

**REVOLUTION PARTS**

Automotive Parts &  
Accessories eCommerce

# TREND REPORT

**2024**

## 2024 Year-in-Review

Land Rover, Jaguar  
Parts and Accessories Report

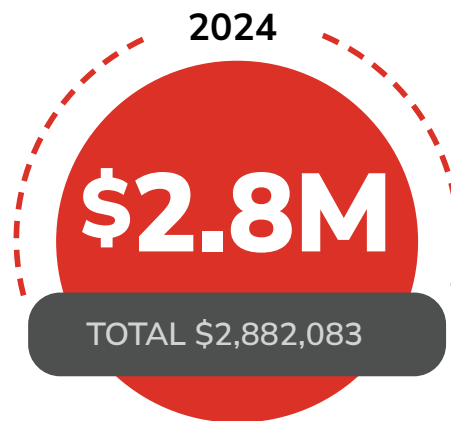
Trends and data from Land Rover, and  
Jaguar dealers using RevolutionParts to  
sell more genuine parts and accessories.



# INTRODUCTION

Land Rover & Jaguar Dealers are Finding Huge Success With RevolutionParts!

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

**Over the years, Land Rover and Jaguar 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:

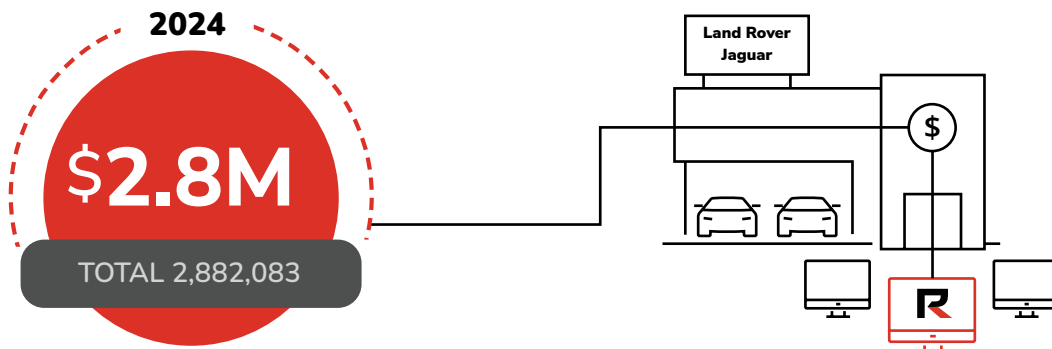
- 1 The online auto parts market is growing quickly, with an annual growth rate between 13.8% and 16.02%.
- 2 The online parts market is projected to grow to \$35 billion by 2030.
- 3 Not selling online is no longer an option for dealerships. Dealers and manufacturers must have a digital presence to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



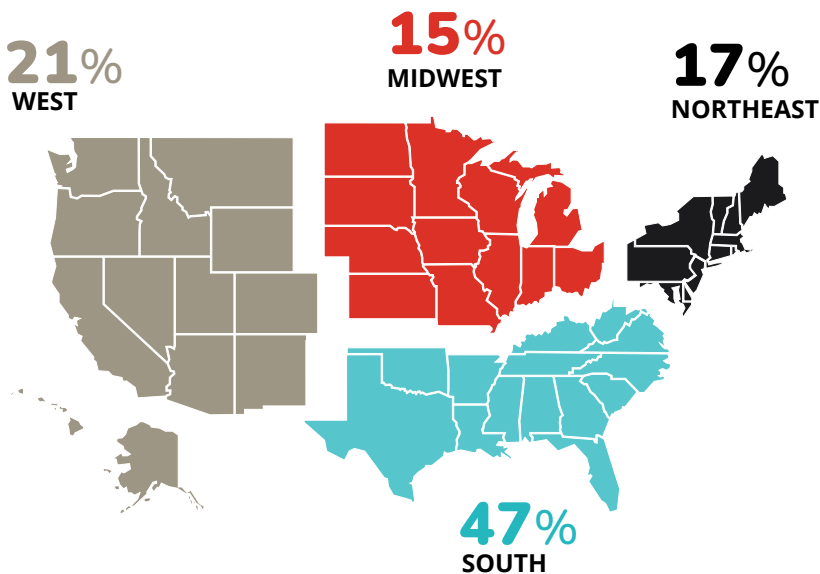
This report outlines key Land Rover and Jaguar part and accessory trends and opportunities to help capture more of the aftersales market.

