

# Automotive Parts eCommerce

The Online Automotive Parts and Accessories Sales industry has experienced notable growth over the past five years, as consumers have increasingly shifted purchasing activity online. The industry is expected to continue to grow over the next five years to 2021 as sales continue to shift online and increased disposable income results in greater sales of replacement auto parts.

- IBIS World January 2017

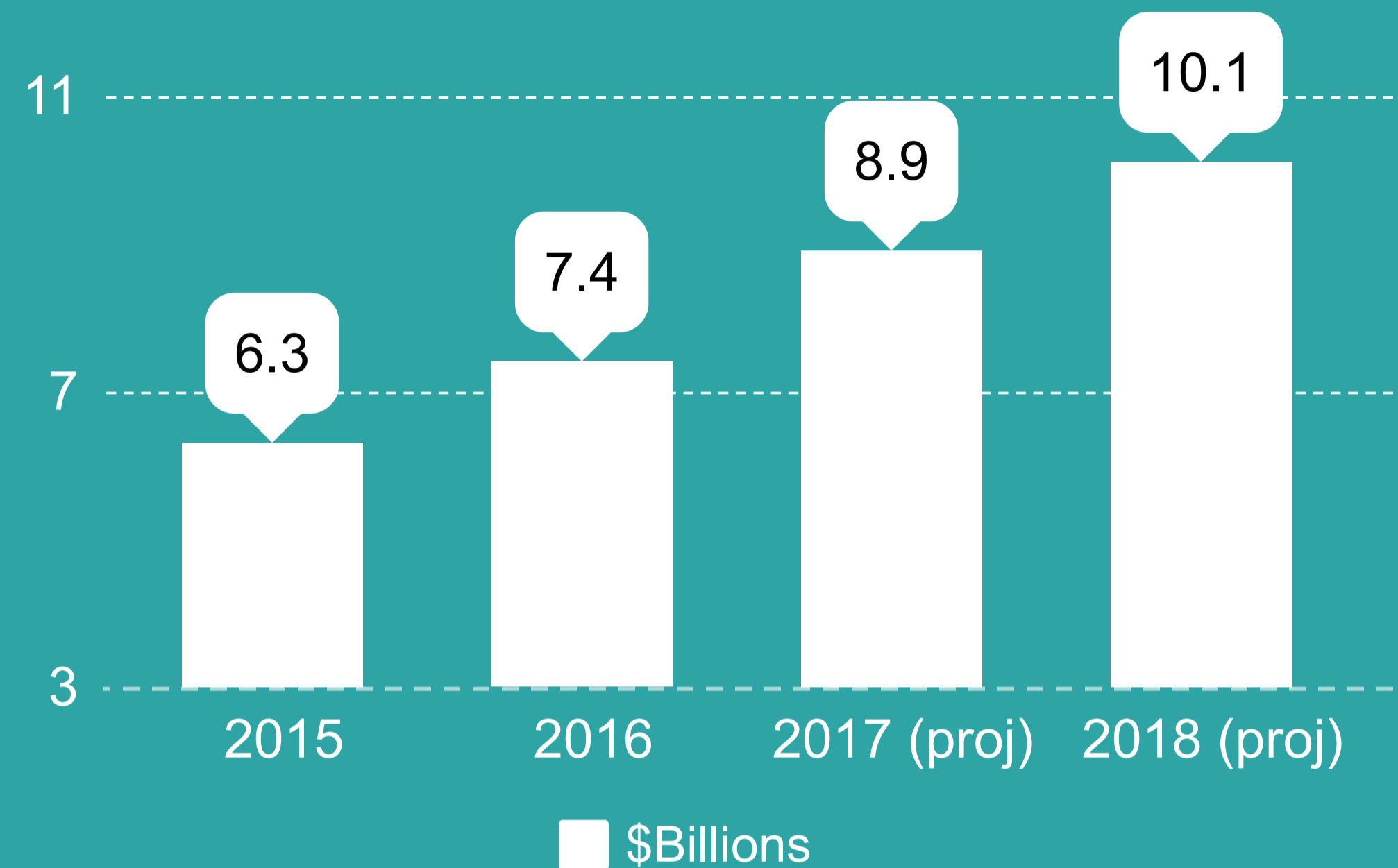
## The Online Opportunity

Annual forecast for online car parts sales projects retail sales at \$8.89 billion in 2017, posting a 16% increase over 2016.

2016 saw a dramatic shift in online sales to mobile devices. It's safe to say at least \$4 billion in auto parts will be sold online in 2017 using mobile devices.

-Hedges & Company 2017\*

## Online Sales & Projected Sales of New Auto Parts & Accessories\*



## Additional Statistics



3 parts or accessories are sold on eBay Motors every second



Today only 5% of online parts purchases go to OEM dealers - 95% is going to aftermarket competitors and independent sellers



eCommerce car parts sales projected to grow by 15% in 2017 and 2018



## How can you reach online buyers?

Create a parts eCommerce storefront

Feature part listings on eBay Motors

Dealership website marketing & promotions

Visit [www.oeconnection.com](http://www.oeconnection.com) or call us at 888.776.5792, ext. 3 to see how we can help you reach online buyers!

