

REVOLUTION PARTS

Automotive Parts &
Accessories eCommerce

TREND REPORT

2024 Year-in-Review Toyota & Lexus Parts and Accessories Report

Trends and data from Toyota & Lexus
dealers using RevolutionParts to sell more
genuine parts and accessories.



TOYOTA



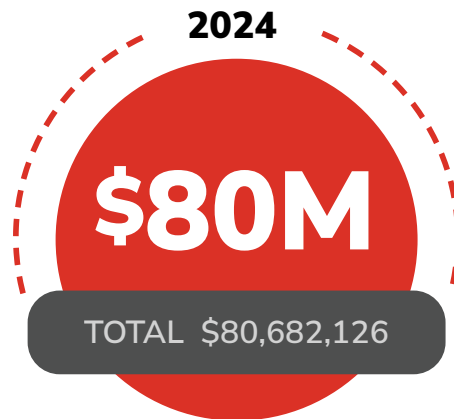
LEXUS



INTRODUCTION

Toyota & Lexus Dealers are Finding Huge Success with RevolutionParts!

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

Over the years, Toyota and Lexus 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:

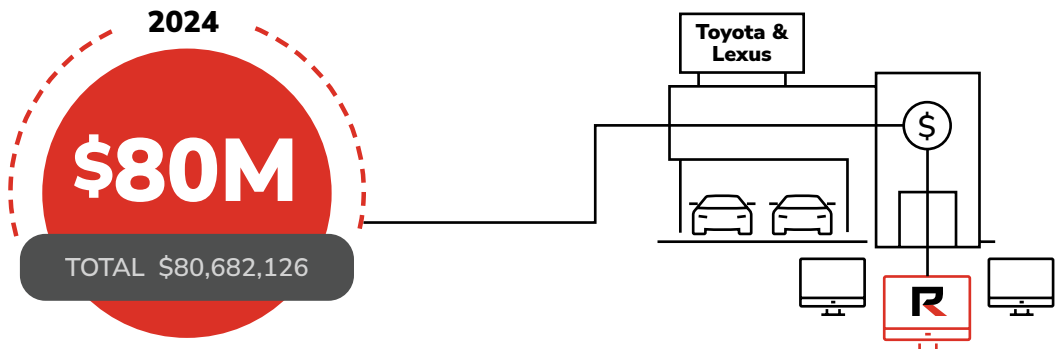
- 1 The online auto parts market is growing quickly, with an annual growth rate between 13.8% and 16.02%.
- 2 The online parts market is projected to grow to \$35 billion by 2030.
- 3 Not selling online is no longer an option for dealerships. Dealers and manufacturers must have a digital presence to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



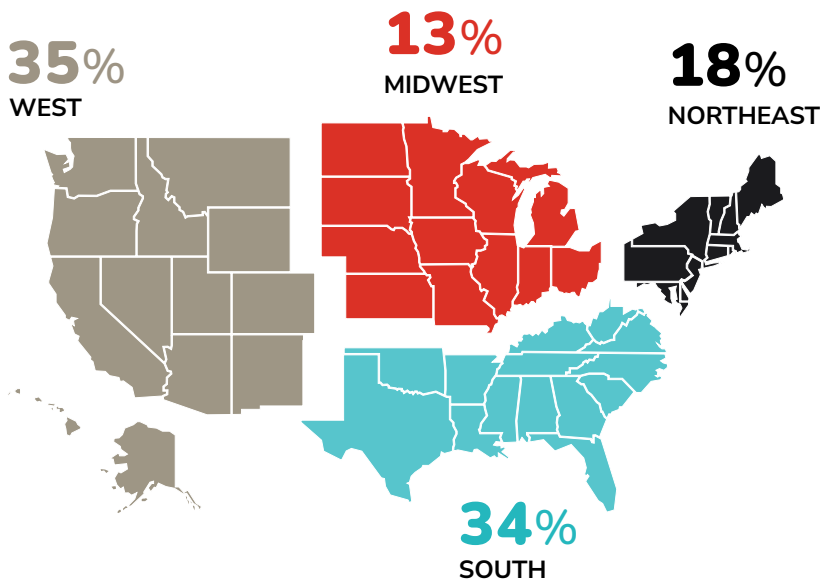
This report outlines key Toyota and Lexus part and accessory trends and opportunities to help capture more of the aftersales market.