# LAND ROVER & JAGUAR DEALERSHIP PERFORMANCE

In 2024, Land Rover and Jaguar dealers selling parts and accessories with the RevolutionParts eCommerce platform sold



## US Regional Sales Breakdown



## Top 10 Land Rover and Jaguar Parts Sold Online

- 1 Bumper Cover
- 2 Headlamp Assembly
- 3 Fender Liner
- 4 Mount Bracket
- 5 Sensor
- 6 Lower Grille
- 7 Under-Body Shield
- 8 Brake Pads Front
- 9 Water Pump Assembly
- 10 Composite Assembly



**\$1,052,399**

2024 Revenue of Top Dealer

(Online Parts & Accessories Sales)



**\$84,767**

Average 2024 Revenue for Land Rover and Jaguar Dealers

(Online Parts & Accessories Sales)



# PERFORMANCE BY SALES CHANNEL

**Land Rover and Jaguar dealers have a massive opportunity for online parts & accessories sales through varying online sales channels.**



**\$2,252,546**

Land Rover and Jaguar dealerships selling on their own RevolutionParts Web Store



**\$159,729**

Land Rover and Jaguar dealerships selling on eBay with RevolutionParts

**\$469,692**

Land Rover and Jaguar dealerships selling on Superstore with RevolutionParts

## Land Rover and Jaguar Parts & Accessories Marketing Analysis



Land Rover and Jaguar dealerships using RevolutionParts Marketing Services for online sales have seen a good return on their marketing investments.

**3.6x**

RETURN ON AD SPEND

**4.7x**

RETURN ON MARKETING SPEND

Land Rover and Jaguar dealerships earn **\$3.60** back on every dollar they spend on paid ads to market their online part and accessory store. The average dealership invests around **\$933** in monthly marketing ad spend and turns it into **\$3,358** in monthly revenue.

