REVOLUTION PARTS

Automotive Parts & Accessories eCommerce Trend Report



A Manufacturer's Guide to Ford CA Parts & Accessories eCommerce

Trends and data from Canadian Ford dealers using RevolutionParts to sell more genuine parts and accessories

Q2 2026

Ford CA Dealers are Finding Huge Success With RevolutionParts!



Online Parts & Accessories Sales Growth for Ford CA Dealers in Q1 of 2024

2026 Q1
$1,501,897 CAD

2026 Year to Date
$4,547,855 CAD

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 Ford dealerships throughout Canada, selling parts and accessories online through the RevolutionParts platform. Over the years, Ford dealers have enhanced their sales strategies and significantly increased their sales volumes.

In fact, Ford CA dealers using RevolutionParts saw a 17% increase in Ford CA part and accessory sales in the first quarter of 2024 compared to the first quarter of 2023.

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

The online auto parts market is growing quickly, with an annual growth rate between 13.8% and 16.02%.

The online parts market is projected to grow to $35 billion USD by 2030.

Selling online is no longer an option for dealerships. Dealers and manufacturers must have a digital presence to keep their parts business competitive.

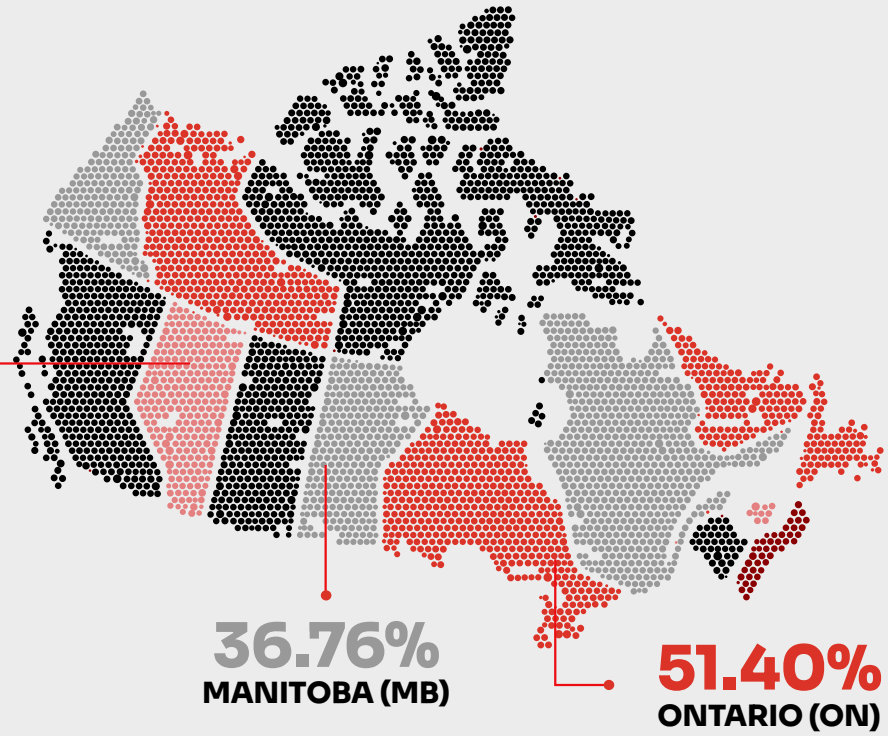
This report outlines key Ford CA part and accessory trends and opportunities to help capture more of the aftersales market.

Ford CA DEALERSHIP PERFORMANCE

In Q3, Ford CA dealers selling parts and accessories with the RevolutionParts **eCommerce platform sold**

$1,501,897 CAD

CA Regional Sales Breakdown



Top 10 Ford CA Parts Sold Online

1. Bumper Asy - Front
2. Cover
3. Filter Asy - Oil
4. Lamp Asy
5. Kit - Element & Gask
6. Bumper Asy - Rear
7. Headlamp Asy
8. Moulding
9. Grille Assy - Radiat
10. Mirror Asy - Rear Vi

$652,374 CAD

Average Third Quarter Revenue of Top Dealer (Online Parts & Accessories Sales)

$91,353 CAD

Average First Quarter Revenue for Ford CA Dealers (Online Parts & Accessories Sales)

PERFORMANCE BY SALES CHANNEL

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

$1,302,323 CAD
Ford CA dealerships selling on their own RevolutionParts Web Store.

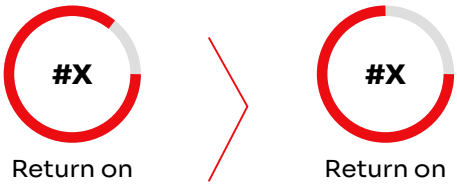
$ CAD
Ford CA dealerships selling on Amazon with RevolutionParts.

$36,056 CAD
Ford CA dealerships selling on eBay with RevolutionParts.

$163,517 CAD
Ford CA dealerships selling on their own RevolutionParts Superstore.

Ford CA PARTS & ACCESSORIES MARKETING ANALYSIS

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



Ford CA dealerships earn $7 back on every dollar they spend on marketing their online part and accessory store with paid ads. The average dealership invests around $1,300 in marketing ad spend every month and flips it into $9,100 in monthly revenue.

For more information on Ford CA performance or in-depth sales data, contact RevolutionParts at 480-525-5177.

Note: Sales data from Ford CA dealerships using RevolutionParts solutions were the primary source consulted in compiling this report. This report was last updated in April 2024.



www.revolutionparts.com

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