INFOMEDIA™

The SimplePart Report on Parts & Accessories E-Commerce

What real transaction data reveals about selling genuine parts and accessories online, and how dealers can sell more.



FIRST ANNUAL REPORT | 2024–2025 PLATFORM DATA

Welcome to the most useful parts and accessories data report around

This is SimplePart's first annual report on parts and accessories e-commerce. It is built on real transaction data from the SimplePart platform across 2024 and 2025, made possible by our partnerships with 18 global OEMs.

Those partnerships keep our data OEM-led. They power the parts and accessories catalogs and websites we build, and the programs, campaigns, and promotions we run with dealership groups across North America.
The aim of this report is simple: to give dealers the evidence they need to grow their genuine parts and accessories business online. You'll see what sells best, where to double down, and which channels and investments deliver the strongest return.

Selling parts and accessories online, on an easy-to-use, optimized platform like SimplePart, is one of the clearest revenue opportunities in aftersales today. The numbers that follow show why.



IN THIS REPORT

1. The opportunity is real, and it's now
2. Parts and accessories: the numbers
3. Promotions drive sales, big time
4. Where sales really come from
5. Why investing in e-commerce pays off
6. Conclusion: the opportunity is ready to be taken

KEY TAKEAWAYS

Eight numbers every dealer should know

$746B

Forecast size of the global e-commerce automotive aftermarket by 2034, nearly 3x its 2024 value[1]

$83.7M

Parts and accessories sales through the SimplePart platform in 2025

2x

Accessories are growing almost twice as fast as parts (11% vs 6% year on year)

39%

of online parts and accessories orders are placed outside business hours

16x

more orders on promo days than non-promo days, in one OEM program

3x+

order lift when free shipping is stacked with a seasonal promotion, in one OEM program

2.8x

OEM referrals deliver 25% of sales from just 9% of visits

$7.51

in online sales for every $1 invested on the Advanced package

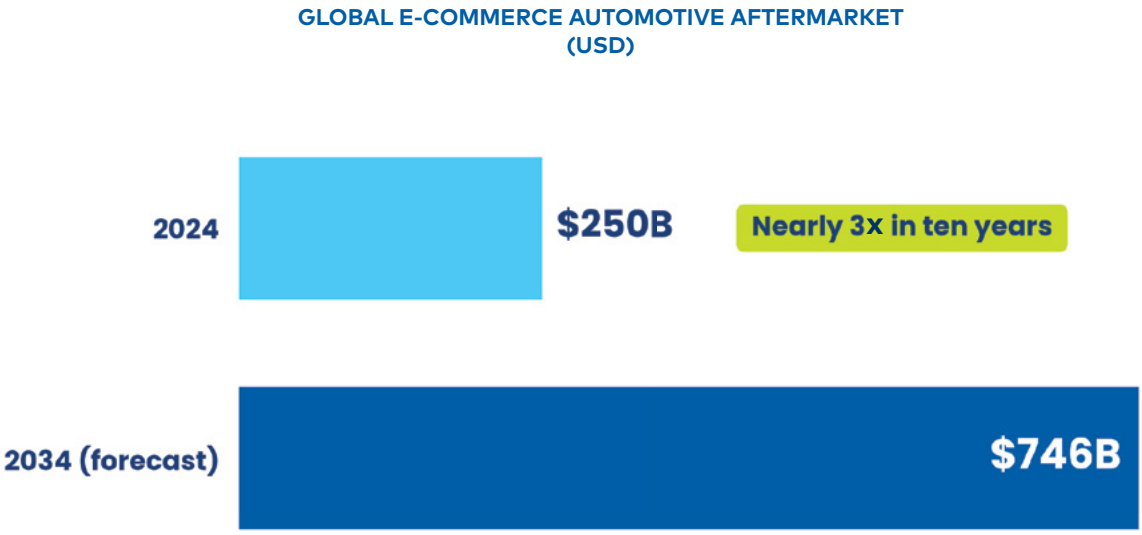
[1] Precedence Research. All other figures: SimplePart platform data. See notes at the end of this report.

