

# REVOLUTION PARTS

Automotive Parts &  
Accessories eCommerce

# TREND REPORT

## 2024 Year-in-Review

Stellantis CA Parts  
and Accessories Report

Trends and data from Stellantis CA  
dealers using RevolutionParts to sell  
more genuine parts and accessories



# INTRODUCTION

Stellantis CA Dealers are Finding Huge Success With RevolutionParts!

## Online Parts & Accessories Sales Growth for Stellantis CA 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 Stellantis CA dealerships throughout Canada that are selling parts and accessories online through the RevolutionParts platform.

**Over the years, Stellantis CA 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:

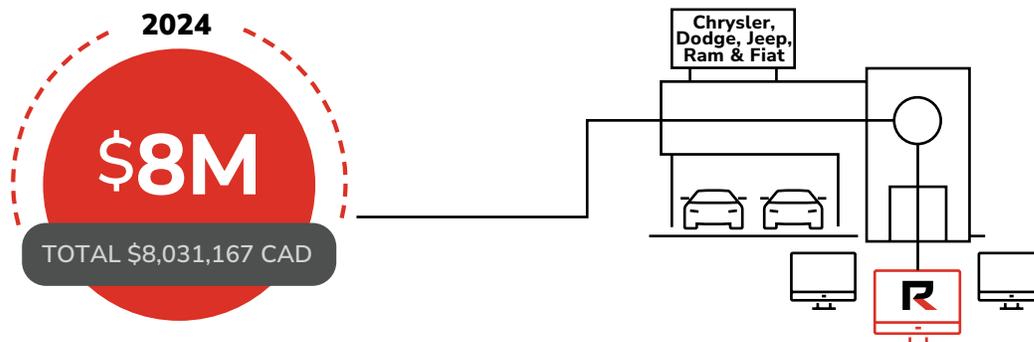
- 1 The online auto parts market is growing quickly, with an annual growth rate between 13.8% and 16.02%.
- 2 The online parts market is projected to grow to \$35 billion by 2030.
- 3 Not selling online is no longer an option for dealerships. Dealers and manufacturers must have a digital presence to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



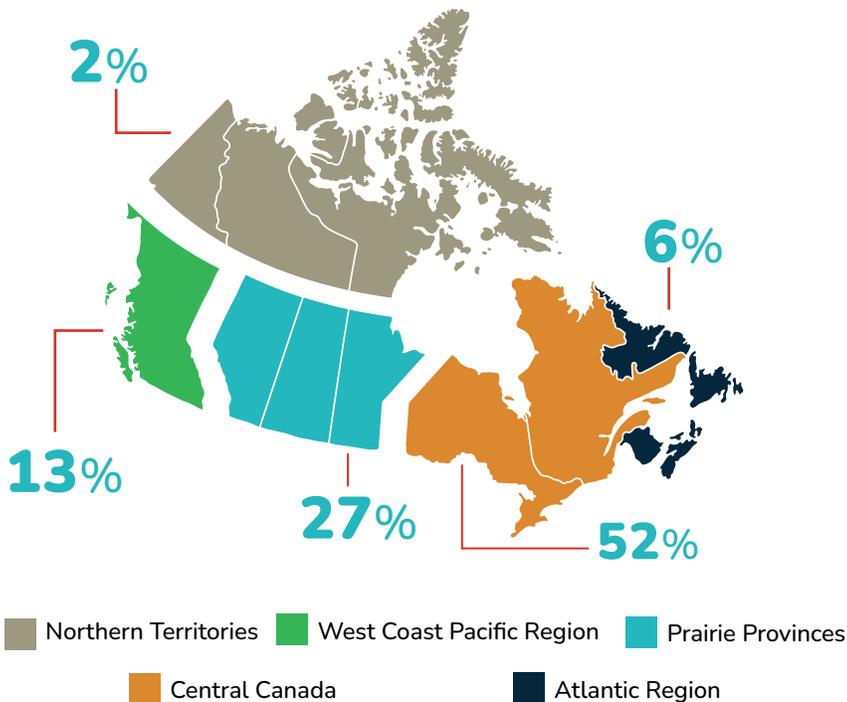
This report outlines key Stellantis CA part and accessory trends and opportunities to help capture more of the aftersales market.

# Stellantis CA DEALERSHIP PERFORMANCE

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



## CA Regional Sales Breakdown



## Top 10 Stellantis CA Parts Sold Online

- 1 Valve Lifters
- 2 Module
- 3 Engine Oil Filter
- 4 Wiring
- 5 Gasket
- 6 Bracket
- 7 Lamp
- 8 Tube
- 9 Filter
- 10 Rotor



**\$555,751** CAD

2024 Revenue of  
Top Dealer

(Online Part & Accessory Sales)



**\$26,006** CAD

Average 2024 Revenue  
for Stellantis CA Dealers

(Online Part & Accessory Sales)



# PERFORMANCE BY SALES CHANNEL

**Stellantis CA dealers have a massive opportunity for online parts & accessories sales through varying online sales channels.**



**\$6,493,107** CAD

Stellantis CA dealerships selling on their own RevolutionParts Web Store



**\$34,511** CAD

Stellantis CA dealerships selling on eBay with RevolutionParts

**\$1,503,548** CAD

Stellantis CA dealerships selling on Superstore with RevolutionParts

## Stellantis CA Parts & Accessories Marketing Analysis



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



RETURN ON AD SPEND



RETURN ON MARKETING SPEND

Stellantis CA dealerships earn **\$16.10 CAD** back on every dollar they spend on paid ads to market their online part and accessory store. The average dealership invests around **\$1,756 CAD** in monthly marketing ad spend and turns it into **\$28,271 CAD** in monthly revenue.

