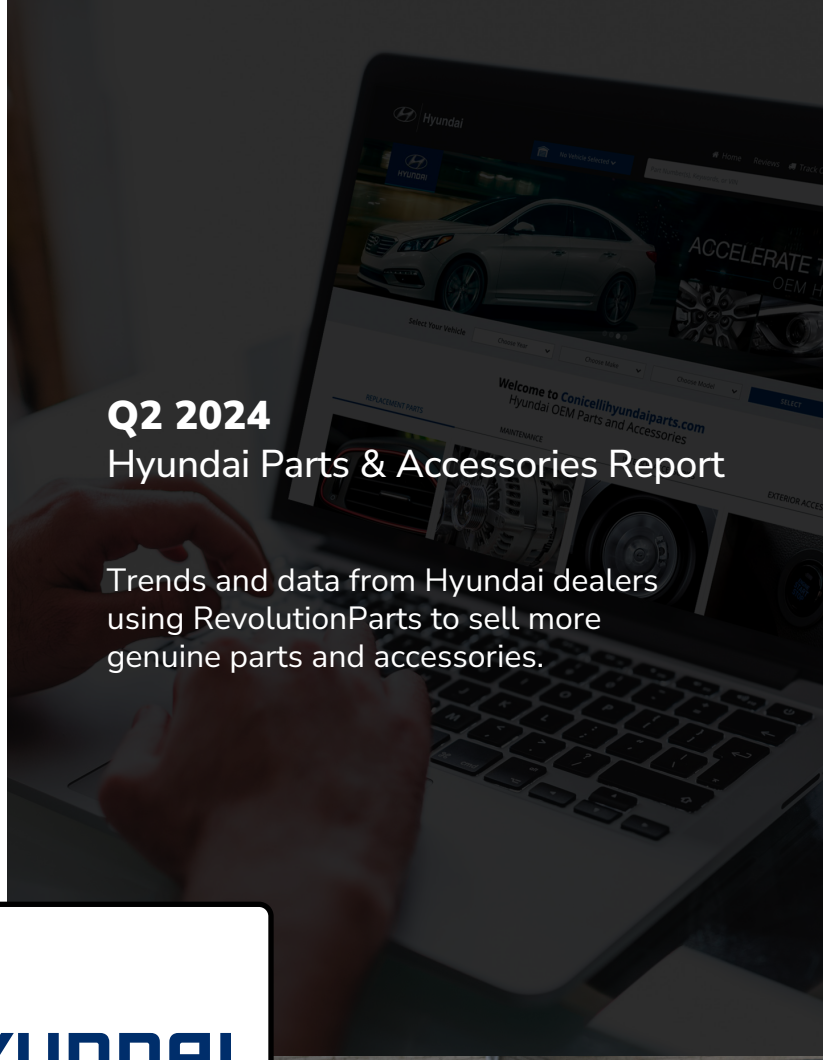
REVOLUTIONPARTS

Automotive Parts &
Accessories eCommerce

TREND REPORT

2024



Q2 2024
Hyundai Parts & Accessories Report

Trends and data from Hyundai dealers using RevolutionParts to sell more genuine parts and accessories.

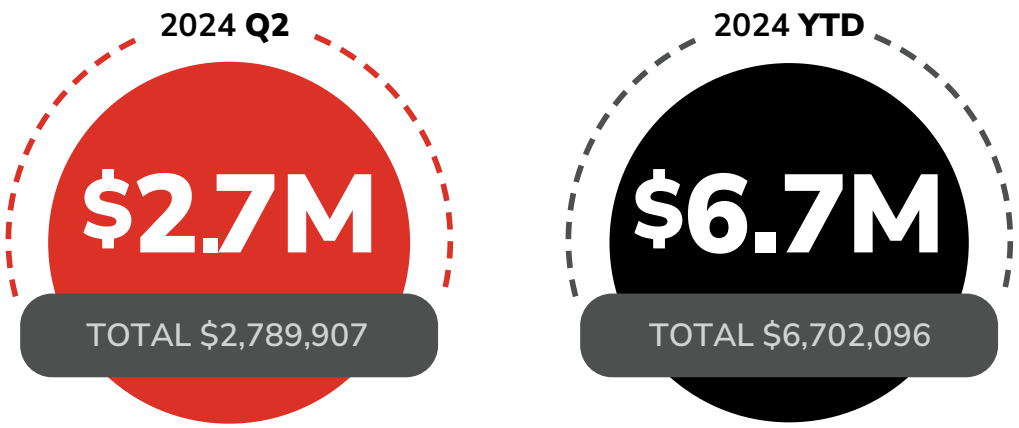
HYUNDAI



INTRODUCTION

Hyundai Dealers are Finding Huge Success with RevolutionParts!

