REVOLUTIONPARTS

HONDA ACURA



Automotive Parts & Accessories eCommerce Trend Report

2026

A Manufacturer's Guide to Honda / Acura US Parts & Accessories eCommerce.

Trends and data from Honda / Acura US dealers using RevolutionParts to sell more genuine parts and accessories



Honda / Acura US Dealers are Finding Huge Success With RevolutionParts!

Online Parts & Accessories Sales **Growth for Honda / Acura US** Dealers in Q3 of 2026

2026 Q1	2026 Year to Date
$12,641,391	**$33,243,885**

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 Honda / Acura US dealerships throughout the US, selling parts and accessories online through the RevolutionParts platform. Over the years, Honda / Acura 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 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 **Honda / Acura US** part and accessory trends and opportunities to help capture more of the aftersales market.

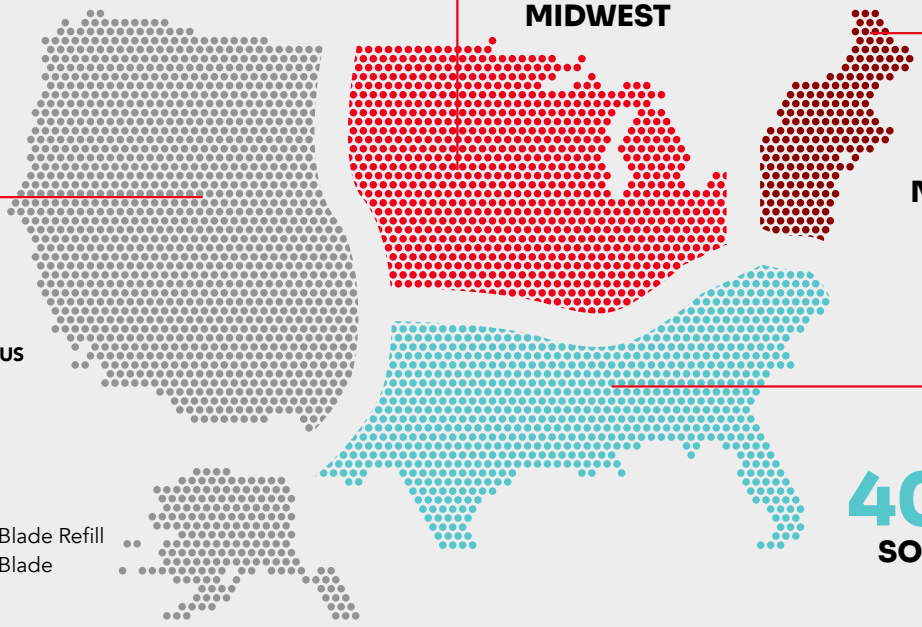
REVOLUTIONPARTS

Honda / Acura US DEALERSHIP PERFORMANCE

In Q2, Honda / Acura US dealers selling parts and accessories **with the RevolutionParts eCommerce platform sold**

$15,616,586

US Regional Sales Breakdown



Top 10 Honda / Acura US Parts Sold Online

1. Engine Air Filter
2. Cabin Air Filter
3. Engine Oil Filter
4. Disc Brake Pad Set
5. Windshield Wiper Blade Refill
6. Windshield Wiper Blade
7. Door Mirror Cover
8. PCV Valve
9. PCV Valve Grommet
10. Automatic Transmission Fluid

$2,220,714

Q2 Revenue of Top Dealer

(Online Parts & Accessories Sales)

$124,062

Average Q2 Revenue for Honda / Acura US Dealers

(Online Parts & Accessories Sales)

REVOLUTIONPARTS

Q2 PERFORMANCE BY SALES CHANNEL

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

$14,494,177
Honda / Acura US dealerships selling on their own RevolutionParts Web Store

$146,322
Honda / Acura US dealerships selling on Amazon with RevolutionParts

$976,088
Honda / Acura US dealerships selling on eBay with RevolutionParts

Honda / Acura US PARTS & ACCESSORIES MARKETING ANALYSIS

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

11X
Return on Ad Spend

14X
Return on Marketing Spend

Honda Dealers using RevolutionParts' in-house marketing agency generate an average of **$81,614 in monthly online revenue across all promotional channels.**

With an average monthly paid media investment of **$848,** dealers generate approximately **$9,328 in paid-ad-attributed revenue**, representing an average **11x ROAS on paid advertising alone**, with additional revenue generated through other promotional channels.

REVOLUTIONPARTS

Honda / Acura US PARTS & ACCESSORIES MARKETING ANALYSIS

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

13X
Return on Ad Spend

15X
Return on Marketing Spend

Acura Dealers using RevolutionParts' in-house marketing agency generate an average of **$41,350 in monthly online revenue across all promotional channels.**

With an average monthly paid media investment of **$1,379**, dealers generate approximately **$41,350 in paid-ad-attributed revenue**, representing an average **13x ROAS on paid advertising alone**, with additional revenue generated through other promotional channels



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

Note: Sales data from Mercedes-Benz US 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