

E-Commerce Automotive Aftermarket Market Size & Share Analysis - Growth Trends And Forecast (2026 - 2031)

> ****Industry:**** Tires, Components & Aftermarket (Automotive & Transportation)
> ****Source:**** https://www.mordorintelligence.com/industry-reports/e-commerce-automotive-aftermarket-market(https://www.mordorintelligence.com/industry-reports/e-commerce-automotive-aftermarket-market)
> ****Scraped Date:**** 2026-09-17

Executive Market Summary

Market Metric	Details
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Base Market Size	USD 128.61 billion
Projected Forecast (2031)	USD 128.61 billion
Growth Rate (CAGR)	16.65 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

![Major players in E-commerce Automotive Aftermarket industry](images/chart_2.png)

![E-commerce Automotive Aftermarket Market Size](images/chart_3.png)

![E-commerce Automotive Aftermarket Market Share by Replacement Part, 2025](images/chart_4.png)

![E-commerce Automotive Aftermarket Market Share by Vehicle Type, 2025](images/chart_5.png)

![E-commerce Automotive Aftermarket Market Growth Rate by Region](images/chart_6.png)

![E-commerce Automotive Aftermarket Market Concentration](images/chart_7.png)

![Icon](images/chart_8.png)

![footer background image](images/chart_10.png)

![Mordor Intelligence on Facebook](images/chart_12.svg)

![Mordor Intelligence on Pinterest](images/chart_14.svg)

![Mordor Intelligence on Instagram](images/chart_15.svg)

![ESOMAR](images/chart_17.png)

![GPTW](images/chart_19.png)

Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview	Study Period 2019 - 2031
Market Size (2026)	USD 128.61 Billion
Market Size (2031)	USD 277.77 Billion
Growth Rate (2026 - 2031)	16.65 %
Fastest Growing Market	Asia Pacific
Largest Market	North America

Market Concentration | Medium |

Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

E-commerce Automotive Aftermarket Market Analysis by Mordor IntelligenceThe E-commerce Automotive Aftermarket Market size is expected to increase from USD 110.25 billion in 2025 to USD 128.61 billion in 2026 to USD 277.77 billion by 2031, growing at a CAGR of 16.65% over 2026-2031. Demand is accelerating as aging vehicle fleets push replacement parts online, smartphone penetration shortens the research-to-checkout cycle, and same-day logistics networks erode the speed advantage of brick-and-mortar outlets. Original-equipment manufacturers (OEMs) now sell genuine components directly to drivers, compressing distributor margins and forcing independents to compete on artificial-intelligence fitment accuracy, warehouse proximity, and trusted brand partnerships. Electronic components are the fastest-expanding category because advanced driver-assistance systems, infotainment upgrades, and powertrain electrification multiply sensor, camera, and wiring-harness requirements. Counterfeit parts risk and global semiconductor constraints remain structural headwinds, yet investment in blockchain authentication and diversified chip sourcing is partially offsetting these pressures.

Key Report Takeaways* By replacement part, suspension systems held 26.64% of the E-commerce Automotive Aftermarket Market share in 2025, while electrical components are projected to expand at a 17.66% CAGR through 2031.

* By sales channel, business-to-consumer transactions accounted for 66.59% of 2025 revenue, and business-to-business is forecast to grow at a 22.70% CAGR between 2026 and 2031.

* By vehicle type, passenger cars accounted for 62.49% of 2025 revenue and are advancing at a 29.17% CAGR through 2031.

* By propulsion, internal-combustion vehicles dominated with 84.01% of 2025 revenue, whereas electric vehicles are set to grow at a 25.10% CAGR over the forecast period.

* By region, North America accounted for 38.45% of 2025 revenue, and Asia-Pacific is projected to register the fastest expansion at a 24.70% CAGR through 2031.

