

REVOLUTION PARTS

Automotive Parts &
Accessories eCommerce

TREND REPORT

2024

2024 Year-in-Review

Mercedes Benz US Parts and Accessories Report

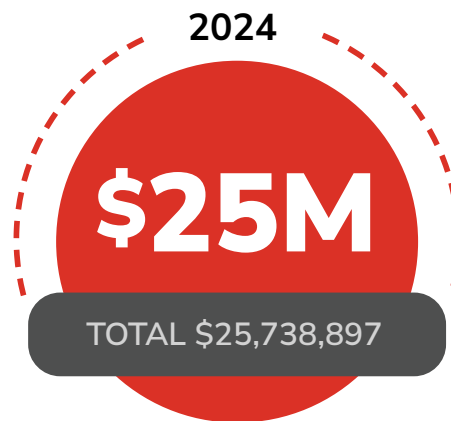
Trends and data from Mercedes Benz US dealers using RevolutionParts to sell more genuine parts and accessories.



INTRODUCTION

Mercedes-Benz US Dealers are Finding Huge Success With RevolutionParts!

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

Over the years, Mercedes-Benz 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:

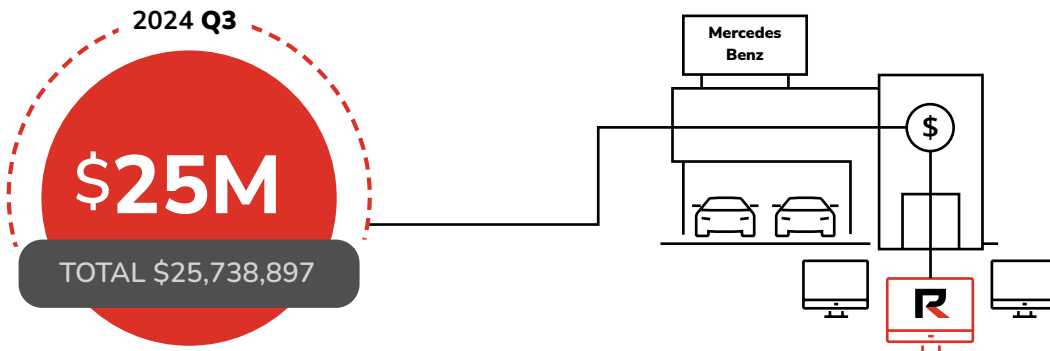
- 1 The online auto parts market is growing quickly, with an annual growth rate between 13.8% and 16.02%.
- 2 The online parts market is projected to grow to \$35 billion by 2030.
- 3 Not selling online is no longer an option for dealerships. Dealers and manufacturers must have a digital presence to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



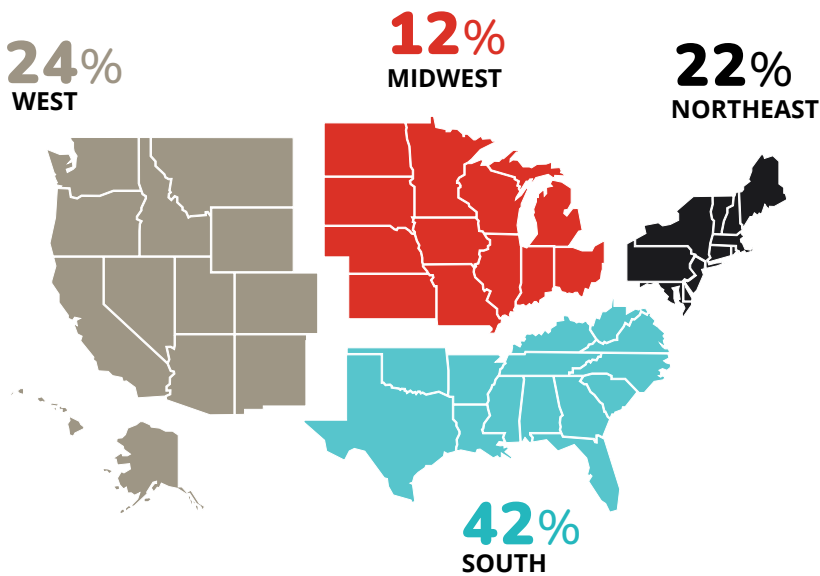
This report outlines key Mercedes-Benz US part and accessory trends and opportunities to help capture more of the aftersales market.

MERCEDES BENZ US DEALERSHIP PERFORMANCE

In 2024, Mercedes-Benz US dealers selling parts and accessories with the RevolutionParts eCommerce platform sold



US Regional Sales Breakdown



Top 10 Mercedes Benz US Parts Sold Online

- 1 Disk Brake Pad Rear
- 2 Bumper Cover
- 3 Shock Absorber
- 4 Wiper Blade
- 5 Spark Plug
- 6 Disk Brake Pad Front
- 7 Oil Filter
- 8 Brake Pad Wear Indicator Sensor
- 9 Wear Indicator
- 10 Disc Brake Rotor



\$2,517,302

2024 Revenue of Top Dealer

(Online Parts & Accessories Sales)



\$177,509

Average 2024 Revenue for Mercedes-Benz US Dealers

(Online Parts & Accessories Sales)



PERFORMANCE BY SALES CHANNEL

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



\$17,583,318

Mercedes-Benz US dealerships selling on their own RevolutionParts Web Store



\$788,858

Mercedes-Benz US dealerships selling on Amazon with RevolutionParts



\$1,664,388

Mercedes-Benz US dealerships selling on eBay with RevolutionParts

\$4,905,679

Mercedes-Benz US dealerships selling on Superstore with RevolutionParts

Mercedes-Benz US Parts & Accessories Marketing Analysis



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

5.1x

RETURN ON AD SPEND

7.7x

RETURN ON MARKETING SPEND

Mercedes-Benz US dealerships earn **\$5.10** back on every dollar they spend on paid ads to market their online part and accessory store. The average dealership invests around **\$1,344** in monthly marketing ad spend and turns it into **\$6,854** in monthly revenue.

