment definition has changed since previous report.

SPORTS CAR

Source: 2021 SEMA US Market Data

MARKET SIZE	SHARE OF MARKET	VEHICLES MODIFIED IN 2021	ACCESSORIZATION RATE
$3.08 BILLION	6% OF PARTS SALES	2.0 MILLION	21% OF VEHICLES

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	11%
Car / Truck Show	4%
Direct from Parts Manufacturer	2%
General Retail Chains	4%
New Vehicle Dealership	9%
Specialty Retailer/Installer	8%
Tire Shop	5%
Other	3%

ONLINE	
Auto Parts Chains	9%
Direct from Parts Manufacturer	10%
General Retail Chains	4%
Online Marketplace/Auction Site	3%
Online Only General Retailer	8%
Specialty Retailer/Installer	15%
Tire Shop	4%
Other	2%

PART CATEGORY – SHARE OF DOLLARS

Chemicals	10%
Driver Assist Systems	1%
Drivetrain	8%
Engine Electrical and Ignition	4%
Engine Internal and Cooling	5%
Exterior Body	15%
Utility Accessories	<1%
Intake / Fuel / Exhaust	20%
Interior	4%
Lighting	4%
Mobile Electronics	6%
Safety Gear	1%
Suspension / Brakes / Steering	9%
Wheels / Tires	14%

EXAMPLE VEHICLES

Chevrolet Camaro, Corvette, Dodge Challenger, Ford Mustang, Mazda MX-5 Miata, Subaru WRX

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
41% OF PURCHASES	21% OF PURCHASES	8% OF PURCHASES	30% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH	DIY INSTALLATION SHARE
54%	65%

NOTE: Vehicle segment definition has changed since previous report.

ALTERNATIVE POWER

Source: 2021 SEMA US Market Data

MARKET SIZE	SHARE OF MARKET	VEHICLES MODIFIED IN 2021	ACCESSORIZATION RATE
$1.88 BILLION	4% OF PARTS SALES	1.3 MILLION	17% OF VEHICLES

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	11%
Car / Truck Show	6%
Direct from Parts Manufacturer	4%
General Retail Chains	5%
New Vehicle Dealership	16%
Specialty Retailer/Installer	6%
Tire Shop	4%
Other	1%

ONLINE	
Auto Parts Chains	10%
Direct from Parts Manufacturer	6%
General Retail Chains	5%
Online Marketplace/Auction Site	3%
Online Only General Retailer	9%
Specialty Retailer/Installer	10%
Tire Shop	3%
Other	0%

PART CATEGORY – SHARE OF DOLLARS

Chemicals	9%
Driver Assist Systems	3%
Drivetrain	5%
Engine Electrical and Ignition	3%
Engine Internal and Cooling	4%
Exterior Body	18%
Utility Accessories	4%
Intake / Fuel / Exhaust	5%
Interior	8%
Lighting	6%
Mobile Electronics	14%
Safety Gear	5%
Suspension / Brakes / Steering	7%
Wheels / Tires	8%

EXAMPLE VEHICLES

Any Hybrid, Electric, Fuel Cell, or CNG Vehicle Including BMW i8, Ford Mustang Mach-E, Tesla Model X, Toyota Prius

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
33% OF PURCHASES	24% OF PURCHASES	10% OF PURCHASES	33% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH	DIY INSTALLATION SHARE
45%	44%

MARKET RESEARCH

NOTE: Vehicle segment definition has changed since previous report.

CUV

Source: 2021 SEMA US Market Data

MARKET SIZE	SHARE OF MARKET	VEHICLES MODIFIED IN 2021	ACCESSORIZATION RATE
$5.92 BILLION	12% OF PARTS SALES	7.7 MILLION	12% OF VEHICLES

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	15%
Car / Truck Show	1%
Direct from Parts Manufacturer	4%
General Retail Chains	7%
New Vehicle Dealership	16%
Specialty Retailer/Installer	5%
Tire Shop	6%
Other	2%

ONLINE	
Auto Parts Chains	12%
Direct from Parts Manufacturer	5%
General Retail Chains	4%
Online Marketplace/Auction Site	2%
Online Only General Retailer	9%
Specialty Retailer/Installer	8%
Tire Shop	3%
Other	1%

PART CATEGORY – SHARE OF DOLLARS

Chemicals	19%
Driver Assist Systems	3%
Drivetrain	6%
Engine Electrical and Ignition	4%
Engine Internal and Cooling	3%
Exterior Body	12%
Utility Accessories	6%
Intake / Fuel / Exhaust	7%
Interior	8%
Lighting	4%
Mobile Electronics	8%
Safety Gear	1%
Suspension / Brakes / Steering	8%
Wheels / Tires	12%

EXAMPLE VEHICLES

Chevrolet Equinox, Ford Escape,
Honda CR-V, Nissan Rogue,
Subaru Outback, Toyota RAV4

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
30% OF PURCHASES	18% OF PURCHASES	8% OF PURCHASES	43% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH	DIY INSTALLATION SHARE
44%	52%

NOTE: Vehicle segment definition has changed since previous report.

SUV

Source: 2021 SEMA US Market Data

MARKET SIZE	SHARE OF MARKET	VEHICLES MODIFIED IN 2021	ACCESSORIZATION RATE
$7.13 BILLION	14% OF PARTS SALES	5.8 MILLION	19% OF VEHICLES

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	15%
Car / Truck Show	2%
Direct from Parts Manufacturer	3%
General Retail Chains	7%
New Vehicle Dealership	9%
Specialty Retailer/Installer	9%
Tire Shop	6%
Other	1%

ONLINE	
Auto Parts Chains	10%
Direct from Parts Manufacturer	3%
General Retail Chains	3%
Online Marketplace/Auction Site	3%
Online Only General Retailer	8%
Specialty Retailer/Installer	15%
Tire Shop	4%
Other	2%

PART CATEGORY – SHARE OF DOLLARS

Chemicals	12%
Driver Assist Systems	1%
Drivetrain	10%
Engine Electrical and Ignition	4%
Engine Internal and Cooling	4%
Exterior Body	14%
Utility Accessories	5%
Intake / Fuel / Exhaust	3%
Interior	5%
Lighting	5%
Mobile Electronics	7%
Safety Gear	2%
Suspension / Brakes / Steering	11%
Wheels / Tires	16%

EXAMPLE VEHICLES

Chevrolet Tahoe, Dodge Durango, Honda Pilot, Jeep Wrangler, Lincoln Navigator, Toyota 4Runner

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
37% OF PURCHASES	14% OF PURCHASES	8% OF PURCHASES	41% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH	DIY INSTALLATION SHARE
52%	59%

NOTE: Vehicle segment definition has changed since previous report.

PICKUP

Source: 2021 SEMA US Market Data

MARKET SIZE	SHARE OF MARKET	VEHICLES MODIFIED IN 2021	ACCESSORIZATION RATE
$16.00 BILLION	31% OF PARTS SALES	13.6 MILLION	24% OF VEHICLES

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	14%
Car / Truck Show	2%
Direct from Parts Manufacturer	2%
General Retail Chains	5%
New Vehicle Dealership	9%
Specialty Retailer/Installer	8%
Tire Shop	6%
Other	4%

ONLINE	
Auto Parts Chains	11%
Direct from Parts Manufacturer	5%
General Retail Chains	4%
Online Marketplace/Auction Site	4%
Online Only General Retailer	10%
Specialty Retailer/Installer	12%
Tire Shop	3%
Other	2%

PART CATEGORY – SHARE OF DOLLARS

Chemicals	12%
Driver Assist Systems	1%
Drivetrain	6%
Engine Electrical and Ignition	2%
Engine Internal and Cooling	4%
Exterior Body	12%
Utility Accessories	17%
Intake / Fuel / Exhaust	6%
Interior	3%
Lighting	4%
Mobile Electronics	5%
Safety Gear	<1%
Suspension / Brakes / Steering	11%
Wheels / Tires	15%

EXAMPLE VEHICLES

Chevrolet Silverado, Dodge Dakota,
Ford F-Series, Jeep Gladiator,
RAM 1500/2500/3500, Toyota Tacoma

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
39% OF PURCHASES	16% OF PURCHASES	6% OF PURCHASES	39% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH	DIY INSTALLATION SHARE
66%	67%

NOTE: Vehicle segment definition has changed since previous report.

VAN

Source: 2021 SEMA US Market Data

MARKET SIZE	SHARE OF MARKET	VEHICLES MODIFIED IN 2021	ACCESSORIZATION RATE
$1.56 BILLION	3% OF PARTS SALES	2.2 MILLION	13% OF VEHICLES

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	16%
Car / Truck Show	2%
Direct from Parts Manufacturer	1%
General Retail Chains	7%
New Vehicle Dealership	13%
Specialty Retailer/Installer	4%
Tire Shop	6%
Other	3%

ONLINE	
Auto Parts Chains	8%
Direct from Parts Manufacturer	4%
General Retail Chains	9%
Online Marketplace/Auction Site	2%
Online Only General Retailer	13%
Specialty Retailer/Installer	7%
Tire Shop	4%
Other	1%

PART CATEGORY – SHARE OF DOLLARS

Chemicals	21%
Driver Assist Systems	2%
Drivetrain	4%
Engine Electrical and Ignition	7%
Engine Internal and Cooling	4%
Exterior Body	10%
Utility Accessories	8%
Intake / Fuel / Exhaust	2%
Interior	9%
Lighting	3%
Mobile Electronics	7%
Safety Gear	2%
Suspension / Brakes / Steering	10%
Wheels / Tires	11%

EXAMPLE VEHICLES

Chevrolet Express, Dodge Grand Caravan,
Ford Transit, Honda Odyssey,
Kia Sedona, Toyota Sienna

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
27% OF PURCHASES	25% OF PURCHASES	8% OF PURCHASES	41% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH	DIY INSTALLATION SHARE
41%	61%

NOTE: Vehicle segment definition has changed since previous report.

CLASSIC

Source: 2021 SEMA US Market Data

MARKET SIZE	SHARE OF MARKET	VEHICLES MODIFIED IN 2021	ACCESSORIZATION RATE
$2.36 BILLION	5% OF PARTS SALES	1.8 MILLION	15% OF VEHICLES

SALES CHANNEL – SHARE OF DOLLARS

PHYSICAL LOCATION	
Auto Parts Chains	11%
Car / Truck Show	<1%
Direct from Parts Manufacturer	2%
General Retail Chains	3%
New Vehicle Dealership	2%
Specialty Retailer/Installer	4%
Tire Shop	3%
Other	2%

ONLINE	
Auto Parts Chains	9%
Direct from Parts Manufacturer	6%
General Retail Chains	2%
Online Marketplace/Auction Site	10%
Online Only General Retailer	8%
Specialty Retailer/Installer	28%
Tire Shop	4%
Other	6%

PART CATEGORY – SHARE OF DOLLARS

Chemicals	17%
Driver Assist Systems	<1%
Drivetrain	7%
Engine Electrical and Ignition	4%
Engine Internal and Cooling	12%
Exterior Body	6%
Utility Accessories	3%
Intake / Fuel / Exhaust	14%
Interior	11%
Lighting	4%
Mobile Electronics	5%
Safety Gear	1%
Suspension / Brakes / Steering	9%
Wheels / Tires	9%

EXAMPLE VEHICLES

Any Vehicle From Model Year 1989 or Older, Including 1985 Ford Mustang, 1968 Porsche 911, 1939 Studebaker Champion

ORDERED ONLINE		ORDERED IN-STORE	
SHIPPED TO HOME	IN-STORE PICKUP/INSTALL	SHIPPED TO HOME	IN-STORE PICKUP/INSTALL
65% OF PURCHASES	6% OF PURCHASES	5% OF PURCHASES	24% OF PURCHASES

MANUFACTURERS WITH SALES GROWTH	DIY INSTALLATION SHARE
55%	83%

NOTE: Vehicle segment definition has changed since previous report.

OVERVIEW

While the main portion of this report focuses on the sales aspects of the market, understanding the consumer is crucial for effectively developing and selling your products. This section utilizes the data from the SEMA U.S. Market Data project both to profile buyers of automotive parts and accessories in 2021 and to provide insights into how consumers interact with our industry as they move past the pandemic.

Despite lingering effects from the pandemic, consumers bought a lot of our industry's parts and accessories in 2021. Accessorizers used the extra savings they accumulated during the pandemic to upgrade and modify their vehicles, despite having other spending options. Because of record-high car prices, more consumers upgraded their vehicles instead, including more non-enthusiasts. As a result, the industry saw record sales and demand in 2021. While spending is likely to soften somewhat moving forward, the industry remains optimistic for 2022.

As is consistently the case in prior research, SEMA finds that there are still many young people who enjoy accessorizing their vehicles. Younger drivers are more likely to be enthusiasts than older drivers, and often buy more involved performance parts or accessories and make heavier modifications to their vehicles. Young drivers continue to be an important and engaged part of our industry.

The pandemic pushed accessorizers online for parts in 2020. While many returned to shops and stores in 2021, inventory issues and lingering safety concerns kept some consumers online. SEMA expects these levels to normalize as the disruption eases. That said, online is an important channel for the aftermarket. Accessorizers often rely on the web for research and information, but still pick up the parts in-store. Having a robust online presence can only help companies reach and engage with customers.

ACCESSORIZER PROFILE: HOW THE VEHICLE IS USED

Most accessorized vehicles today are still daily drivers and are often used for commuting, running errands and cruising. Classics (pre-1990) are an exception, which are usually driven more occasionally and are often shown off at car shows. Sports cars sit somewhere in the middle: many are used for everyday use, but also kept as collector cars or for racing and track use as well.

