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Automotive Parts & Accessories eCommerce Trend Report

Q2 2026 Review

Audi, Porsche, and Volkswagen Parts and Accessories Report

A Manufacturer's Guide to Audi, Porsche, and Volkswagen Parts & Accessories eCommerce.

Trends and data from Audi, Porsche, and Volkswagen dealers using RevolutionParts to sell more genuine parts and accessories.



Audi, Porsche, and Volkswagen Dealers Are Finding Huge Success With RevolutionParts!

Online Parts & Accessories Sales Growth for Audi, Porsche, and Volkswagen Dealers in Q2 of 2026

2026 Q2	2026 Year to Date
$9,451,318	$26,031,880

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 Audi, Porsche, and Volkswagen dealerships throughout the US, selling parts and accessories online through the RevolutionParts platform. Over the years, these 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 U.S. online parts and accessories market **is projected to grow to $50 billion by 2030.**

Selling online is essential. Dealers and manufacturers **need a digital presence** to stay competitive in the parts business.

This report outlines key Audi, Porsche, and Volkswagen part and accessory trends and opportunities to help capture more of the aftersales market.

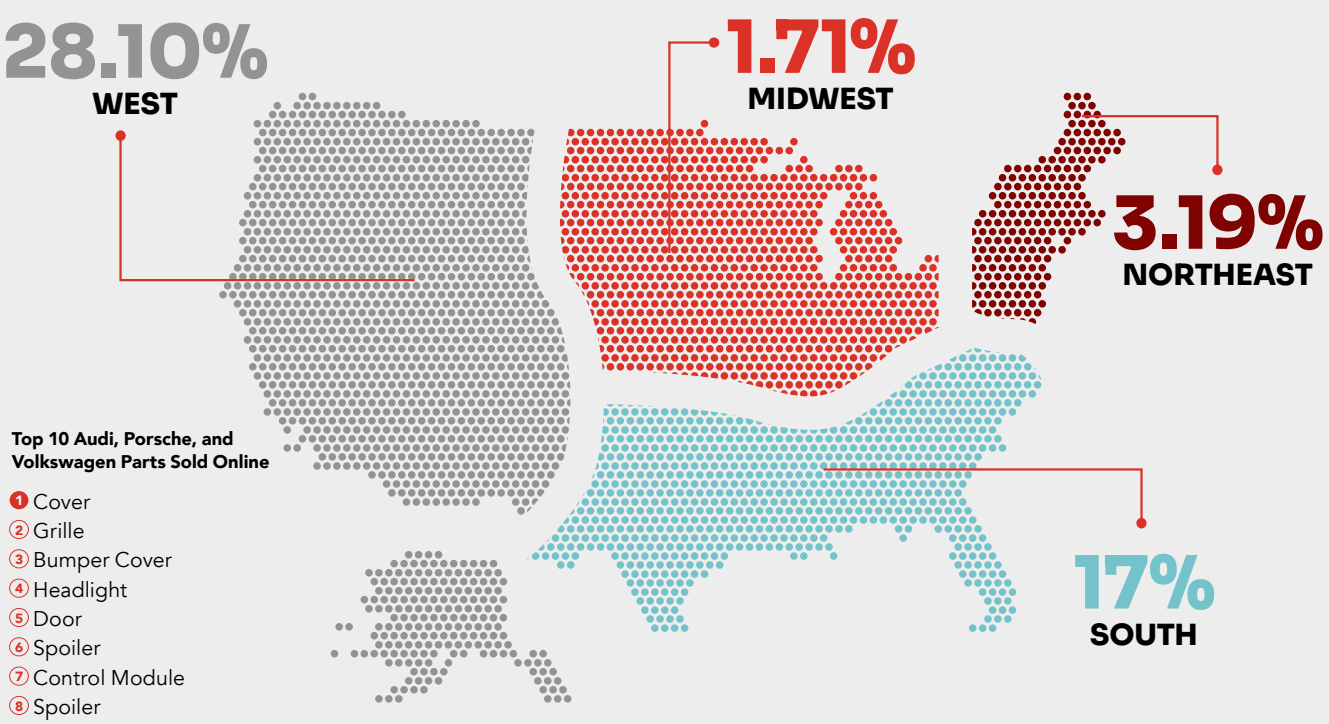
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Audi, Porsche, and Volkswagen DEALERSHIP PERFORMANCE

In Q2, Audi, Porsche, and Volkswagen dealers selling parts and accessories **with the RevolutionParts eCommerce platform sold**

$9,451,318

US Regional Sales Breakdown



Top 10 Audi, Porsche, and Volkswagen Parts Sold Online

1. Cover
2. Grille
3. Bumper Cover
4. Headlight
5. Door
6. Spoiler
7. Control Module
8. Spoiler
9. Tail Lamp Assembly
10. Wheel, Alloy

$444,578

Average Second Quarter Revenue of Top Audi, Porsche, and Volkswagen Dealer

(Online Parts & Accessories Sales)

$40,972

Average Second Quarter Revenue for Audi, Porsche, and Volkswagen Dealers

(Online Parts & Accessories Sales)

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Q2 PERFORMANCE BY SALES CHANNEL

Audi, Porsche, and Volkswagen dealers have a massive opportunity for online parts & accessories sales through varying online sales channels.

$7,186,733
Audi, Porsche, and Volkswagen dealerships selling on their own RevolutionParts Web Store.

$134,882
Audi, Porsche, and Volkswagen dealerships selling on Amazon with RevolutionParts.

$730,098
Audi, Porsche, and Volkswagen dealerships selling on eBay with RevolutionParts.

$1,762,269
Audi, Porsche, and Volkswagen dealerships selling on the RevolutionParts Superstore.

Audi, Porsche, and Volkswagen PARTS & ACCESSORIES MARKETING ANALYSIS

Audi, Porsche, and Volkswagen 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

Audi, Porsche, and Volkswagen dealerships earn $8 back on every dollar they spend on paid ads to market their online part and accessory store. The average dealership invests **around $1,507** in monthly marketing ad spend and turns it into **$12,074 in monthly revenue.**

For more information on Audi, Porsche, and Volkswagen's performance or in-depth sales data,contact **RevolutionParts at 480-525-5177.**

Note: Sales data from Audi, Porsche, and Volkswagen dealerships using RevolutionParts solutions were the primary source consulted in compiling this annual report. This report was last updated in August 2026.



www.revolutionparts.com

408 426 7470