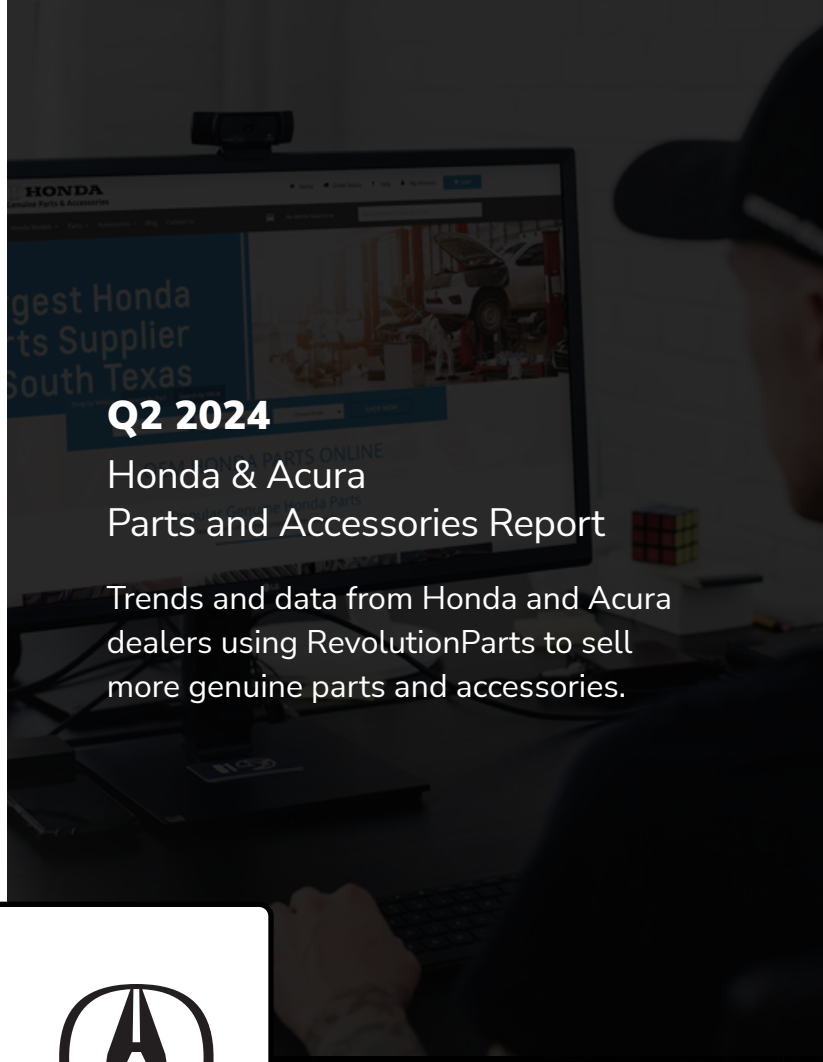
REVOLUTIONPARTS

Automotive Parts &
Accessories eCommerce

TREND REPORT

2024



Q2 2024

Honda & Acura
Parts and Accessories Report

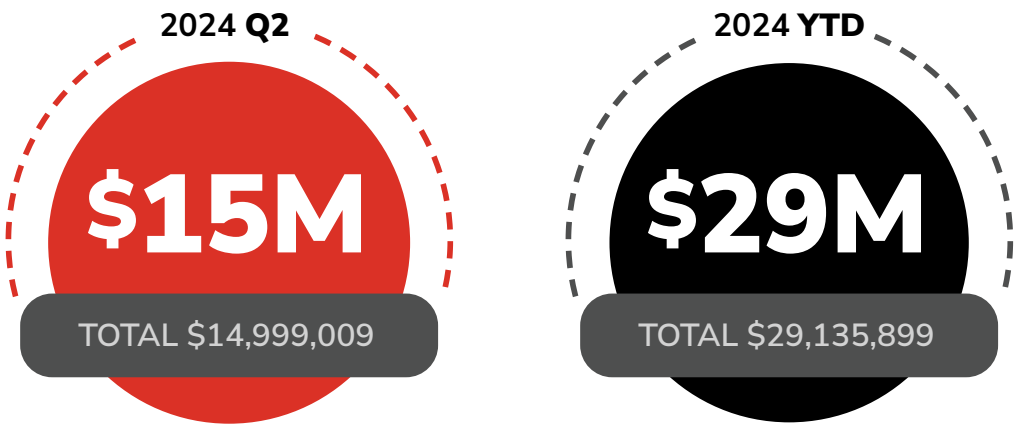
Trends and data from Honda and Acura dealers using RevolutionParts to sell more genuine parts and accessories.