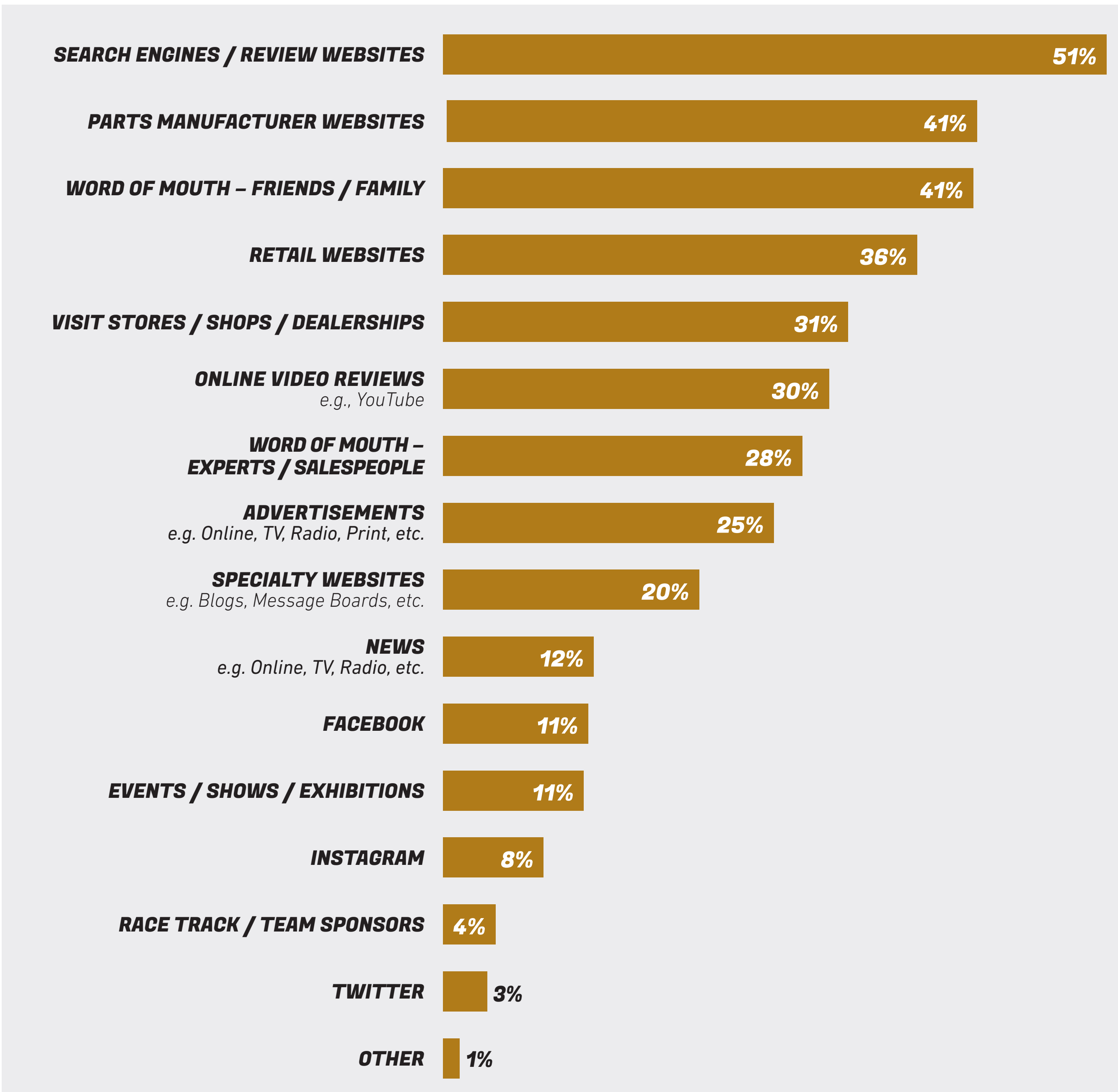
HOW THE VEHICLE IS USED % OF ACCESSORIZERS' VEHICLES Source: 2021 SEMA US Market Data

	TOTAL VEHICLES	SMALL CAR	MIDSIZE / LARGE CAR	SPORTS CAR	ALTERNATIVE POWER	CUV	SUV	PICKUP	VAN	CLASSIC
Running Errands	71%	73%	76%	55%	68%	79%	72%	70%	77%	33%
Pleasure Driving	66%	66%	65%	80%	69%	69%	68%	62%	59%	64%
Commuting	61%	68%	68%	47%	72%	73%	60%	56%	61%	14%
Work Use	46%	49%	49%	27%	52%	45%	43%	52%	47%	18%
Off-Road	16%	4%	3%	4%	11%	10%	33%	27%	6%	17%
Collector Vehicle	5%	3%	4%	24%	7%	2%	2%	3%	1%	47%
Car Shows	5%	4%	5%	23%	8%	1%	2%	2%	<1%	35%
Track Days	3%	4%	3%	16%	9%	2%	2%	3%	2%	1%
Dedicated Racing Vehicle	2%	2%	2%	9%	6%	1%	1%	1%	<1%	2%
Non-Operational	1%	1%	1%	1%	1%	<1%	1%	1%	<1%	11%

ACCESSORIZER PROFILE: WHERE CONSUMERS LOOK FOR PARTS INFORMATION

Accessorizers rely on multiple sources of information when researching aftermarket parts and accessories. Most tend to look both online as well as consult with people they know when shopping. Therefore, maintaining an online presence is important. Social media and especially YouTube continues to help the industry reach potential customers, inform them about their brand, and even demonstrate how to properly install/use the company's products.

WHERE CONSUMERS LOOK FOR PARTS INFO % OF ACCESSORIZERS — Source: 2021 SEMA US Market Data

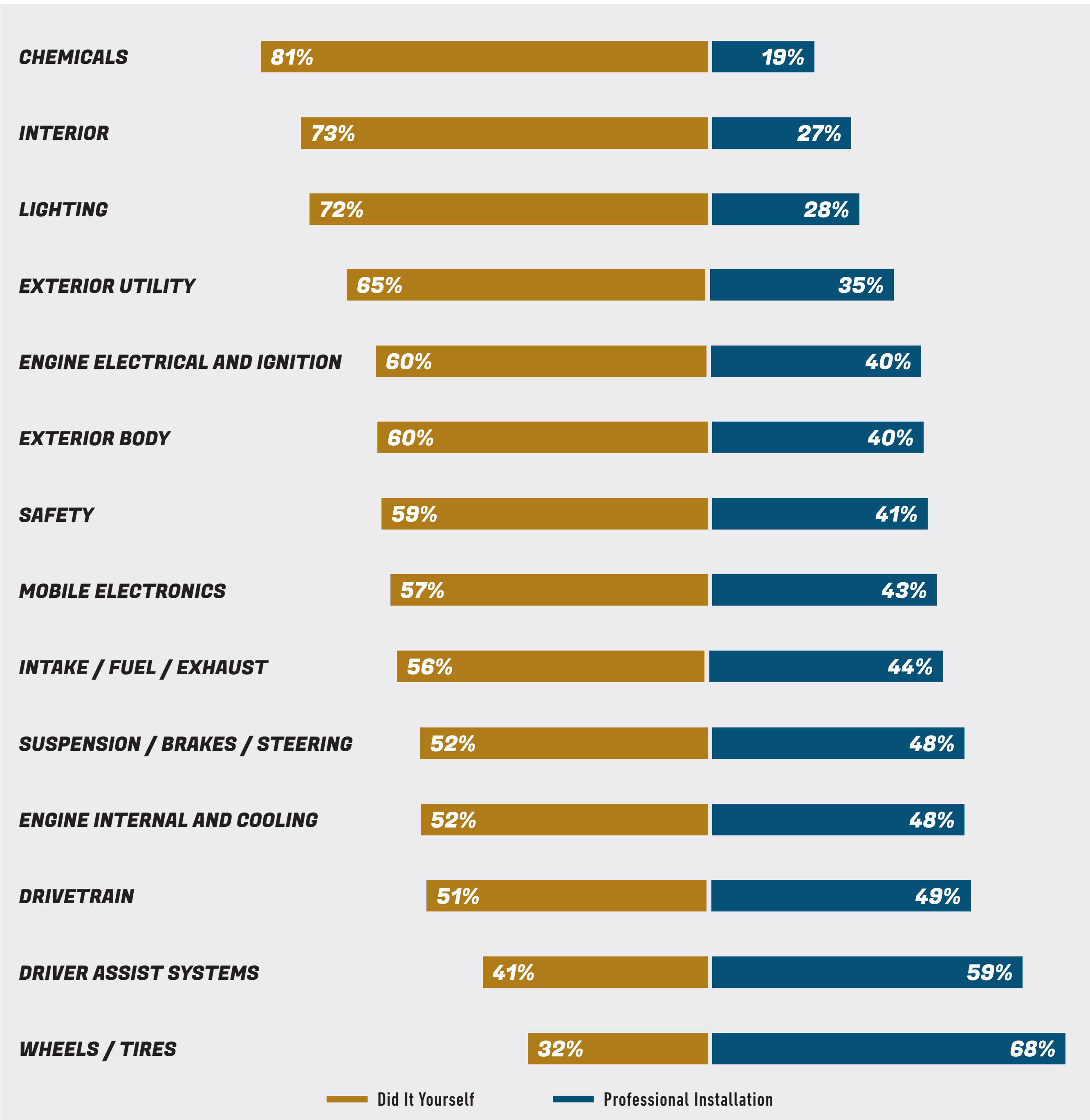


ACCESSORIZER PROFILE: HOW PARTS AND ACCESSORIES ARE INSTALLED

Consumers are more comfortable installing and applying simpler products themselves, such as chemicals, but are more likely to rely on professionals for more complex upgrades.

HOW PARTS AND ACCESSORIES ARE INSTALLED % OF PART PURCHASES

Source: 2021 SEMA US Market Data



ACCESSORIZER PROFILE: AGE

Accessorizers skew young. More than half of those modifying their vehicles are under 40, and they grow less likely to buy aftermarket parts as they age. Younger accessorizers are also more likely to be true enthusiasts and tend to make more complex and daring modifications to their cars and trucks.

AGE % OF TOTAL VEHICLE OWNERS — Source: 2021 SEMA US Market Data

	TOTAL VEHICLE OWNERS	ACCESSORIZERS	NON-ACCESSORIZERS
16–29	22%	31%	19%
30–39	17%	23%	14%
40–49	15%	18%	15%
50–59	17%	14%	17%
60+	29%	14%	35%

ACCESSORIZER PROFILE: WHERE PARTS ARE BOUGHT

Because of lingering pandemic restrictions and inventory shortages, more accessorizers shopped for aftermarket parts and upgrades online in 2021 than in a typical year. Many, especially younger consumers, bought parts online but picked them up in-store. SEMA anticipates that in-person sales will continue returning to more normal levels as the ongoing disruption improves.

WHERE PARTS ARE BOUGHT % OF PART PURCHASES — Source: 2021 SEMA US Market Data

	TOTAL ACCESSORIZERS	AGES 16–29	AGES 30–39	AGES 40–49	AGES 50–59	AGES 60+
Ordered Online, Shipped to Home	37%	35%	37%	37%	39%	42%
Ordered Online, Picked Up/Installed In-Store	17%	19%	18%	16%	15%	13%
Ordered In-Store, Shipped to Home	7%	7%	7%	8%	6%	5%
Ordered In-Store, Picked Up/Installed In-Store	39%	40%	38%	39%	40%	40%

ACCESSORIZER PROFILE: WHAT PART TYPES ARE BOUGHT

Younger accessorizers are more likely to make extensive changes to their vehicle, and thus buy more parts. They are also more comfortable making more complex, under-the-hood upgrades. However, consumers make a wide variety of upgrades, and even older accessorizers buy from all categories.

PART CATEGORIES INSTALLED % OF ACCESSORIZERS' VEHICLES

Source: 2021 SEMA US Market Data

	TOTAL ACCESSORIZERS	AGES 16–29	AGES 30–39	AGES 40–49	AGES 50–59	AGES 60+
Chemicals	25%	23%	28%	27%	25%	26%
Drivetrain	4%	5%	6%	4%	3%	3%
Engine Electrical and Ignition	15%	17%	14%	14%	15%	15%
Engine Internal and Cooling	9%	11%	9%	8%	7%	8%
Exterior Body	29%	29%	28%	32%	31%	27%
Exterior Utility	16%	11%	16%	19%	19%	22%
Intake / Fuel / Exhaust	13%	13%	16%	15%	9%	10%
Interior	20%	23%	21%	19%	16%	15%
Lighting*	20%	21%	24%	20%	18%	15%
Mobile Electronics	14%	17%	16%	15%	11%	6%
Driver Assist Systems	5%	6%	5%	7%	4%	3%
Safety Gear	4%	4%	4%	4%	3%	1%
Suspension / Brakes / Steering	22%	25%	24%	23%	20%	18%
Wheels / Tires*	27%	32%	29%	27%	27%	15%

**Note: Excludes Standard Replacement Lightbulbs, All-Season Tires.*

ACCESSORIZER PROFILE: WHAT TYPES OF VEHICLES ARE OWNED

Accessorizers are more likely to own pickups, SUVs and sports cars than non-accessorizers. CUVs, the highest-selling new vehicle segment, tend to be more common among non-accessorizers. While CUVs represent an opportunity for the aftermarket, they are also a challenge given the high diversity of platforms both currently available and projected to be released over the next decade.