01

The opportunity is real, and it's now

Shoppers already expect to buy parts and accessories online, and the market is set to nearly triple in a decade.

The global e-commerce automotive aftermarket is booming. It was worth an estimated $250 billion in 2024, and is forecast to reach $746 billion by 2034.[1]



Source: Precedence Research, E-Commerce Automotive Aftermarket Market (2025).

Customers expect to buy their parts and accessories online

Nearly half of all car parts consumers now buy automotive parts or accessories online.[2] And when an OEM brand offers an official online parts store, its car owners use it.

Up to 33%

of an OEM brand's vehicle owners shop through its official parts and accessories website, powered by SimplePart

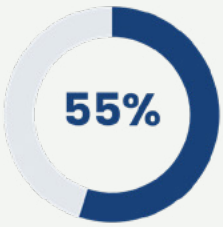
...and they expect to buy on their terms

Online shoppers buy when it suits them, and they want flexible fulfillment. A store that is only open during business hours, or only offers in-store pickup, leaves sales on the table.



of online orders are placed outside business hours

61% in business hours



of orders are shipped to the customer's home

45% picked up at the dealer

Source: SimplePart platform data, 2025.

REAL RETURNS ARE THERE TO BE MADE

$83.7M

in genuine parts and accessories sales through the SimplePart platform in 2025. This is a revenue stream dealers can't afford to ignore.

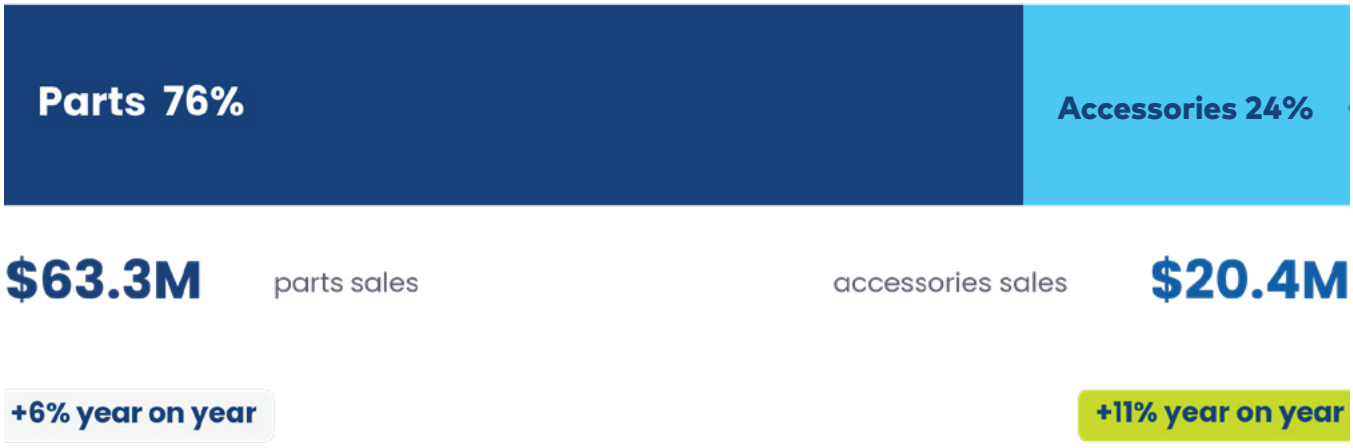
02

Parts and accessories: the numbers

Parts still lead in sales. Accessories lead in growth.

2025 data from the SimplePart platform shows how important parts and accessories are to a dealership's bottom line. Parts still make up three-quarters of sales, but accessories sales are growing at almost twice the pace.

SHARE OF 2025 SALES AND YEAR-ON-YEAR GROWTH



Source: SimplePart platform data, 2025 vs 2024.

THE QUESTION FOR DEALERS

How much focus do accessories get in your e-commerce store? Are you backing them with promotions and deals to make the most of the growth?