Toyota & Lexus DEALERSHIP PERFORMANCE

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



US Regional Sales Breakdown



Top 10 Toyota & Lexus Parts Sold Online

- 1 Brake Pads Front
- 2 Spark Plug
- 3 Air Filter
- 4 Suspension Ball Joint (Right, Front, Lower)
- 5 Suspension Ball Joint (Left, Front, Lower)
- 6 Serpentine Belt
- 7 Brake Pads Rear
- 8 Suspension Control Arm (Right, Front, Lower)
- 9 Suspension Control Arm (Left, Front, Lower)
- 10 Disc Brake Rotor (Front)



\$7,277,357

2024 Revenue of
Top Dealer

(Online Parts & Accessories Sales)



\$501,131

Average 2024 Revenue for
Toyota and Lexus Dealers

(Online Parts & Accessories Sales)



PERFORMANCE BY SALES CHANNEL

Toyota and Lexus dealers have a massive opportunity for online parts & accessories sales through varying online sales channels.



\$66,784,964

Toyota and Lexus dealerships selling on their own RevolutionParts Web Store



\$1,773,706

Toyota + Lexus dealerships selling on Amazon with RevolutionParts



\$4,227,177

Toyota + Lexus dealerships selling on eBay with RevolutionParts

\$7,896,217

Toyota + Lexus dealerships selling on Superstore with RevolutionParts

Toyota & Lexus Parts & Accessories Marketing Analysis



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

10.3x

RETURN ON AD SPEND

27.9x

RETURN ON MARKETING SPEND

Toyota and Lexus dealerships earn **\$10.30** back on every dollar they spend on paid ads to market their online part and accessory store. The average dealership invests around **\$2,115** in monthly marketing ad spend and turns it into **\$21,784** in monthly revenue.

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



Note: Sales data from Toyota and Lexus 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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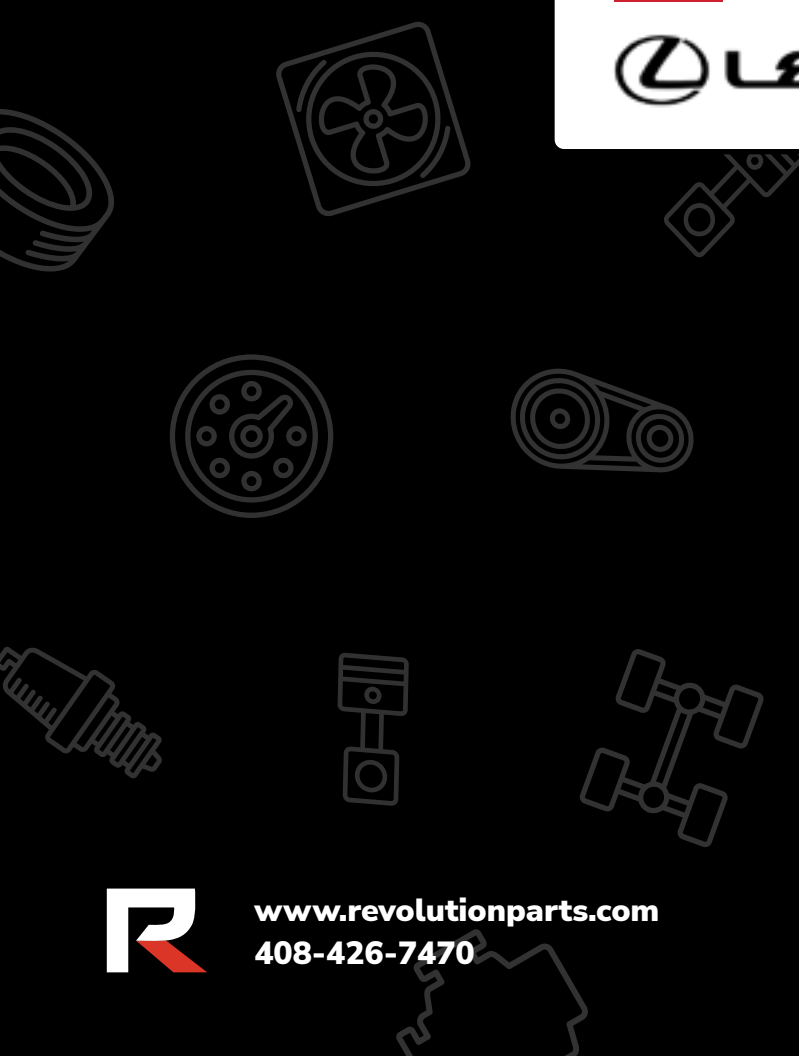
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