VEHICLE OWNERSHIP DISTRIBUTION % OF TOTAL U.S. VEHICLES

Source: 2021 SEMA US Market Data

	TOTAL VEHICLE OWNERS	ACCESSORIZERS	NON-ACCESSORIZERS
Small Car	13%	12%	14%
Midsize / Large Car	18%	16%	19%
Sports Car	3%	4%	3%
Alternative Power	2%	2%	2%
CUV	23%	19%	25%
SUV	11%	12%	10%
Pickup	20%	25%	18%
Van	6%	6%	6%
Classic	4%	5%	4%

Accessorizers across every age group own a wide range of vehicle types. Older consumers are more likely to own a pickup, while younger consumers are more likely to own a passenger car.

VEHICLE OWNERSHIP DISTRIBUTION BY AGE % OF ACCESSORIZERS' VEHICLES

Source: 2021 SEMA US Market Data

	TOTAL ACCESSORIZERS	AGES 16–29	AGES 30–39	AGES 40–49	AGES 50–59	AGES 60+
Small Car	12%	13%	13%	10%	11%	9%
Midsize / Large Car	16%	20%	15%	15%	14%	13%
Sports Car	4%	5%	4%	4%	4%	4%
Alternative Power	2%	2%	3%	2%	1%	2%
CUV	19%	18%	18%	18%	19%	19%
SUV	12%	12%	13%	15%	12%	10%
Pickup	25%	20%	26%	24%	27%	31%
Van	6%	6%	5%	5%	5%	6%
Classic	5%	4%	4%	7%	6%	6%

ACCESSORIZER PROFILE: BUYER TYPES

With the "SEMA Consumer Segmentation Report" we developed a framework of six distinct types of specialty-equipment buyers. Subsequently, we can evaluate these buyer segments in all our consumer survey work. These six types contain both "enthusiast" and "non-enthusiast" buyer types. Enthusiasts buy more parts, are more engaged in our industry and make more daring modifications. However, non-enthusiasts actually represent the majority of our industry's consumer base. In 2021, the industry saw more non-enthusiasts purchase aftermarket upgrades and accessories, due to extra savings from stimulus payments as well as high new- and used-vehicle prices.

ENTHUSIAST BUYER TYPES

BUILDER: Buys parts because they enjoy working on their vehicle.

DRIVER: Buys parts to maximize the fun of driving.

IN-CROWD: Buys parts to make their vehicle stand out.

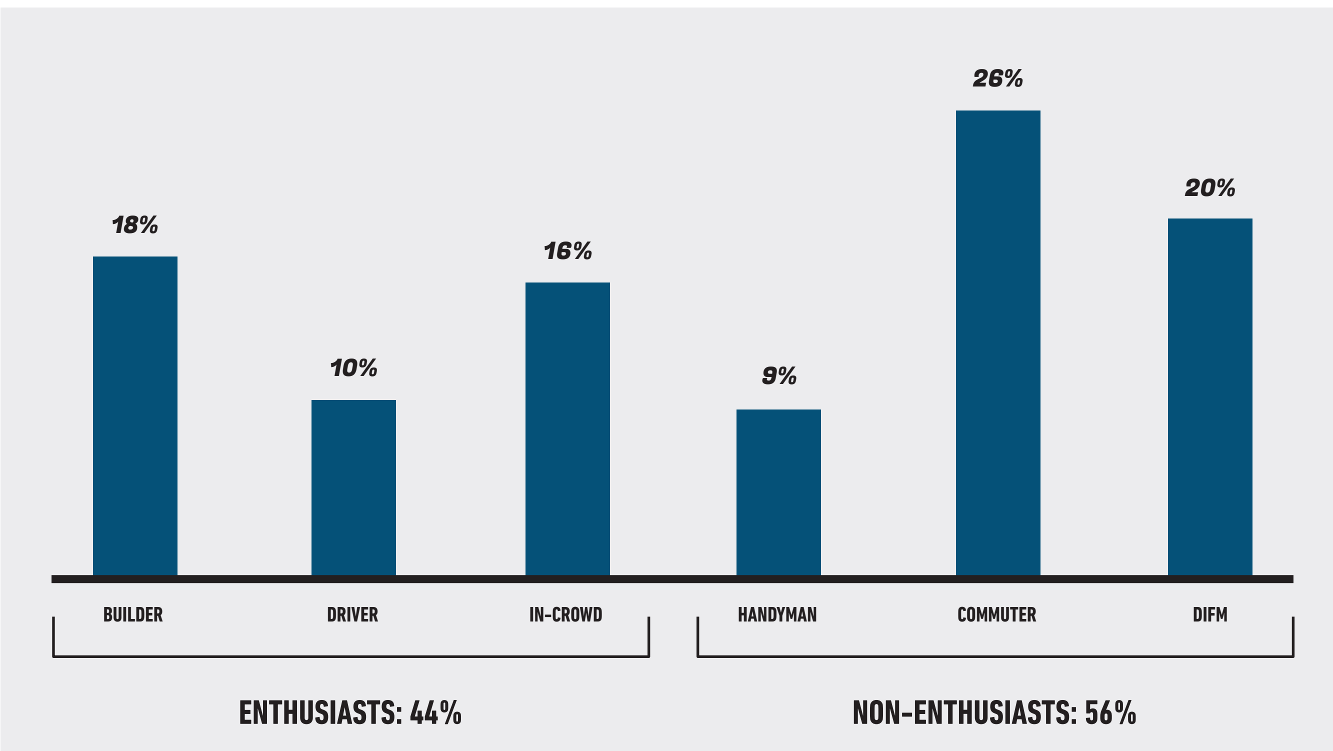
NON-ENTHUSIAST BUYER TYPES

HANDYMAN: Buys parts to upgrade when performing repairs or maintenance.

COMMUTER: Buys parts to maximize driver comfort and mild personalization.

DIFM: "Do-it-for-me" buyers who prefer leaving the installation to professionals.

BUYER TYPES % OF ACCESSORIZERS — Source: 2021 SEMA US Market Data

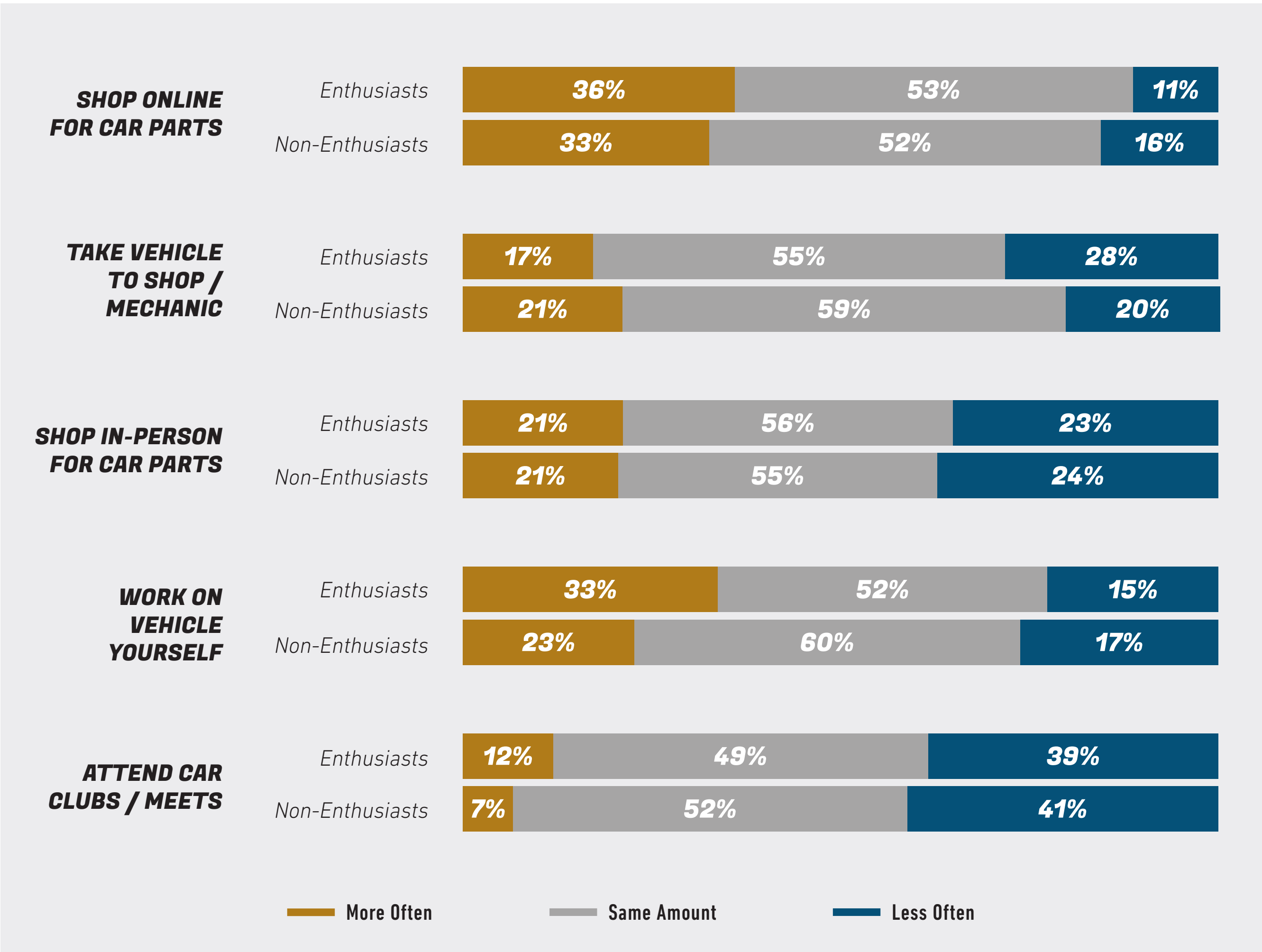


For more information on these buyer types, download the "SEMA Consumer Segmentation Report" at: **www.sema.org/research**.

ACCESSORIZER PROFILE: MOVING PAST THE PANDEMIC

In 2021, even amid lingering COVID-19 waves, supply-chain disruption and increased costs, consumers continued to work on their vehicles, especially enthusiasts. Accessorizers returned to shopping in-store more than they did in 2020, but also continued to shop online for parts amid safety fears and inventory constraints. Many also returned to going to car clubs and events, but continued pandemic restrictions in 2020 dampened participation.

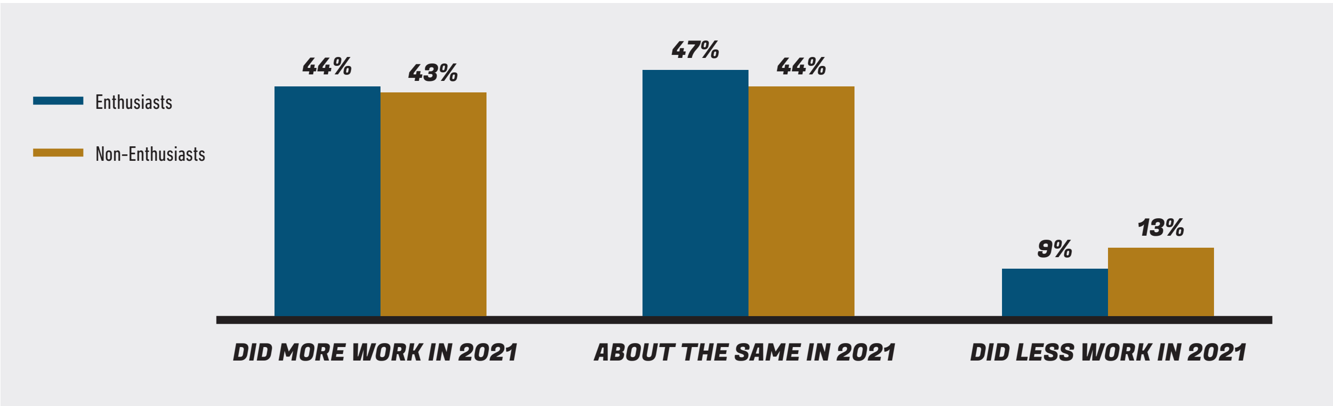
HOW OFTEN CONSUMERS DID THE FOLLOWING IN 2021 VS. 2020 % OF ACCESSORIZERS Source: 2021 SEMA US Market Data



ACCESSORIZER PROFILE: MOVING PAST THE PANDEMIC

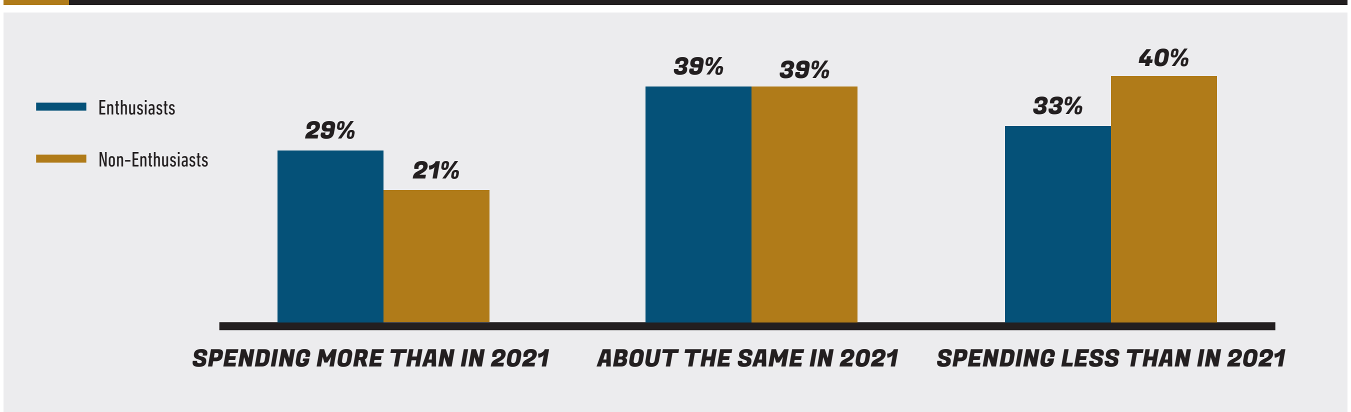
During the height of the pandemic in 2020, many consumers took the time to work on their vehicles while they were stuck at home. This did not change in 2021, with the vast majority saying that they worked on their car just as much or even more.

