

9 Automotive Ecommerce Trends to Watch Out for in 2025

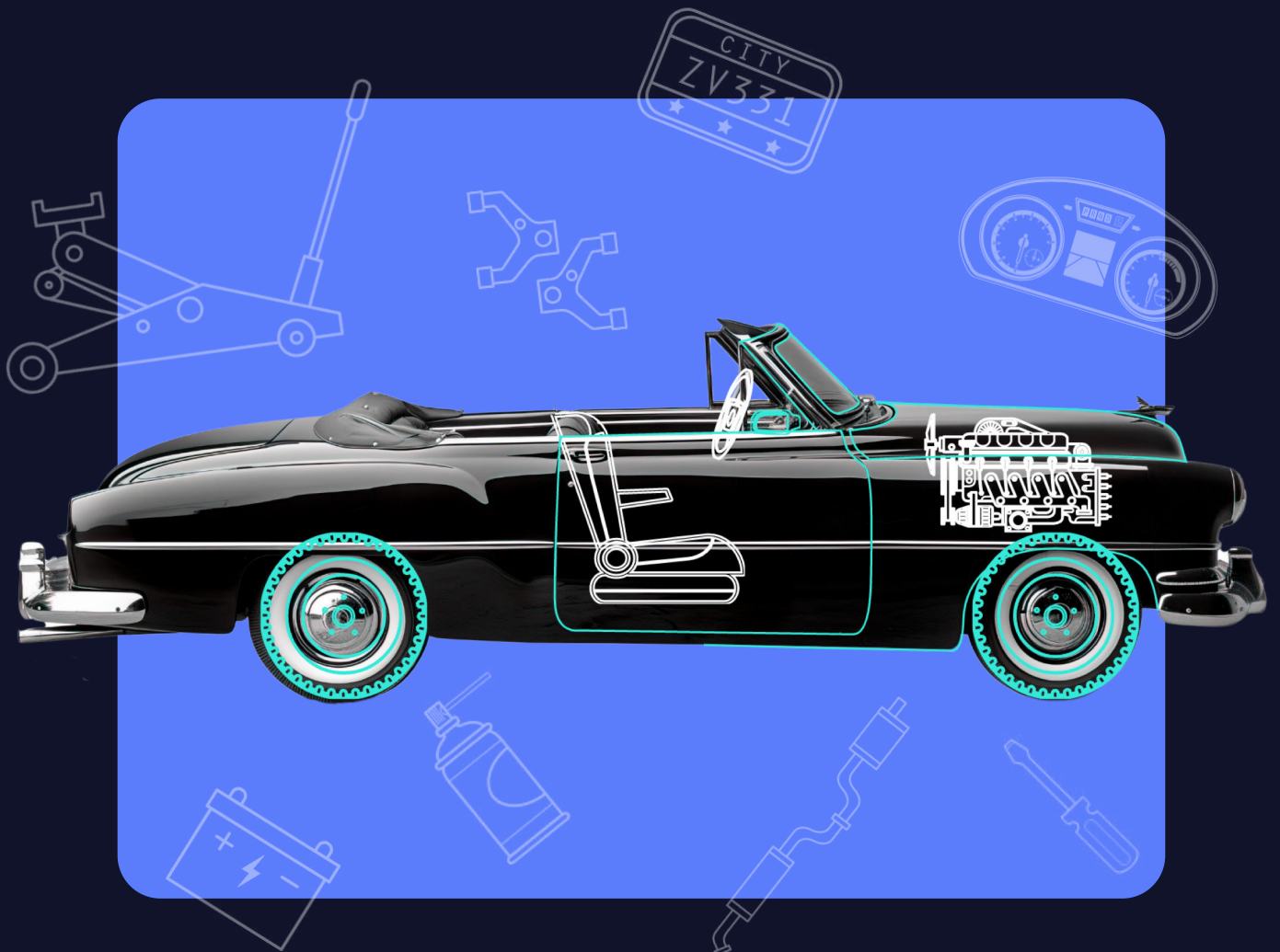


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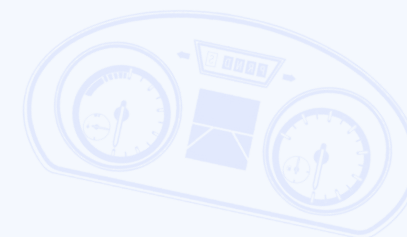
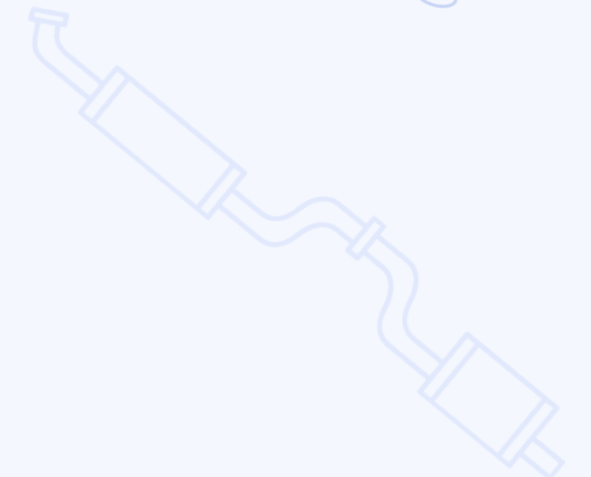
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Introduction

How will the ecommerce automotive landscape evolve by 2025? As a leading global ecommerce operations platform, we have engaged with our broad network of industry experts and have compiled the emerging trends that are set to redefine the automotive sector.

From tapping into the booming electric vehicle parts market to integrating eBay into your automotive marketplace strategy, there's never been a better time to be part of this industry. Whether you're a dealer, vendor, or supplier, this guide is packed with actionable insights to rev up your sales and stay ahead of the competition.

Keep reading to discover the nine automotive industry trends that will shape the future of the ecommerce automotive space.



1. Improving customer engagement: A vital strategy

The importance of customer engagement

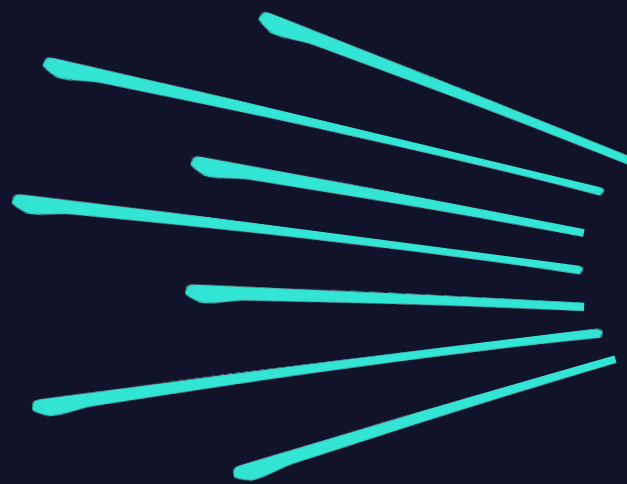
For vehicle manufacturers to build lasting relationships with owners, they must stop directing customers to their preferred channels and instead engage with them in the customers' preferred channels. It's about meeting buyers where they are, not where you want them to be.



"Many people still misunderstand what "improve customer engagement" really means. At its core, it's about allowing customers to shop where they prefer. While simple in concept, an astonishing 60-70% (Frost and Sullivan) of vehicle owners lack an ongoing relationship with their car manufacturer or its authorized network. Yet retaining customers through effective engagement is more cost-effective than acquiring new ones."



John Cooper, Chairman, Autonative



Omnichannel presence is key

To truly connect with consumers, an active and engaging presence in the following key channels is essential:

- **OEM-branded webstore:** Your own webstore remains crucial as a direct point of contact.
- **Marketplaces:** Major platforms like Amazon and eBay, where customers frequently shop for automotive, as well as relevant up and coming marketplaces.
- **Social media:** An interactive space where brands can engage with customers in real-time, whether through organic social or social selling.
- **Local marketplaces:** Engaging with "local champion" marketplaces that are significant in different regions helps capture a wider audience. This omnichannel approach ensures that no potential touchpoint is missed.



