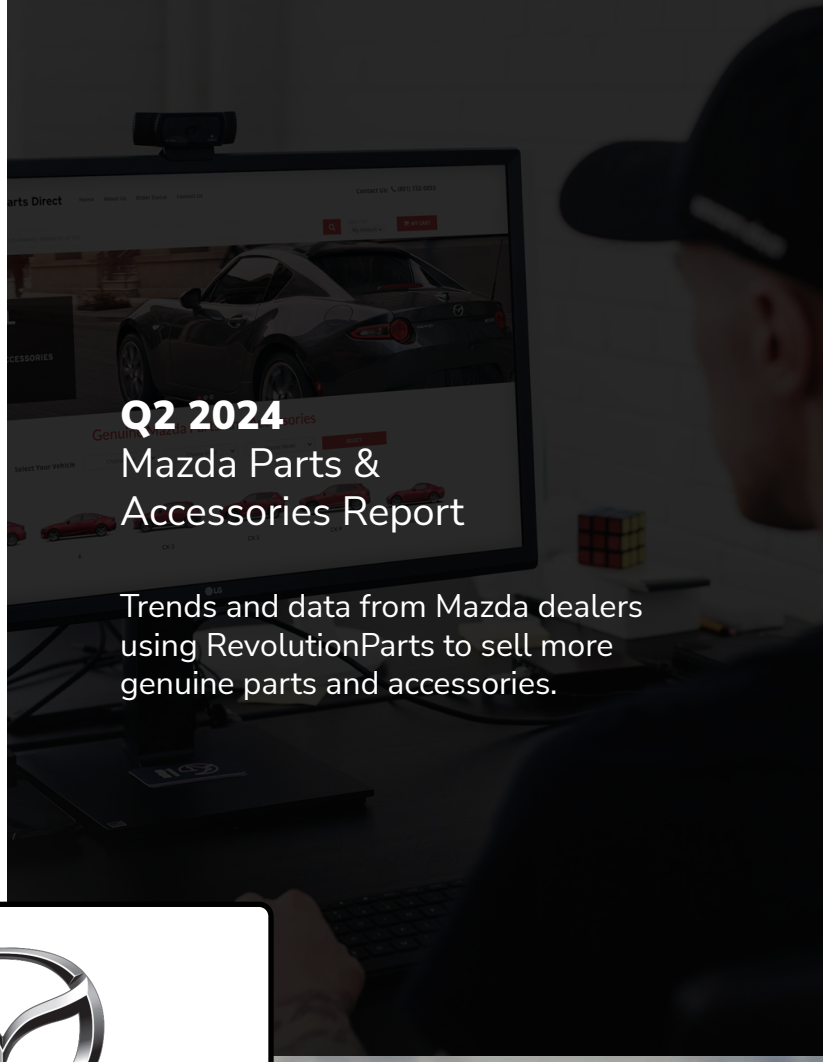
REVOLUTIONPARTS

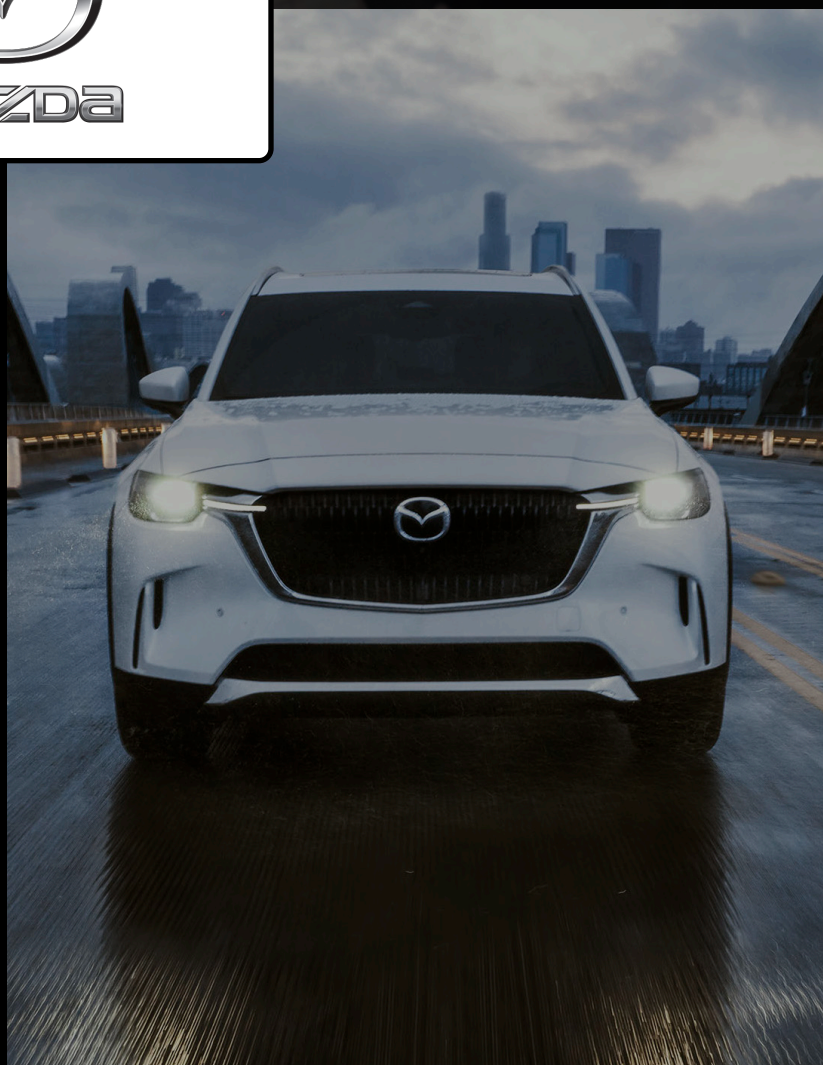
Automotive Parts &
Accessories eCommerce