AMOUNT OF WORK DONE ON VEHICLES IN 2021 VS. 2020 % OF ACCESSORIZERS Source: 2021 SEMA US Market Data



Many accessorizers plan on continuing to spend just as much, if not more, on aftermarket parts and accessories in 2022 than they did in 2021. This is especially true of enthusiasts. However, some softening in sales is expected in 2022, given higher costs and reduced savings.

PLANNED SPENDING ON AUTOMOTIVE SPECIALTY PARTS IN 2022 VS. 2021 % OF ACCESSORIZERS Source: 2021 SEMA US Market Data



ACCESSORIZER PROFILE: OWNERSHIP OF SPORTS/RECREATIONAL EQUIPMENT

Accessorizers in the United States are almost twice as likely as the rest of the population to own recreational or off-road equipment, especially RVs, ATVs and motorboats. Just under half of all accessorizers own at least one of these types of vehicles, opening potential cross-selling opportunities.

OWNERSHIP OF SPORTS / RECREATIONAL EQUIPMENT % OF TOTAL U.S. POPULATION   Source: 2021 SEMA US Market Data

	TOTAL VEHICLE OWNERS	ACCESSORIZERS	NON-ACCESSORIZERS
OWN AT LEAST ONE	**32%**	**49%**	**26%**
RV / Camper / Motorhome	9%	14%	7%
ATV / Quad Runner	8%	14%	5%
Motorboat	7%	11%	5%
Golf Cart	5%	8%	5%
Scooter	5%	8%	4%
On-Road / Dual Purpose Motorcycle	5%	8%	4%
Personal Watercraft	4%	8%	3%
UTV / Side by Side	4%	7%	2%
Off-Road Motorcycle	3%	7%	2%
Go Kart	3%	6%	2%
Snowmobile	3%	5%	2%
Sailboat	1%	2%	1%
Dune Buggy	1%	2%	<1%
Other	1%	1%	1%

OVERVIEW

The year 2021 started off on an optimistic note. COVID-19 was, for the most part, in retreat, and by April many states decided that on balance, easing restrictions on in-person interactions was the right move. This led to a release of pent-up consumer demand for goods, services, travel and leisure. While things were not truly back to "normal," Americans were ready to get back out there.

However, as the year wore on it became clear that a return to the pre-pandemic normal was elusive. Businesses—especially retail services and restaurants—often struggled to fill the job openings they needed to return to normal operations, finding that workers had either moved on or were willing to hold out for a better offer. At the same time, supply-chain disruptions—including a microchip shortage, pervasive shipping backlogs and rising commodity input prices—created both a struggle to get products on the shelf and, in some cases, a need to raise prices to pass along their own elevated costs.

Our industry certainly faced all these issues, but for the most part 2021 was still a positive year overall. Consumers were still interested in buying our products, and retailers were once again able to open their doors and let customers shop in-person. As the year went on, however, it became clear there was no easy solution to the supply-chain disruptions complicating matters for businesses and consumers alike. By the time 2022 arrived, concerns about still-lagging vehicle sales and ongoing challenges with shipping and sourcing were leading some businesses to temper their expectations for what 2022 might hold.

What do we at SEMA expect? Unfortunately, our data suggests it's likely that the supply-chain challenges we've been seeing will persist until, if not through, late in the year. It's likely that some amount of broader economic slowdown may occur, as low consumer confidence sparks some belt-tightening and less-devoted automotive enthusiasts decide that buying a new vehicle or modifying their current one is an expense they can do without.

At the end of the day, purchasing from our industry is voluntary. We sell "the stuff you want" not "the stuff you need." In economic terms, our products fall under discretionary spending—which leaves our industry open to fluctuations and shortfalls when economic winds change. At the same time, this is also an enthusiast industry and hardcore enthusiasts will always find a way to keep pursuing their passion—even as other consumers scale back or delay making non-essential purchases. The industry certainly faces some headwinds in the latter part or 2022 and into 2023, but most companies remain optimistic about their sales for the coming year.

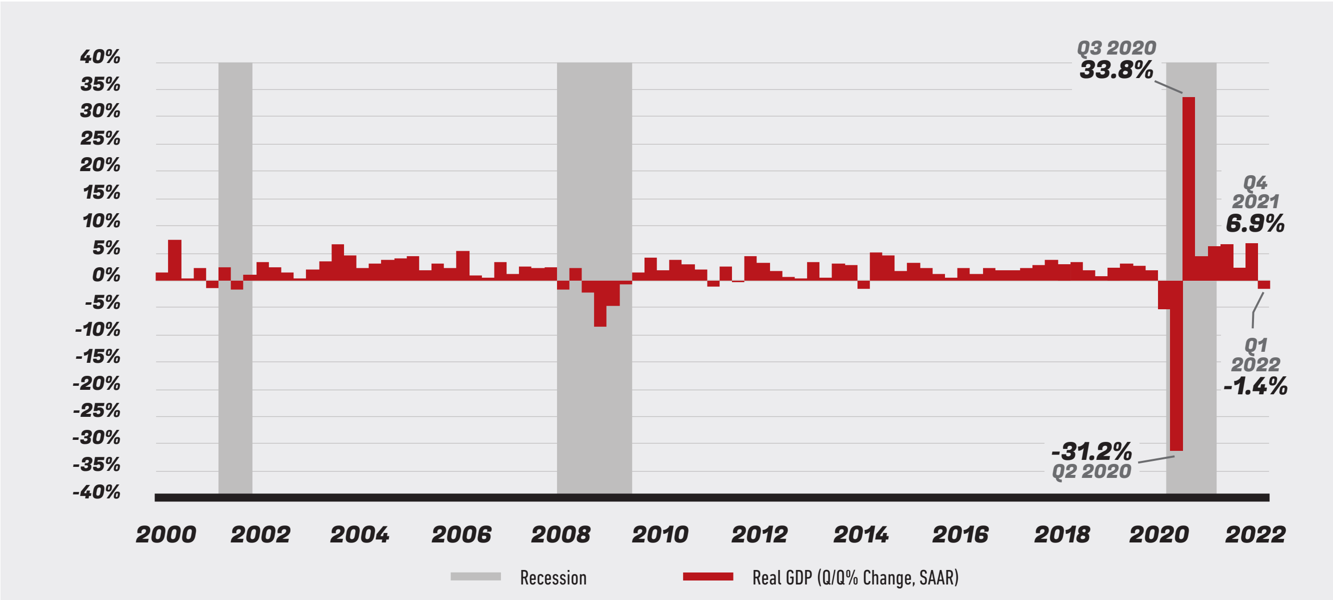
This year, in addition to our usual economic metrics, we've also included results from our recent research to show how companies have been impacted by the ongoing supply-chain disruptions and their outlook for the future. We hope the information is helpful as you continue to navigate the recovery and grow your business.

NATIONAL ECONOMIC AND CONSUMER TRENDS

After a roller-coaster of a year in 2020—including the quite possibly the biggest swing in GDP on record between Q2 and Q3—2021 ended up being a year of continued adjustment and recovery as things slowly worked towards returning to normal. However, shortages and shipping delays began to take a toll, driving up prices as the year went on. By the end of the year, new-vehicle prices, in particular, were in historically short supply—and prices were hitting record highs. By early 2022, signs were beginning to emerge that things might not be sustainable and a second recession might be looming.

U.S. ECONOMIC GROWTH % CHANGE

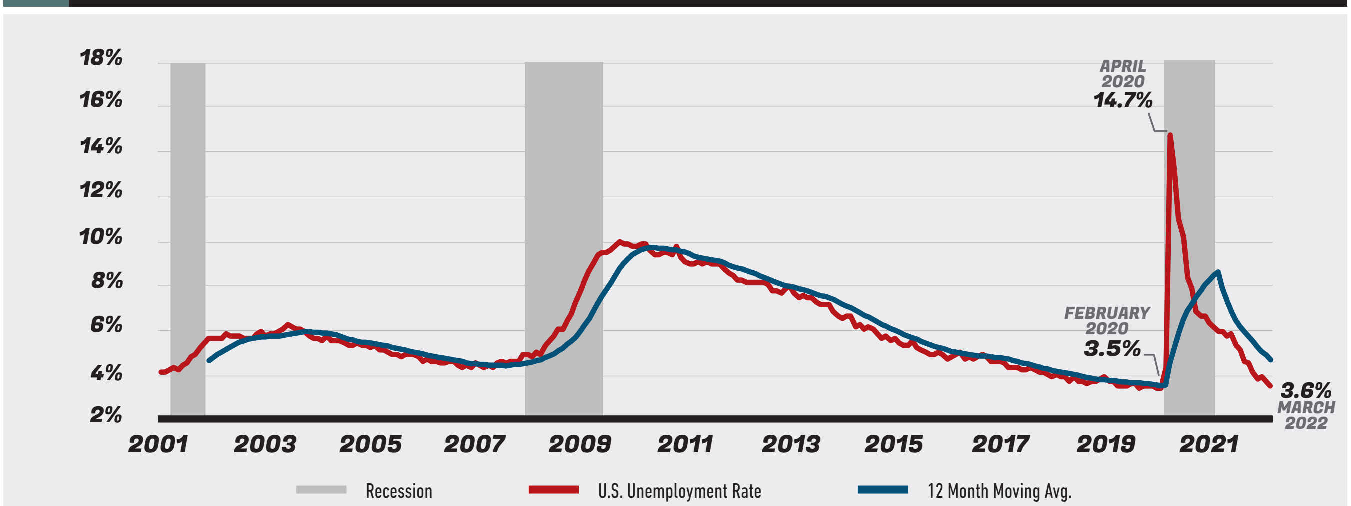
Source: Bureau of Economic Analysis



At the height of the pandemic in April 2020, the unemployment rate in the United States hit a record 14.8%—its highest level since the Great Depression. However, as businesses adapted and economic activity recovered, unemployment fell steadily throughout 2020 and continued to decline through 2021. If anything, businesses found themselves having to compete harder than they were used to for new talent—especially for more entry-level service jobs.

U.S. UNEMPLOYMENT

Source: Bureau of Labor Statistics

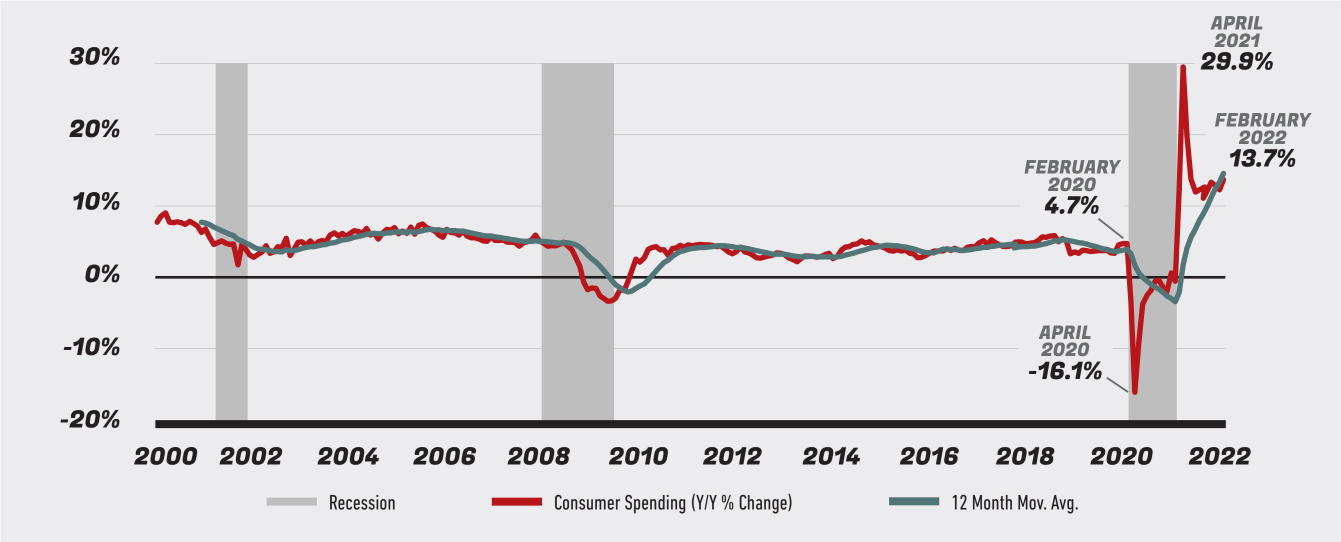


WANT TO LEARN MORE ABOUT AND GET THE LATEST ECONOMIC AND CONSUMER TRENDS?
Download SEMA's latest monthly Industry Indicators Report at **www.sema.org/research**.

After the sharp drop in consumer spending brought on by COVID-19-related restrictions in Q2, consumer spending snapped back along with the rest of the economy. Once restrictions on businesses eased in April of 2021, pent-up consumer demand ended up driving a spike in spending. While the rate of growth fell off, it nonetheless continued to climb throughout the year. However, while this might appear to be good news on the surface, the nuance is that at least part of this growth in spending came from price inflation—particularly with products, like cars and trucks, where supply struggled to keep up with demand. That meant consumers' increased spending came at the cost of eating into their savings.

