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Automotive Parts & Accessories eCommerce Trend Report

2026 Review

Kia US Parts and Accessories Report

A Manufacturer's Guide to Kia US Parts & Accessories eCommerce.

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



Kia US Dealers are Finding Huge Success With RevolutionParts!

Online Parts & Accessories Sales Growth for Kia US Dealers in Q3 of 2026

2026 Q3	2026 Year to Date
$3,594,071	$12,479,031

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 Kia US dealerships throughout the US, selling parts and accessories online through the RevolutionParts platform. Over the years, Kia US 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:

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 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 Kia US part and accessory trends and opportunities to help capture more of the aftersales market.

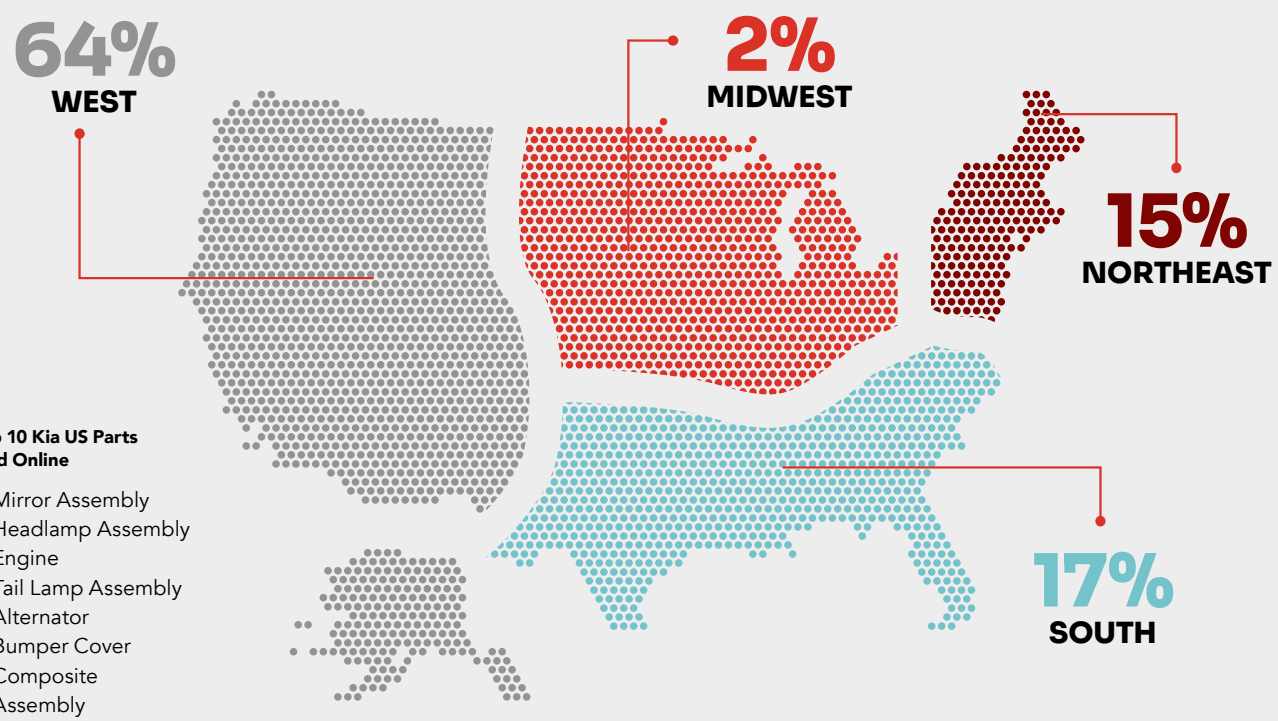
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Kia US DEALERSHIP PERFORMANCE

In Q3, Kia US dealers selling parts and accessories **with the RevolutionParts eCommerce platform sold**

$3,594,071

US Regional Sales Breakdown



Top 10 Kia US Parts Sold Online

1. Mirror Assembly
2. Headlamp Assembly
3. Engine
4. Tail Lamp Assembly
5. Alternator
6. Bumper Cover
7. Composite
8. Assembly
9. Roof Rack Cross Bars
10. Spark Plug

$383,731

Average First Quarter Revenue of Top Dealer

(Online Parts & Accessories Sales)

$26,368

Average First Quarter Revenue for Kia US Dealers

(Online Parts & Accessories Sales)

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PERFORMANCE BY SALES CHANNEL

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

$3,047,027
Kia US dealerships selling on their own RevolutionParts Web Store.

$37,681
Kia US dealerships selling on Amazon with RevolutionParts.

$136,145
Kia US dealerships selling on eBay with RevolutionParts.

$373,217
Kia US dealerships selling on RevolutionParts' Superstore.

Kia US PARTS & ACCESSORIES MARKETING ANALYSIS

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



Return on Ad Spend

Return on Marketing Spend

Kia US dealerships earn **$7** back on every dollar they spend on paid ads to market their online part and accessory store. The average dealership invests around **$1,300** in monthly marketing ad spend and turns it into **$9,100** in monthly revenue.

For more information on Kia US's performance or in-depth sales data, contact **RevolutionParts at 480-525-5177.**

Note: Sales data from Kia US 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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