

REVOLUTION PARTS

Automotive Parts &
Accessories eCommerce

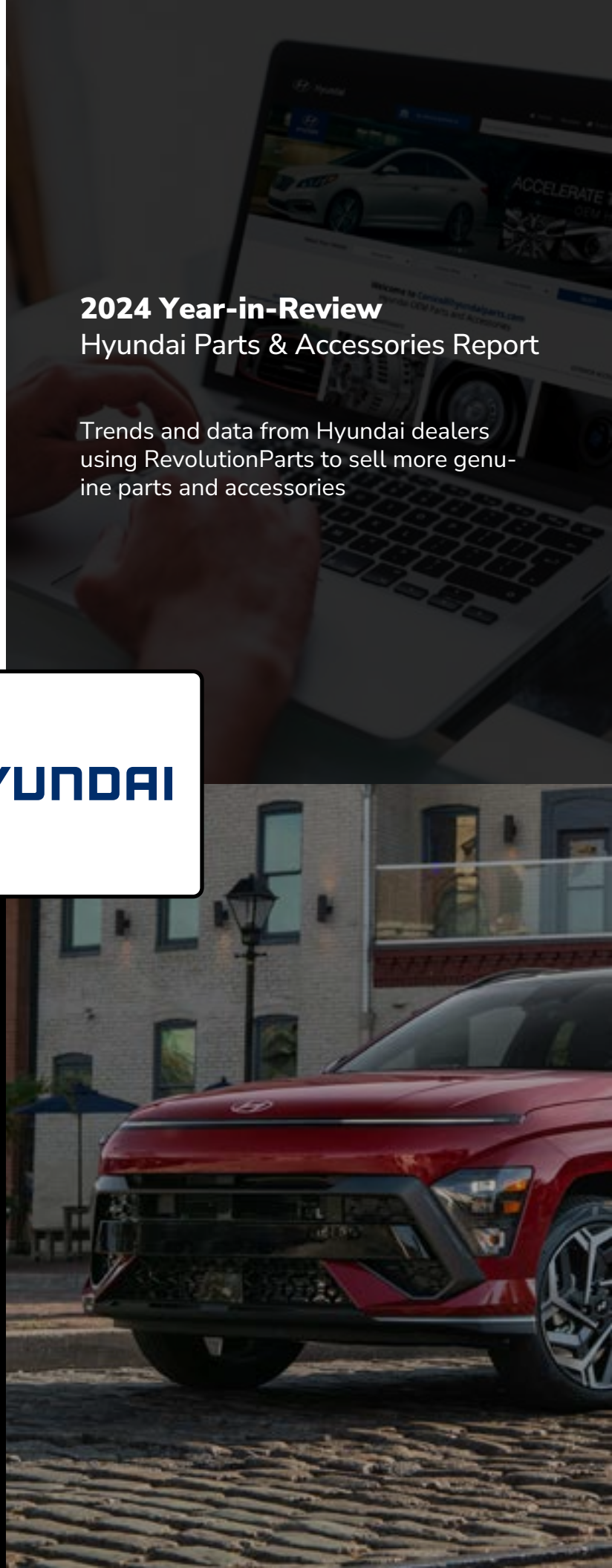
TREND REPORT

2024

2024 Year-in-Review

Hyundai Parts & Accessories Report

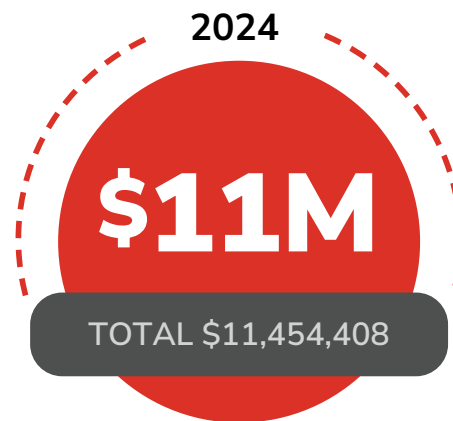
Trends and data from Hyundai dealers
using RevolutionParts to sell more genu-
ine parts and accessories



INTRODUCTION

Hyundai Dealers are Finding Huge Success With RevolutionParts!

Online Parts & Accessories Sales Growth for Hyundai 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 Hyundai dealerships throughout the US that are selling parts and accessories online through the RevolutionParts platform.