CONSUMER SPENDING % CHANGE

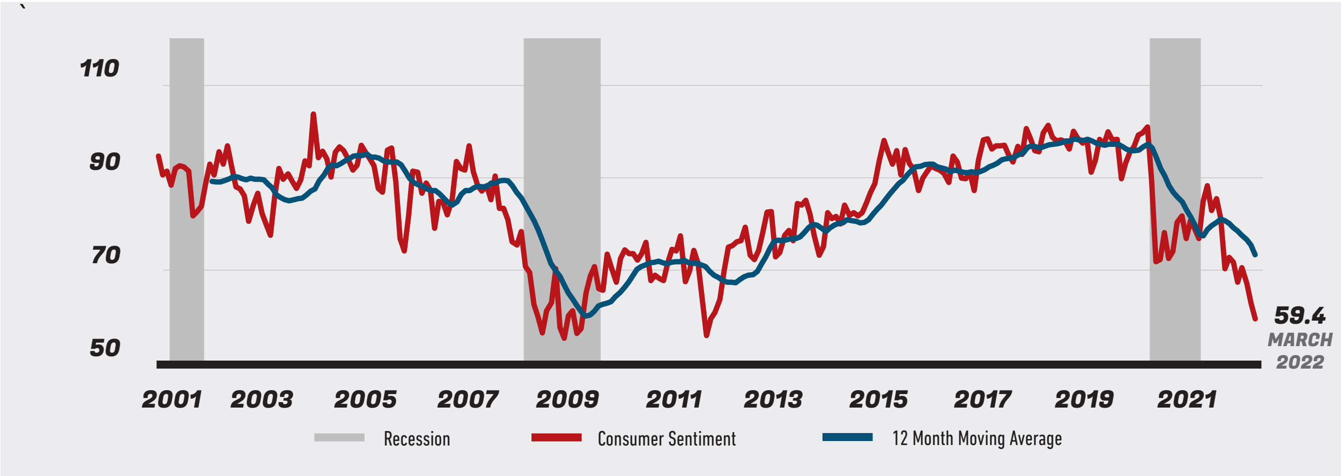
Source: Bureau of Economic Analysis



In fact, when we look at consumer sentiment it becomes clear that all was not well as 2021 went on. While consumers were ready for a return to normal, and the nationwide easing of restrictions on activity in April gave a significant boost to consumer confidence, "normal" remained elusive and the boost was short-lived. Many businesses, saddled with shipping delays, product shortages and, in some cases, skyrocketing commodity input prices, struggled to keep up. Things had not improved by early 2022, and by March the consumer sentiment index was nearly as low as it was during the worst of the late-2000s recession.

CONSUMER SENTIMENT

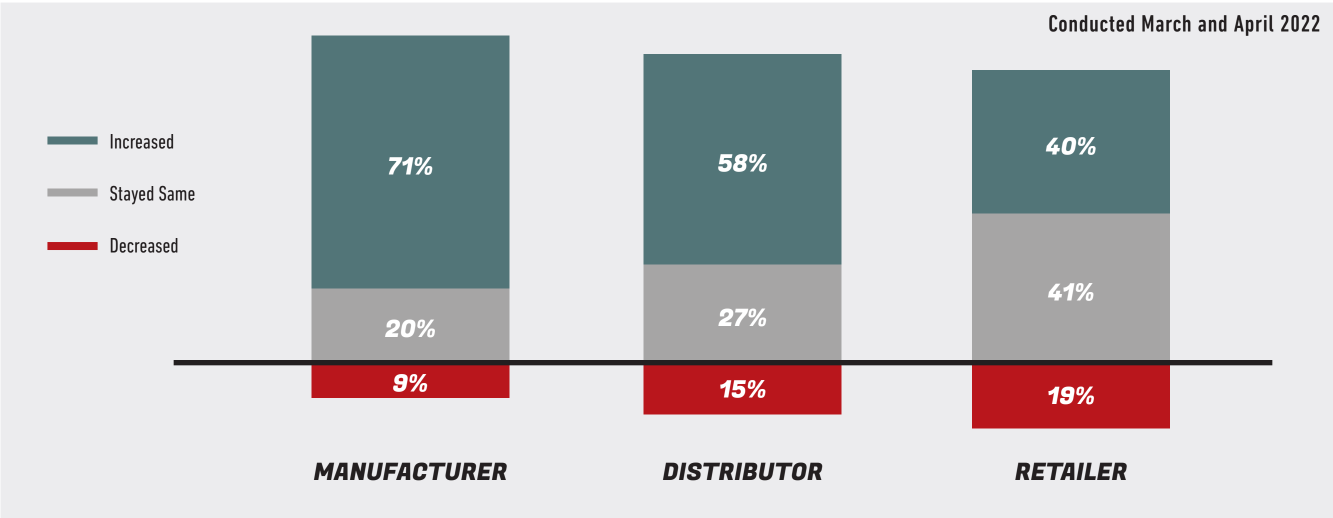
Source: University of Michigan



STATE OF THE INDUSTRY

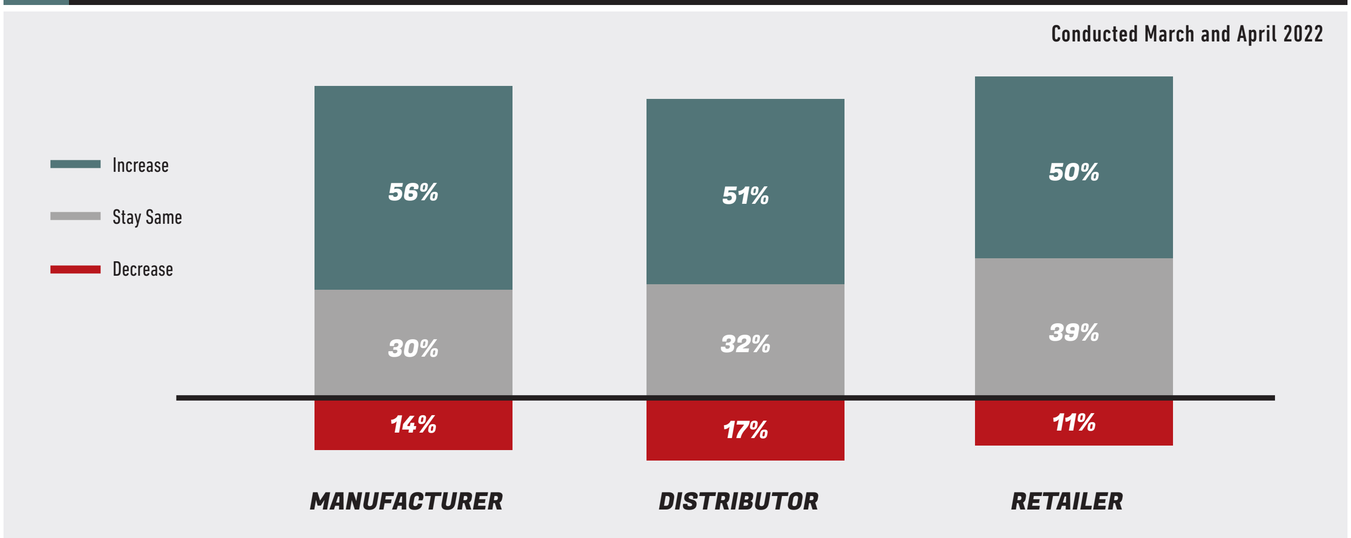
Industry results in 2021 were for the most part stable or positive. Manufacturers, in particular, were likely to see continued sales growth versus 2020. In some cases, manufacturers enjoyed record years as consumers remained interested in working on their vehicles to indulge their passions or to make improvements while holding off on buying a new vehicle amid rising prices and falling dealer inventory. Retailers were more likely to struggle, but even they, for the most part, reported stable or growing revenues as restrictions eased and customers were able to come check out products in stores.

CHANGE IN COMPANY SALES OVER LAST 12 MONTHS MARCH/APRIL 2022 Source: SEMA State of the Industry—Spring 2022



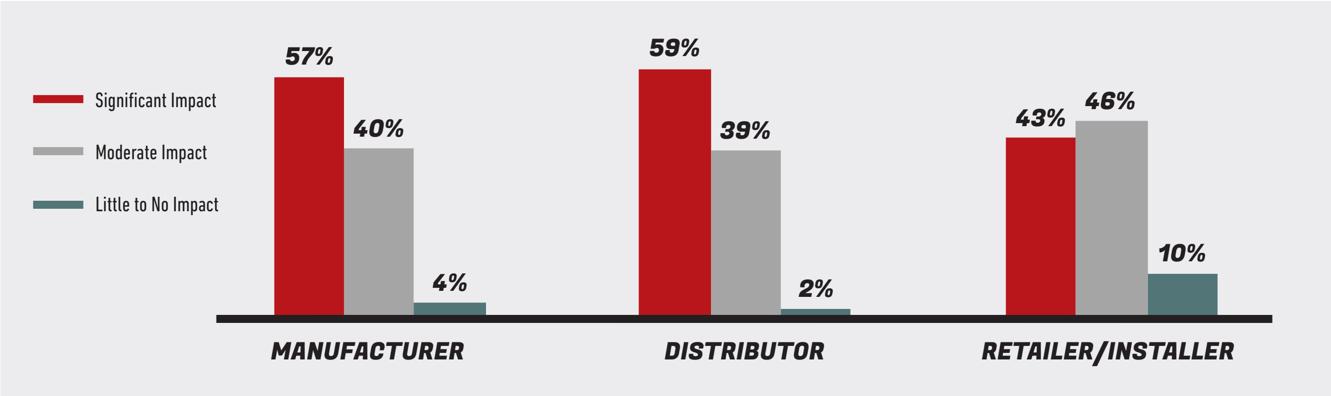
Looking ahead, there is some tempering of optimism from manufacturers. Concerns about how the continued lag in new vehicle sales—which are often an important trigger for consumers to modify or personalize their vehicle—along with ongoing supply-chain issues leave a majority still expecting their sales to grow this year. But a number are expecting to end up flat or even down versus 2021. This sentiment is surprisingly similar among distributors and retailers.

EXPECTATIONS FOR COMPANY SALES IN 2022 MARCH/APRIL 2022 Source: SEMA State of the Industry—Spring 2022



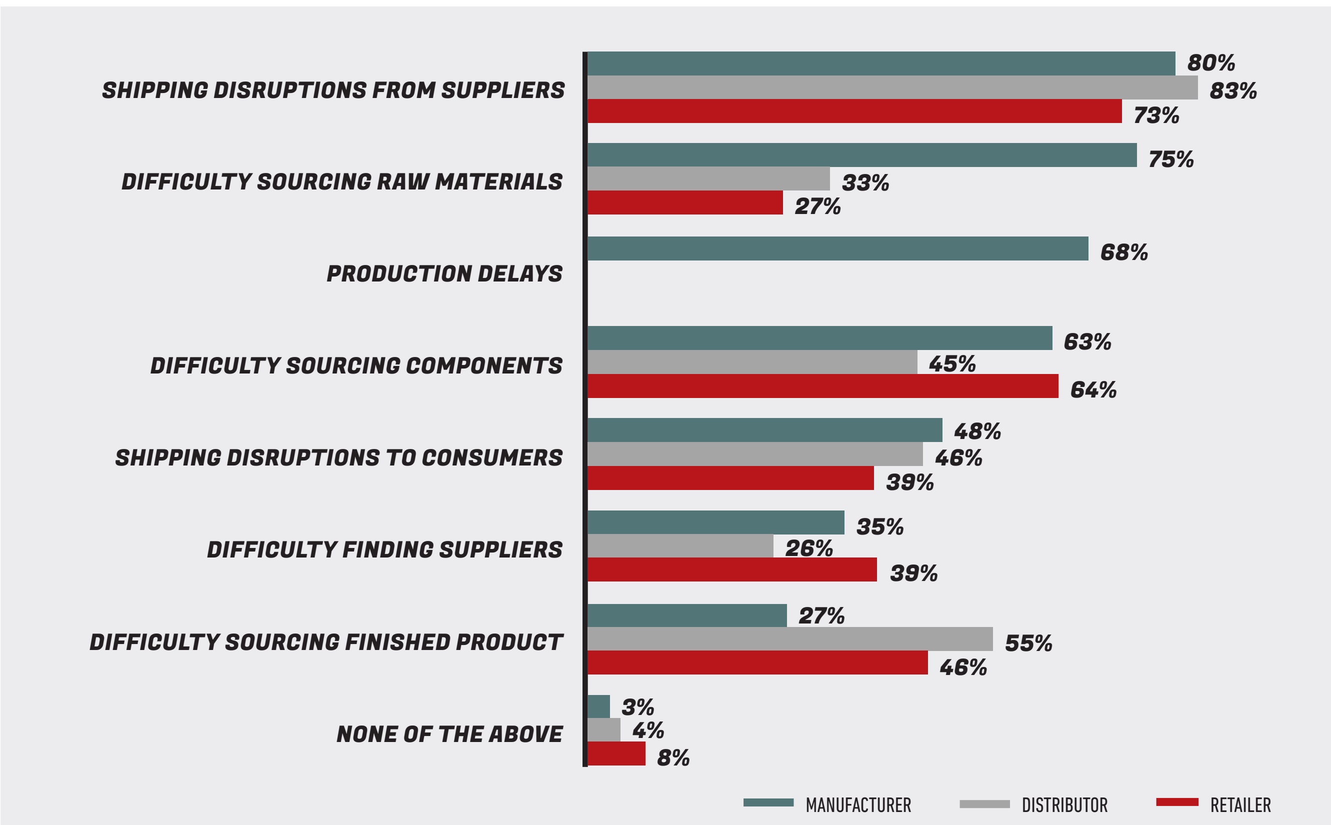
Shipping delays, product and component shortages, and input prices are having a tangible impact on specialty-equipment businesses' ability to get their products into consumers' hands. While most businesses feel they have been able to adapt, with no clear end to these challenges in sight it's no wonder that some are bracing for a slower sales year in 2022.