Actionable tips for automotive businesses

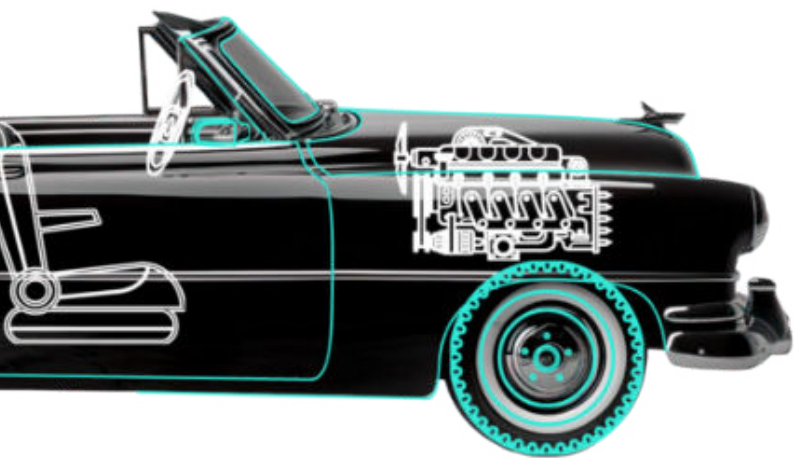
1. **Enhance digital presence:** Ensure your brand is present and active on major online platforms like Amazon, eBay, and key social media channels.
2. **Localized strategies:** Identify and engage with local marketplaces that are significant in different regions to capture a broader audience.
3. **Customer-centric approach:** Focus on providing seamless and personalized experiences across all customer touchpoints to build and maintain strong relationships.

2. Embracing CX in the automotive industry

Overcoming fear of ecommerce

Currently, we observe situations where dealers, OEMs and auto parts companies compete against each other online, leading to customer confusion and a detrimental “race to the bottom” in terms of margins. This competitive environment often results in lower profits and fragmented customer experiences.

A clear plan, a commitment to prioritizing customers, and joint investment in appropriate processes and technology are all required for success. By focusing on these elements, OEMs and dealers can work together to meet customer demands while also driving mutual growth.



“In the pursuit of a unified customer experience, original equipment manufacturers (OEMs) and dealers are increasingly exploring the opportunities presented by ecommerce. The focus is now more about how best to provide customers with what they want, rather than on who owns the customer. For existing OEMs, no solution is truly effective without the support and participation of their franchised network, as this collaboration holds significant potential for mutual growth.”

John Cooper, Chairman, Autonative



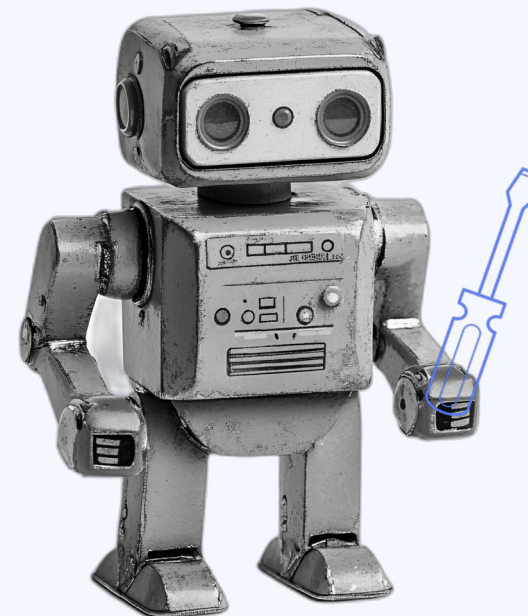
Actionable tips for automotive businesses

1. **Contactless options for buying:** For OEMs and dealers, think about giving customers the option to buy equipment or vehicles from the comfort of their home.
2. **BOPIS:** Buy online, pick up in store is a great way for auto parts companies to get items to customers faster while saving on shipping costs.
3. **Enhance inventory management:** Invest in technology that ensures inventory transparency and enables same-day fulfillment to meet customer expectations.

