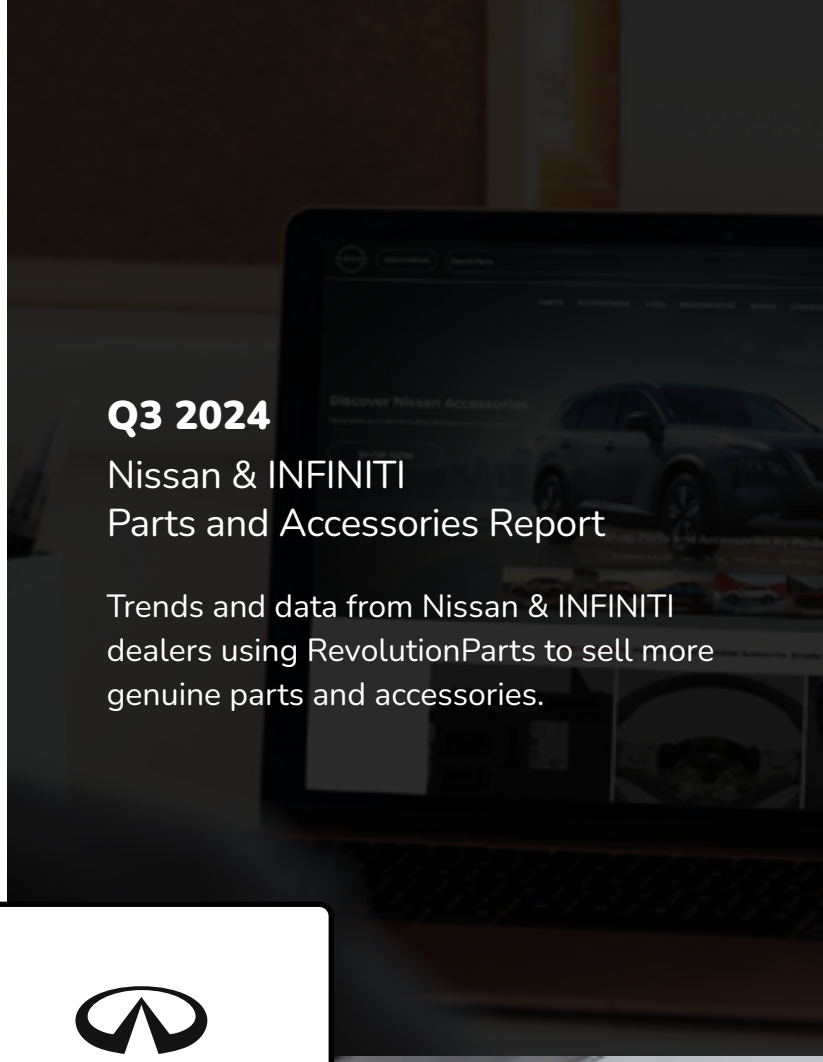
REVOLUTIONPARTS

Automotive Parts &
Accessories eCommerce

TREND REPORT

2024



Q3 2024

Nissan & INFINITI
Parts and Accessories Report

Trends and data from Nissan & INFINITI dealers using RevolutionParts to sell more genuine parts and accessories.

NISSAN INFINITI®



INTRODUCTION

Nissan & INFINITI Dealers are Finding Huge Success With RevolutionParts!

Online Parts & Accessories Sales Growth for Nissan & INFINITI Dealers in Q3 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 Nissan & INFINITI dealerships throughout the US that are selling parts and accessories online through the RevolutionParts platform.

Over the years, Nissan & INFINITI dealers have enhanced their sales strategies and significantly increased their sales volumes.

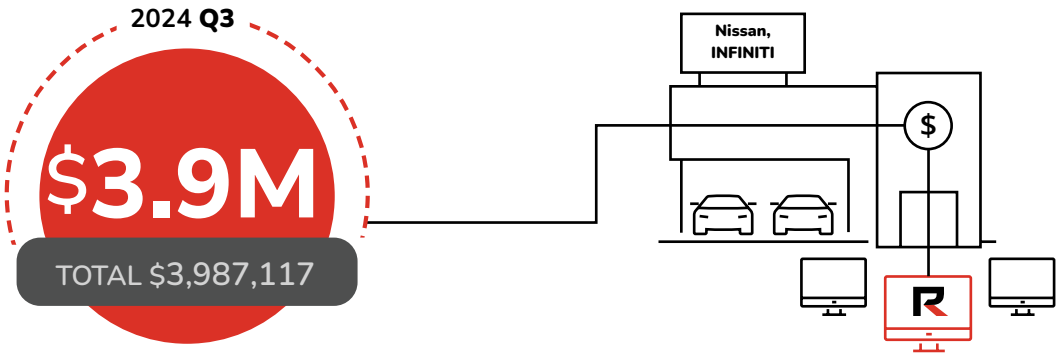
Amid an expanding industry, three takeaways stand to draw dealers toward online selling:

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.