IMPACT OF SUPPLY CHAIN CHALLENGES ON COMPANY OPERATIONS MARCH/APRIL 2022 Source: SEMA State of the Industry—Spring 2022



Shipping delays are pervasive across the economy in general, and the specialty-equipment industry is no exception. For manufacturers, shipping delays and other factors have led many to report production delays as they struggle to source the materials and components they need—and for retailers and distributors to struggle to keep their shelves stocked.

SUPPLY CHAIN ISSUES EXPERIENCED MARCH/APRIL 2022 Source: SEMA State of the Industry—Spring 2022



OVERVIEW

In order to make informed decisions about which products to produce or carry, companies need to understand the size of their potential market. While the Market Sizing section of this report covers the current level of sales for different products and vehicles, this section looks at a key piece of the potential market; i.e., how many vehicles are actually on the road.

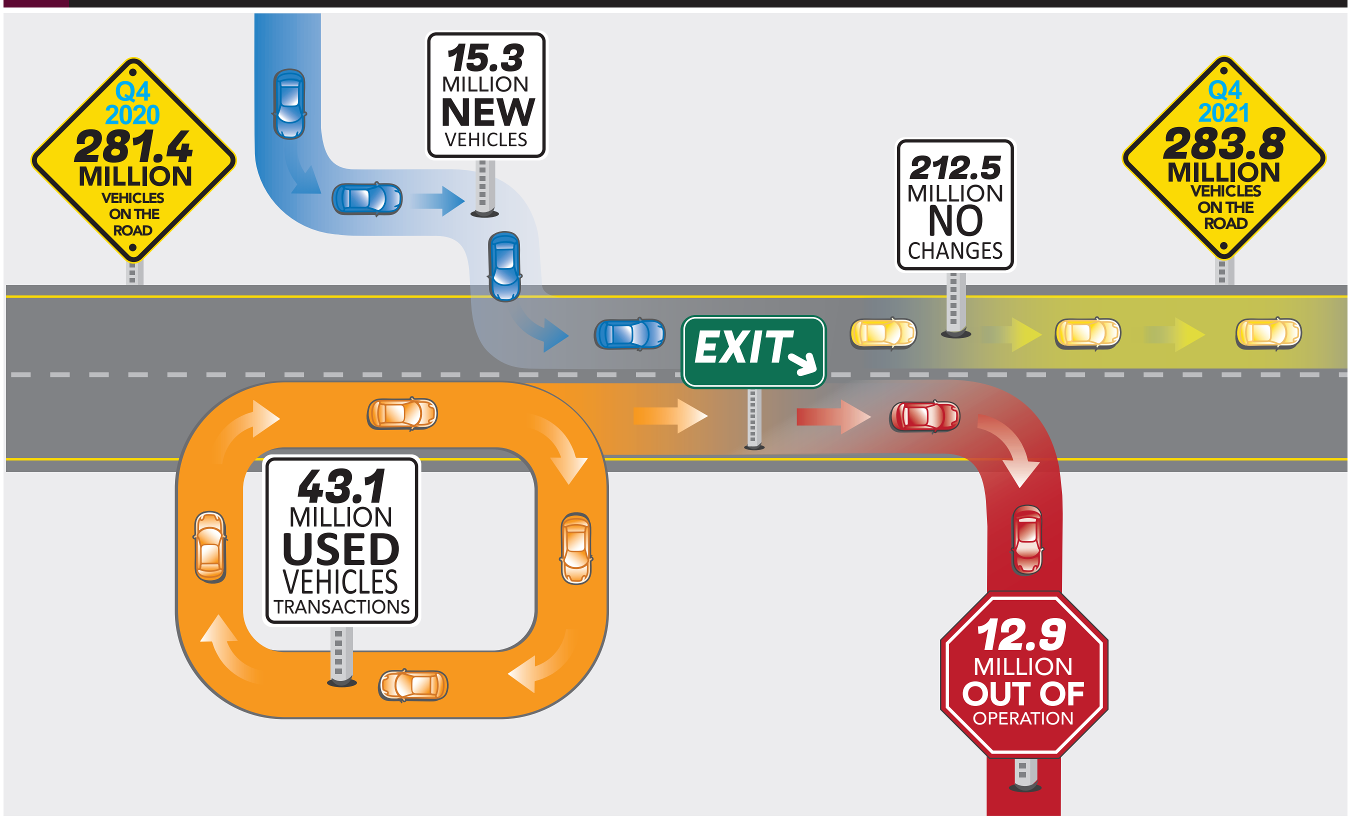
The total light-duty vehicle fleet stood at more than 280 million cars and light trucks at the end of 2021. Most of these are from model years '01 and onward, and in general, the population of a given model year starts to drop once it has been on the road for more than a decade.

Note that the data presented in this section is aggregated. Eligible SEMA-member companies can access more detailed information (e.g., by make/model, engine size or location) at no cost through our SEMA Member VIO Program, made possible by our partnership with Experian. For more information, visit www.sema.org/vio. Additionally, through its partnership with Wards Automotive, SEMA has access to up-to-date vehicle model sales information which can also be provided to SEMA members.

VEHICLE REGISTRATIONS

The U.S. passenger vehicle fleet increased by nearly 2.5 million cars and light trucks from 2020 to 2021. While the economy continued its recovery over the year, sales of new vehicles remained below pre-COVID levels due to supply constraints. Used-vehicle sales, though, were actually ahead of 2019 levels as consumers turned to the resale market as an alternative to the limited—and marked-up—new-vehicle supply. Most new vehicles were from the '21 and '22 model years. Conversely, the vehicles taken out of operation were largely from '11 and earlier (i.e., more than 10 years old).

CHANGE IN LIGHT-VEHICLE POPULATION VS. 2020 IN MILLIONS — Source: ©Experian 2022

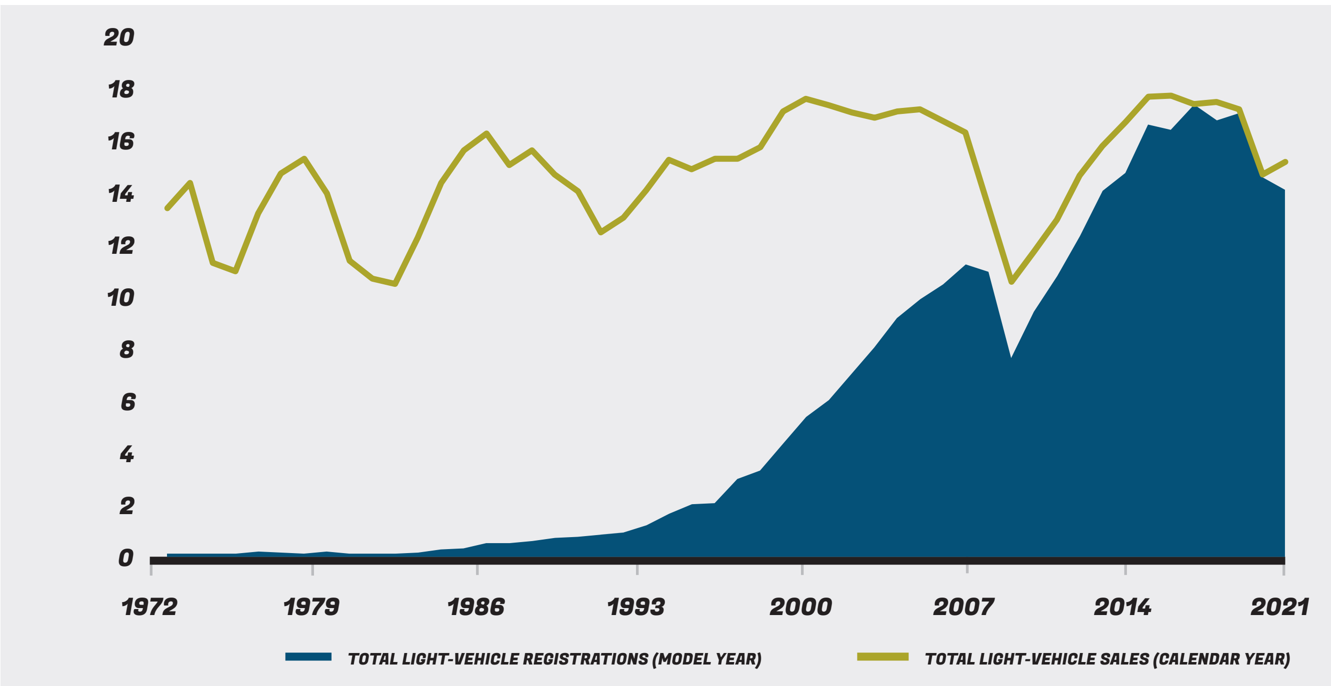


HISTORICAL VEHICLE SALES

New-vehicle sales partially rebounded in 2021, ending up with just under 15 million light vehicles sold. Initial expectations were, admittedly, for a quicker recovery. However, while consumer demand remained strong, the available supply of new vehicles dwindled as production shortages and shipping backlogs forced dealer inventories down to record lows—and prices climbing upward.

Vehicle registrations show how many cars and light trucks are actually on the road. Most of the vehicles sold during and after the 2007–2009 recession are still out there being driven, but '06-and-older vehicles are becoming increasingly rare. Classic and collector vehicles more than 20 years old represent a unique opportunity in the market, but the bulk of vehicles available to be modified are later-model.

LIGHT-VEHICLE SALES vs LIGHT-VEHICLE REGISTRATIONS IN MILLIONS Source: ©Experian 2022, ©Informa PLC 2022

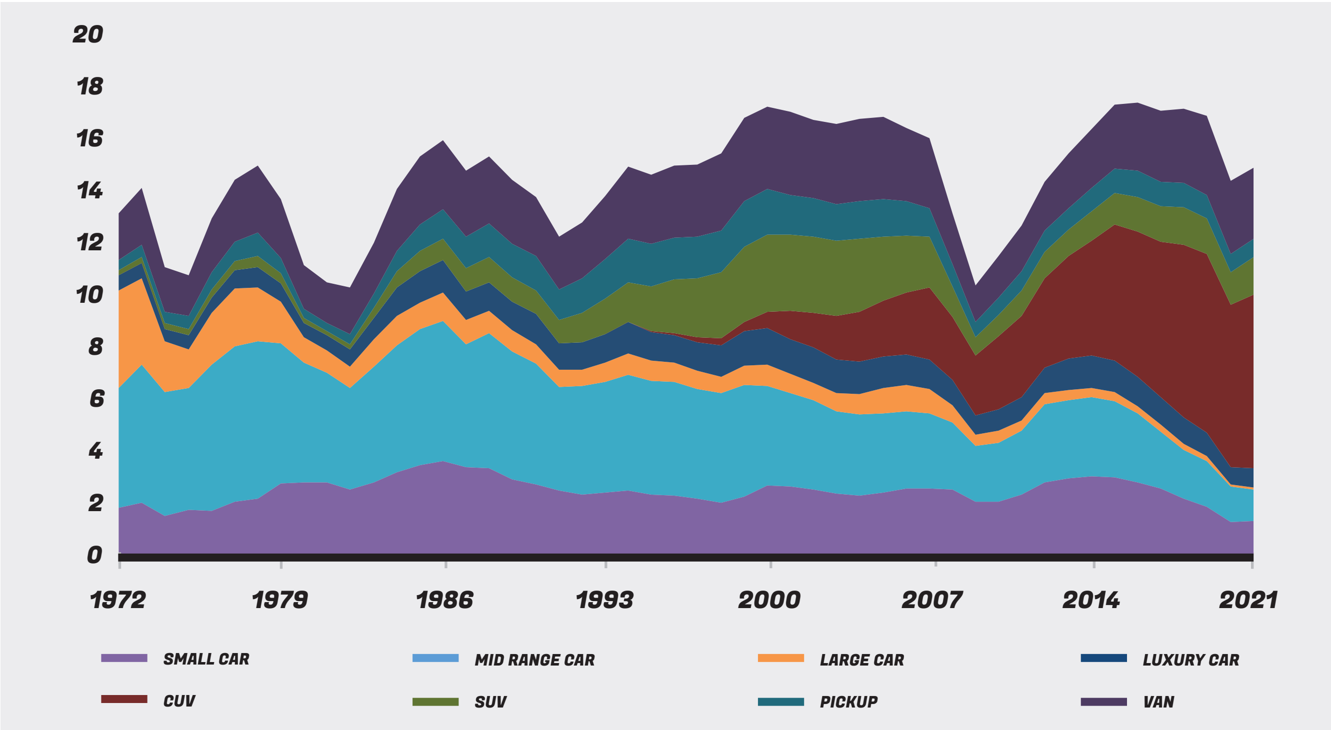


COMPOSITION OF U.S. LIGHT VEHICLE POPULATION

The new-vehicle sales rebound in 2021 was driven largely by light trucks—pickups, SUVs, CUVs and vans—with CUVs and SUVs leading the charge in particular. CUV sales grew by 7%, or 0.4 million, while SUV sales went up 15% versus 2020. Sales of passenger cars declined slightly, with middle (AKA midsize) car sales declining 11% versus 2020 sales and some near-offsetting growth in the small- and luxury-car segments.