TREND REPORT



Q2 2024
Mazda Parts &
Accessories Report

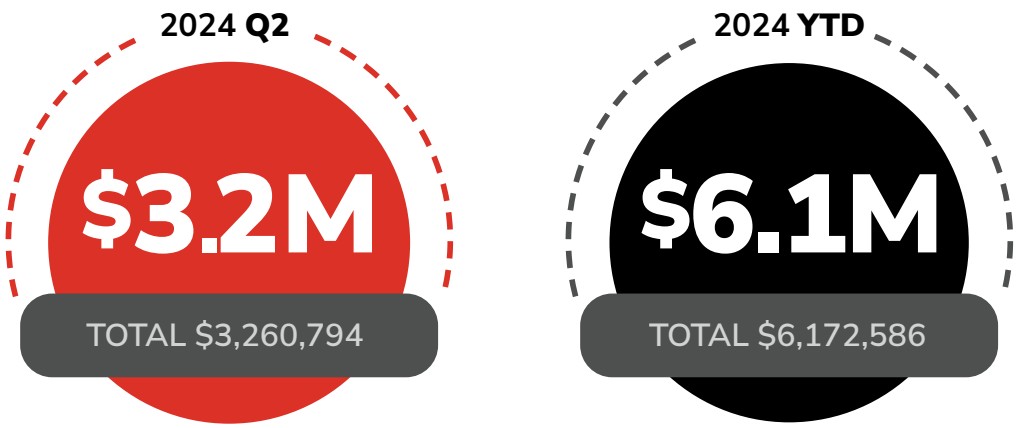
Trends and data from Mazda dealers using RevolutionParts to sell more genuine parts and accessories.



INTRODUCTION

Mazda Dealers are Finding Huge Success with RevolutionParts!

Online Parts & Accessories Sales Growth for Mazda 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 Mazda dealerships throughout the US, selling parts and accessories online through the RevolutionParts platform.

Over the years, Mazda 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 Mazda part and accessory trends and opportunities to help capture more of the aftersales market.

