

Market Research Report

Prepared for: Crystal Clear Car Care on X/XX/202X

Report Summary


The following is a market research report for **Crystal Clear Car Care**. We pulled data from a variety of sources to analyze market demand, key competitor performance data, and foot traffic and demographic data for the proposed location of the business.

Market Demand

Crystal Clear Car Care intends to open a new Car Wash in the Indianapolis, IN area. [Google Keyword Planner](#) provides search traffic estimates for relevant keywords that potential customers may be searching for.

Keyword Research

“Car Wash” receives approximately 2,240,000 monthly searches from individuals in Indianapolis according to Google Keyword Planner.

<input type="checkbox"/> Keyword ↑	Avg. monthly searches	Top of page bid (low range)	Top of page bid (high range)
<input type="checkbox"/> car wash	2,240,000 	\$1.20	\$5.06

Advertising Cost

Google Keyword Planner also estimates that the cost per click to advertise for keywords including Car Wash is between \$1.20 cents and \$5.06 per click.

Top Related Keywords

*all available keywords located at the end of the report

May 1, 2022 - April 30, 2023				
Location set to "Indianapolis"				
Top Keywords	Avg. monthly searches	Three month change	YoY change	Competition
car wash	2240000	0%	22%	Low
car wash near me	2240000	0%	0%	Low
car detailing near me	301000	22%	0%	Low
car wax	165000	173%	-89%	Medium
car detailing	201000	50%	22%	Low
hand car wash near me	90500	0%	23%	Low
self car wash near me	110000	0%	0%	Low
touchless car wash near me	74000	-19%	22%	Low
auto detailing near me	90500	22%	0%	Low
self service car wash	135000	0%	22%	Low
full service car wash near me	60500	22%	0%	Low
detailing near me	49500	22%	22%	Low
car vacuum near me	49500	22%	0%	High
automatic car wash near me	33100	-18%	-18%	Low
touchless car wash	60500	-18%	0%	Low
self serve car wash near me	74000	22%	22%	Low
mobile detailing near me	33100	22%	22%	Low
self car wash	60500	22%	0%	Low
car cleaning near me	18100	23%	0%	Low
mister car wash near me	27100	22%	0%	Low

mobile car detailing near me	22200	22%	0%	Low
car valet near me	170	24%	0%	Low

Market Demand Seasonality

Search volume for “car wash near me” in the United States is seasonal in nature. December is consistently the highest search volume, with the summer tending to be the low point of the season according to [Google Trends](#) data.

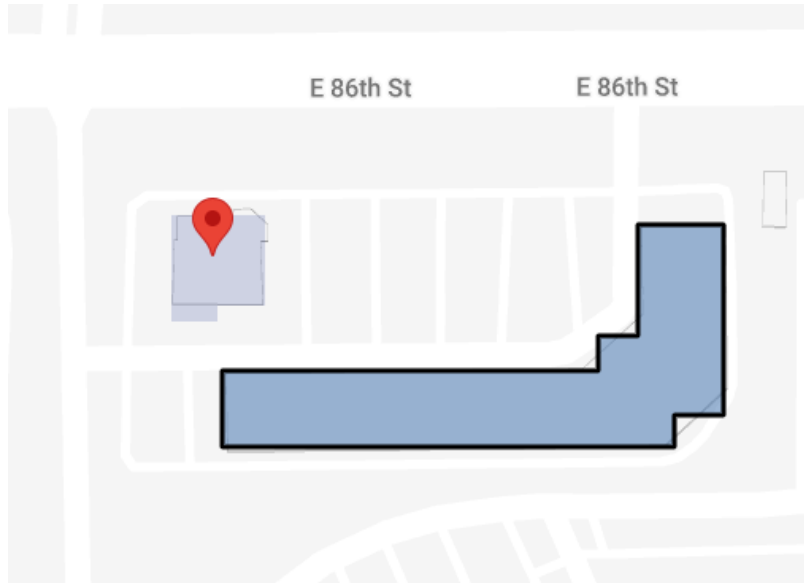


Target Location Analysis

Crystal Clear Car Care is looking at 5899 East 86TH Street, Fishers IN 46250, US as a possible location indicated on the map below as a red pin. However, the location has been vacant for a recent amount of time so analyzing foot traffic directly to the property would likely not be helpful. Instead, we will analyze visitor data to the strip mall located nearby that shares the same parking lot. While this will not give us an exact estimate of the foot traffic we can expect to our car wash, it should help us better understand the frequency of visitors and popularity of the nearby area and we can presume we could attract some of those visitors as customers.

