
Market Synopsis

The global E-commerce industry is in a state of expansion with consolidation. More consumers are buying digitally, and worldwide retail E-commerce sales are rising. At the same time, the major international players such as Amazon and Alibaba are widening their reach by buying up smaller local platforms, especially in flourishing e-commerce markets.

The automotive e-commerce market is driven by numerous factors such as aging vehicle fleet, growth of global e-commerce industry, and digitization of channels and interfaces. Factors such as higher price transparency, and greater diversity of parts also support its growth. Rise in internet penetration, per capita income of the consumers, and the number of online shoppers also add to the growth.

The increased influence of digital transformation is also reshaping the global automotive industry. Automotive aftermarket is also witnessing a gradual shift from traditional legacy systems to the digitalized world powered by Big Data, Predictive Analytics, Mobility and IoT. Digitalization allows aftermarket players to further increase the automotive aftermarket’s value as connectivity helps them move closer to the end customer and generate big data. Digitization allows for substantial improvements in the value chain and decreased lead times for workshops and customers. With a shorter value chain, the margin of distributors and middlemen will be divided among customers, parts manufacturers, and online players. The reduction in trade steps has led some players to expect lower and more stable margins.

The market is expected to witness growth opportunities as the major players in the market are collaborating with parts and repair information systems for promoting their automotive e-commerce business. Providers are also offering repair manuals and repair webinars for enabling the customers for proper installation of the automotive parts. E-tailers also offer professional customer hotline for ensuring that the right parts are ordered. However, the identification of damaged parts and installation of the online purchased parts are expected to hinder the market growth. Also, the players witness certain challenges due to the options of variable payment methods, same day delivery policies, and handling the return request of the customers. Thus, the automotive e-commerce market is expected to expand at ~6% CAGR during the forecast period.

Automotive e-commerce market -By Segment
Regional Analysis

The global market is segmented on the basis of geography in the regions of Asia Pacific, North America, Europe, and the Middle East & Africa. Europe region is expected to dominate the growth of the automotive e-commerce market over the forecast period. Europe is one of the major markets for automotive e-commerce due to the growth in e-commerce. The adoption of e-commerce ensures a greater degree of flexibility and customization spending by purchasers of the automotive components. The growing inclination of consumers towards cross-border online shopping, highlights an increasing realization that buying from another country, where the cost are low, would involve lower prices and a wider range of products or brands. The internet, as a channel, will benefit greatly from the growing consumer awareness about cross-border purchasing because of its immediate advertising potential and the ease and speed, with which businesses can offer their products at best prices.

Asia Pacific is a key market, owing to major e-commerce players in the region, such as Amazon.com, Alibaba Group, Flipkart Internet Private Limited, and E-bay Inc. Initiatives such as Digital India, and partnerships between e-commerce platform providers and brick & mortar stores, are further expected to boost the market. The development of the auto parts manufacturing industry in Asia Pacific is primarily driven by the growing automobile manufacturing industry, especially in countries, such as China, Korea, and India. The lucrative automotive industry of the region is driving the growth of the online automotive parts and components market in Asia Pacific. The major e-commerce automotive aftermarket players in the market are majorly focusing on differentiation of products and services for enhancing their customer traction. Major automobile component manufacturers are also adopting the online sales channel for higher revenue generation.

Some of the key players in the global automotive e-commerce market include Amazon.com, Inc. (U.S.), eBay Inc. (U.S.), Taobao (China), Tmall.com (China), and Alibaba Group Holding Limited (China). Wal-Mart Stores, Inc. (U.S.), JD.com, Inc. (China), Snapdeal (India), Denso Corporation (Japan), and American Tire Distributors Holdings, Inc.(U.S.) are among others.

The report for Global Automotive e-commerce market of Market Research Future comprises extensive primary research along with the detailed analysis of qualitative and quantitative aspects by various industry experts, key opinion leaders to gain the deeper insight into the market and industry performance. The report gives the clear picture of current market scenario which includes historical and projected market size in terms of value and volume, technological advancement, macro economical and governing factors in the market. The report provides details information and strategies of the top key players in the industry. The report also gives a broad study of the different market segments and regions.
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