REVOLUTION PARTS

Automotive Parts & Accessories eCommerce Trend Report



A Manufacturer's Guide to Toyota / Lexus US Parts & Accessories eCommerce

Trends and data from Toyota / Lexus US dealers using RevolutionParts to sell more genuine parts and accessories

TOYOTA LEXUS

Q2 2026

Toyota / Lexus US Dealers are Finding Huge Success With RevolutionParts!



Online Parts & Accessories Sales Growth for Toyota / Lexus US Dealers in Q2 of 2026

2026 Q2
$17,039,105

2026 Year to Date
$46,509,941

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

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

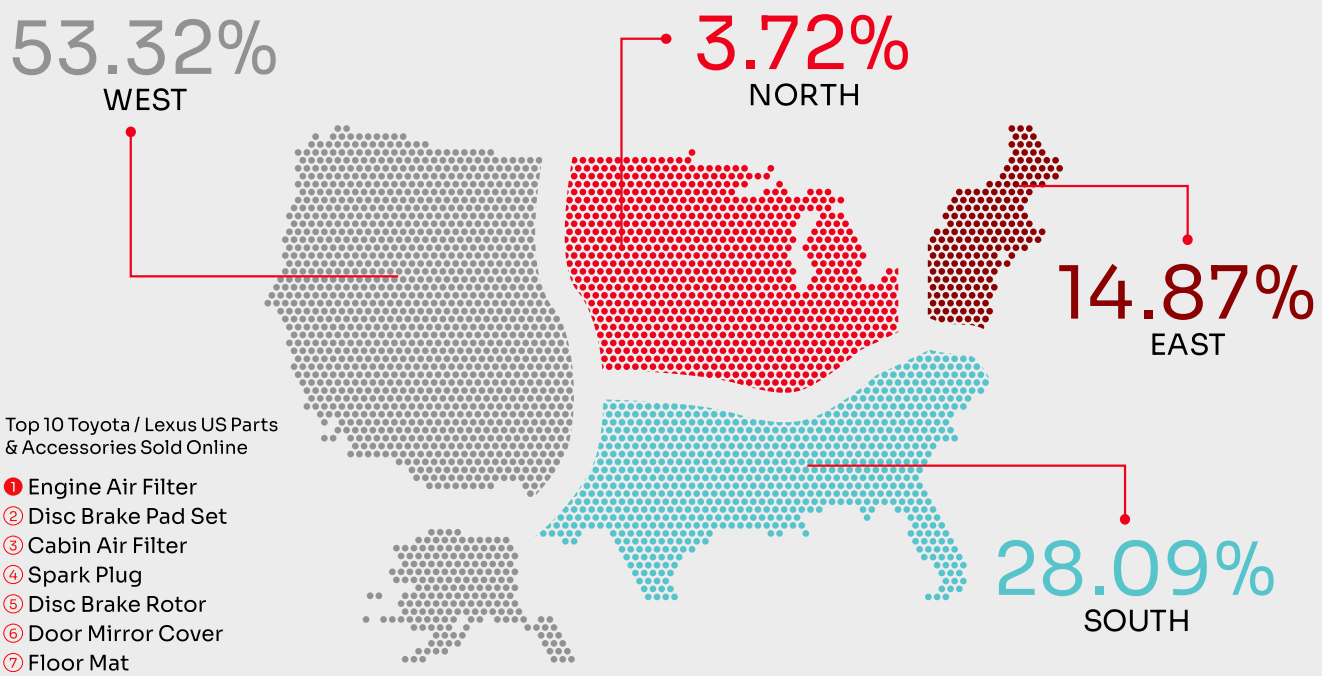


TOYOTA / LEXUS DEALERSHIP PERFORMANCE

In Q2, Toyota / Lexus US dealers selling parts and accessories with the RevolutionParts eCommerce platform sold

$17,039,105

US Regional Sales Breakdown



Top 10 Toyota / Lexus US Parts & Accessories Sold Online

1. Engine Air Filter
2. Disc Brake Pad Set
3. Cabin Air Filter
4. Spark Plug
5. Disc Brake Rotor
6. Door Mirror Cover
7. Floor Mat
8. Engine Oil Filter
9. Engine Oil Filter Element
10. Windshield Wiper Blade Refill

$141,383

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

$1,064,944.13

Average Second Quarter Revenue for Toyota / Lexus
(Online Parts & Accessories Sales)

PERFORMANCE BY SALES CHANNEL

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

$15,807,356

Toyota / Lexus US dealerships selling on their own RevolutionParts Web Store.

$605,868

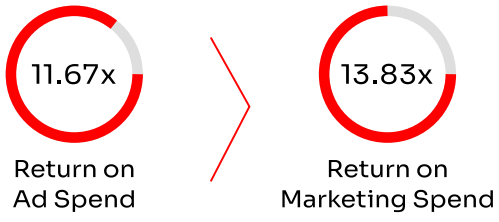
Toyota / Lexus US dealerships selling on Amazon with RevolutionParts.

$625,882

Toyota / Lexus US dealerships selling on eBay with RevolutionParts.

TOYOTA / LEXUS PARTS & ACCESSORIES MARKETING ANALYSIS

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



Toyota / Lexus US dealerships earn $11.67 back on every dollar they spend on paid ads to market their online part and accessory store. The average dealership invests around $1,774 in monthly marketing ad spend and turns it into $51,613 in monthly revenue.

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



www.revolutionparts.com

408 426 7470