What sold in 2025

Knowing what customers want to buy is key. A 2025 YouGov US survey found that 49% of car owners bought tires in the past year, making them the most commonly purchased part, followed by batteries (35%) and braking system parts (26%).[3]

Knowing what *your* customers want to buy can be transformational. SimplePart reporting goes deeper, down to product type and even brand, so you can tailor your marketing and your store to engage customers and optimize sales. Batteries and brakes top both the national survey and our own data.

Across the OEM programs we analyzed, popular accessories included cargo carriers, roof crossbars, trailer hitches and EV charging adapter, giving dealers a clearer picture of the product customers are buying online.

Top 5 part types	Top 5 accessory types
1 Brakes	1 Interior
2 Batteries	2 Exterior
3 Filters	3 Transport
4 Ignition and spark plugs	4 Comfort and protection
5 Suspension	5 Bed / cargo area

Source: SimplePart platform data, 2025. Ranked by sales.

This level of detail pays off. As the next section shows, knowing what sells, and promoting it at the right moment, is one of the most powerful levers a dealer has.

03

Promotions drive sales, big time

The more you promote, and the smarter you stack your offers, the more you sell.

Digital promotions are a critical lever for driving site visits, basket sizes, and conversions. The equation is simple: the more promotional activity, the higher the sales. And the more you test, measure, and act on your promotional data, the better your results.

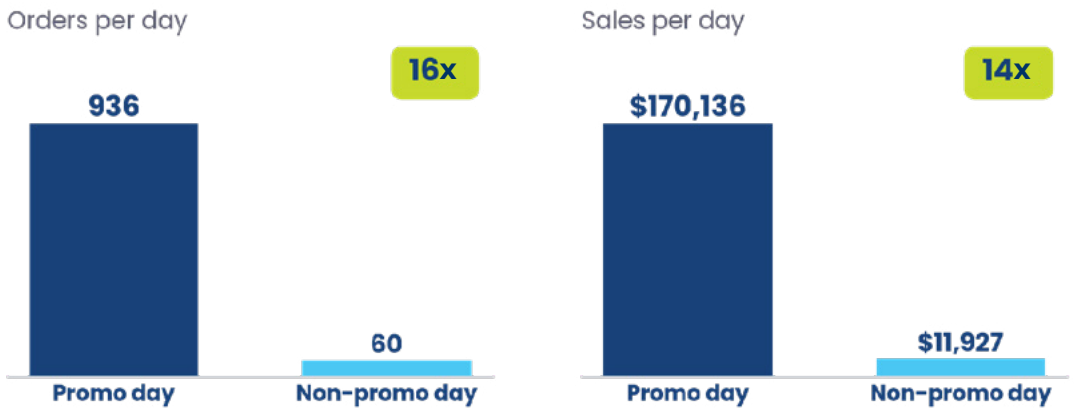
Because SimplePart can run OEM-sponsored promotions, dealers can scale the economics of their campaigns. Dealers need to opt in to take part and benefit. More are doing so every year, and there is room for many more.

Example one: bigger promotions, bigger sales

Two years of sales data for two leading global OEM brands in the US show sales tracking promotions closely. Sales spike every November and December as promotional activity ramps up, and the size of the spike follows the size of the push. The dealer networks invested more in promotions in late 2024 than in late 2025, and saw a bigger sales lift as a result.

Example two: one OEM's promotional year

Takeaway one: promo days dramatically outperform non-promo days. In 2025, one US OEM program saw 16x the orders and 14x the sales on days with a promotion running.



Source: SimplePart platform data, one US OEM program, 2025. Daily averages.