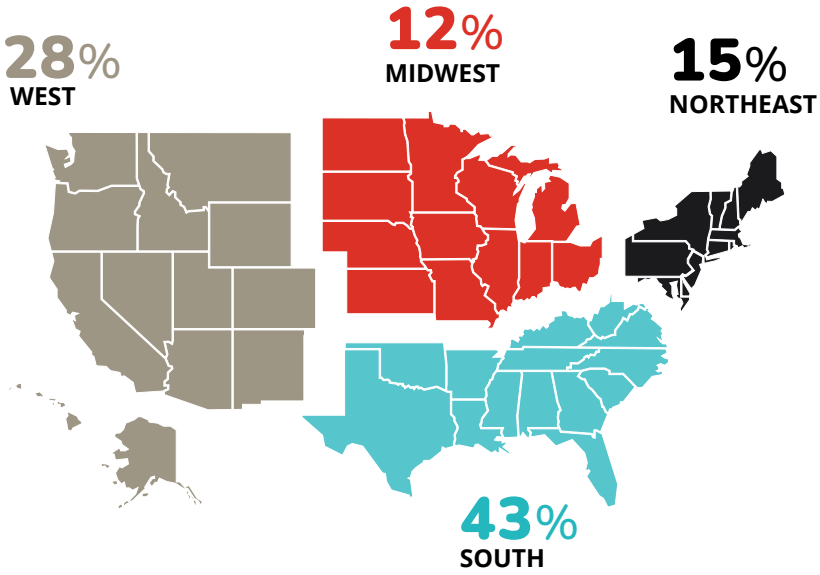
This report outlines key Nissan & INFINITI part and accessory trends and opportunities to help capture more of the aftersales market.

Nissan & INFINITI DEALERSHIP PERFORMANCE

In Q3, Nissan & INFINITI dealers selling parts and accessories with the RevolutionParts eCommerce platform sold:



US Regional Sales Breakdown



Top 10 Nissan & INFINITI Parts Sold Online

1. Lower Control Arm
2. Stabilizer Link
3. Sun Visor
4. Outer Tie Rod
5. Grille-Assembly
6. Inner Tie Rod
7. Brake Pads Front
8. Bumper Cover
9. Air Filter
10. Mass Air Flow Sensor

$725,248
Third Quarter Revenue of Top Dealer
(Online Parts & Accessories Sales)

$64,308
Average Third Quarter Revenue for Nissan & INFINITI Dealers
(Online Parts & Accessories Sales)

PERFORMANCE BY SALES CHANNEL

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

$2,513,659

Nissan & INFINITI dealerships selling on their own RevolutionParts Web Store

$24,448

Nissan & INFINITI dealerships selling on Amazon with RevolutionParts

$698,053

Nissan & INFINITI dealerships selling on eBay with RevolutionParts

Nissan & INFINITI Parts & Accessories Marketing Analysis

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

11.6x
RETURN ON AD SPEND

11.7x
RETURN ON MARKETING SPEND

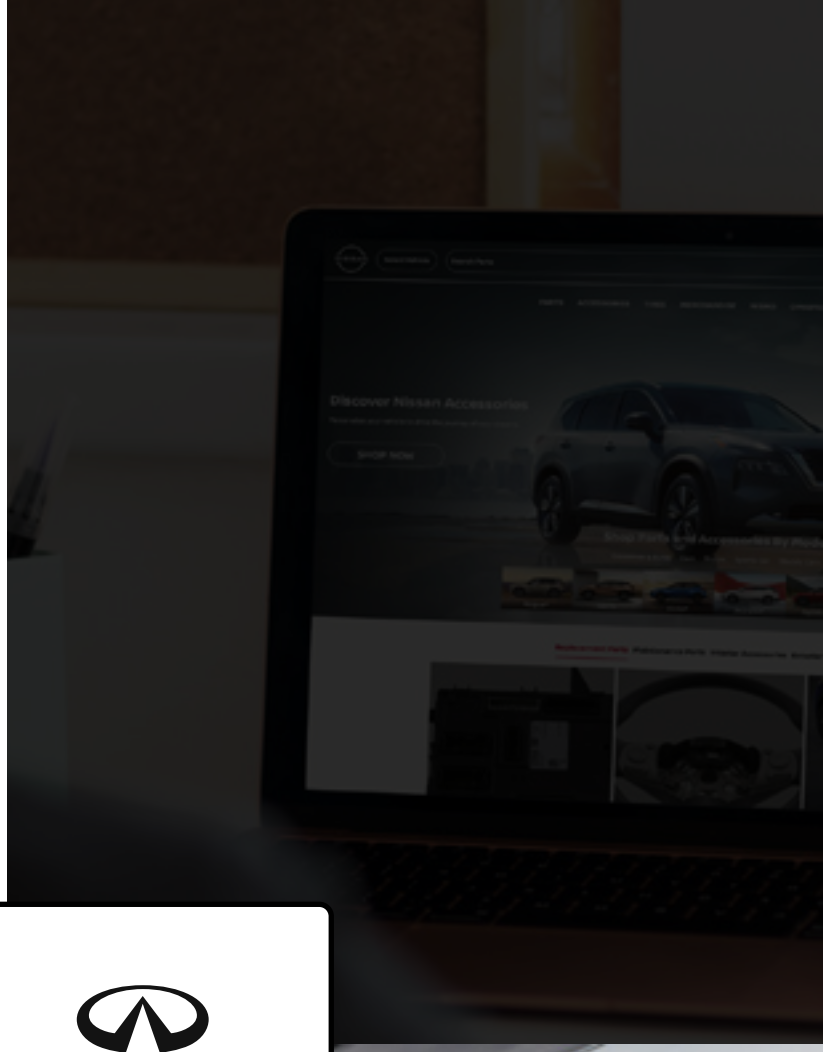
Nissan & INFINITI dealerships earn **$11.60** back on every dollar they spend on paid ads to market their online part and accessory store. The average dealership invests around **$488** in monthly marketing ad spend and turns it into **$5,661** in monthly revenue.

For more information on Nissan & INFINITI performance or in-depth sales data, contact **RevolutionParts at 480.525.5177**

Note: Sales data from Nissan & INFINITI dealerships using RevolutionParts solutions were the primary source consulted in compiling this report. This report was last updated on November 1, 2024.

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THANK YOU



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