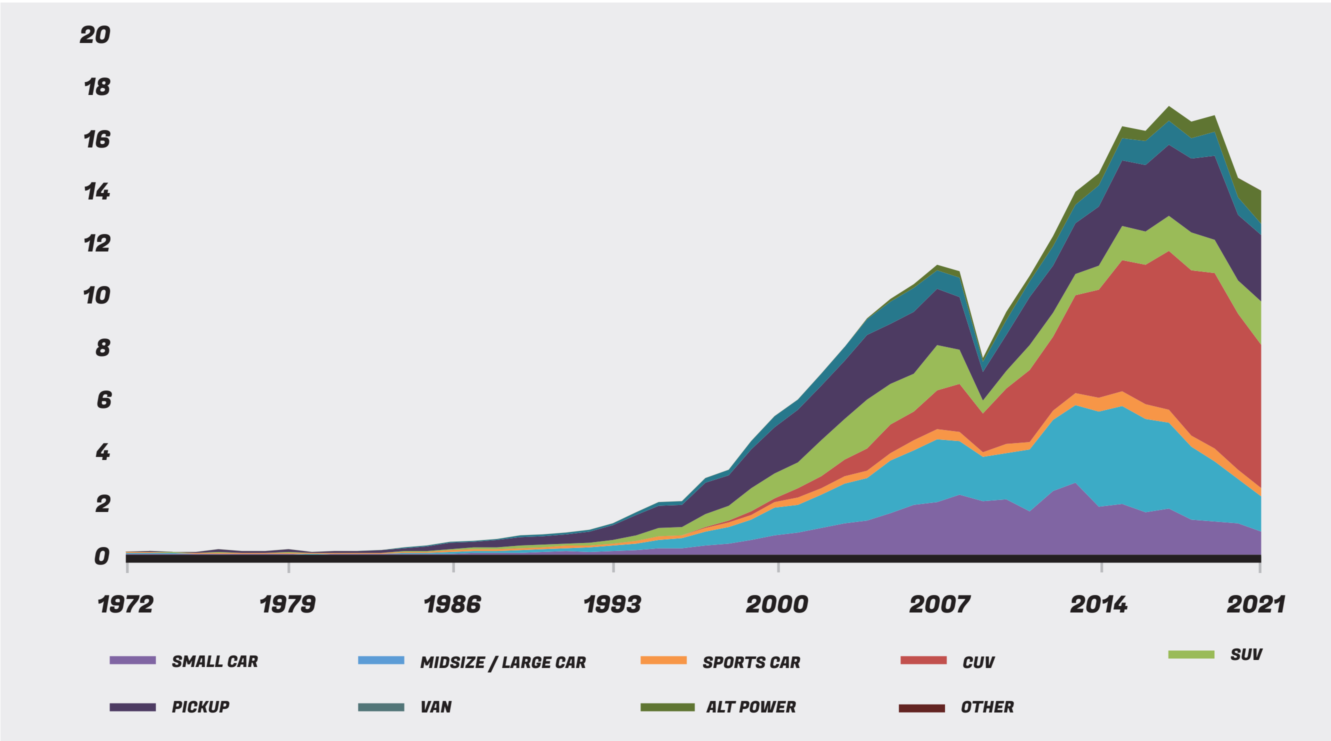
Both short-term and long-term factors are likely contributing to these shifts. Shortages and delays due to supply-chain issues forced OEMs to prioritize how they allocated production capacity, and often priority went to more-profitable light trucks and higher-end cars. In addition, the continued shift towards light-truck offerings, particularly CUVs, meant that there were fewer planned car offerings than in the mid-'10s and earlier.

ANNUAL NEW VEHICLE SALES BY SEGMENT IN MILLIONS — Source: @Informa PLC 2022



Pickups tend to stay on the road longer than other vehicle types, and account for a disproportionate share of the older-vehicle population. However, the composition of the post-'90 vehicle population makes the impact of the emergence of CUVs even more apparent, along with the strategic shift by vehicle manufacturers towards putting greater emphasis on CUVs and other light trucks. We are also starting to see growth in the number of alternative-power vehicles—hybrid, electric and other fuel types apart from pure gasoline or diesel. While the share of the vehicle population these vehicles comprise is still small, vehicle manufacturers are starting to push them more earnestly.

PASSENGER VEHICLE SEGMENTS BY MODEL YEAR IN MILLIONS — Source: ©Experian 2022

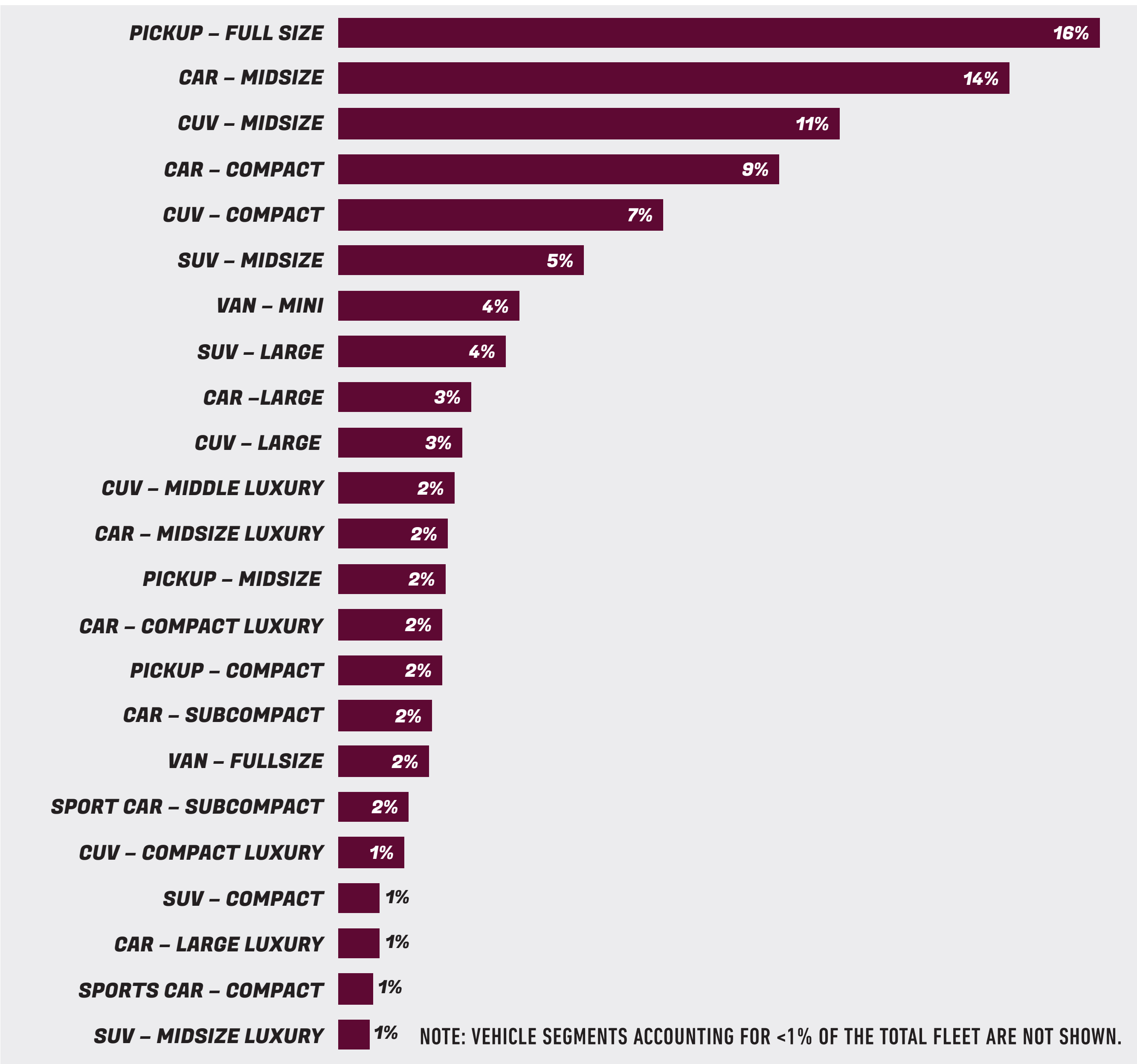


VEHICLE SEGMENTS

Fullsize pickups are the most common subtype on the road today, and a lot of that is owed to the continued popularity of domestic light-duty pickups—Ford F-150s, Chevrolet Silverado 1500s and RAM 1500s. Midsize and compact CUVs are also major subsegments, representing a combined 18% of the passenger vehicle fleet—a share that is likely to only increase as more models are rolled out.

While not explicitly broken out into their own segment/subsegments by Experian, available data on alternative-fuel vehicles does point to a greater push on battery-electric (BEV) vehicles. At roughly 2% of the total U.S. light-vehicle fleet, gasoline/electric hybrid vehicles account for the lion's share of alternative-fuel registrations. But an uptick in BEV sales, and a slew of new BEV models or options planned over the next few years, fall in line with strategies announced by several vehicle manufacturers to get behind and push electric vehicles.

VEHICLE SEGMENT SUBTYPES % REGISTRATIONS AS OF 12/31/2021 Source: ©Experian 2022

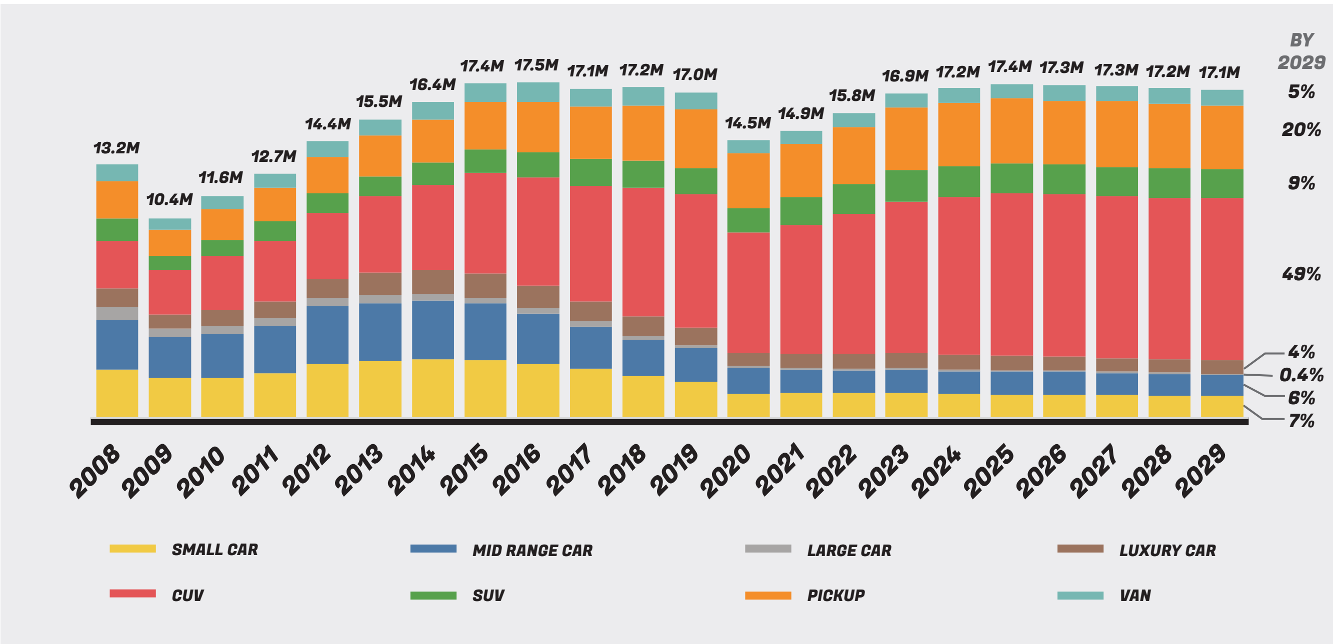


NEW VEHICLE SALES FORECAST

Early on in 2021, it looked like new-vehicle sales were headed for a strong recovery by end of year. Industry estimates favored a scenario where supply mostly caught back up to consumer demand by summer, with full recovery requiring a couple more years.

This projection was, it turns out, half right. More recent estimates do still anticipate new-vehicle sales returning to pre-COVID levels by 2023/2024. However, the anticipated rapid bounceback never materialized. Instead, production shortages and shipping delays depleted vehicle dealership inventories down to historic lows, which both drove up prices and discouraged consumers from shopping for a new vehicle. Unfortunately, things have not improved as much as some might have hoped. While dealers are still selling vehicles as fast as they get them onto the lot, until the new-vehicle supply becomes less constrained, sales are unlikely to get back to 2019 levels.

