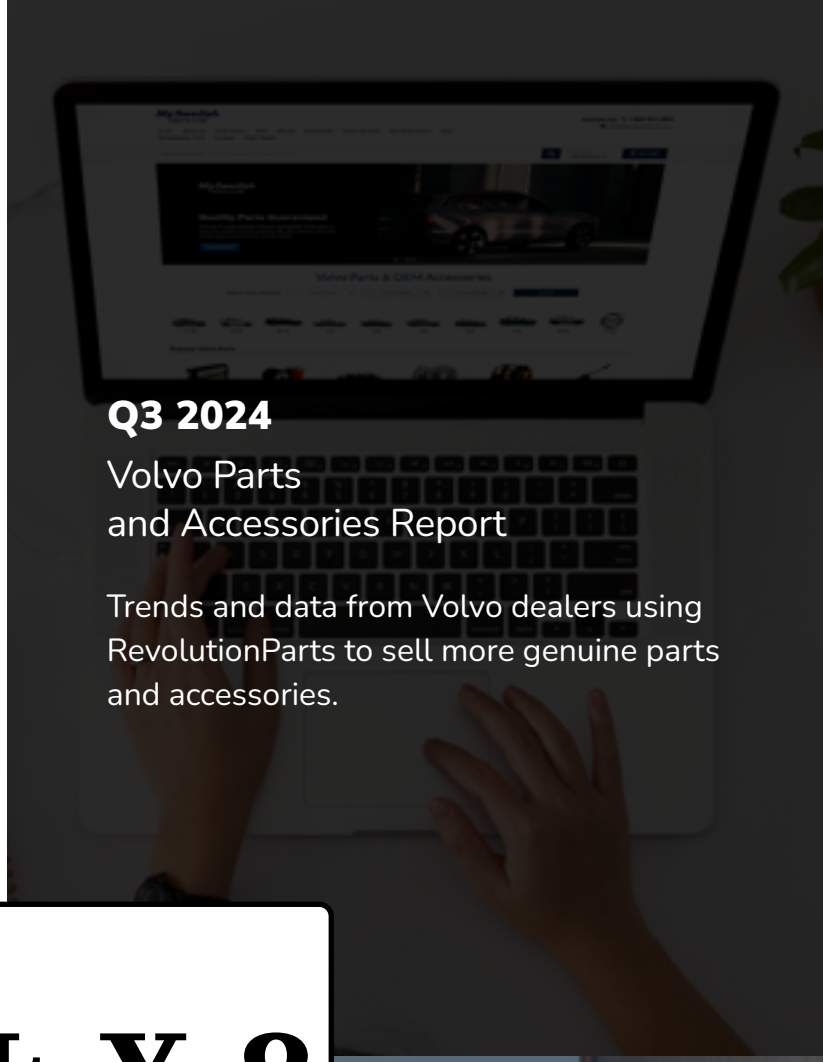
REVOLUTIONPARTS

Automotive Parts &
Accessories eCommerce

TREND REPORT

2024



Q3 2024

Volvo Parts
and Accessories Report

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

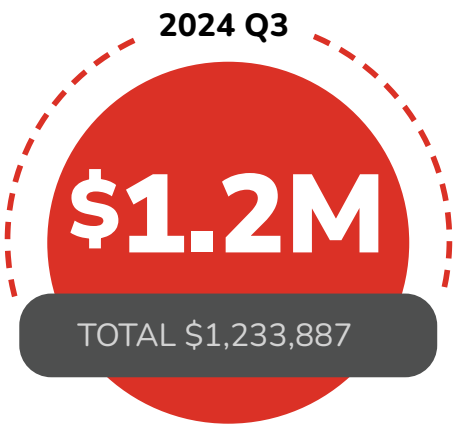
VOLVO

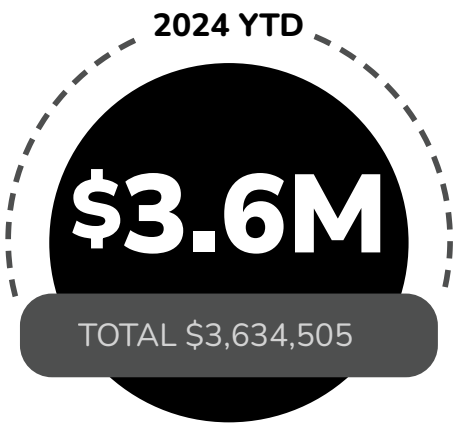


INTRODUCTION

Volvo Dealers are Finding Huge Success With RevolutionParts!