3. Unlocking AI's power for automotive growth

Unlocking AI's potential

For companies with extensive historical data, AI opens new possibilities for optimising marketing spend. It enables precise determination of which products need specific incentives, when, and in which markets. This capability not only drives significant cost savings for automotive businesses – whether a dealer, OEM or auto parts company – but also enhances marketing impact and creates a virtuous cycle of continuous learning. AI represents the future of personalised marketing.



“AI is everyone's favorite buzzword, but what does it really mean? In the world of automotive ecommerce, it holds substantial potential. Leading suppliers and partners are already leveraging AI, extending beyond the “easy” wins in customer support and machine translation. The true value of AI lies in its ability to deeply understand the customer and deliver personalized experiences based on real-world data.”

John Cooper, Chairman, Autonative



Actionable Tips for Automotive Businesses

1. **Enhanced product recommendations:** Personalised recommendations based on customer purchase history can enhance engagement and sales.
2. **Demand forecasting:** Machine learning technology allows automotive businesses to keep on top of their demand cycles, helping auto sellers manage their inventory levels and avoid stockouts or overstocks.
3. **Better listings and product descriptions:** Tools like ChatGPT can generate detailed and engaging product descriptions at scale to save time for sellers. They can also optimize product listings with relevant keywords to improve search engine visibility.

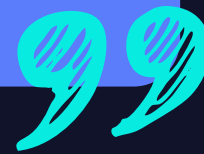
4. Leverage eBay for automotive parts sales



“As of 2024, eBay continues to hold its position as the leading global marketplace for automotive parts. This dominance is largely attributed to eBay’s ongoing commitment to enhancing the user experience, particularly through innovative initiatives like the integration of fitment tools. These tools allow buyers to easily verify the compatibility of parts with their vehicles. eBay’s investments in such user-friendly features have solidified its reputation as the go-to platform for automotive enthusiasts and professionals alike.”



Radoslav Chernae, CEO,
Autofixa



Benefits for automotive sellers

For sellers, the advantages of using a marketplace like eBay are numerous:

- **Wider audience reach:** Sellers can tap into the vast customer base of eBay’s established market.
- **Advanced selling tools:** eBay offers lots of tools that simplify the selling process.
- **Trust and credibility:** Leveraging the established trust of well-known marketplaces can boost brand credibility.



The importance of optimization

To fully capitalize on the opportunities that eBay presents, sellers need to ensure their data and listings are optimized so buyers can find their parts over the competition. Detailed product descriptions, comprehensive use of fitment options, and high-quality images are essential for attracting buyers and ensuring they select the right parts for their vehicles.

Looking ahead to 2025

By 2025, the widespread adoption of platforms like eBay by buyers and sellers alike will highlight the shift towards a digital, customer-centric approach driven by marketplaces in the automotive industry. The importance of eBay in particular as a platform for automotive parts sales is expected to continue growing. Sellers who optimize their listings and leverage eBay’s tools will be better positioned to stand out from the competition. Ensuring your parts are easily searchable and accurately described will enhance buyer satisfaction, drive sales, and establish your presence in the market.

Actionable tips for automotive businesses

1. **Connect to eBay:** If you haven’t already, and you’re in the automotive industry, you need to be there. They’re the #1 marketplace in the world for automotive brands, both manufacturers and parts and accessories companies.
2. **Optimize product listings:** Yes, these are the basics, but make sure you get them right. Nothing matters more than high-quality images and detailed titles and descriptions to get those click-throughs and potential buyers onto your product pages.
3. **Lean into eBay’s programs:** Take full advantage of eBay’s tools like eBay Motors for targeted audiences, Promoted Listings for increased visibility, and eBay Guaranteed Delivery for faster shipping. Use Seller Hub for analytics to optimize your listings and improve sales performance. Engaging with these resources can significantly boost your success on the platform.