Target Location at:

5933 E 86th St, Indianapolis IN 46250-3504, US



Estimated Foot Traffic Last Month:

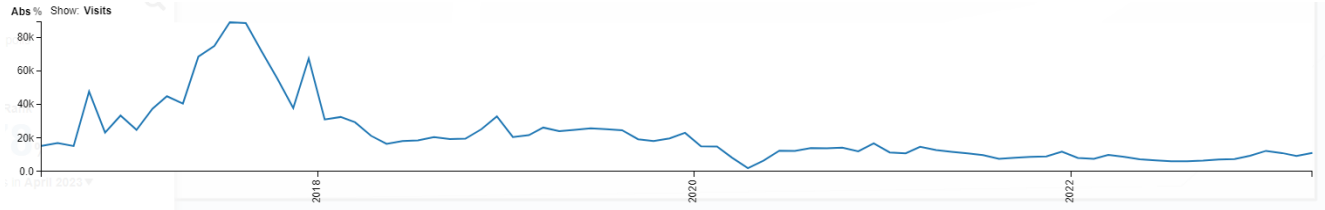
Last Month (4/2023) the strip mall had an estimated **11.11K visitors**

Estimated Foot Traffic Last 12 Months & Prior Year Change:

*all available years located at the end of the report

	5/1/2022	6/1/2022	7/1/2022	8/1/2022	9/1/2022	10/1/2022	11/1/2022	12/1/2022	1/1/2023	2/1/2023	3/1/2023	4/1/2023
Last 12 Mos	7341	6714	6185	6150	6557	7178	7484	9447	12359	11058	9332	11113
Prior Year	11811	10832	9791	7589	8253	8799	9028	11865	8104	7594	9914	8810
Y/Y % Change	-61%	-61%	-58%	-23%	-26%	-23%	-21%	-26%	34%	31%	-6%	21%

Estimated 5 Year Foot Traffic Trend:



Competitor Analysis

In order to get an estimate of the amount of customer traffic that **Crystal Clear Car Care** might receive we can look at a key competitor in the same market. In order to estimate customer traffic we partnered with Advan Research to provide foot traffic estimates based on consumer cell phone data.

Competitor - Crew Car Wash

The Crew Car Wash in Noblesville is a key competitor. They are estimated to have roughly 20,100 customers per month visit their store and they rent approximately 8,400 square feet based on Advan Research data.

13425 Tegler Drive, Noblesville
IN 46060, US 39.993839,-85.926454

Area: 8,428 sqf

[tenants](#)

Rank

Mixed Use Building **98%**

20.13k visits in May 2023 ▼



Site Selection

Crystal Clear Car Care is planning to operate in Fishers, IN which is a suburb on the northside of Indianapolis. Based on Advan Research data we can see that very few customers are currently traveling from Fishers, IN to Crew which is why we believe there is an opportunity for Crystal Clear Car Care to take some market share by locating directly in Fishers, IN.

Customer Heat Maps

The following heat map visualizes where the customers of Crew live.

Crew Customer Heat Map

Below you can see the customer heat map for Crew with the proposed location of Fishers, IN highlighted.

Income

\$63,385

Per capita income

more than 1.5 times the amount in the Indianapolis-Carmel-Anderson, IN Metro Area: \$37,422

nearly double the amount in Indiana: \$33,054

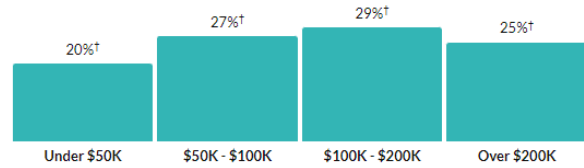
\$106,990

Median household income

about 1.5 times the amount in the Indianapolis-Carmel-Anderson, IN Metro Area: \$70,224

more than 1.5 times the amount in Indiana: \$62,743

Household income



Show data / Embed

Age

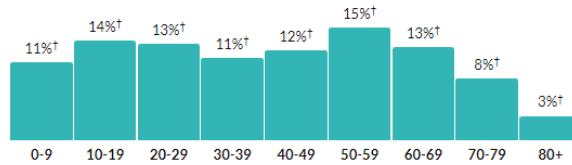
41.6 ±3.1

Median age

about 10 percent higher than the figure in the Indianapolis-Carmel-Anderson, IN Metro Area: 37 ±0.2

