

Argentina's Aftermarket at a turning point

For more than 25 years, GiPA has been mapping, measuring, and monitoring the automotive aftermarket in Argentina. Today, our market is facing a decisive moment, shaped by a rapidly aging car parc, changing consumer behavior, and new competitive dynamics. Let's take a closer look at what defines Argentina's aftermarket in 2025 and where the opportunities lies.

A Growing but Aging Car Parc

Argentina's car parc now includes almost **11 million vehicles**, combining passenger cars and light commercial vehicles. A distinctive feature of our market is the strength of the pickup segment, which represents nearly a third of all new registrations thanks to local production and economic incentives.

But the most striking trend is not growth: it's **aging**. In less than five years, the average age of the car parc has increased from 9 to **12 years**. This shift is the result of two forces:

- The record sales boom of the early 2010s, when Argentina nearly reached one million annual registrations, feeding today's 10+ year-old segment.
- A sharp decline in recent sales, stabilizing at just 300–400,000 units per year, far below historical highs.

The result: an older parc, with more maintenance needs, fewer new vehicles entering, and a user profile that is transforming the aftermarket.

The numbers tell a clear story: **two out of every three pesos spent in the aftermarket come from vehicles older than 10 years**, while only one in ten comes from cars less than five years old.

This shift creates new challenges and opportunities:

- **Higher maintenance needs:** older cars mean more wear, more parts to replace, and more frequent repairs.
- **Price-sensitive consumers:** households are under pressure and drivers are more price-conscious, looking for offers, promotions, and affordable solutions.
- **DIY and direct purchases:** many drivers experiment with small repairs, buy parts over the counter, or compare options online.
- **Longer ownership cycles:** Argentines now keep their cars for **5.5 years on average**, reinforcing the importance of durability and loyalty strategies.
- **Lower annual mileage:** usage levels hover around **11,000 km per year**, down from historical peaks of 15,000 km, shaped by fuel prices and economic constraints.

If the consumer is changing, so is the channel. The **independent workshop** remains the heart of the aftermarket, capturing more than half of all visits and maintenance spending. It is, in many ways, the "family doctor" of the car.

Yet, this sector faces mounting difficulties:

- Fragmentation and lack of consolidation.

- Lower profitability due to rising competition, new brands, and shrinking margins.
- Limited access to training, information, and modern equipment.
- Difficulty amortizing investments in new tools and technologies.

Workshops are leaders, but also vulnerable. For brands and suppliers, this creates an urgent challenge: to **support, guide, and empower independent workshops**, building loyalty through training, financing, and close relationships.

Argentina's aftermarket is now at a **turning point**:

FROM SCARCITY TO ABUNDANCE A shift from a closed market with limited spare parts to an open, highly competitive one with new brands and imports.	FROM VOLUME TO VALUE Fewer new car sales mean the industry must adapt to an older parc and price-conscious consumers.
FROM TRADITIONAL TO DIGITAL Drivers may not yet buy massively online, but they rely heavily on digital tools to compare, research, and choose. Presence in the digital space is no longer optional: without it, a brand risks invisibility.	FROM ESTABLISHED TRENDS TO NEW ENTRANTS The arrival of Chinese brands, alternative powertrains, and innovative technologies is already reshaping the landscape

Looking Ahead

Argentina's aftermarket is full of **challenges, but also opportunities**. An older parc, more engaged drivers, and an evolving independent channel open the door for new strategies and stronger relationships.

At GiPA, we continue to monitor and anticipate these changes across the region. We look forward to sharing more insights at our upcoming **GiPA Symposium in São Paulo this November**, where we will dive deeper into the trends shaping not only Argentina, but all of Latin America.

Get in touch with GiPA LATAM Team to discover more about the evolution of Argentina's aftermarket.