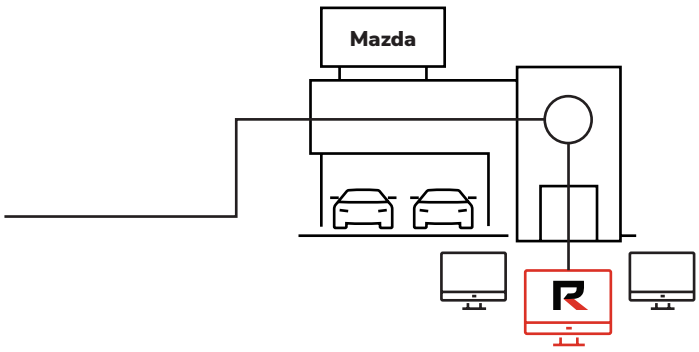
MAZDA DEALERSHIP PERFORMANCE

Mazda dealers selling parts and accessories with the RevolutionParts eCommerce

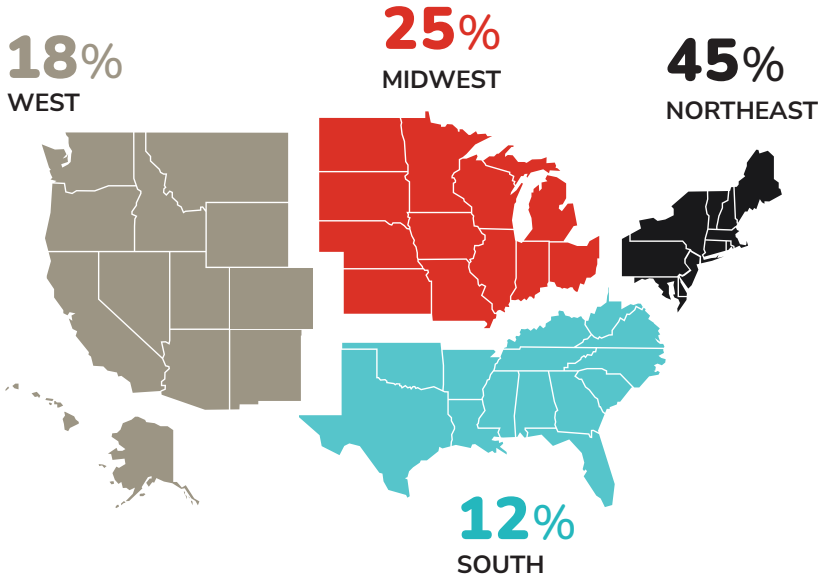
2024 **Q2**

$3.2M

TOTAL $3,260,794



US Regional Sales Breakdown



Top 10 Mazda Parts Sold Online

1. Air Filter
2. Automatic Transmission Control Module
3. Brake Pads Front
4. Mirror Cover
5. Wheel Opening Molding
6. Brake Pads Rear
7. Oil Filter
8. Ignition Coil
9. Lower Control Arm
10. Rotor

$433,192

Average Q2 Revenue of Top Dealer

(Online Part & Accessory Sales)

$63,937

Average Q2 Revenue for Mazda Dealers

(Online Part & Accessory Sales)

PERFORMANCE BY SALES CHANNEL

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

$2,849,083

Mazda dealerships selling on their own RevolutionParts Web Store

$128,611

Mazda dealerships selling on eBay with RevolutionParts

Mazda Parts & Accessories Marketing

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

6.4x

RETURN ON AD SPEND

7.2x

RETURN ON MARKETING SPEND

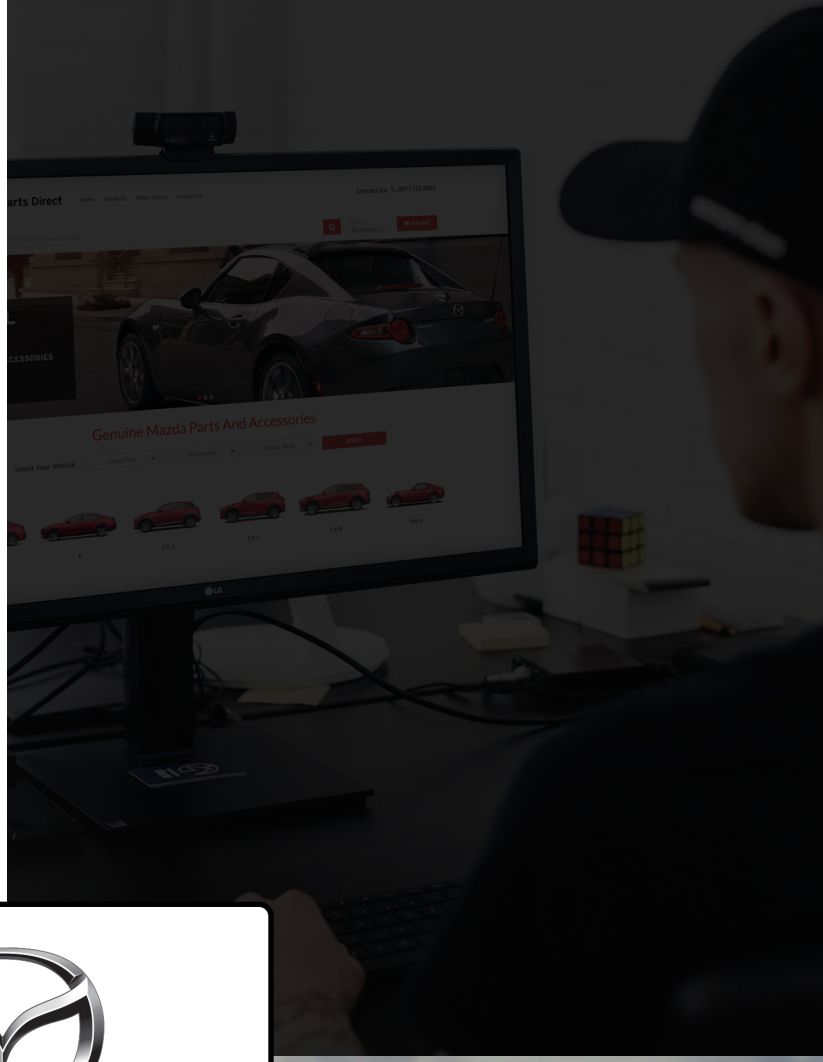
Mazda dealerships earn **$6.40** back on every dollar they spend on marketing their online part and accessory store with paid ads. The average dealership invests around **$810** in marketing ad spend every month and flips it into **$5,184** in monthly revenue.