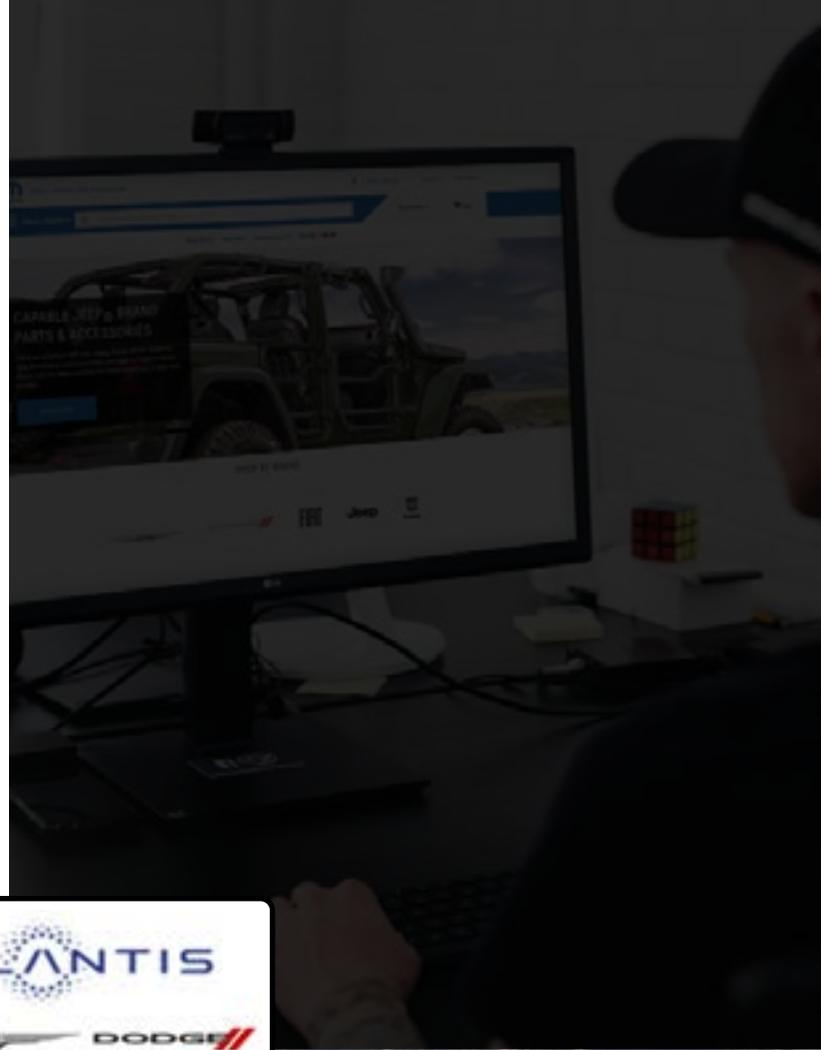
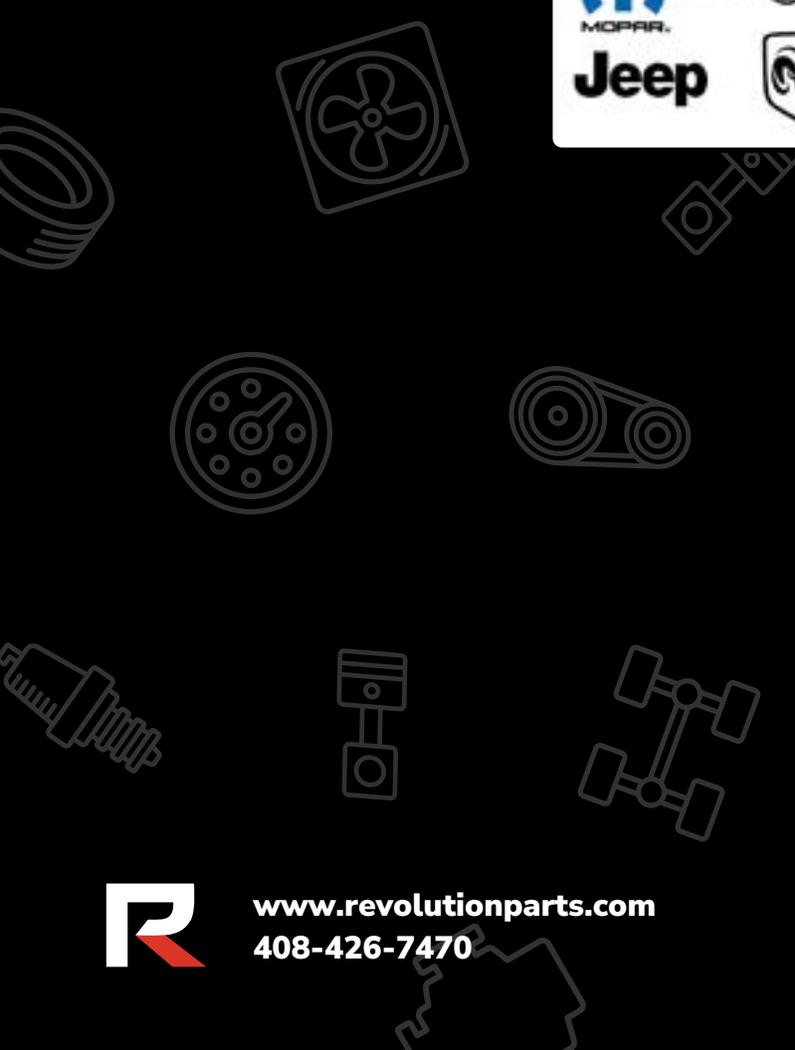
For more information on Stellantis' CA performance or in-depth sales data, contact **RevolutionParts at 408-426-7470**



**Note:** sales data from Stellantis CA 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  
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408-426-7470