REVOLUTION PARTS

Automotive Parts & Accessories eCommerce Trend Report



A Manufacturer's Guide to NNA Parts & Accessories eCommerce

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

Q2 2026

NISSAN

NNA US Dealers are Finding Huge Success With RevolutionParts!



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

2026 Q2
$10,998,940

2026 Year to Date
$24,445,748

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

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

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

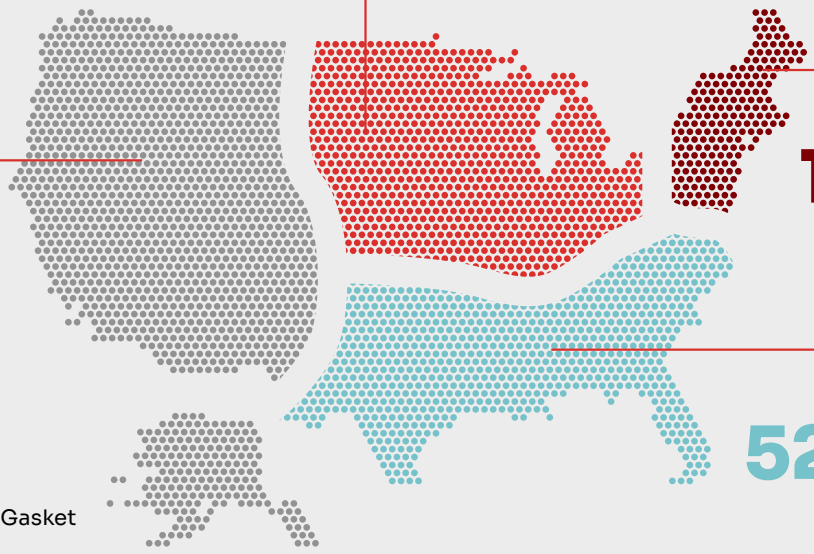


NNA DEALERSHIP PERFORMANCE

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

$10,998,940

US Regional Sales Breakdown



Top 10 NNA US Parts & Accessories Sold Online

1. Engine Oil Filter
2. Fuel Tank Cap
3. Engine Air Filter
4. Mass Air Flow Sensor
5. Disc Brake Pad Set
6. Engine Oil Drain Plug Gasket
7. Floor Mat
8. Transmission Oil Filter
9. Suspension Control Arm
10. Cabin Air Filter

$935,797

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

$22,130.66

Average Second Quarter Revenue for NNA Dealers
(Online Parts & Accessories Sales)

PERFORMANCE BY SALES CHANNEL

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

$9,634,412

NNA US dealerships selling on their own RevolutionParts Web Store.

$40,159

NNA US dealerships selling on Amazon with RevolutionParts.

$1,324,369

NNA US dealerships selling on eBay with RevolutionParts.

NNA US PARTS & ACCESSORIES MARKETING ANALYSIS

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



NNA US dealerships earn $11.49 back on every dollar they spend on paid ads to market their online part and accessory store. The average dealership invests around $1,387 in monthly marketing ad spend and turns it into $28,272 in monthly revenue.

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



www.revolutionparts.com

408 426 7470