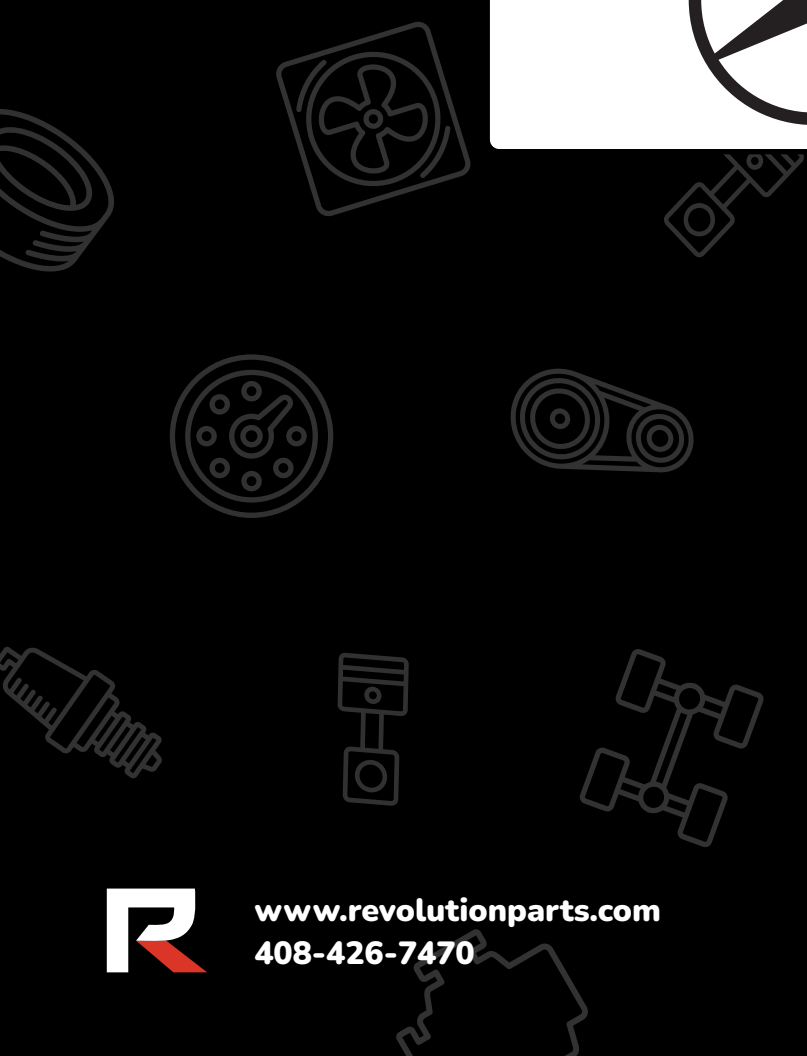
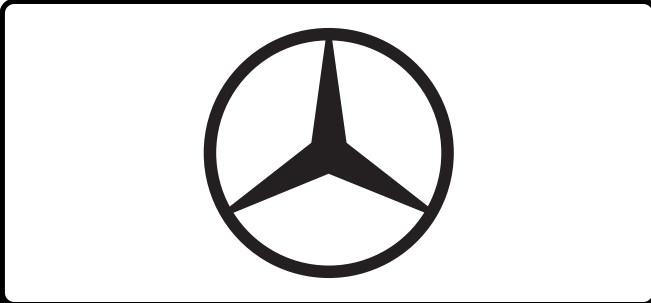
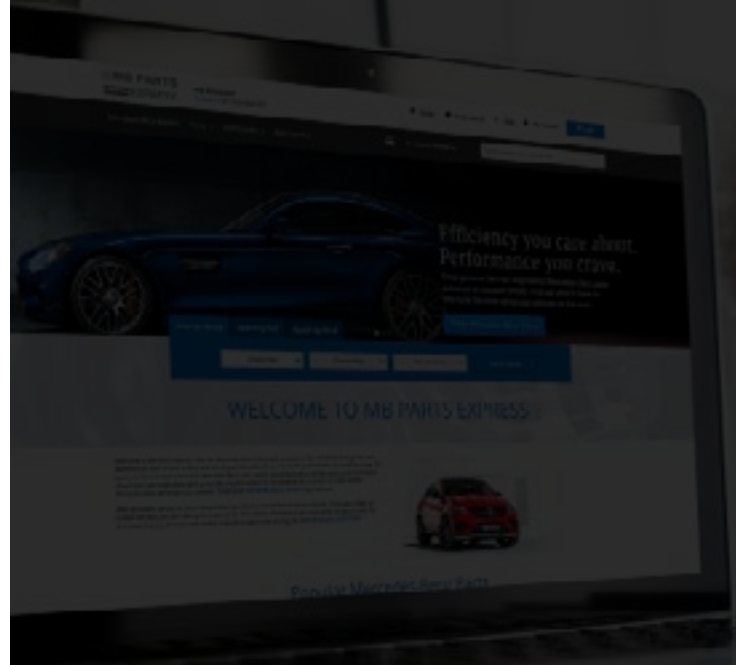
For more information on Mercedes-Benz US performance or in-depth sales data, contact **RevolutionParts** at **408-426-7470**



Note: Sales data from Mercedes-Benz US 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