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

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

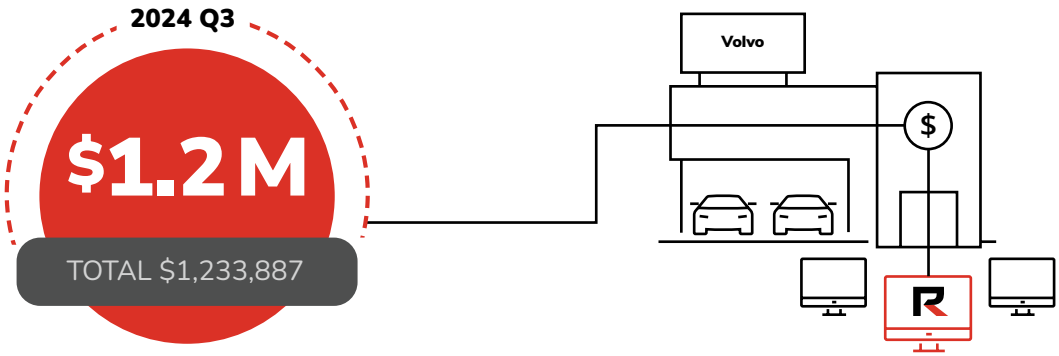
Amid an expanding industry, three takeaways stand to draw dealers toward online selling:

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.

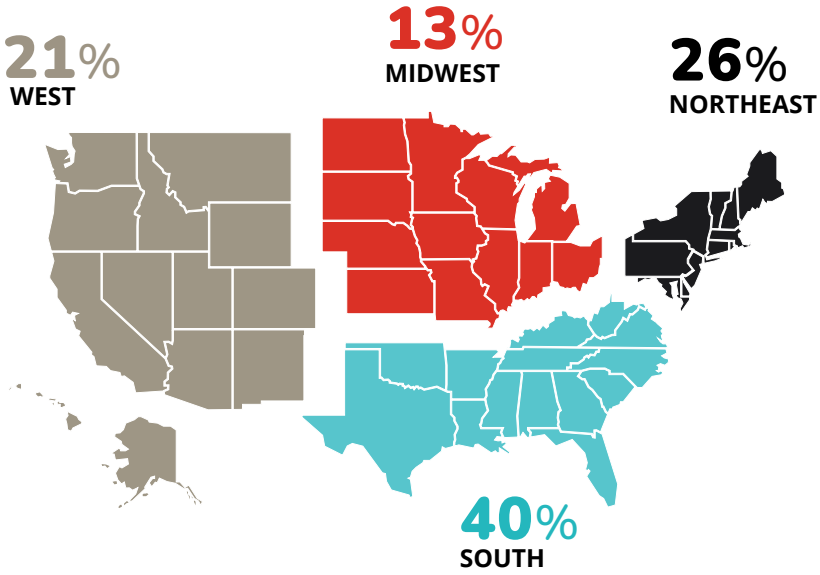
This report outlines key Volvo part and accessory trends and opportunities to help capture more of the aftersales market.

