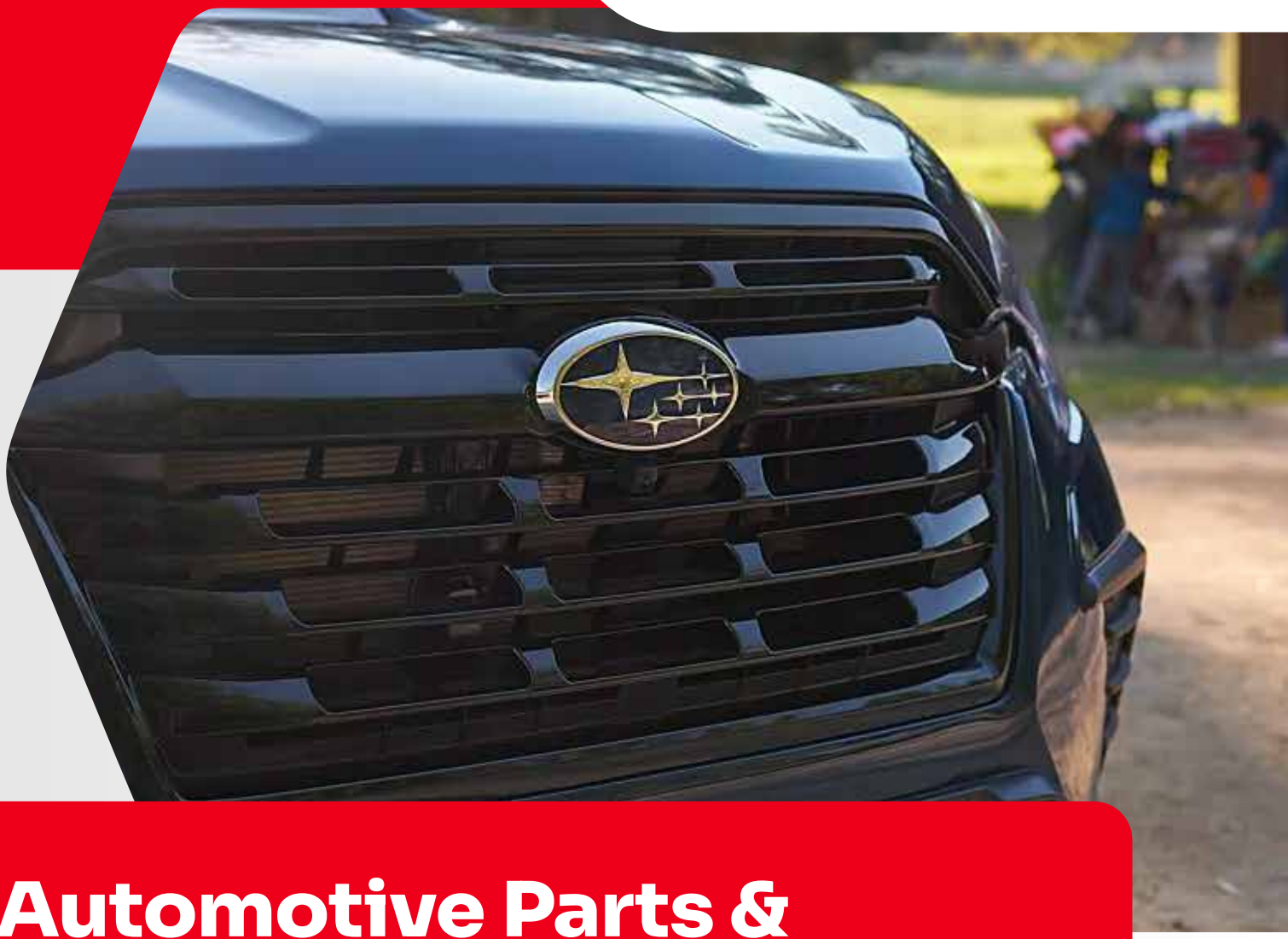
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SUBARU



Automotive Parts & Accessories eCommerce Trend Report

Q2 2026

Subaru US Parts and Accessories Report

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

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



Subaru US Dealers are Finding Huge Success With RevolutionParts!