INTRODUCTION

Honda and Acura Dealers are Finding Huge Success With RevolutionParts!

Online Parts & Accessories Sales Growth for Honda and Acura 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 Honda and Acura dealerships throughout the US that are selling parts and accessories online through the RevolutionParts platform.

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

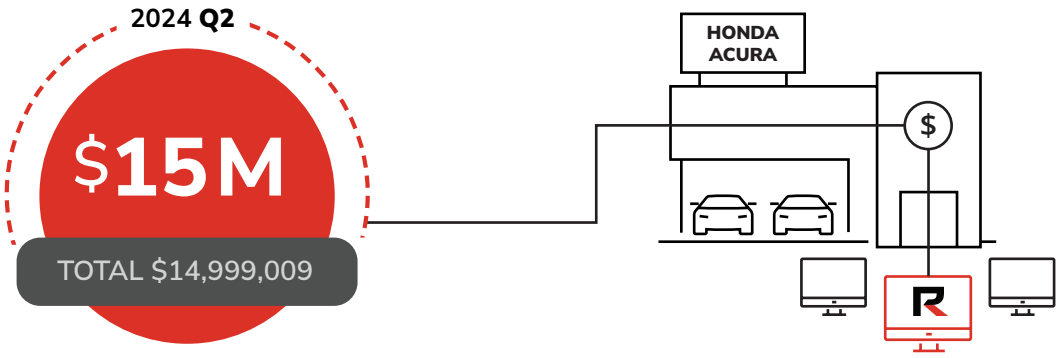
Amid an expanding industry, three takeaways stand to draw dealers toward online selling:

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. Not selling online is no longer an option for dealerships. Dealers and manufacturers must have a digital presence to keep their parts business competitive.

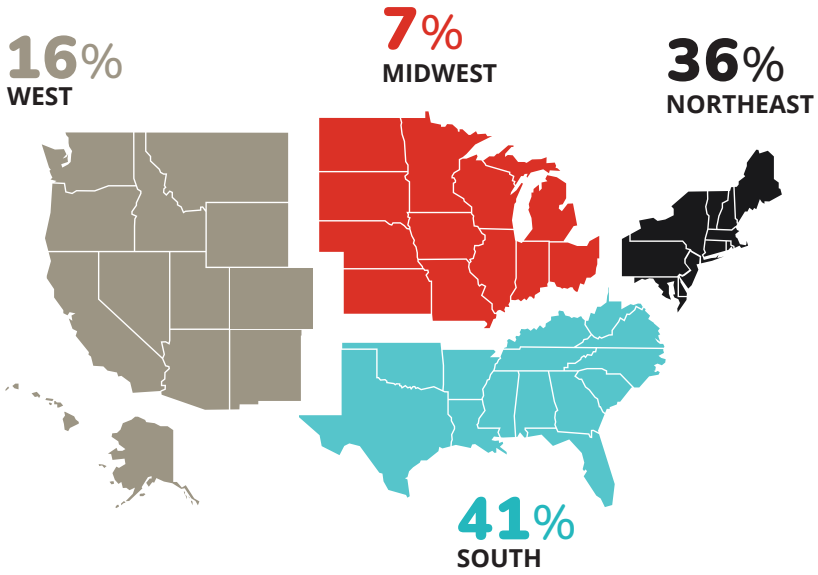
This report outlines key Honda and Acura part and accessory trends and opportunities to help capture more of the aftersales market.

HONDA AND ACURA DEALERSHIP PERFORMANCE

In Q2, Honda and Acura dealers selling parts and accessories with the RevolutionParts eCommerce platform sold:



US Regional Sales Breakdown



Top 10 Honda and Acura Parts Sold Online

1. Brake Pads Front
2. Element Assembly, Air Cleaner
3. Shock Absorber Unit, R Front
4. Brake Pads Rear
5. Oil Filter
6. Shock Absorber Unit, L Front
7. Modular Assembly Vsa
8. Disk, Front Brake
9. Drive Shaft Assembly, R
10. Water Pump (Yamada)

$2,552,977
First Quarter Revenue of Top Dealer
(Online Parts & Accessories Sales)

$154,630
Average First Quarter Revenue for Honda and Acura Dealers
(Online Parts & Accessories Sales)

PERFORMANCE BY SALES CHANNEL

Honda and Acura dealers have a massive opportunity for online parts & accessories sales through varying online sales channels.