VOLVO DEALERSHIP PERFORMANCE

In Q3, Volvo dealers selling parts and accessories with the RevolutionParts eCommerce platform sold:



US Regional Sales Breakdown



Top 10 Volvo Parts Sold Online

1. Brake Pads Front
2. Air Filter
3. Suspension Ball Joint (Right)
4. Serpentine Belt
5. Suspension Ball Joint (Left)
6. Brake Pads Rear
7. Spark Plug
8. Disc Brake Rotor (Front)
9. Suspension Control Arm (Right)
10. Suspension Control Arm (Left)

$222,983
Third Quarter Revenue of Top Dealer
(Online Parts & Accessories Sales)

$45,699
Average Third Quarter Revenue for Volvo
(Online Parts & Accessories Sales)

PERFORMANCE BY SALES CHANNEL

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

$897,108

Volvo dealerships selling on their own RevolutionParts Web Store

$49,616

Volvo dealerships selling on eBay with RevolutionParts

Volvo Parts & Accessories Marketing Analysis

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

5.8x

RETURN ON AD SPEND

5.9x

RETURN ON MARKETING SPEND

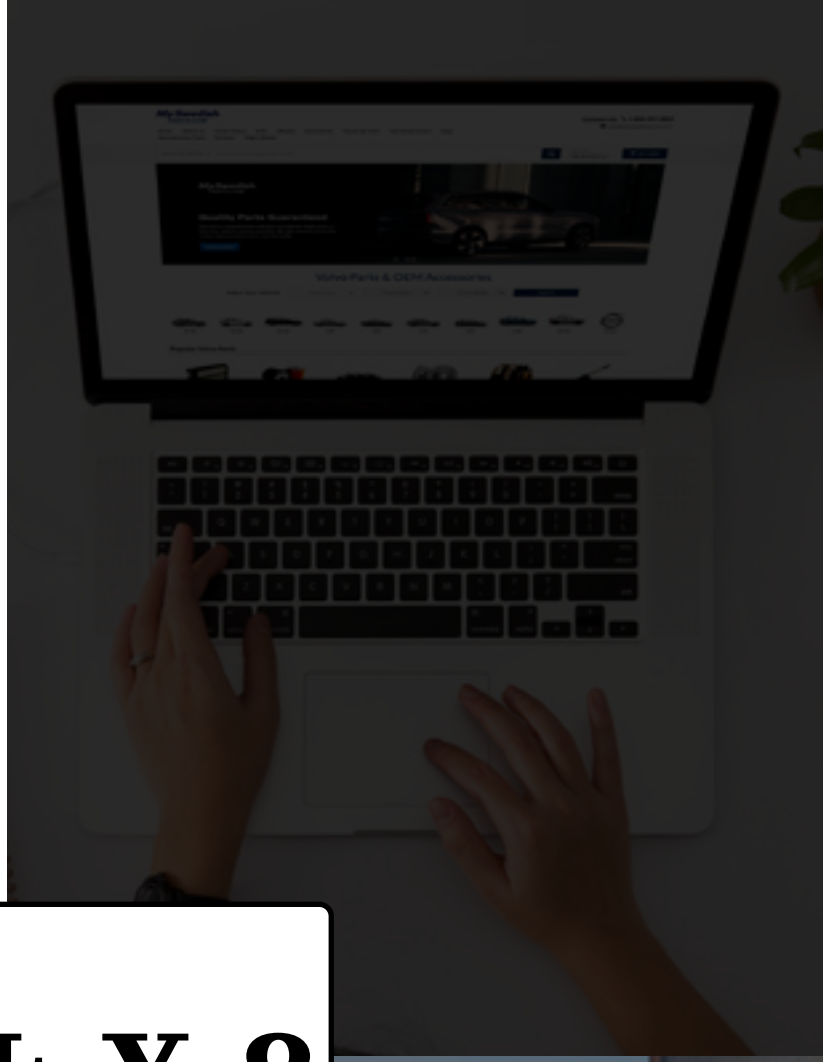
Volvo dealerships earn **$5.90** back on every dollar they spend on paid ads to market their online part and accessory store. The average dealership invests around **$1,393** in monthly marketing ad spend and turns it into **$8,079** in monthly revenue.

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

Note: Sales data from Volvo 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



VOLVO



www.revolutionparts.com
480.525.5177