REVOLUTION PARTS

Automotive Parts & Accessories eCommerce Trend Report



NISSAN

INFINITI

A Manufacturer's Guide to Nissan and INFINITI Parts & Accessories eCommerce

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

Q1 2026

Nissan and INFINITI Dealers are Finding Huge Success With RevolutionParts!



Online Parts & Accessories Sales Growth for Nissan and INFINITI Dealers in Q1 of 2024

2026 Q1
$176,023 CAD

2026 Year to Date
$226,741 CAD

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 Nissan and INFINITI dealerships throughout Canada, selling parts and accessories online through the RevolutionParts platform. Over the years, Nissan and INFINITI dealers have enhanced their sales strategies and significantly increased their sales volumes.

In fact, Nissan and INFINITI dealers using RevolutionParts saw a **17% increase** in Nissan and INFINITI part and accessory sales in the first quarter of 2024 compared to the first quarter of 2023.

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 USD 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.

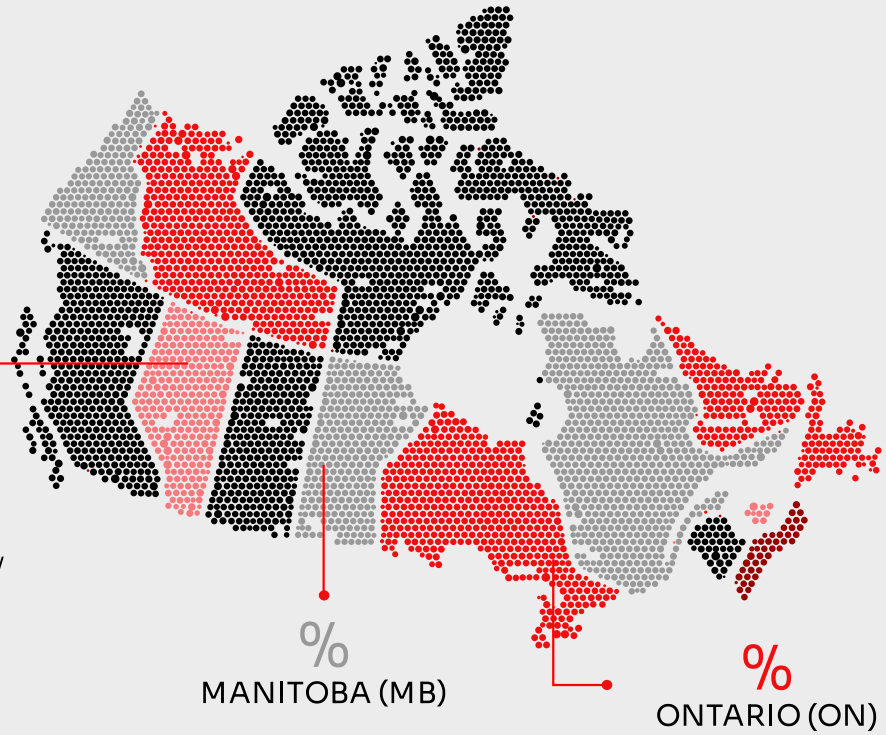
This report outlines key Nissan and INFINITI part and accessory trends and opportunities to help capture more of the aftersales market.

Nissan and INFINITI
DEALERSHIP PERFORMANCE

In Q1, Nissan and INFINITI dealers selling parts and accessories with the RevolutionParts eCommerce platform sold

$176,023 CAD

CA Regional Sales Breakdown



Top 10 Nissan and INFINITI Parts Sold

1. Body
2. Unknown
3. Electrical, Lighting and Body
4. Engine
5. Suspension
6. Wiper and Washer
7. Belts and Cooling
8. Air and Fuel Delivery
9. HVAC
10. Brake

$CAD

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

$CAD

Average First Quarter Revenue for Ford CA Dealers
(Online Parts & Accessories Sales)

PERFORMANCE BY SALES CHANNEL

Nissan and INFINITI dealers have a massive opportunity for online parts & accessories sales through varying online sales channels.

$175,842 CAD

Nissan and INFINITI dealerships selling on their own RevolutionParts Web Store

$180 CAD

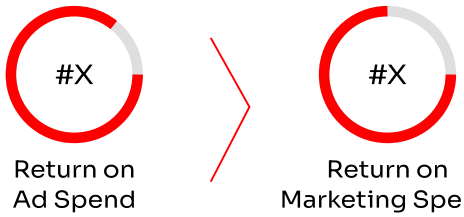
Nissan and INFINITI dealerships selling on eBay with RevolutionParts

$ CAD

Nissan and INFINITI dealerships selling on their own RevolutionParts

Ford CA PARTS & ACCESSORIES MARKETING ANALYSIS

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



Nissan and INFINITI dealerships earn $7 back on every dollar they spend on marketing their online part and accessory store with paid ads. The average dealership invests around $1,300 in marketing ad spend every month and flips it into $9,100 in monthly revenue.

For more information on Nissan and INFINITI performance or in-depth sales data, contact RevolutionParts at 480-525-5177.

Sales data from Nissan and INFINITI 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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