Online Parts & Accessories Sales Growth for Hyundai Dealers in Q2 of 2024



The automotive parts and accessories industry has experienced continued growth over the years as consumers have consistently turned to the internet to find and purchase parts and accessories.

This report delves into the trends and data surrounding Hyundai dealerships throughout the US, selling parts and accessories online through the RevolutionParts platform.

Over the years, Hyundai dealers have enhanced their sales strategies and significantly increased their sales volumes.

Amid an expanding industry, three takeaways stand to draw dealers toward online selling:

1. The online auto parts market is growing quickly, with an annual growth rate between 13.8% and 16.02%.
2. The online parts market is projected to grow to $35 billion by 2030.
3. Selling online is no longer an option for dealerships. Dealers and manufacturers must have a digital presence to keep their parts business competitive.

This report outlines key Hyundai part and accessory trends and opportunities to help capture more of the aftersales market.

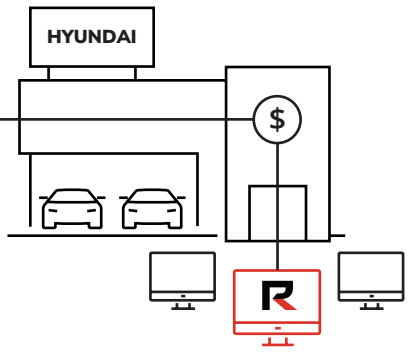
HYUNDAI DEALERSHIP PERFORMANCE

Hyundai dealers selling parts and accessories with the RevolutionParts eCommerce

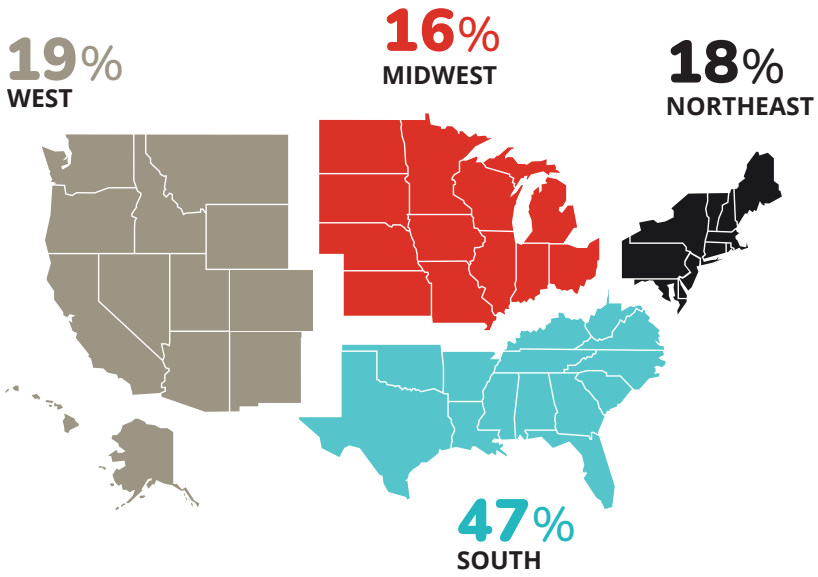
2024 Q2

$2.7M

TOTAL $2,789,907



US Regional Sales Breakdown



Top 10 Hyundai Parts Sold Online

1. Oil Filter
2. Air Filter
3. Spark Plug
4. Socket & Wire
5. Mirror Glass
6. Cabin Air Filter
7. Lower Column Cover
8. Brake Pads Front
9. Mirror Cover
10. Mirror Assembly

$168,403

Average Q2 Revenue of Top Dealer

(Online Part & Accessory Sales)

$56,937

Average Q2 Revenue for Hyundai Dealers

(Online Part & Accessory Sales)

PERFORMANCE BY SALES CHANNEL

Hyundai dealers have a massive opportunity for online parts & accessories sales through varying online sales channels.