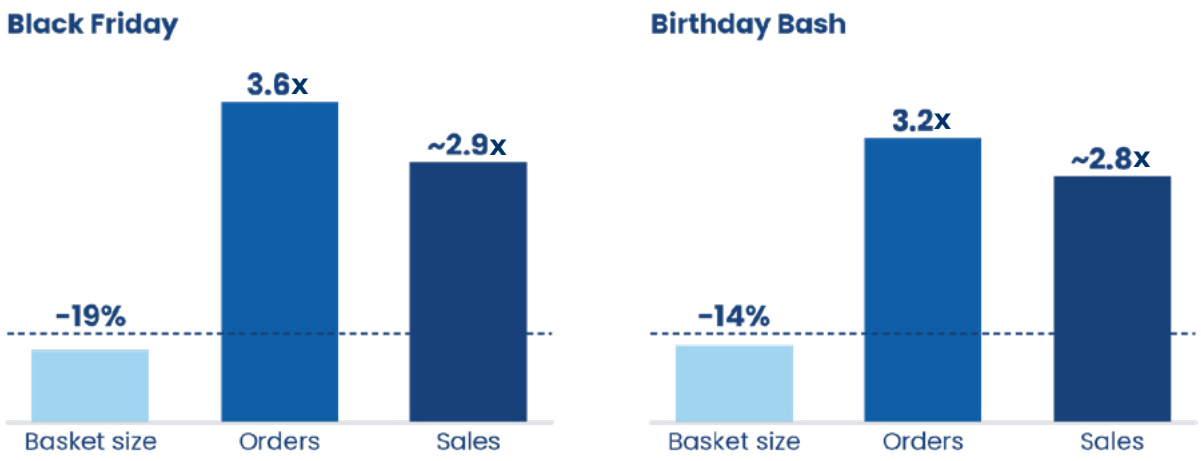
Takeaway two: stacking free shipping with a seasonal promotion triples orders. Across nine seasonal promotions, adding free shipping lifted order volume by 3.0x to 3.6x compared with the same promotion on its own.

ORDER LIFT WITH FREE SHIPPING STACKED



Takeaways three and four: baskets get smaller, but revenue grows much bigger. With free shipping there's no minimum spend to reach, so shoppers often buy only what they came for, and basket size drops slightly. But the lift in orders more than makes up for it: total sales run 2.5x to 3x higher on the stacked promotion.

STACKED PROMOTION VS THE SAME PROMOTION ON ITS OWN (STANDALONE = 1.0)



Source: SimplePart platform data, one US OEM program, 2025. Sales lift derived from order lift and basket change.

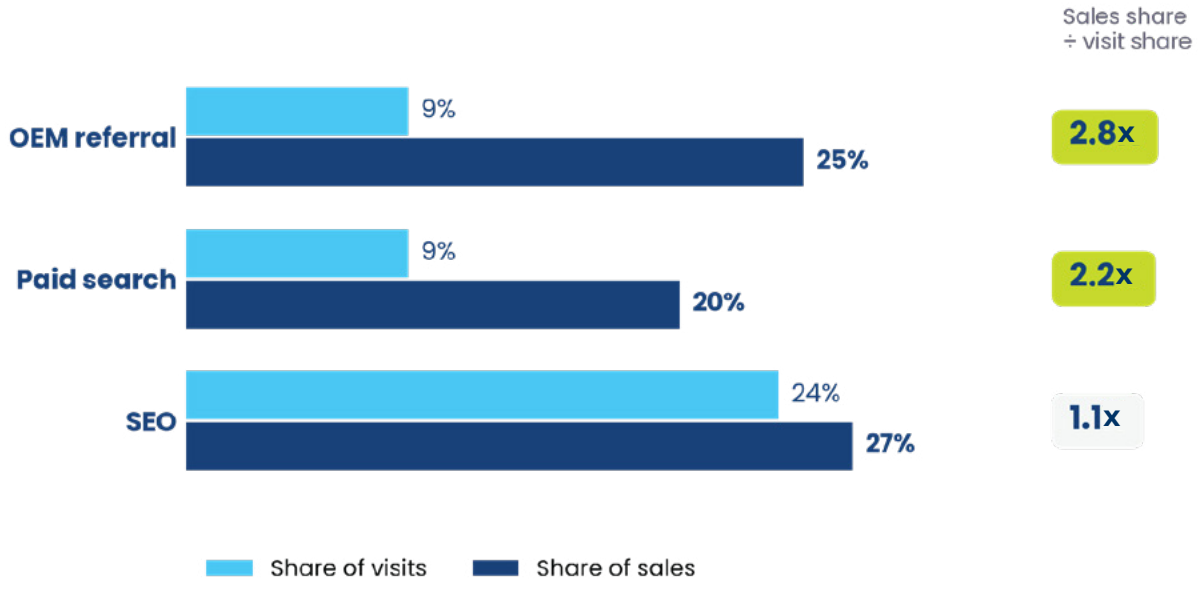
04

Where sales really come from

Driving traffic is only half the story. Turning it into sales is what matters.