U.S. NEW LIGHT VEHICLE SALES FORECAST SALES (MILLIONS OF UNITS) Source: ©Informa PLC 2022

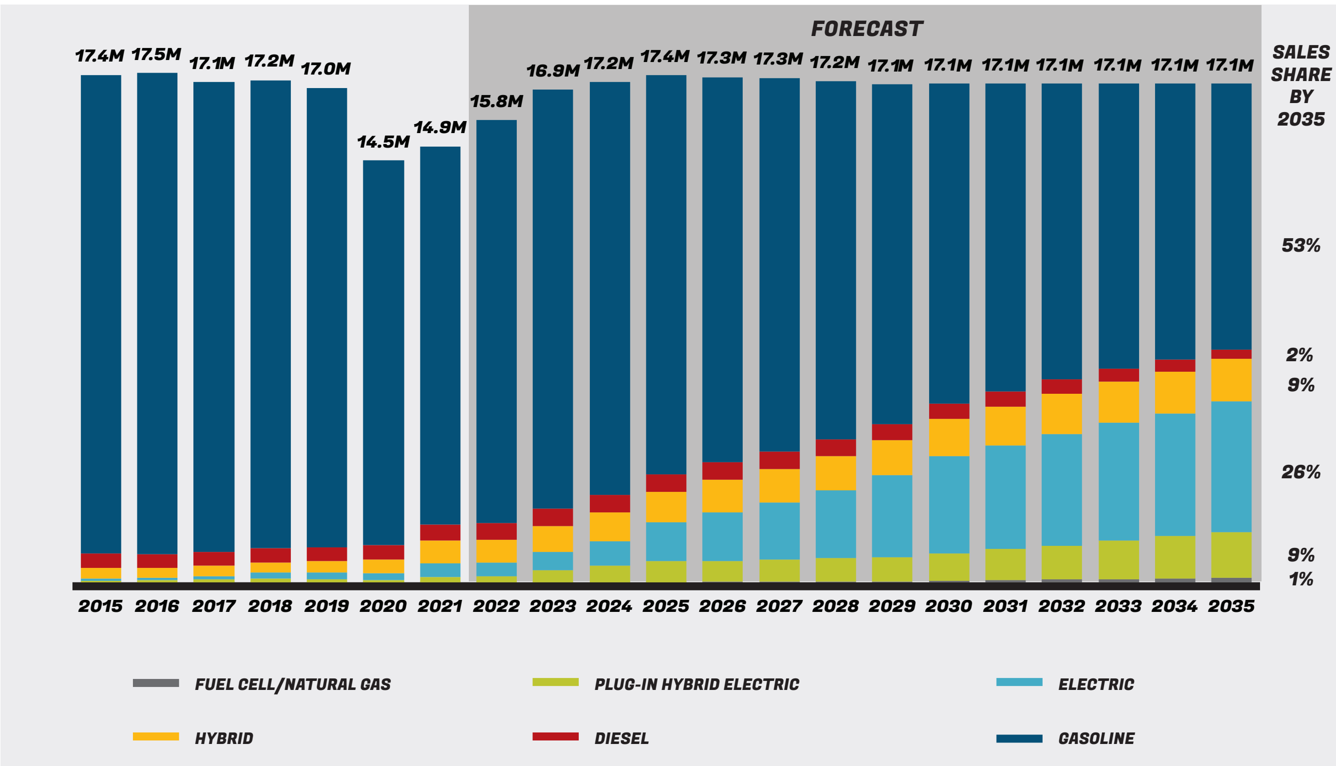


POWERTRAIN SALES FORECAST

Internal-combustion, and specifically gasoline, engines are going to account for a solid majority of new-vehicle sales for the time being. That said, hybrid and electric vehicles are expected to account for a growing share of new-vehicle sales as new alternative-fuel models are launched and hybrid, plug-in hybrid, and battery-electric options are added to existing vehicle models.

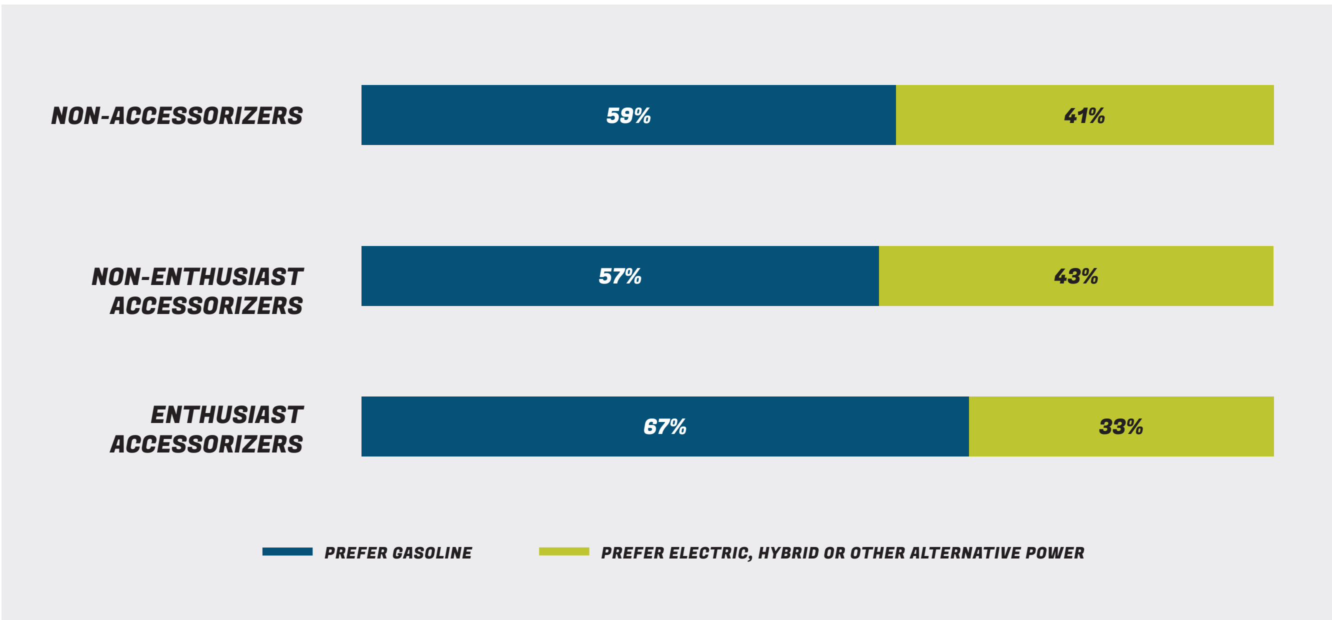
Alternative-fuel vehicles comprised just 3% of new vehicles sold in 2015. This share grew to 5% by 2020, but in 2021 that number jumped to 9% of total new-vehicle sales. As more effort is placed by manufacturers into getting alternative-power vehicles on the road, particularly battery-electric vehicles, we expect this trend to continue. By 2035, SEMA estimates that—assuming the charging infrastructure, supply of necessary components, and sourcing of raw materials needed for vehicle batteries can scale with demand—hybrid and electric vehicles will account for 44% of new-vehicle sales by 2035.

NEW LIGHT-VEHICLE SALES—POWERTRAIN FORECAST SALES (MILLIONS OF UNITS) Source: ©Informa PLC 2022



Still, U.S. consumers are not fully sold on the idea that alternative-power vehicles are right for them. Even a majority of non-accessorizers indicated they prefer to own a gasoline-powered vehicle, and those who in principle would like to own an electric or hybrid vehicle may find themselves deterred by price, charging station availability or even a simple lack of options. Among auto enthusiasts, the preference for gasoline vehicles is even more pronounced. Vehicle manufacturers have still got plenty of work to do, both in terms of getting consumers on board and in putting out alternative-fuel vehicles that they're actually willing and able to own.

WHICH POWERTRAIN DO DRIVERS WANT FOR THEIR NEXT VEHICLE? % OF DRIVERS — Source: 2021 SEMA US Market Data



RESEARCH METHODOLOGY

The "2022 SEMA Market Report" was compiled utilizing a variety of data sources, including interviews with industry sources, consumer surveys, secondary data sources and published government statistics. The main data was provided by the following resources:

SEMA MARKET DATA: CONSUMER MARKET DATA, CONSUMER PROFILE

The study surveyed about 19,000 adults across the United States who own or lease an automobile. Among those interviewed, more than 5,000 people were identified as having modified or accessorized their vehicle in 2021. This study represents the buying habits of a large cross-section of specialty-equipment purchasers.

EXPERIAN: VEHICLE REGISTRATIONS, VEHICLE SEGMENTS

© 2022 Experian

Experian's vehicle segmentation definitions are used throughout the market sizing and profiling sections to consistently differentiate vehicle types. To learn more about Experian and their automotive product offerings, visit **www.experian.com/automotive**. Through the SEMA Member VIO program—Powered by Experian Automotive, eligible SEMA-member companies can get specific insight into the number of vehicles on the road at **www.sema.org/vio**.

WARDS AUTO/INFORMA PLC: VEHICLE SALES

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SEMA has partnered with Wards Auto Intelligence, a division of Informa PLC, to obtain access to vehicle sales data in order to help SEMA-member companies understand current trends and developments.

Wards Auto is part of the Transportation Intelligence Group of Informa PLC, providing news and insights on the global automotive industry.

BUREAU OF ECONOMIC ANALYSIS: U.S. ECONOMIC GROWTH, CONSUMER SPENDING
BUREAU OF LABOR STATISTICS: U.S. UNEMPLOYMENT

Data was collected from published government statistics.

UNIVERSITY OF MICHIGAN (UMI): CONSUMER SENTIMENT INDEX

Data was collected from the published results of UMI's "Survey of Consumers."

AVRIO INSTITUTE: ECONOMIC AND CONSUMER INDICATORS

Economic and industry analysis provided by Avrio Institute, in collaboration with SEMA Market Research.

"SEMA INDUSTRY INDICATORS"

This monthly report provides a high-level snapshot of the overall U.S. economy with an emphasis on economic data that directly or indirectly affects the automotive aftermarket industry.

"SEMA FUTURE TRENDS REPORT"

This report takes a deeper dive into both the overall economy and the specialty-equipment market, and forecasts how the industry will change and evolve over the next few years.

"SEMA STATE OF THE INDUSTRY REPORT"

Each year, SEMA surveys industry professionals to learn more about the state of the industry, perceived market barriers, and current/projected product trends. This report looks at how the specialty-equipment industry is doing from the perspective of those working in it.

MARKET DEFINITIONS

DEFINING THE SPECIALTY-EQUIPMENT MARKET

The specialty-equipment market includes parts and accessories that are manufactured, sold and distributed for cars, light trucks and other passenger vehicles (motorcycles, ATVs, UTVs, boats, etc.). This report, including the market sizing, focuses specifically on cars and light trucks. Specialty-equipment products are designed to customize or enhance the performance, handling or appearance of new or used vehicles. The market does not, however, include OEM-spec repair or replacement parts intended to replicate factory parts (except in the case of restoration parts for classic vehicles). The specialty-equipment market is often described as "the parts you want" rather than "the parts you need." Some examples of products that fall into the specialty-equipment market include exhaust kits, suspension kits, body kits or spoilers, custom wheels, stereo systems and engine modifications to increase horsepower.

DEFINING SPECIALTY-EQUIPMENT CONSUMERS

Throughout this report, we use the terms "accessorizer" and "consumer" interchangeably. When we talk about specialty-equipment consumers or about accessorizers, we mean individuals who, in 2020, bought parts for their passenger vehicle to alter the appearance, performance, handling or function of the vehicle. This includes someone who bought accessories, such as custom floor mats, all the way up to a hardcore enthusiast who performed a full engine swap.

Accordingly, specialty-equipment consumers are very diverse in their objectives, attitudes and behaviors. SEMA Market Research partnered with an independent research firm to identify six broad types of people who buy specialty-equipment parts and accessories

Builders: The core hobbyists. They focus on the enjoyment and satisfaction gained from working on their vehicles.

Drivers: Auto enthusiasts. They accessorize and modify with an eye toward the enjoyment they get from using their vehicles.

In-Crowd: Social enthusiasts. They enjoy the interactive aspects and recognition they get from having a unique or high-profile vehicle. They are often car club members and attend car shows.

Handyman: Do-it-yourself mechanics. They work on their vehicles to save money and prolong vehicle life and may be open to upgrades as part of their repair projects.

Commuter: The everyday drivers. They view their vehicles more as functional tools for getting around, may still want to do some personalization for their interests or lifestyles.

DIFM: "Do-it-for-me," the least savvy owners. They rely on their mechanic for all vehicle maintenance and upgrade needs.

Builders, Drivers and In-Crowd buyers are considered to be auto enthusiasts. They are typically more engaged in the automotive aftermarket scene and tend to spend more on parts. Non-enthusiasts include the Handyman, Commuter and DIFM segments. While they spend less and are less likely to make complex modifications, they comprise a large portion of the specialty-equipment customer base.

For more information on these segments and their habits, download the "SEMA Consumer Segmentation Report" at **www.sema.org/research**.

SEMA MARKET RESEARCH

While the “SEMA Market Reports” provide a detailed overview of the specialty-equipment market, they are far from the only research SEMA conducts on the industry’s behalf. The SEMA Market Research team regularly commissions research from independent providers to address topics of interest, ranging from bite-size monthly updates on relevant trends to full-length custom research reports.

The following are some examples of other information readers can find on our website, **www.sema.org/research**.

CONSUMER INSIGHTS RESEARCH

SEMA CUV MARKET SNAPSHOT

In this report, SEMA Market Research provides insight into the crossover utility vehicle (CUV) market, both overall and specifically regarding the emerging opportunity they represent for the specialty-equipment market. Download the report to learn more about these vehicles, how they fit into our industry, and trends to watch.

SEMA 2021 RETAIL TRENDS REPORT

In this report, SEMA Market Research explores the state of retail in the United States, both overall and specifically for the specialty-automotive aftermarket. It includes a look at how our industry fits into the broader retail landscape, trends affecting retail consumers and businesses, and what sellers of specialty-automotive products may want to keep an eye on in the future.

SEMA EMERGING TRENDS: ELECTRIFICATION, ALTERNATIVE POWER AND ADVANCED TECHNOLOGY

In this report, SEMA Market Research explores the current landscape of alternative power and electrification in the United States, providing a realistic outlook for electric vehicles in the future as well as implications for the specialty-equipment industry. This report also examines other advanced technologies that are being developed for new vehicles today.

INDUSTRY-FOCUSED RESEARCH

"STATE OF THE INDUSTRY" REPORTS

SEMA's "State of the Industry Reports" offer insight into the current specialty-equipment industry landscape, providing a look at overall trends, current sales and forecasts, dynamics affecting specific types of businesses, and special topics unique to each issue.

"SEMA INDUSTRY INDICATORS" REPORTS

Starting in November 2017, SEMA Market Research began releasing monthly "SEMA Industry Indicators" reports. These quick, easy-to-read snapshots are meant to give specialty-equipment businesses a view of key auto industry and broader economic trends through the lens of how they could impact their business. New reports are released on the second or third Thursday of every month.

"SEMA FUTURE TRENDS" REPORT–JANUARY 2022

The "SEMA Future Trends" report offers a look at what lies ahead through forward-looking analyses of economic and automotive factors that impact the specialty-equipment industry. In addition to an expanded look at the kinds of data covered in our monthly "SEMA Industry Indicators" reports, this report also includes forecasting and spotlights on key trends facing the industry.

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