REVOLUTIONPARTS

Automotive Parts &
Accessories eCommerce

TREND REPORT

2024



2024 Year-in-Review

GM, GMC, and Chevrolet Parts and Accessories Report

Trends and data from GM, GMC, and Chevrolet dealers using RevolutionParts to sell more genuine parts and accessories



INTRODUCTION

GM, GMC, and Chevrolet Dealers are Finding Huge Success With RevolutionParts!

Online Parts & Accessories Sales Growth for GM, GMC, and Chevrolet Dealers in 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 GM, GMC, and Chevrolet dealerships throughout the US that are selling parts and accessories online through the RevolutionParts platform.

Over the years, GM, GMC, and Chevrolet dealers have enhanced their sales strategies and significantly increased their sales volumes.

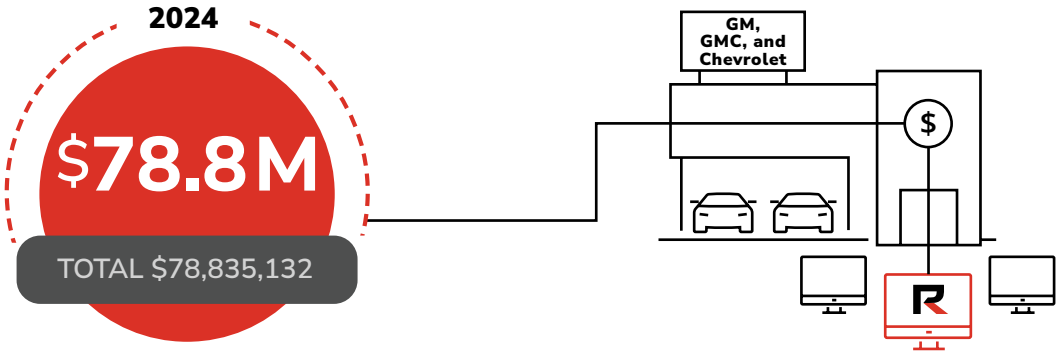
Amid an expanding industry, three takeaways stand to draw dealers toward online selling:

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.

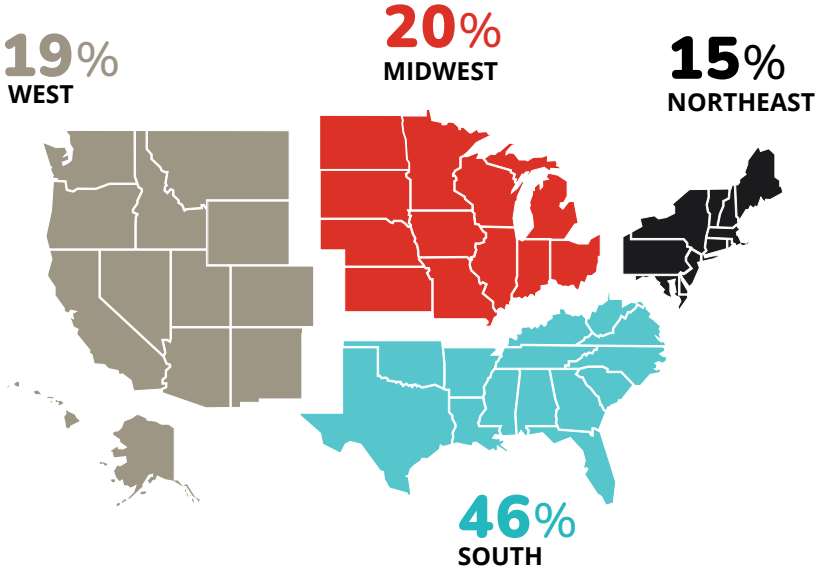
This report outlines key GM, GMC, and Chevrolet part and accessory trends and opportunities to help capture more of the aftersales market.

GM, GMC, and Chevrolet DEALERSHIP PERFORMANCE

In 2024, GM, GMC, and Chevrolet dealers selling parts and accessories with the RevolutionParts eCommerce platform sold



US Regional Sales Breakdown



Top 10 GM, GMC, and Chevrolet Parts Sold Online

1. Driver Side Headlamp
2. Multi-Purpose Nut
3. Engine Wiring Harness Junction Block
4. Passenger Side Headlamp
5. Headlamp
6. Front Bumper Shutter
7. Hood
8. Lamp
9. Front Driver Side Fender
10. V-Ribbed Serpentine Belt

$14,034,714
2024 Revenue of Top Dealer
(Online Parts & Accessories Sales)

$419,335
Average 2024 Revenue for GM, GMC, and Chevrolet Dealers
(Online Parts & Accessories Sales)

PERFORMANCE BY SALES CHANNEL

GM, GMC, and Chevrolet dealers have a massive opportunity for online parts & accessories sales through varying online sales channels.

