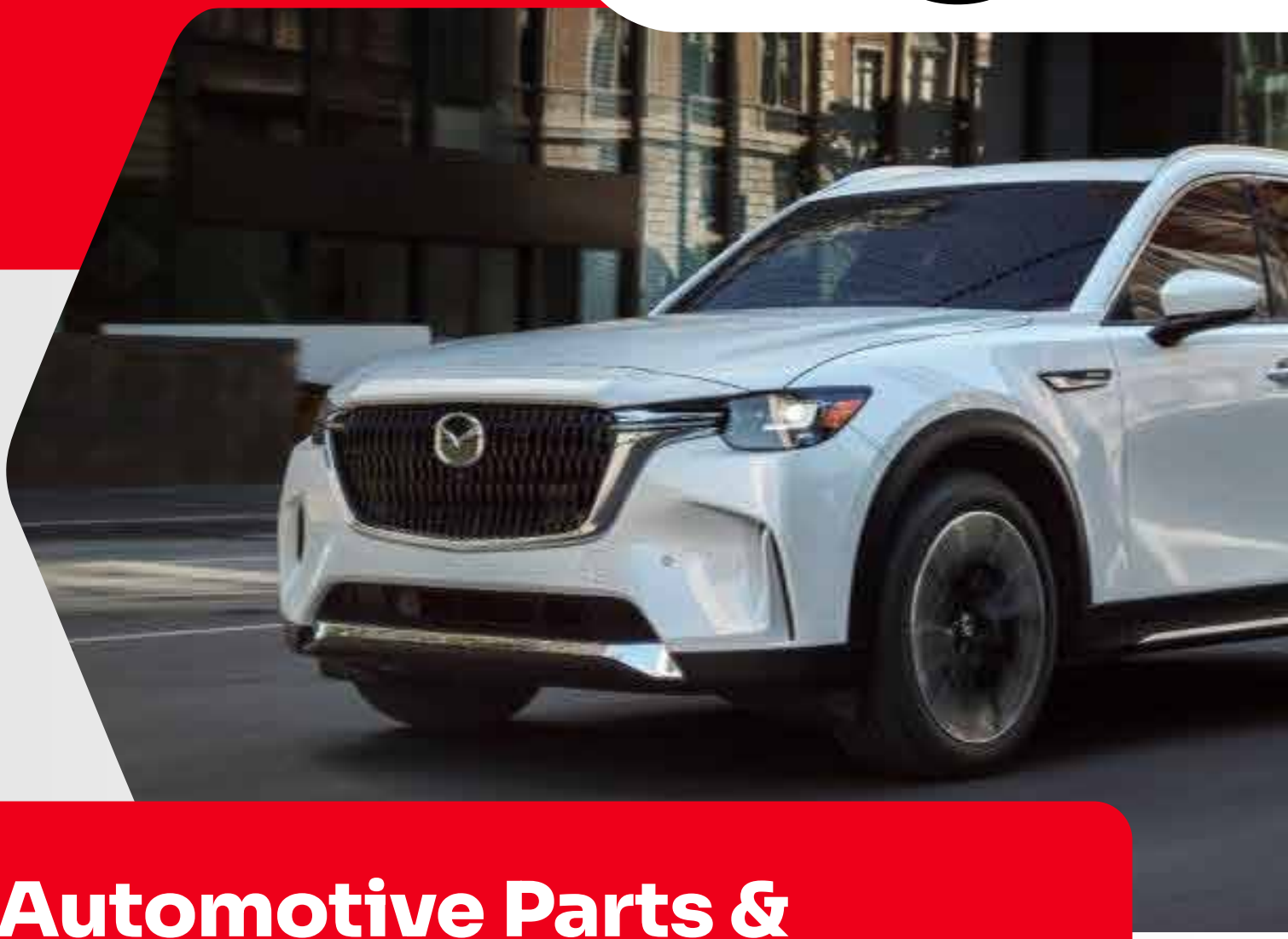
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Automotive Parts & Accessories eCommerce Trend Report

Q2 2026

Mazda US Parts and Accessories Report

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

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



Mazda US Dealers are Finding Huge Success With RevolutionParts!