We analyzed traffic and sales sources across all SimplePart clients in 2025 to see which channels drive the most visits, and which deliver the most sales. The difference is striking: some channels bring in far more sales than their share of traffic would suggest.

SHARE OF VISITS VS SHARE OF SALES, 2025



Source: SimplePart platform data, all clients, 2025. Channels shown are those reported for both visits and sales. Returning visitors account for 56% of visits; dealer websites drive 10% of sales.

Four opportunities dealers need to know

The results point to a balanced e-commerce strategy: some channels excel at attracting and engaging visitors, while others are especially good at turning purchase intent into revenue. The opportunity is to bring them together.

1

Capitalize on OEM referrals

OEM referrals generate 25% of sales from just 9% of visits. Stronger links between OEM websites and dealer stores capture high-intent shoppers.

2

Invest in channels that convert

Paid search delivers 20% of sales from 9% of visits, reaching customers who are actively looking to buy.

3

Make organic discovery a priority

SEO drives 24% of visits and 27% of sales. As AI-powered search grows, Generative Engine Optimization (GEO) matters too.

4

Turn returning visitors into buyers

Returning visitors make up 56% of traffic. Personalized offers, email, and timely promotions turn repeat visits into sales.

THE BOTTOM LINE

E-commerce growth isn't simply about generating more traffic. It's about the right mix of channels to attract, engage, and convert customers. Understand how each channel contributes to the buying journey, and you can invest smarter, convert more, and sell more genuine parts and accessories.

05

Why investing in e-commerce pays off

Every package delivers a return, and the return grows as dealers invest more.

Online parts shoppers expect convenience, accuracy, and fast fulfillment. SimplePart gives OEMs and dealers everything they need to meet that expectation: an optimized storefront, seamless order management, and data-driven marketing. Together they grow online sales, keep customers coming back, and connect a dealer's online and in-store parts business.

PACKAGE 1

Base

Claim your corner of the market with your branded parts and accessories website, and reach new customers online.

PACKAGE 2

Base Plus

Expand your market to new local customers and make the most of your website with online advertising.

PACKAGE 3

Advanced

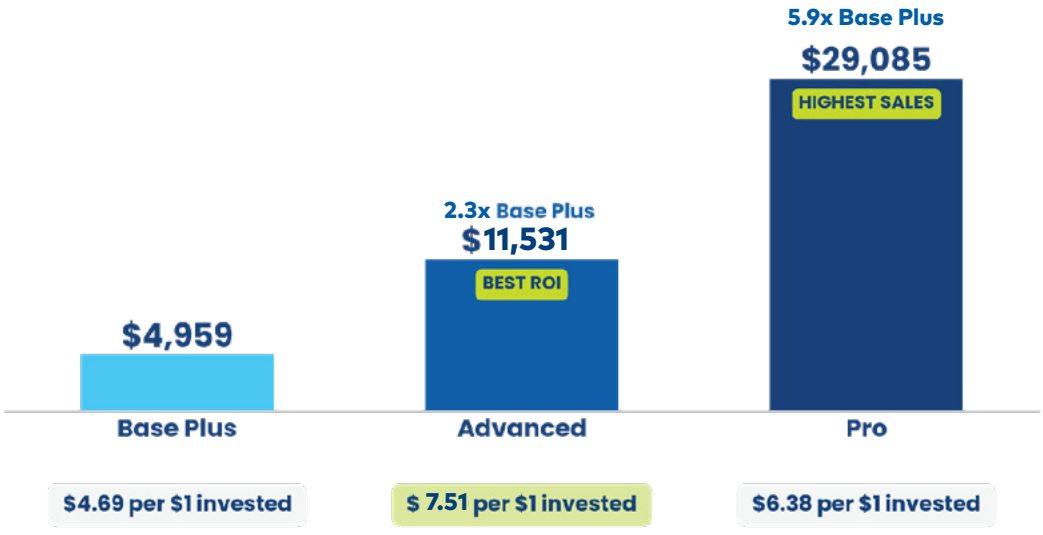
Jumpstart your online store with broader advertising, expert strategy and consulting.