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

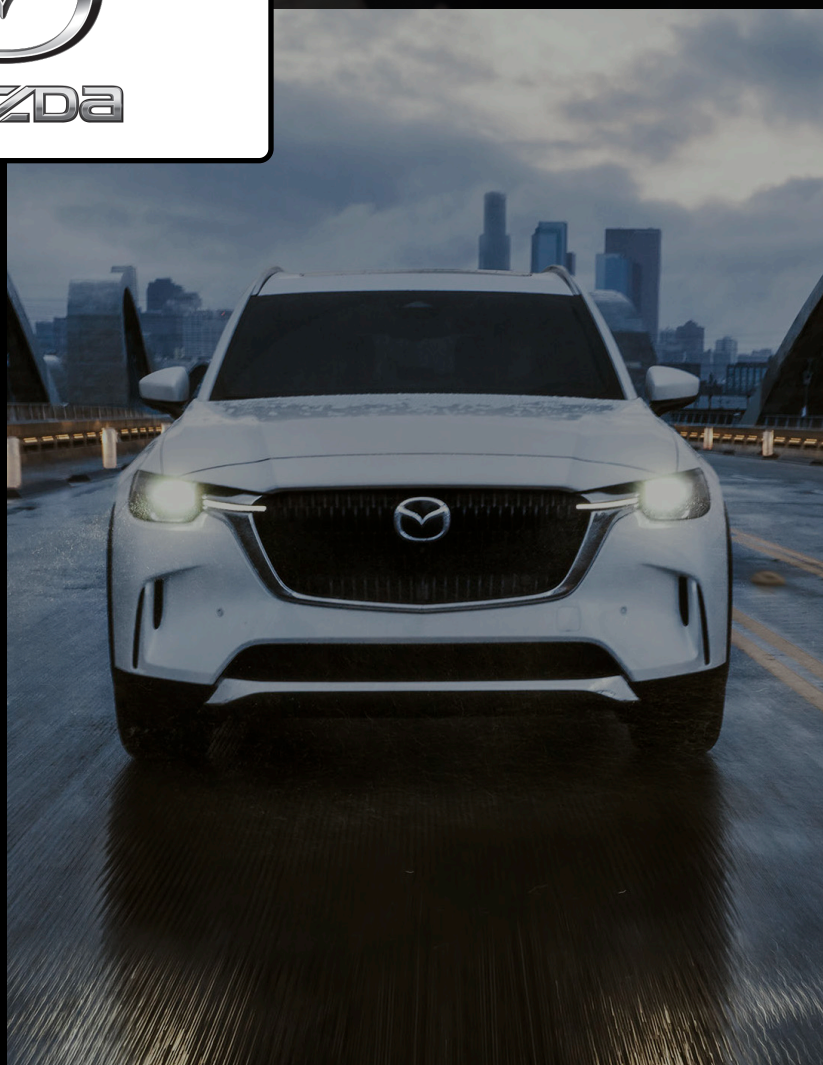
Sales data from Mazda dealerships using RevolutionParts solutions were the primary source consulted in compiling this report This report was last updated in August 2024

REVOLUTIONPARTS

THANK YOU



mazda



www.revolutionparts.com
480.525.5177