$65,334,412

GM, GMC, and Chevrolet dealerships selling on their own RevolutionParts Web Store

$860,756

GM, GMC, and Chevrolet dealerships selling on Amazon with RevolutionParts

$9,143,806

GM, GMC, and Chevrolet dealerships selling on eBay with RevolutionParts

$3,510,674 GM, GMC, and Chevrolet dealerships selling on Superstore with RevolutionParts

GM, GMC, and Chevrolet Parts & Accessories Marketing Analysis

GM, GMC, and Chevrolet dealerships using RevolutionParts Marketing Services for online sales have seen a good return on their marketing investments.

11.1x
RETURN ON AD SPEND

9.5x
RETURN ON MARKETING SPEND

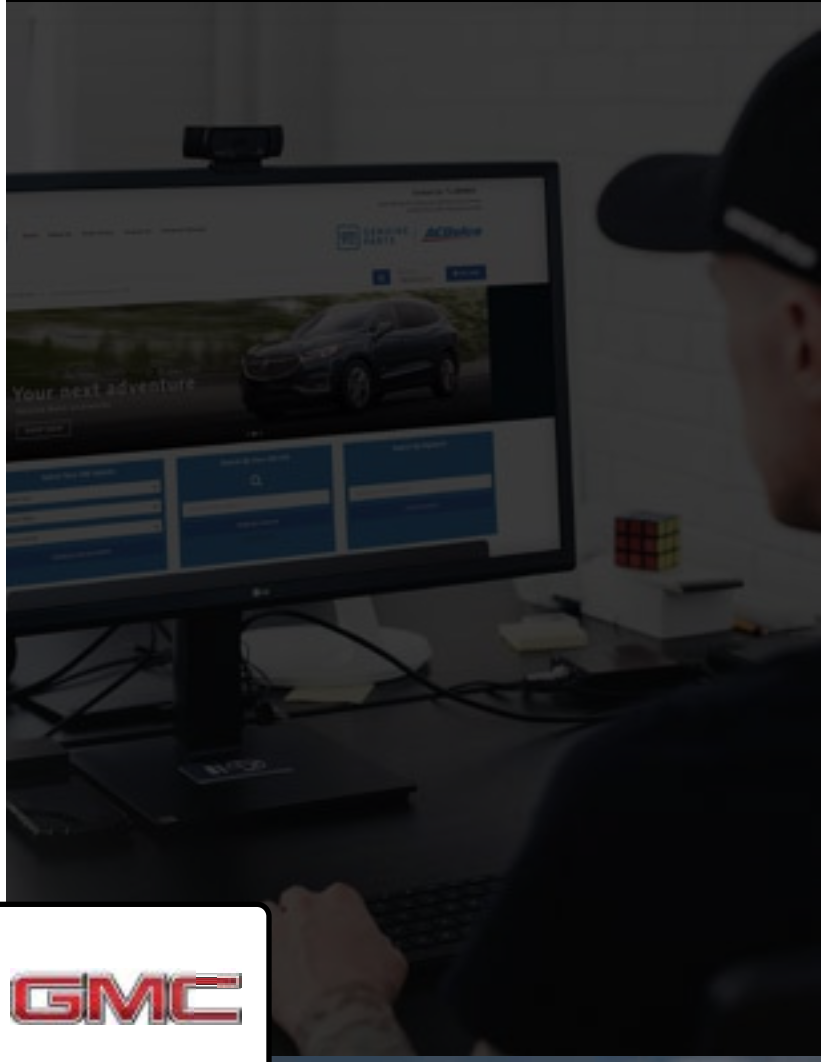
GM, GMC, and Chevrolet dealerships earn **$9.50** back on every dollar they spend on paid ads to market their online part and accessory store. The average dealership invests around **$2,515** in monthly marketing ad spend and turns it into **$23,892** in monthly revenue.

For more information on GM's, GMC's, and Chevrolet's performance or in-depth sales data, contact **RevolutionParts at 408-426-7470**

Note: Sales data from GM, GMC, and Chevrolet dealerships using RevolutionParts solutions were the primary sources consulted in compiling this report. This report was last updated in January 2025.

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THANK YOU





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