5. Embrace the Shift to Direct-to-Consumer (DTC) Models

Why DTC is gaining traction

DTC models allow automotive businesses to have greater control over their brand image, pricing, and customer experience. By selling directly to customers through online platforms, companies can reduce costs associated with middlemen and increase profit margins. Additionally, DTC models offer businesses the opportunity to build stronger relationships with their customers by collecting direct feedback and tailoring their offerings accordingly.

“As traditional automotive retail models continue to evolve, there’s a growing shift towards Direct-to-Consumer (DTC) strategies in the automotive parts and accessories market. With more consumers opting to purchase vehicle parts and accessories online, automotive businesses are increasingly bypassing intermediaries to sell directly to end consumers.”

Radoslav Chernaev, CEO, Autofixa



Looking ahead to 2025

By 2025, the DTC model is expected to own a large share of the automotive parts and accessories market, particularly in the UK. Businesses that adapt to this trend by enhancing their digital presence and optimising their online sales channels will be well-positioned to thrive in the increasingly digital marketplace.

Actionable tips for automotive businesses

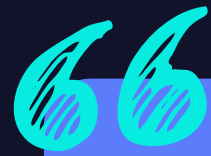
1. **Strengthen customer support:** Build a dedicated customer service team to swiftly handle inquiries and resolve issues. It can help to set a customer service target that you can commit to, such as replying to queries within 24 hours.
2. **Offer delivery flexibility:** This is especially important in the auto parts sector. Cater to urgent needs by providing options from next-day to standard delivery. This focus on delivery flexibility and speed has helped Energized Customs, a Linnworks customer, generate hundreds of 5-star Google Reviews.
- 3.
4. **Ensure comprehensive warranties:** Provide warranties for all products—cars, parts, and more—offering buyers peace of mind and security.

6. Capitalize on the electric vehicle parts market

The untapped potential of the EV parts market

This shortage presents a substantial opportunity for businesses that have access to EV parts catalogs but are not yet listing them online. By entering this market, businesses can meet the growing demand by providing parts for the expanding automotive sector. This move allows companies to capture premium pricing, taking advantage of the higher prices that EV parts command due to their scarcity.

It's also an opportunity to become a trusted source for these essential components in the burgeoning EV community. By stepping into this niche, businesses can position themselves as reliable providers, fostering long-term customer relationships and ensuring repeat business in a market poised for sustained growth.



"Electric car sales account for around 18% of the current car park in the UK, making it one of the strongest markets in Europe. Despite this significant presence, there is a notable lack of parts available online to service electric vehicles (EVs). The EV parts that are offered often sell at a premium price."