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

2026 Q2	2026 Year to Date
$5,939,534	$15,849,976

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

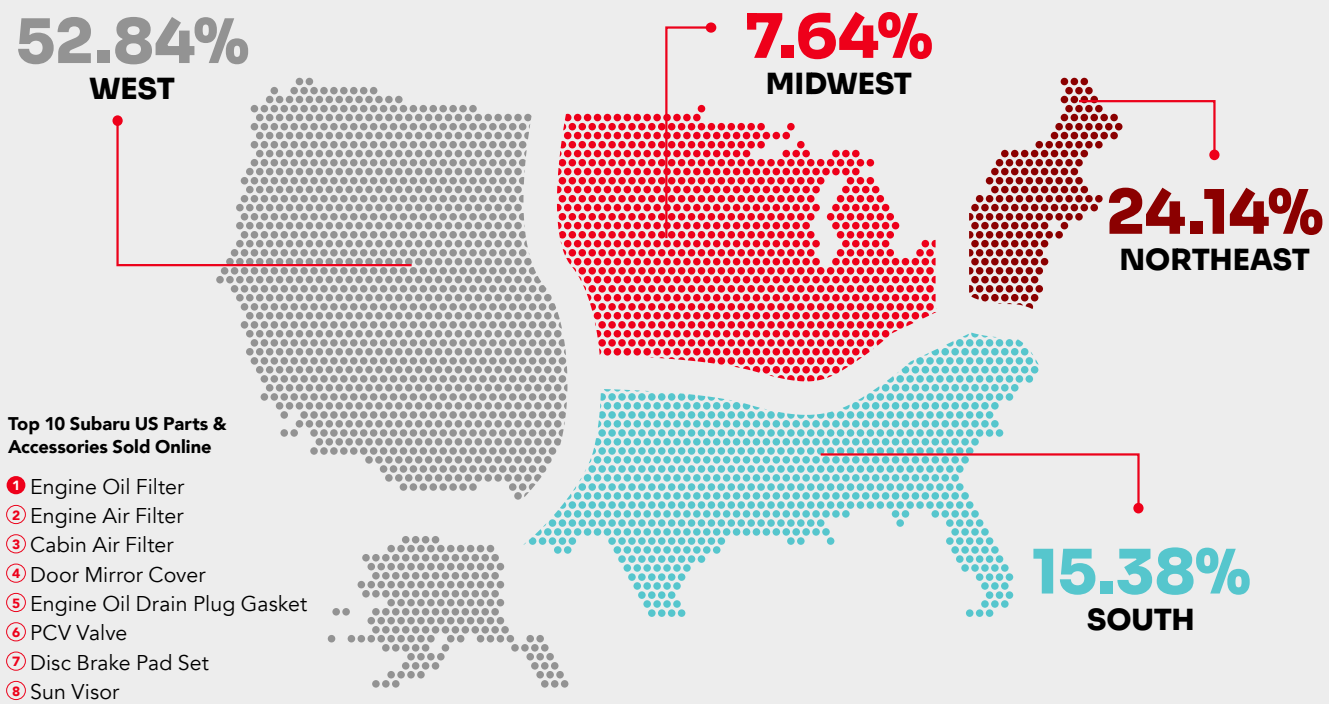
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Subaru US DEALERSHIP PERFORMANCE

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

$5,939,534

US Regional Sales Breakdown



Top 10 Subaru US Parts & Accessories Sold Online

1. Engine Oil Filter
2. Engine Air Filter
3. Cabin Air Filter
4. Door Mirror Cover
5. Engine Oil Drain Plug Gasket
6. PCV Valve
7. Disc Brake Pad Set
8. Sun Visor
9. CV Axle Assembly
10. Fog Light Trim

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

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

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PERFORMANCE BY SALES CHANNEL