Key Market Trends

Market Trends and InsightsDrivers Impact Analysis of E-commerce Automotive Aftermarket Market*Driver | (~) % Impact on CAGR Forecast | Geographic Relevance | Impact Timeline |

Rising Average Vehicle Age | +3.2% | Global, with concentration in North America and Europe | Long term (≥ 4 years) |

Smartphone And Internet Penetration | +2.8% | Asia-Pacific core, spill-over to South America and Africa | Medium term (2-4 years) |

Last-Mile Logistics and Same-Day Delivery | +2.1% | North America and EU, expanding to urban Asia-Pacific | Short term (≤ 2 years) |

OEM-Managed E-commerce Channels | +1.9% | Global, led by premium brands in developed markets | Medium term (2-4 years) |

AI-Powered Parts-Fitment | +1.6% | North America and Europe, early adoption in China | Short term (≤ 2 years) |

Subscription-Based Replenishment Models | +1.4% | North America and Europe, commercial fleet focus | Long term (≥ 4 years) |

Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

The competitive field is moderately concentrated. Amazon has a significant hold on global aftermarket e-commerce sales through its Prime delivery promise and extensive seller ecosystem. Alibaba's cross-border storefronts contribute significantly to its market share, supported by direct relationships with Asian manufacturers. Traditional auto-parts chains respond with buy-online-pick-up-in-store models and investments in same-day courier partnerships to defend core customer bases.

Technology adoption differentiates front-runners. Fitment engines powered by artificial intelligence deliver vehicle-specific accuracy, shrinking costly returns and improving conversion rates. Subscription-based fleet replenishment programs drive predictable recurring revenue and higher lifetime value. Security layers such as serialization, QR code tracking, and supplier rating systems help trusted platforms combat counterfeits, reinforcing brand equity and widening moats within the E-commerce Automotive Aftermarket Market.

Strategic alliances proliferate. An automaker recently opened a branded storefront on a leading marketplace, enabling customers to configure, finance, and schedule delivery of new vehicles entirely online. Major platforms have also purchased fitment-software providers and last-mile delivery startups to own critical capabilities. Consolidation is likely as scale synergies in procurement, logistics, and IT raise the bar for participation.

E-commerce Automotive Aftermarket Industry Leaders* Amazon.com

* Alibaba Group

* Advance Auto Parts

* AutoZone

* O'Reilly Auto Parts

* *Disclaimer: Major Players sorted in no particular order

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Component Component 3 Scope Of The Report Bottom

Global E-commerce Automotive Aftermarket Market Report ScopeThe E-commerce Automotive Aftermarket Market report is segmented by replacement part (engine parts, transmission and steering, brake system, lighting, electrical parts, suspension system, wipers, others), sales channel (business-to-business (B2B) and business-to-consumer (B2C)), vehicle type (passenger cars, light commercial vehicles (LCVs), and medium and heavy commercial vehicles (MHCVs)), propulsion (internal combustion engine (ICE) vehicles, electric vehicles (EVs), and hybrid vehicles), and geography (North America, South America, Europe, Asia-Pacific, and Middle East and Africa). The Market Forecasts are Provided in Value (USD).

By Replacement PartEngine Parts |

Transmission and Steering |

Brake System |

Lighting |

Electrical Parts |

Suspension System |

Wipers |

Others |

Segmentation Accordion Item

GeographyNorth America | United States |

| Canada |

| Rest of North America |

- South America | Brazil |
 - | Argentina |
 - | Rest of South America |
- Europe | United Kingdom |
 - | Germany |
 - | France |
 - | Spain |
 - | Italy |
 - | Netherlands |
 - | Russia |
 - | Rest of Europe |
- Asia-Pacific | China |
 - | India |
 - | Japan |
 - | South Korea |
 - | Australia |
 - | Rest of Asia-Pacific |
- Middle East and Africa | United Arab Emirates |
 - | Saudi Arabia |
 - | South Africa |
 - | Rest of Middle-East and Africa |

Frequently Asked Questions

What is the projected value of global e-commerce automotive parts sales by 2031?

The E-commerce Automotive Aftermarket Market size is forecast to reach USD 277.77 billion by 2031.

Which replacement-part category is expected to grow the fastest?

Electrical components are advancing at a 17.66% CAGR through 2031 due to rapid ADAS and EV adoption.

How quickly is Asia-Pacific expanding in online automotive parts?

Asia-Pacific revenue is projected to rise at a 24.70% CAGR between 2026 and 2031, the quickest among regions.

Why are OEM portals significant for digital parts retailing?

OEM portals integrate VIN lookup, guarantee genuine parts, and cut return rates, directly challenging independent distributors.

What is driving business-to-business e-commerce adoption among fleets?

Telematics integration enables automated parts orders that minimize downtime and support predictable maintenance budgets.