

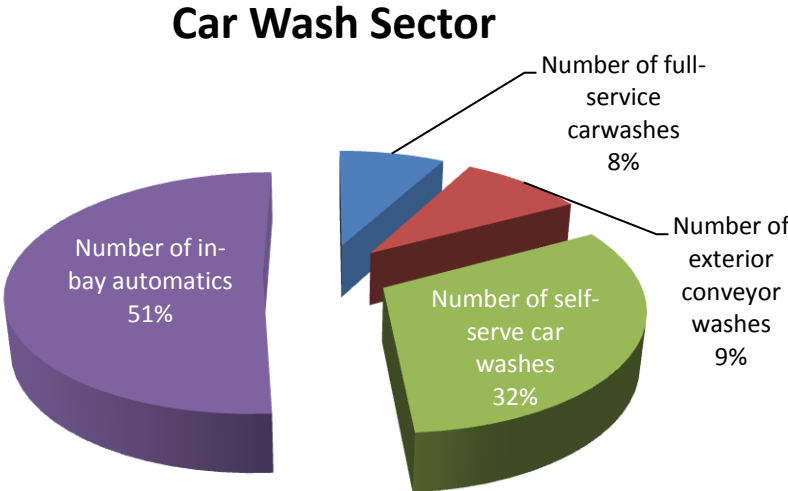
# Market Analysis

In order to evaluate XXX's market potential, the following aspects will be examined:

- Car Wash market size
- Car Wash Statistics
- US Car Wash Market

## CAR WASH MARKET

Annually it's performed around 2.3 billion car washes in United States alone, which gives on average of 20.4 washes per car per year. Generating in 2016 approximately 5.8 billion dollars in revenue. The sector secures over 350.000 jobs<sup>1</sup>.



Car Wash Market in general is made of small business, roughly 90%. In total there are 113,000 car washes operating in US, being the most common the in-bay automatic service with a total of 58,000, which represents 51% of the market, followed by Self-serve car washes with a cap of 32% (approximately 36,000).

**20.4**  
Washes per car per year

The average cost for the consumer for the in-bay automatics is \$6.34, with an average profit of \$4.35 per car, while the tunnel car wash has an average price of \$15. The average duration of a

<sup>1</sup> <http://www.statisticbrain.com/car-wash-car-detail-industry-stats/>

car wash process is  $7.25 \pm 0.8$  minutes for exterior clean and  $22 \pm 3$  minutes for interior/exterior wash.

Type	Average Cost
In-bay	\$ 6.34
Tunnel or conveyor	\$ 15.00

The market has seen some growth in recent years especially after the 2008 financial crisis, with more companies entering the market, higher revenue and profit margin which are expected to be maintained until 2021<sup>2</sup>.

## PROJECTED GROWTH FOR CARWASH INDUSTRY

**NUMBER OF  
CARWASH  
COMPANIES**  
(from 2011)



**REVENUE**  
(from 2015)



**AVERAGE  
PROFIT**  
(from 2011)



**ANNUAL  
GROWTH**  
(through 2021)



### US Statistics

United States is the home of the world's second biggest fleet, with a total of 263.6 Million vehicles, of which 111.4 Millions are cars, just behind China. Five states concentrate 34% of the fleet located on the most densely inhabited states; the biggest car market in US is in California, followed by Texas.<sup>3</sup>

<sup>2</sup> <https://www.carwash.com/infographic-projected-carwash-industry-growth/>

<sup>3</sup> <https://www.fhwa.dot.gov/policyinformation/statistics/2015/mv1.cfm>

Rank	State	Number of Vehicles
<b>1</b>	<b>California</b>	<b>14,463,569</b>
2	Texas	<b>8,451,039</b>
<b>3</b>	<b>Florida</b>	<b>7,735,060</b>
4	New York	<b>4,868,521</b>
<b>5</b>	<b>Illinois</b>	<b>4,775,414</b>

But the least densely inhabited states counts with the highest amount of cars per capita, leaded by Montana and Wyoming.<sup>4</sup>

Rank	State	% Vehicle per capita
<b>1</b>	<b>Montana</b>	<b>1.594</b>
2	Wyoming	1.389
<b>3</b>	<b>South Dakota</b>	<b>1.262</b>
4	North Dakota	1.177
<b>5</b>	<b>Iowa</b>	<b>1.165</b>

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<sup>4</sup> <https://www2.census.gov/programs-surveys/popest/datasets/2010-2016/national/totals/nst-est2016-alldata.csv>