Over the years, Hyundai 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:

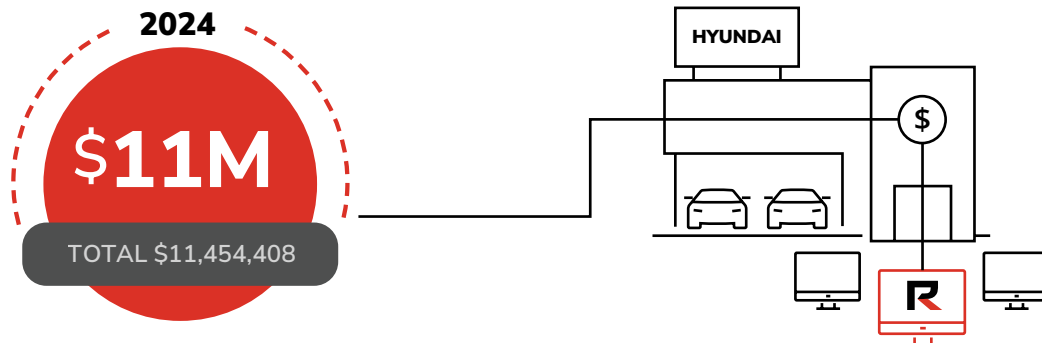
- 1 The online auto parts market is growing quickly, with an annual growth rate between 13.8% and 16.02%.
- 2 The online parts market is projected to grow to \$35 billion by 2030.
- 3 Not selling online is no longer an option for dealerships. Dealers and manufacturers must have a digital presence to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



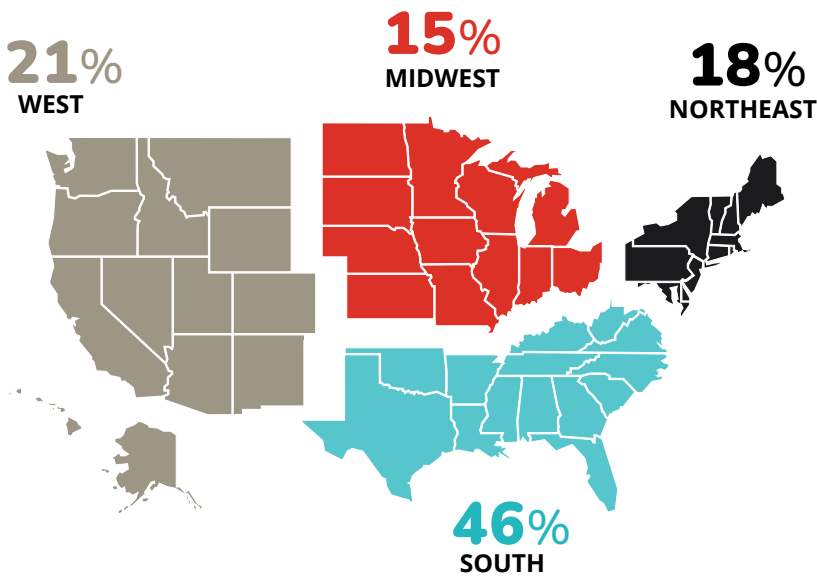
This report outlines key Hyundai part and accessory trends and opportunities to help capture more of the aftersales market.

HYUNDAI DEALERSHIP PERFORMANCE

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



US Regional Sales Breakdown



Top 10 Hyundai Parts Sold Online

- 1 Mirror Assembly
- 2 Bumper Cover
- 3 Shock Absorber
- 4 Under Cover
- 5 Air Filter
- 6 Fender Liner
- 7 Engine
- 8 Spark Plug
- 9 Brake Pads Front
- 10 Tail Lamp Assembly



\$3,084,651

2024 Revenue of Top Dealer

(Online Part & Accessory Sales)



\$154,789

Average 2024 Revenue for Hyundai Dealers

(Online Part & Accessory Sales)



PERFORMANCE BY SALES CHANNEL

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



\$6,099,561

Hyundai dealerships selling on their own RevolutionParts Web Store



\$425,547

Hyundai dealerships selling on eBay with RevolutionParts

\$4,929,101

Hyundai dealerships selling on Superstore with RevolutionParts

Hyundai Parts & Accessories Marketing Analysis



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

9.9x

RETURN ON AD SPEND

7.7x

RETURN ON MARKETING SPEND

Hyundai dealerships earn **\$9.90** back on every dollar they spend on paid ads to market their online part and accessory store. The average dealership invests around **\$1,251** in monthly marketing ad spend and turns it into **\$12,384** in monthly revenue.

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



Note: Sales data from Hyundai 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
408-426-7470