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

$5,557,703
Subaru US dealerships selling on their own RevolutionParts Web Store

$157,709
Subaru US dealerships selling on Amazon with RevolutionParts

$224,122
Subaru US dealerships selling on eBay with RevolutionParts

Subaru US PARTS & ACCESSORIES MARKETING ANALYSIS

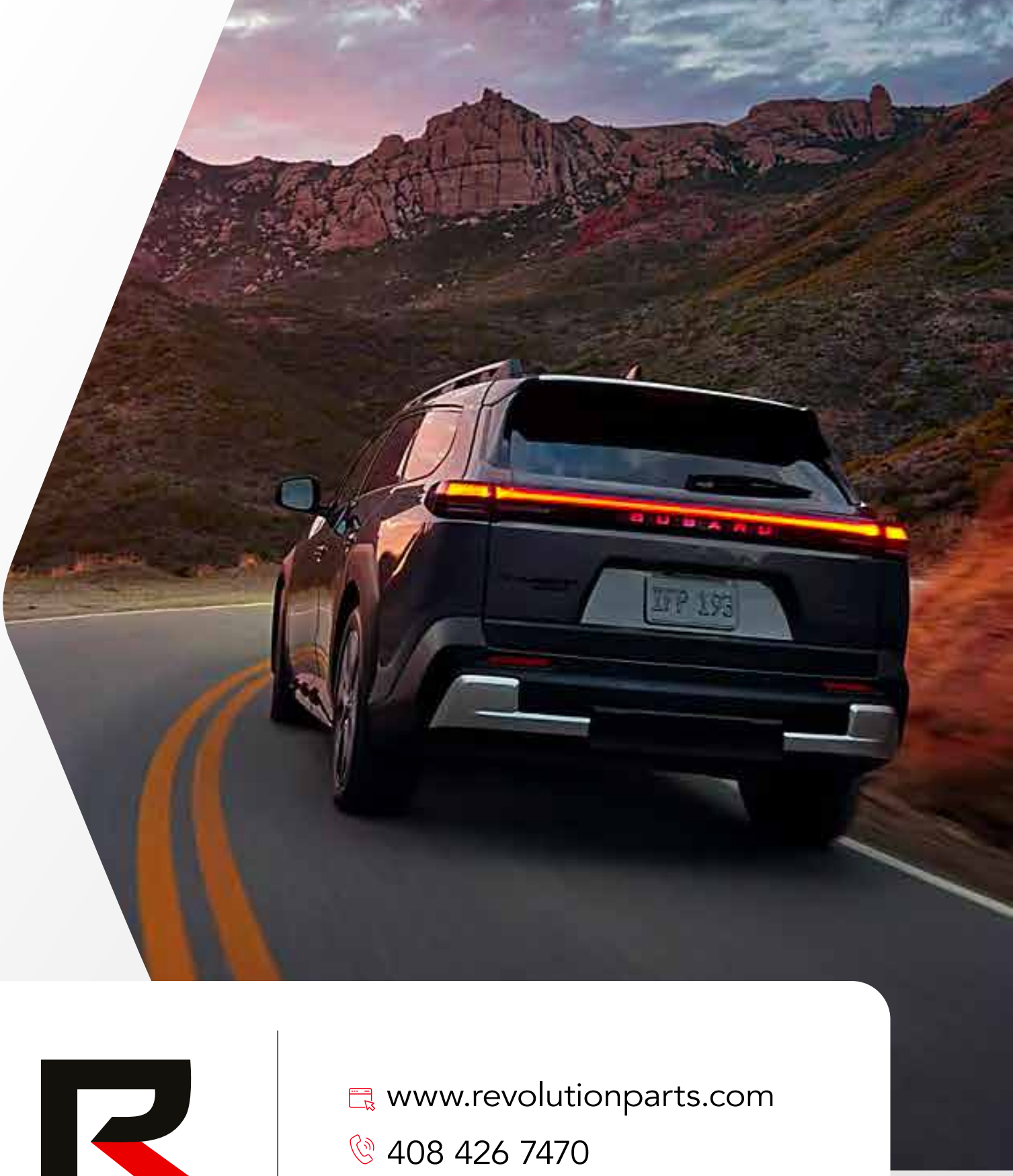
Subaru US dealerships using RevolutionParts Marketing Services for online sales have seen a good return on their marketing investments.



Subaru US dealerships earn **$4.96** back on every dollar they spend on paid ads to market their online part and accessory store. The average dealership invests around **$1,124** in monthly marketing ad spend and turns it into **$16,373** in monthly revenue.

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

Note: Sales data from Subaru US dealerships using RevolutionParts solutions were the primary source consulted in compiling this report. This report was last updated in September 2026.



www.revolutionparts.com

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