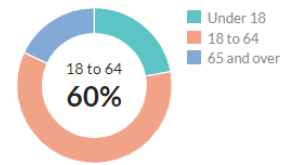
about 10 percent higher than the figure in Indiana: 38.2 ±0.2

Population by age range



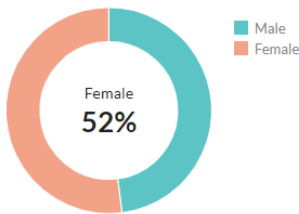
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Population by age category



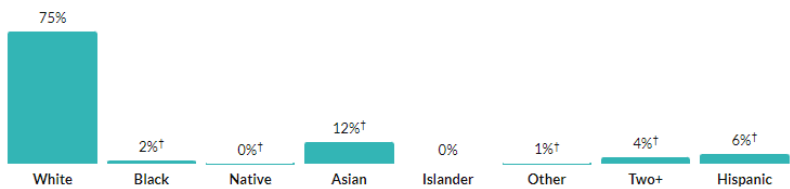
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Sex



Show data / Embed

Race & Ethnicity



* Hispanic includes respondents of any race. Other categories are non-Hispanic.

Show data / Embed

Target Location Historical Data:

Month Number

4/1/2023	11113
3/1/2023	9332
2/1/2023	11058
1/1/2023	12359
12/1/2022	9447
11/1/2022	7484
10/1/2022	7178
9/1/2022	6557
8/1/2022	6150
7/1/2022	6185

6/1/2022	6714
5/1/2022	7341
4/1/2022	8810
3/1/2022	9914
2/1/2022	7594
1/1/2022	8104
12/1/2021	11865
11/1/2021	9028
10/1/2021	8799
9/1/2021	8253
8/1/2021	7589
7/1/2021	9791
6/1/2021	10832
5/1/2021	11811
4/1/2021	12848
3/1/2021	14738
2/1/2021	10878
1/1/2021	11432
12/1/2020	16847
11/1/2020	12115
10/1/2020	14273
9/1/2020	13880
8/1/2020	13950
7/1/2020	12367
6/1/2020	12488
5/1/2020	6515
4/1/2020	2066
3/1/2020	8303
2/1/2020	14918
1/1/2020	14997
12/1/2019	23101
11/1/2019	19825
10/1/2019	18185
9/1/2019	19270
8/1/2019	24635
7/1/2019	25282
6/1/2019	24918
5/1/2019	24150
4/1/2019	26232
3/1/2019	21692

2/1/2019	20585
1/1/2019	32903
12/1/2018	25265
11/1/2018	19616
10/1/2018	19350
9/1/2018	20608
8/1/2018	18583
7/1/2018	18194
6/1/2018	16506
5/1/2018	21331
4/1/2018	29372
3/1/2018	32534
2/1/2018	31063
1/1/2018	67415
12/1/2017	37824
11/1/2017	55523
10/1/2017	71550
9/1/2017	88574
8/1/2017	89054
7/1/2017	74888
6/1/2017	68501
5/1/2017	40536
4/1/2017	44922
3/1/2017	37463
2/1/2017	24876
1/1/2017	33385
12/1/2016	23221
11/1/2016	47750
10/1/2016	15206
9/1/2016	16981
8/1/2016	15287
7/1/2016	11113

Rest of Top Related Keywords:

	Avg. monthly searches	Three month change	YoY change	Competition
Top Keywords				

car wash	2240000	0%	22%	Low
car wash near me	2240000	0%	0%	Low
car detailing near me	301000	22%	0%	Low
car wax	165000	173%	-89%	Medium
car detailing	201000	50%	22%	Low
hand car wash near me	90500	0%	23%	Low
self car wash near me	110000	0%	0%	Low
touchless car wash near me	74000	-19%	22%	Low
auto detailing near me	90500	22%	0%	Low
self service car wash	135000	0%	22%	Low
full service car wash near me	60500	22%	0%	Low
detailing near me	49500	22%	22%	Low
car vacuum near me	49500	22%	0%	High
automatic car wash near me	33100	-18%	-18%	Low
touchless car wash	60500	-18%	0%	Low
self serve car wash near me	74000	22%	22%	Low
mobile detailing near me	33100	22%	22%	Low
self car wash	60500	22%	0%	Low
car cleaning near me	18100	23%	0%	Low
mister car wash near me	27100	22%	0%	Low
mobile car detailing near me	22200	22%	0%	Low
car valet near me	170	24%	0%	Low
hand car wash	40500	22%	0%	Low
go car wash	14800	0%	22%	Low
nearest car wash	40500	0%	-18%	Low

