2021 Deep Dive: Online Auto Parts + Accessories Data, Trends, + Stats

The auto parts and accessories sector is one of the many industries that witnessed significant growth online in 2020, with ecommerce up across the board due to COVID-19. Online auto care, parts, sales, and accessories sales reached new heights last year and are expected to break more records in the years to come.

As the pandemic continues to subside and in-person shopping returns to normal guidelines, what does the future hold for the auto parts and accessories industry? If your brand falls into this category, how can you ensure you're staying ahead of a rapidly evolving marketplace with successful conversion-driving strategies?

2021 Ecommerce Auto Parts + Accessories Trends + Stats

29.9%

US online sales of new auto parts and accessories surged 29.9% to exceed $16 billion in 2020.

$17.7B

US online sales of new auto parts and accessories are expected to reach $17.7 billion in 2021.

$8.3B

Amazon has been a key driver of this growth, selling $8.3 billion in auto parts sales last year (not including third-party sales).

65%

Mobile makes up approximately 65% of total traffic to auto parts and accessory websites.

$11.7B

Mobile sales of new auto parts and accessories purchased are expected to reach $11.7 billion this year.

COVID-19's Impact on the Auto Parts + Accessories Industry

The auto parts and accessories industry didn't also reach record heights last year - it also *surged past* what the experts projected pre-pandemic.

Pre-pandemic estimates had US online sales of new auto parts and accessories at $14.1 billion in 2020, but that number actually **exceeded $16 billion**.

The auto parts + accessories saw an additional **$1.9 billion** in online revenue due to the pandemic.

US online sales of new auto parts and accessories **exceeded $16 billion** in 2020.

Ecommerce Strategies + Tips for Auto Parts + Accessories Brands

Digital activity is projected to influence **$154.6 billion** in auto sales in 2021, up from **$140.9 billion** in 2020. That's expected to surge to **$161.1B** in 2022 and **$168B** in 2023.

When it comes to your brand's online shopping experience, keeping things simple is key. Remember that saving time is a key reason that consumers shop online. In fact, when it comes to purchasing a vehicle, 83% of consumers shop online in order to save time.

Our experts are here to help you... let's start the conversation:

Does your brand have big goals this year? We'd love to help you achieve them, whether you're looking to increase your Amazon sales, improve your paid search presence, or optimize your website and landing pages.

Reach out anytime by emailing ***Matt Gardner at mgardner@roirevolution.com*** to connect one-on-one to help identify untapped growth potential for your business.