$1,533,242

Hyundai dealerships selling on their own RevolutionParts Web Store

$104,199

Hyundai dealerships selling on eBay with RevolutionParts

Hyundai Parts & Accessories Marketing Analysis

Hyundai dealerships using RevolutionParts Marketing Services for online sales have seen a good return on their marketing investments.

6x

RETURN ON AD SPEND

6.4x

RETURN ON MARKETING SPEND

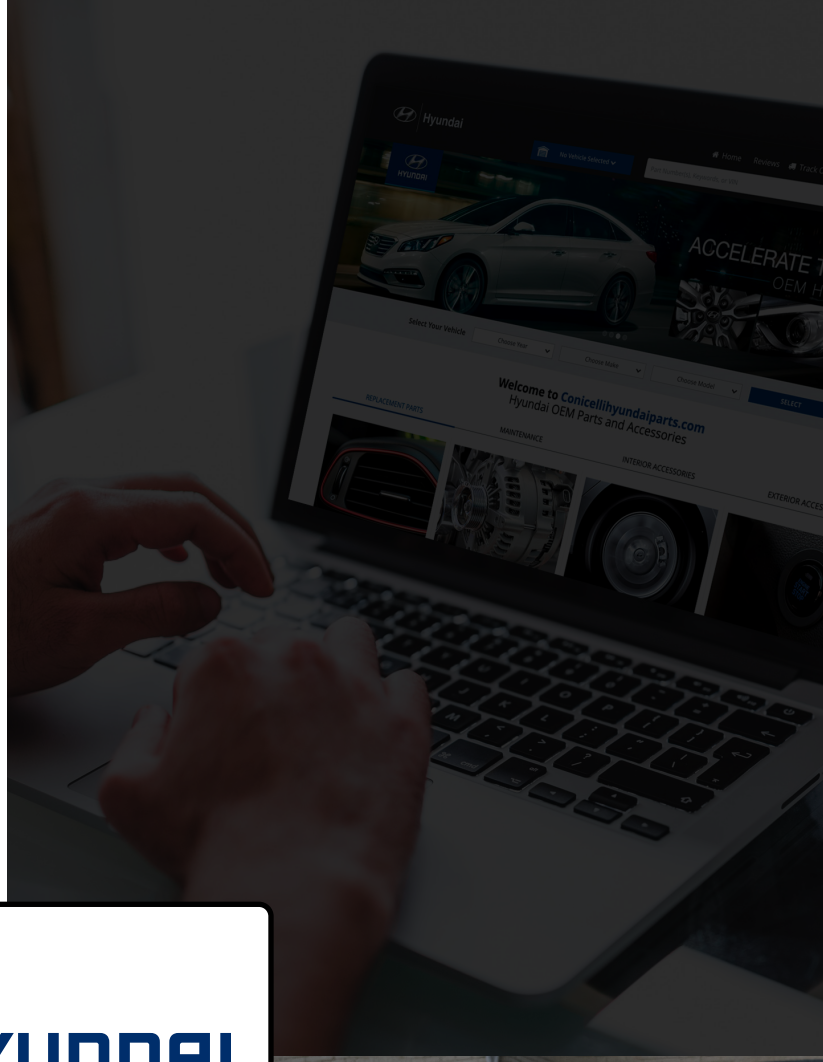
Hyundai dealerships earn $6 back on every dollar they spend on marketing their online part and accessory store with paid ads. The average dealership invests around $1,100 in marketing ad spend every month and flips it into $7,700 in monthly revenue.

For more information on Hyundai's performance or in-depth sales data, contact **RevolutionParts at 480.525.5177**

Sales data from Hyundai dealerships using RevolutionParts solutions were the primary source consulted in compiling this report. This report was last updated in August 2024.

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THANK YOU



HYUNDAI



www.revolutionparts.com
480.525.5177