PACKAGE 4

Pro

Maximize performance with our premium package, offering the full breadth of our e-commerce program.

AVERAGE MONTHLY ONLINE SALES PER DEALER, AND SALES PER $1 INVESTED, 2025



Source: SimplePart platform data, 2025, selected US OEM programs and non-program dealers. ROI = dealer online sales ÷ (package fees + ad spend). Advanced excludes two outlier dealers.

What the results show

$7,51

Advanced delivers the best return. Every $1 invested generates $7.51 in online sales, 1.6 times the $4.69 of Base Plus.

$29,085

Pro delivers the most sales. Pro dealers average $29,085 in online sales a month: 2.5x Advanced and almost 6x Base Plus.

The right package depends on the dealer's goal. Advanced makes every dollar work hardest. Pro is built for dealers who want the greatest overall sales growth. Look at both measures: ROI shows how efficiently a dealer's money works, and monthly sales show how much the business grows.

The opportunity is ready to be taken

The 2025 data makes one thing clear: genuine parts and accessories e-commerce isn't a side project. It's a revenue stream dealers can grow today. Shoppers already expect to buy online, at any hour, and to pick up or ship to their home as it suits them. The dealers who meet that expectation are the ones winning the sale.



Where to focus

1. **Back the growth**
   Parts still lead, but accessories are growing almost twice as fast. Give them the attention, and the promotions, they now deserve.

2. **Promote, and stack smartly**
   Promo days drive 16x the orders. Pairing free shipping with a seasonal promotion lifts orders by up to 3.6x. Opt in to OEM-sponsored promotions to scale that impact.

3. **Invest in the channels that convert**
   SEO, OEM referrals and paid search together generate more than 70% of online sales.

4. **Choose the package that matches your goal**
   Advanced makes every dollar work hardest. Pro drives the most sales.

The dealers who get the most from e-commerce treat it as part of their parts business, not an add-on. They act on their data, promote consistently and invest in the right mix of channels. SimplePart gives them the platform, the OEM partnerships and the expertise to do exactly that.

Ready to see what your parts and accessories business could earn online?

Request a demo at www.ifmamericas.com

NOTES AND SOURCES

[1] Precedence Research, E-Commerce Automotive Aftermarket Market Size (2025): USD 250.39B in 2024, forecast USD 745.90B by 2034.
[2] Westwood One, Auto aftermarket retailers: new study reveals significant recovery in shopping (November 2024).
[3] YouGov US survey, 2025.

A promo day is any day with a product coupon live.

All other figures: SimplePart platform data, 2024–2025. Promotions results in Section 03 come from specific OEM programs and are not averages across all dealers.

INFOMEDIA™

Infomedia is a global data and AI leader that has helped automotive retailers maximize end-to-end aftersales operations for more than 35 years. We help retailers keep more customers, sell more parts, and make more money.

SimplePart is Infomedia's intuitive, storefront-branded e-commerce platform built for genuine parts and accessories. It combines an optimized storefront, seamless order management, and data-driven marketing to increase online sales and customer retention.

THE SIMPLEPART PLATFORM

User-friendly site

Assembly diagrams, clickable hotspots and a mobile-responsive, WCAG-compliant design.

Real-time reports

300+ reports in the Control Panel give complete insight into your store.

Secure e-commerce

PCI-certified e-commerce as standard, with a range of payment integrations.

OEM online catalog

The full catalog of genuine parts, accessories, and gear, kept up to date.

INFOMEDIA IN NUMBERS

35+	250K	186	50	40+
years in automotive data and technology	users of Infomedia solutions	countries	OEM brands	languages

INFOMEDIA™

Find out more and request a demo:
www.ifmamericas.com

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