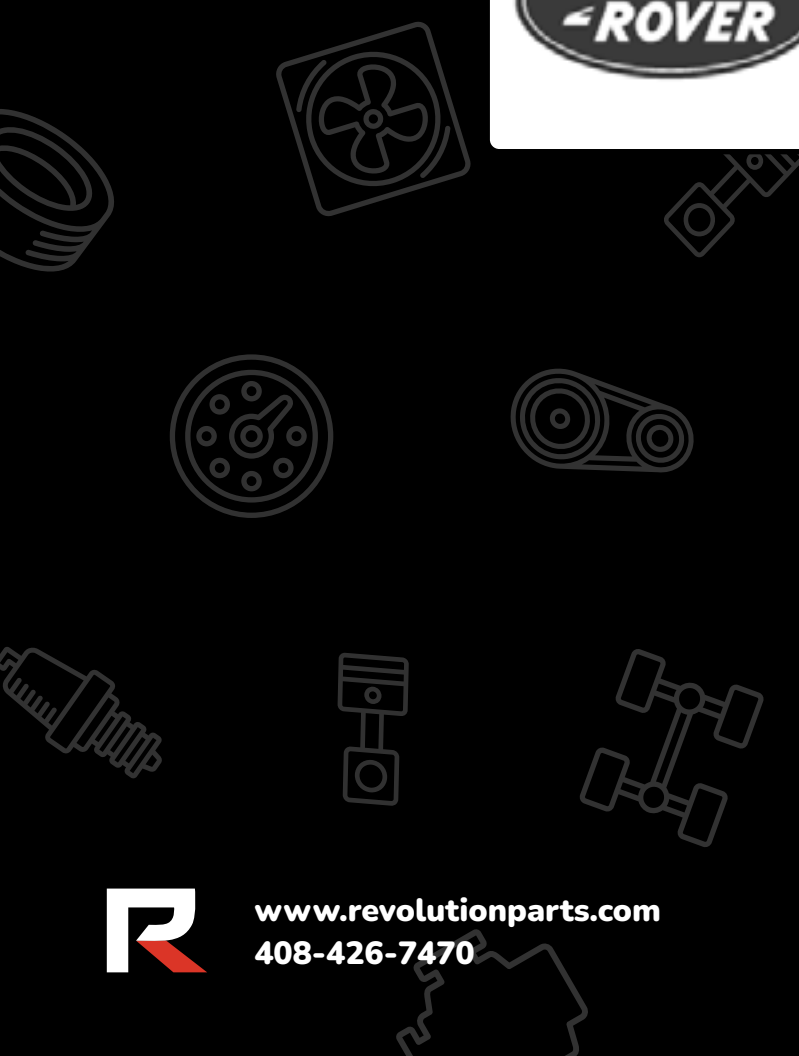
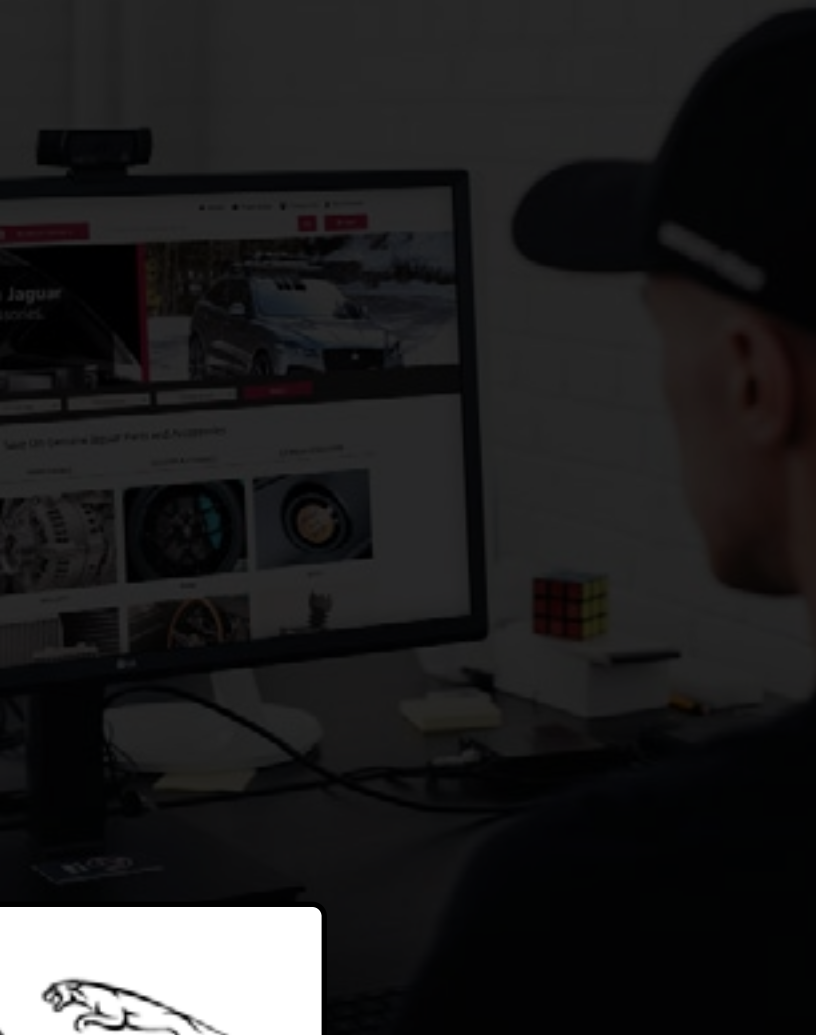
For more information on Land Rover's and Jaguar's performance or in-depth sales data, contact **RevolutionParts at 408-426-7470**



**Note:** Sales data from Land Rover and Jaguar 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)  
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