Online Parts & Accessories Sales Growth for Mazda US Dealers in Q2 of 2026

2026 Q2	2026 Year to Date
$3,425,531	$8,654,228

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

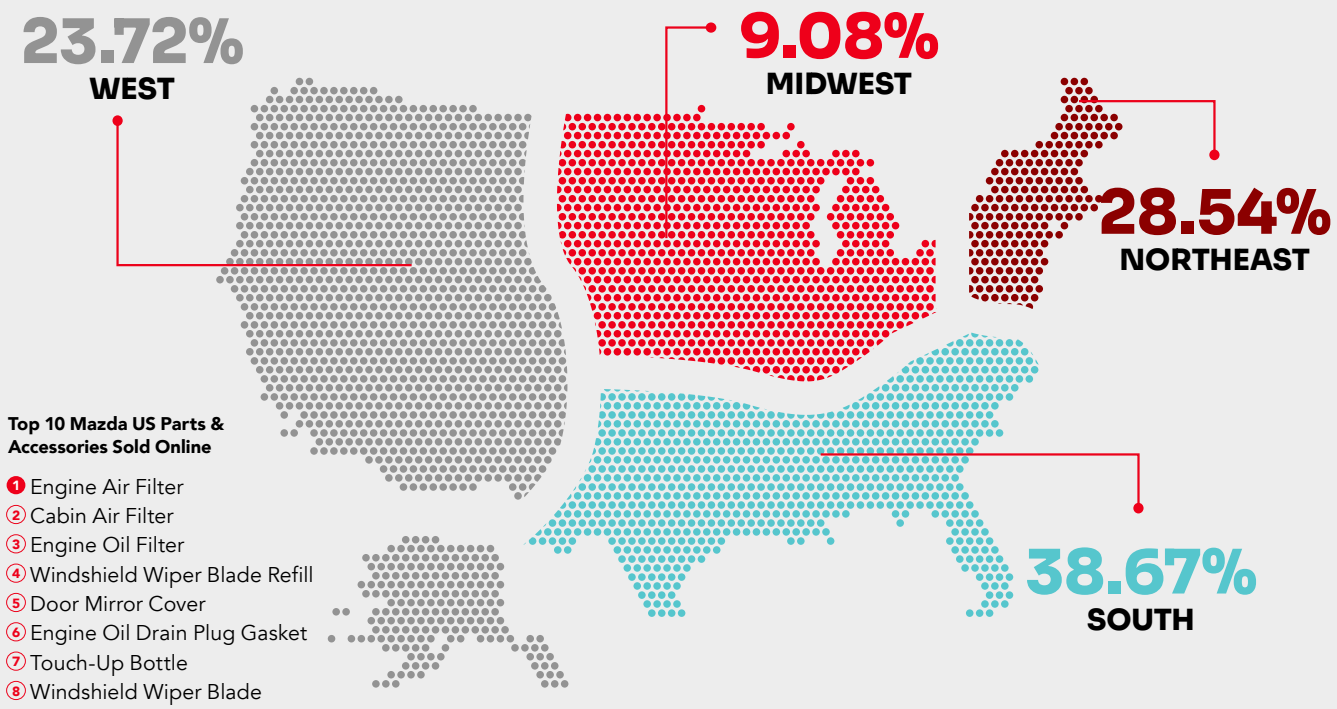
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Mazda US DEALERSHIP PERFORMANCE

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

$3,425,531

US Regional Sales Breakdown



Top 10 Mazda US Parts & Accessories Sold Online

1. Engine Air Filter
2. Cabin Air Filter
3. Engine Oil Filter
4. Windshield Wiper Blade Refill
5. Door Mirror Cover
6. Engine Oil Drain Plug Gasket
7. Touch-Up Bottle
8. Windshield Wiper Blade
9. Serpentine Belt
10. Wheel Arch Molding

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

Average First Quarter Revenue for Mazda US
(Online Parts & Accessories Sales)

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PERFORMANCE BY SALES CHANNEL

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

$3,187,947
Mazda US dealerships selling on their own RevolutionParts Web Store

$1,015
Mazda US dealerships selling on Amazon with RevolutionParts.

$236,570
Mazda US dealerships selling on eBay with RevolutionParts

Mazda US PARTS & ACCESSORIES MARKETING ANALYSIS

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



Mazda US dealerships earn **$12.04** back on every dollar they spend on paid ads to market their online part and accessory store. The average dealership invests around **$1,252** in monthly marketing ad spend and turns it into **$22,320** in monthly revenue.

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

Note: Sales data from Mazda 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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