best car wash near me	18100	22%	22%	Low
mobile car wash	22200	22%	0%	Low
car interior cleaning	27100	22%	0%	High
car cleaning	18100	23%	0%	High
auto spa	9900	22%	0%	Low
automatic car wash	22200	0%	0%	Low
express car wash	22200	22%	0%	Low
car shampoo	9900	22%	-18%	High
mobile detailing	22200	49%	49%	Low
full service car wash	27100	0%	-18%	Low
mobile car detailing	18100	22%	0%	Low
coin car wash near me	8100	0%	22%	Low
car spa	12100	22%	0%	Low
self wash car wash	14800	0%	0%	Low
el car wash	14800	0%	22%	Low
waterless car wash	6600	22%	0%	High
shell car wash	8100	22%	22%	Low
best car wax	14800	83%	0%	High
hand wash car wash	18100	22%	22%	Low
manual car wash near me	12100	0%	22%	Low
cheap car wash near me	12100	-18%	0%	Low
interior car detailing near me	12100	23%	23%	Low
mobile car wash near me	12100	22%	0%	Low
car valet	1000	30%	0%	Low
auto car wash near me	6600	-18%	0%	Low

best car wash	4400	23%	23%	Medium
waves car wash	5400	23%	23%	Low
mister carwash	246000	22%	22%	Low
car interior detailing	14800	22%	0%	Medium
autospa	2900	24%	0%	Low
brushless car wash near me	9900	-18%	22%	Low
24 hour car wash	12100	0%	0%	Low
valet car wash	880	30%	30%	Low
delta sonic near me	6600	-18%	0%	Low
detail shops near me	18100	22%	0%	Low
closest car wash	9900	0%	-18%	Low
hand wash car wash near me	8100	22%	22%	Low
jet wash near me	110	24%	50%	Low
mobile car valet near me	20	-33%	-33%	Low
caliber car wash	5400	50%	123%	Low
car interior cleaning near me	8100	22%	0%	Low
self wash car wash near me	8100	0%	22%	Low
crystal car wash	1600	0%	23%	Low
brushless car wash	8100	0%	22%	Low
express car wash near me	6600	22%	-19%	Low
mr car wash near me	6600	50%	0%	Low
zips car wash near me	4400	50%	22%	Low
car pressure washer	6600	50%	0%	High
car spa near me	1900	0%	-55%	Low
detail car wash near me	18100	0%	-18%	Low

suds car wash	2900	50%	50%	Low
in and out car wash	1600	19%	0%	Low
quick quack near me	4400	83%	50%	Low
mister car wash prices	4400	23%	-18%	Low
crew car wash near me	4400	22%	22%	Low
optimum no rinse	9900	22%	0%	Medium
detail car wash	14800	0%	-18%	Low
quick quack car wash near me	5400	23%	23%	Low
mobile auto detailing near me	6600	22%	0%	Low
auto wash	4400	0%	0%	Low
oasis car wash	5400	0%	-19%	Low
clean express	590	0%	14%	Low
laser car wash near me	3600	-19%	0%	Low
tesla car wash mode	1900	22%	83%	Low
super car wash	4400	0%	0%	Low
auto car wash	5400	22%	0%	Low
closest car wash to me	8100	-18%	-18%	Low
interior car wash near me	5400	23%	0%	Low
autobell near me	5400	23%	-18%	Low
car wash shampoo	1300	48%	-19%	High
autowash	3600	-45%	23%	Low
best car detailing near me	5400	0%	22%	Low
soapy joe's near me	3600	83%	83%	Low
car polish near me	1300	50%	26%	High
car wash express	12100	0%	-64%	Low