$11,810,251

Honda and Acura dealerships selling on their own RevolutionParts Web Store

$277,776

Honda and Acura dealerships selling on Amazon with RevolutionParts

$1,084,849

Honda and Acura dealerships selling on eBay with RevolutionParts

Honda and Acura Parts & Accessories Marketing Analysis

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

12x

RETURN ON AD SPEND

24x

RETURN ON MARKETING SPEND

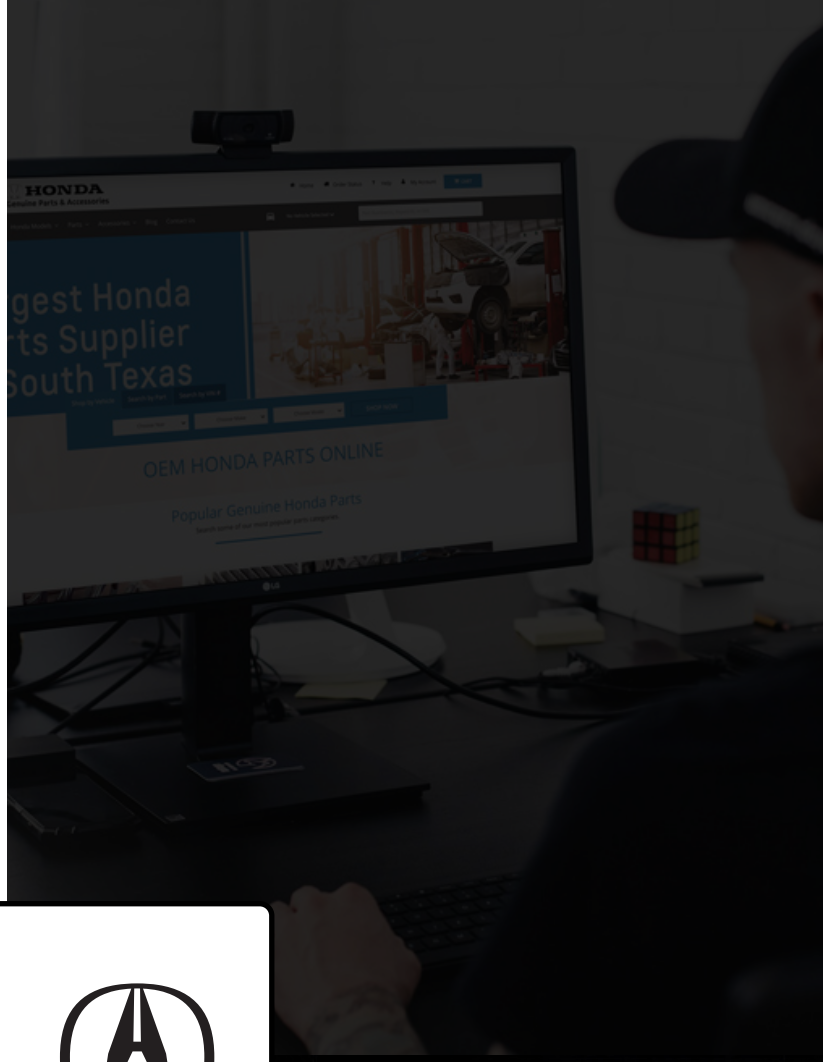
Honda and Acura dealerships earn **$12** back on every dollar they spend on paid ads to market their online part and accessory store. The average dealership invests around **$974** in monthly marketing ad spend and turns it into **$11,688** in monthly revenue.

For more information on Honda and Acura performance or in-depth sales data, contact **RevolutionParts at 480.525.5177**

Note: Sales data from Honda and Acura dealerships using RevolutionParts solutions were the primary source consulted in compiling this report. This report was last updated on August 1, 2024.

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THANK YOU





www.revolutionparts.com
480.525.5177