


State of the Industry

The 2016 *Auto Laundry News* State of the Industry Survey was conducted through the mailing of questionnaires to a random selection of vendors to the car care industry. The information in this report results from an analysis of data provided by respondents nationwide.

“Steady as she goes,” perhaps best describes the current survey results, with a large majority of participants in every category once again reporting improvements over last year’s numbers. In most instances, improvement levels hewed closely to, or fell just short of, achievements reported in the previous survey.

Overall, 77 percent of respondents — the exact same proportion as last year — report average sales growth of 14 percent, which is down somewhat from the 17 percent recorded in the previous survey. In the Equipment Manufacturers subcategory, 100 percent of respondents report average sales growth of 16 percent (see graphic below). The comparable percentages last year were 86 and 20 respectively.

Last year, Chemical Manufacturers turned in the best performance with 83 percent reporting an average increase in sales of 21 percent. This year, they fell well behind the Equipment Manufacturers: only 70 percent were able to report growth and, at 6 percent, a much reduced growth at that. (see graphic below).

Never has a bunch of zeros looked better. Not a single respondent in any category is projecting a decline in sales for 2017. Survey participants who expect sales growth are a little more cautious than last year, however, about the level of progress they anticipate: Overall, 88 percent predict growth of 13 percent (last year, 87 percent foresaw an increase of 16 percent). Considering their reported performance, it’s no surprise that Equipment Manufacturers are more confident about the future than Chemical Manufacturers: 100 percent of the former expect average sales growth of 12 percent, while 90 percent of the latter figure on beating last year’s numbers by 7 percent. 

EMPLOYEE COUNT GROWTH/DECLINE 2015 TO 2016

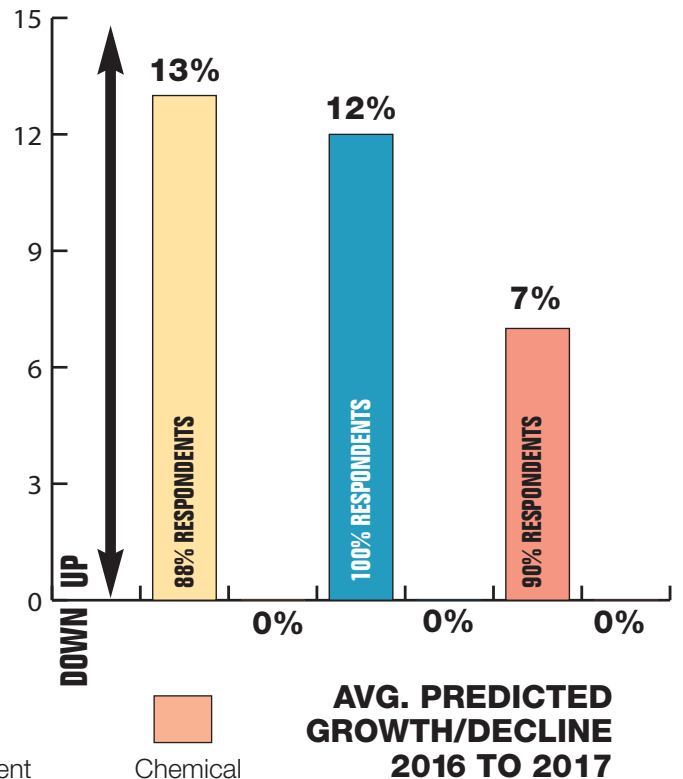
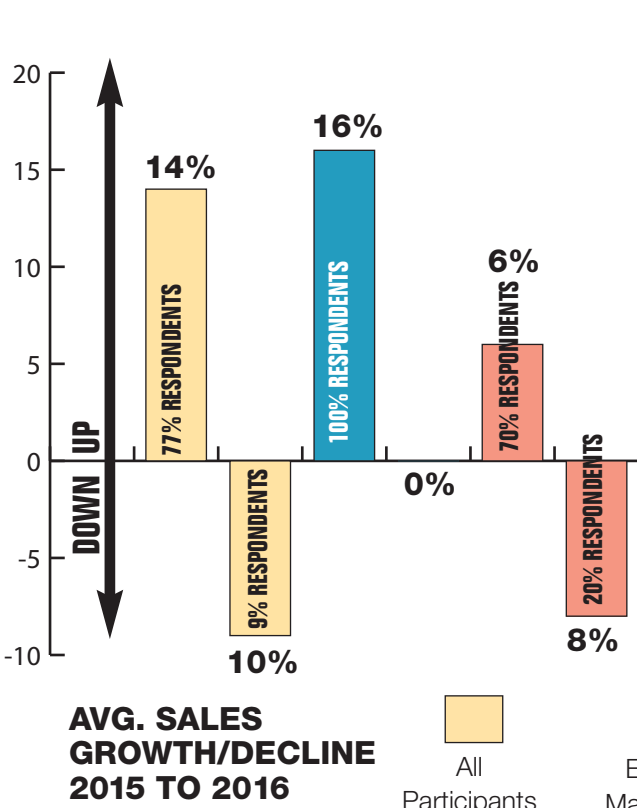
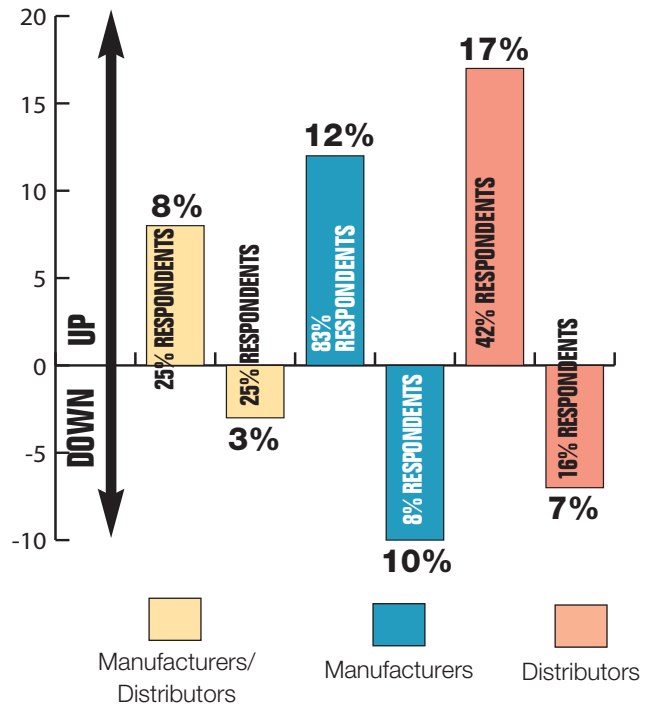


Table 1	Sales Growth 2015 vs. 2016		Sales Forecasts 2016 vs. 2017	
	Increase	Decrease	Increase	Decrease
Manufacturers/Distributors	83%	17%	92%	0%
Avg. % Increase/Decrease	8	11	10	0
Manufacturers	83%	8%	100%	0%
Avg. % Increase/Decrease	15	8	12	0
Distributors	68%	5%	79%	0%
Avg. % Increase/Decrease	17	10	15	0