clean your car	210	0%	0%	Medium
diamond car wash	2400	24%	50%	Low
luv car wash	2900	22%	2980%	Low
vip car wash	3600	22%	22%	Low
eco car wash	2900	0%	0%	Low
24 hour car wash near me	5400	23%	0%	Low
car wash with vacuum near me	9900	22%	50%	Low
car wash at home	2400	50%	24%	High
interior detailing near me	4400	22%	0%	Low
coin car wash	6600	23%	-18%	Low
car wash and vacuum near me	4400	0%	-18%	Low
go carwash	1900	0%	-33%	Low
kwik trip car wash	4400	-46%	52%	Low
go wash	1000	26%	0%	Low
ultimate car wash	2900	24%	0%	Low
car wash and detail near me	6600	23%	0%	Low
best car shampoo	1000	48%	0%	High
vehicle detailing near me	3600	22%	22%	Low
chevron car wash	6600	84%	23%	Low
coin wash near me	1000	30%	30%	Low
best pressure washer for cars	2900	83%	22%	High
cobblestone car wash near me	2400	0%	23%	Low
car detailing prices	5400	22%	-19%	Medium
high pressure car washer	390	51%	23%	High
clean express auto wash	1900	0%	22%	Low

meguiars wash and wax	1900	46%	0%	High
big dan's car wash	1900	22%	175%	Low
my car cleaning	10	0%	-50%	Low
el car wash near me	2400	0%	0%	Low
bubble bath car wash	2900	22%	-19%	Low
soft touch car wash	3600	-18%	0%	Low
ultimate shine car wash	2400	23%	23%	Low
car cleaning cloth	320	22%	22%	High
waterworks car wash	5400	0%	22%	Low
meguiars car wash	2400	81%	21%	High
laser car wash	3600	-33%	0%	Low
go car wash near me	1600	22%	0%	Low
car wash business	1300	23%	0%	Low
interior car wash	5400	22%	0%	Medium
camel car wash	2900	23%	50%	Low
\$3 car wash near me	3600	-33%	-33%	Low
hand wash near me	4400	23%	50%	Low
clean car wash	1600	-18%	50%	Low
hand carwash	1600	50%	50%	Low
miracle car wash	2900	24%	24%	Low
express wash	2400	21%	21%	Low
sparkles car wash	12100	22%	22%	Low
unlimited car wash near me	2900	0%	0%	Low
car cleaning services near me	1300	23%	0%	Low
xtreme car wash	880	0%	0%	Low

five star car wash	2900	53%	0%	Low
manual car wash	4400	23%	23%	Low
car shampoo near me	3600	52%	22%	High
riptide car wash	3600	22%	-19%	Low
no touch car wash	3600	22%	50%	Low
snowfoam	1300	26%	85%	High
car detailing cost	4400	50%	22%	Low
duck car wash	3600	23%	23%	Low
detailing shop	8100	23%	0%	Medium
charlies car wash	12100	23%	83%	Low
car wash near my location	6600	0%	-19%	Low
car wash price	2900	24%	0%	Low
green clean car wash	1600	50%	50%	Low
car wash business for sale	1300	50%	26%	Medium
johnny clean car wash	1900	24%	24%	Low
hoffman's car wash	14800	-18%	22%	Low
touchless carwash	4400	-18%	23%	Low
full car wash near me	2400	24%	0%	Low
undercarriage car wash	2400	-33%	0%	High
car deep cleaning near me	1900	24%	0%	Low
engine bay cleaning	4400	23%	0%	High
nearest car wash near me	1600	19%	0%	Low
rapid express car wash	2900	19%	-65%	Low
holiday car wash	3600	0%	52%	Low
portable car washer	1300	48%	0%	High

cheap car wash	3600	0%	23%	Low
wash and wax	1000	39%	0%	High
car cleaning services	2400	19%	-21%	Low
superior car wash	1900	-16%	-16%	Low
auto wash near me	2900	-18%	0%	Low
university car wash	2900	21%	0%	Low
glint car wash	720	0%	90%	Low
laser wash	3600	-18%	0%	Low
superstar car wash near me	3600	50%	0%	Low
best way to clean car windows	1600	23%	23%	High
car detailing services	27100	0%	83%	Low
kevin's car wash	1900	-19%	21%	Low
quickquack	60500	49%	49%	Low
car wash prices near me	1900	0%	21%	Low
waterless wash and wax	480	84%	0%	High
flash car wash	1600	21%	21%	Low
unlimited car wash	2900	0%	0%	Low
car wash with vacuum	9900	50%	-18%	High
car wax near me	3600	22%	0%	High
coin operated car wash near me	3600	24%	0%	Low
best car wax 2022	480	-64%	-84%	High
auto spa car wash	2900	52%	22%	Low