

Global Automotive E-Tailing Market: Size, Trend, Share, Opportunity Analysis & Forecast, 2014–2025

<https://marketpublishers.com/r/G46B8DC69E8EN.html>

Date: February 2017

Pages: 0

Price: US\$ 3,619.00 (Single User License)

ID: G46B8DC69E8EN

Abstracts

E-tailing includes transactions that are conducted over an electronic network where the buyer and merchant are not physically present. Electronic retailing or e-tailing includes both business-to-business and business-to-consumer sales. E-tailing is the fastest growing retail sector in the automotive aftermarket and is becoming one of the major revenue stream for auto parts sales. The online sales of automotive parts are generally done through third party vendors such as Alibaba, Amazon Inc, and others.

The global automotive e-tailing market is segmented based on component type, vehicle type, vendor type, and geography. Based on component type, the market is segmented into infotainment and multimedia, engine components, and tires & wheels. Based on vehicle type, the market is segmented into passenger cars, commercial vehicles, and two wheelers. The automotive e-tailing market based on vendor type is segmented into OEM vendors and third party vendors. Geographic breakdown and deep analysis of each of the aforesaid segments is included for North America, Europe, Asia-Pacific, and LAMEA.

MARKET DYNAMICS:

Drivers:

Increasing popularity of e-commerce is one of the key drivers for the market growth. The vast potential of internet has made it easier for organizations to reach a larger pool of consumers.

Increasing average age of the vehicles is driving the demand for automotive parts and components. The convenience of online shopping is driving the

automotive e-tailing market.

Restraints:

Consumer apprehensive online payment security restraining the market growth for automotive e-tailing.

Lack of immediate production and growing consumer skepticism towards product quality restraining the market growth.

MARKET PLAYERS:

Some of the key players in the global automotive e-tailing market include AutoZone, Inc., Alibaba Group, Amazon Inc., Robert Bosch GmbH, eBay Inc., Flipkart, Advance Auto Parts, Inc., O'reilly Automotive Inc., Delticom AG, and Wal-Mart Stores, Inc.

KEY TAKEAWAYS

GLOBAL AUTOMOTIVE E-TAILING MARKET SEGMENTS

By Component

Infotainment and multimedia

Engine components

Tires & wheels

By Vehicle Type

Passenger cars

Commercial vehicles

Two-wheelers

By Vendor Type

OEM vendor

Third party vendor

By Geography

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Rest of Europe

Asia-Pacific

China

Japan

South Korea

India

Rest of Asia-Pacific

LAMEA

Brazil

Saudi Arabia

South Africa

Rest of LAMEA

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