REVOLUTIONPARTS



Automotive Parts & Accessories eCommerce Trend Report

Q2 2026

A Manufacturer's Guide to GM US Parts & Accessories eCommerce

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



GM Dealers are Finding Huge Success With RevolutionParts!

Online Parts & Accessories **Sales Growth for GM Dealers** in Q1 of 2026

2026 Q1	2026 Year to Date
$13,917,853	**$29,188,680**

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 [BRAND] dealerships throughout the US, selling parts and accessories online through the RevolutionParts platform. Over the years, **GM** 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 global online auto parts market is growing quickly, with an annual compound growth rate **between 15% to 21%.**

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 **GM** part and accessory trends and opportunities to help capture more of the aftersales market.

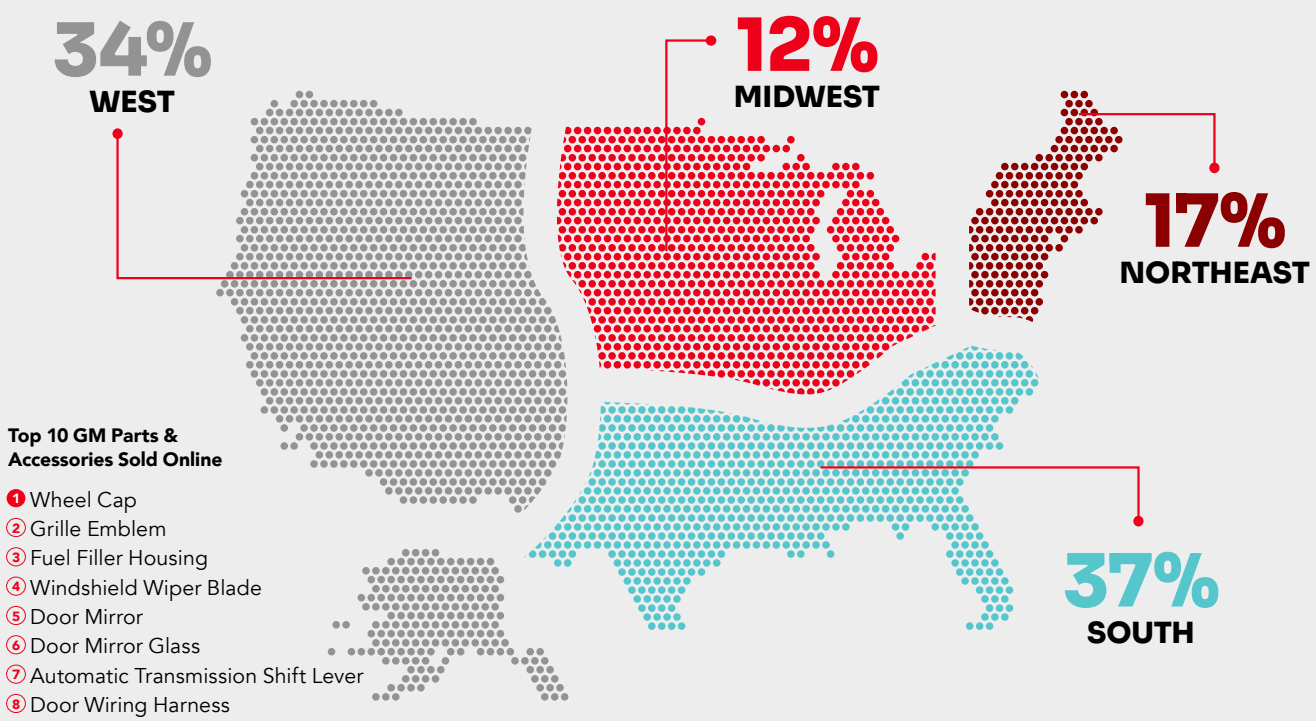
REVOLUTIONPARTS

GM DEALERSHIP PERFORMANCE

In Q2, GM dealers selling parts and accessories with the **with the RevolutionParts eCommerce platform sold**

$15,518,127

US Regional Sales Breakdown



Top 10 GM Parts & Accessories Sold Online

1. Wheel Cap
2. Grille Emblem
3. Fuel Filler Housing
4. Windshield Wiper Blade
5. Door Mirror
6. Door Mirror Glass
7. Automatic Transmission Shift Lever
8. Door Wiring Harness
9. License Plate Bracket
10. Park Assist Camera

$2,536,152

Q2 Revenue of Top GM Dealer

(Online Parts & Accessories Sales)

112,587

Average First Quarter Revenue for GM Dealers

(Online Parts & Accessories Sales)

REVOLUTIONPARTS

Q2 PERFORMANCE BY SALES CHANNEL

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

$12,315,129
GM parts sold through RevolutionParts Webstores

$441,386
GM parts sold through Amazon with RevolutionParts

$2,761,612
GM parts sold through eBay with RevolutionParts

GM PARTS & ACCESSORIES MARKETING ANALYSIS

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

13x
Return on Ad Spend

12x
Return on Marketing Spend

GM Dealers using RevolutionParts' in-house marketing agency generate an average of **$74,784 in monthly online revenue across all promotional channels.**

With an average monthly paid media investment of **$2,390**, dealers generate approximately **$31,070 in paid-ad-attributed revenue, representing an average 11x ROAS** on paid advertising alone, with additional revenue generated through other promotional channels.

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

Note: Sales data from GM dealerships using RevolutionParts solutions were the primary source consulted in compiling this report. This report was last updated in August 2026.



www.revolutionparts.com

408 426 7470