

**REVOLUTION PARTS**

Automotive Parts &  
Accessories eCommerce

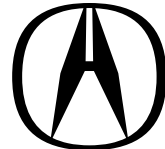
# TREND REPORT

**2024**

## 2024 Year-in-Review

Honda & Acura  
Parts and Accessories Report

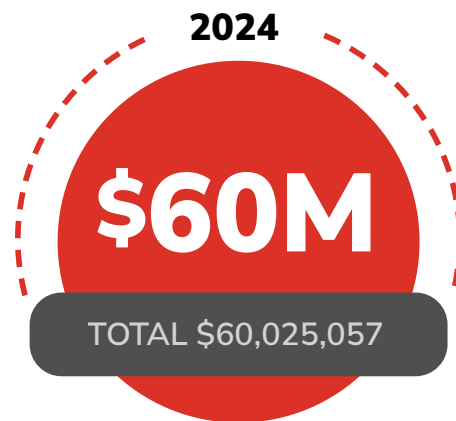
Trends and data from Honda and Acura  
dealers using RevolutionParts to sell  
more genuine parts and accessories.



# INTRODUCTION

Honda and Acura Dealers are Finding Huge Success With RevolutionParts!

## Online Parts & Accessories Sales Growth for Honda and Acura Dealers in 2024



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 Honda and Acura dealerships throughout the US that are selling parts and accessories online through the RevolutionParts platform.

**Over the years, Honda and Acura 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:

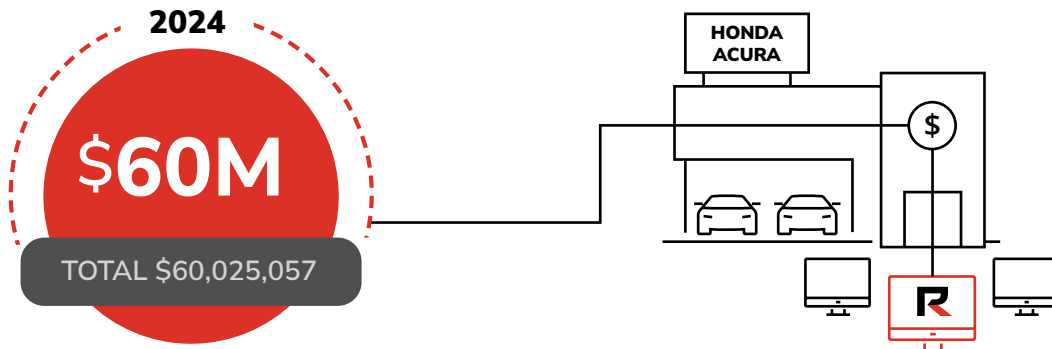
- 1 The online auto parts market is growing quickly, with an annual growth rate between 13.8% and 16.02%.
- 2 The online parts market is projected to grow to \$35 billion by 2030.
- 3 Not selling online is no longer an option for dealerships. Dealers and manufacturers must have a digital presence to keep their parts business competitive.



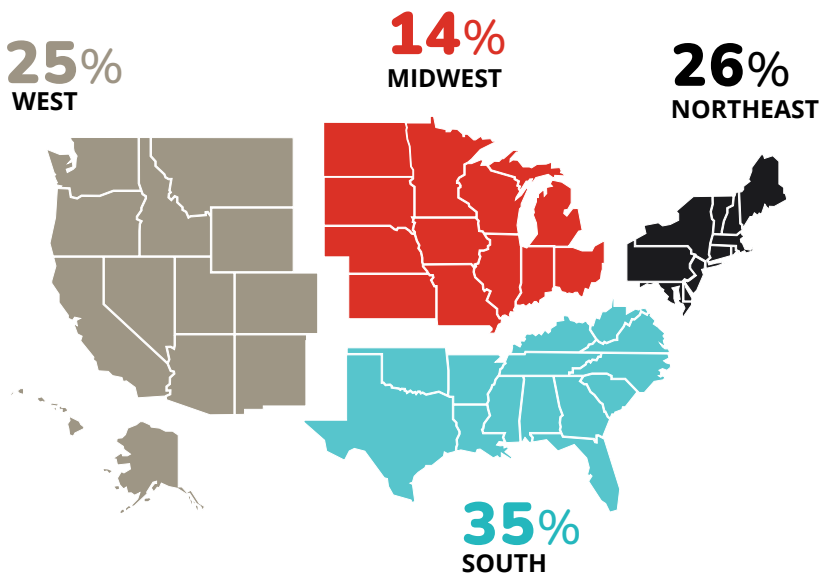
This report outlines key Honda and Acura part and accessory trends and opportunities to help capture more of the aftersales market.

# HONDA AND ACURA DEALERSHIP PERFORMANCE

In 2024, Honda and Acura dealers selling parts and accessories with the RevolutionParts eCommerce platform sold



## US Regional Sales Breakdown



## Top 10 Honda and Acura Parts Sold Online

- 1 Brake Pads Front
- 2 Oil Filter
- 3 Brake Pads Rear
- 4 Strut
- 5 Mirror Assembly
- 6 Air Filter
- 7 Rotor
- 8 Serpentine Belt
- 9 Axle Assembly
- 10 Cabin Air Filter



**\$9,190,151**

2024 Revenue of Top Dealer

(Online Parts & Accessories Sales)



**\$504,412**

Average 2024 Revenue for Honda and Acura Dealers

(Online Parts & Accessories Sales)



# PERFORMANCE BY SALES CHANNEL

**Honda and Acura dealers have a massive opportunity for online parts & accessories sales through varying online sales channels.**



**\$46,460,574**

Honda and Acura dealerships selling on their own RevolutionParts Web Store



**\$913,754**

Honda and Acura dealerships selling on Amazon with RevolutionParts



**\$4,333,749**

Honda and Acura dealerships selling on eBay with RevolutionParts

**\$8,316,693**

Honda and Acura dealerships selling on Superstore with RevolutionParts

## Honda and Acura Parts & Accessories Marketing Analysis



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

**13.6x**

RETURN ON AD SPEND

**19.4x**

RETURN ON MARKETING SPEND

Honda and Acura dealerships earn **\$13.60** back on every dollar they spend on paid ads to market their online part and accessory store. The average dealership invests around **\$1,465** in monthly marketing ad spend and turns it into **\$19,924** in monthly revenue.

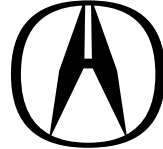
For more information on Honda and Acura's performance or in-depth sales data, contact **RevolutionParts at 408-426-7470**.



**Note:** Sales data from Honda and Acura dealerships using RevolutionParts solutions were the primary sources consulted in compiling this report. This report was last updated in January 2025.

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THANK  
YOU



[www.revolutionparts.com](http://www.revolutionparts.com)  
408-426-7470