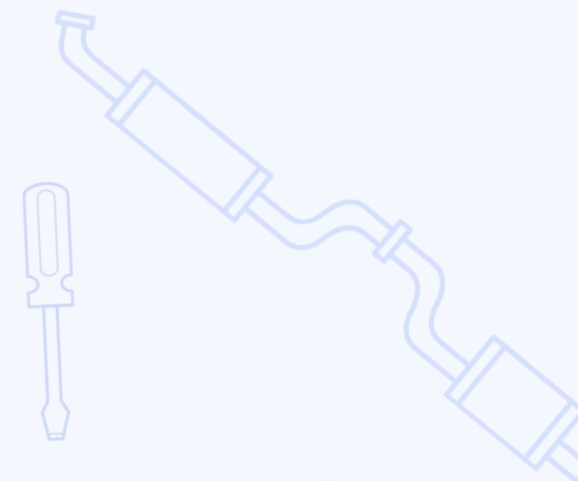


Andrew Rowson,
Emotiv Online, CEO



Looking ahead to 2025

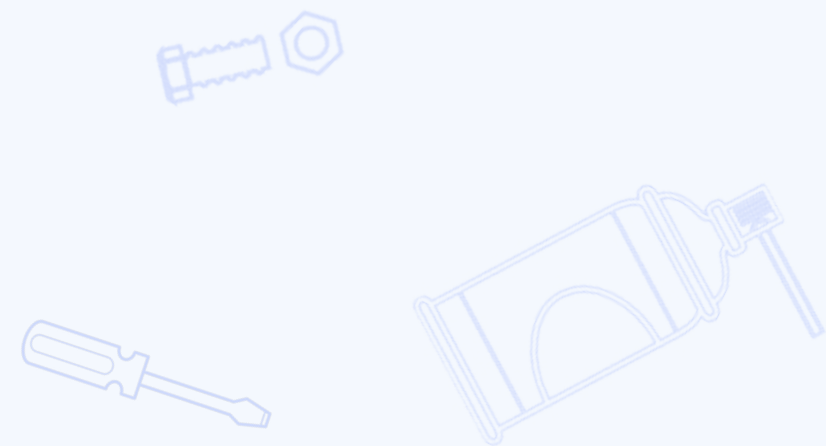
As the adoption of electric vehicles continues to rise, the demand for EV parts will only grow. By 2025, businesses that have integrated comprehensive EV parts catalogs and optimized their listings will be well-positioned to lead the market. Offering a wide range of EV parts at competitive prices will not only meet the needs of consumers but also drive growth and innovation in the automotive ecommerce industry.



Actionable tips for automotive businesses

To effectively tap into the EV parts market, consider the following strategies:

- 1. Expand your catalog:** Ensure you list all available EV parts in your inventory online.
- 2. Start listing!** By capitalizing on current market shortages, you can quickly gain an edge in search results on Google and relevant marketplaces like eBay. This strategy allows you to fill existing gaps and achieve quick wins.
- 3. Enhance inventory management:** Invest in technology that ensures inventory transparency and enables same-day fulfillment to meet customer expectations.



7. Address the shortage of **original equipment car parts online**

Rising demand and market opportunities

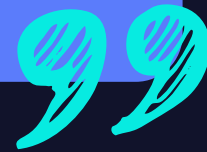
More vehicle manufacturers are recognizing this gap and are looking to sell car parts directly online. With an emphasis on cross-border sales, parts sourced from various regions around the globe are being sold on marketplaces in the US, UK, and Germany. This trend presents a prime opportunity for businesses to expand their offerings and meet the growing consumer demand for OE parts.



"There is a significant shortage of original equipment (OE) car parts offered for sale online worldwide. The demand for these high-standard parts far exceeds the supply, as consumers increasingly seek components made to exact specifications.

It should also be noted that eBay has relaunched its Certified Recycled parts business, where repairers and customers can save up to 70% on costs compared to OEM parts.."

Andrew Rowson,
Emotiv Online, CEO



Strategies for tapping into the OE car parts market

To effectively enter and succeed in the OE car parts market, consider the following strategies:

- **Expand your supplier network:** Establish relationships with manufacturers and suppliers who offer genuine OE parts.
- **Diversify your listings:** Include a wide range of OE parts in your online catalog to attract diverse customer needs.
- **Emphasize quality:** Highlight the authenticity and high standards of OE parts in your product descriptions and marketing materials.

Actionable tips for automotive businesses

1. **Build strong supplier relationships:** Collaborate with reputable manufacturers and suppliers to secure a steady flow of OE parts.
2. **Optimize cross-border logistics:** Develop efficient logistics solutions to manage cross-border sales and ensure timely delivery.
3. **Market your OE parts effectively:** Use targeted advertising and detailed product listings to highlight the advantages of OE parts to potential buyers.

Looking ahead to 2025

As we approach 2025, the shift towards direct online sales by vehicle manufacturers and the focus on cross-border transactions will likely intensify. Businesses that proactively address the shortage of OE car parts and capitalize on this trend will be well-positioned to thrive. By offering a reliable supply of high-quality OE parts, companies can meet consumer expectations, drive sales, and foster long-term growth in the automotive ecommerce sector.

8. Create resilient, circular, and sustainable supply chains

Enhancing circularity

Improving the circularity of supply chains can decrease dependence on raw materials, enhance sustainability, save costs through reusing materials from scrapped batteries, reduce CO2 emissions during production, and increase local added value while creating additional jobs. To implement a circular value chain, industry stakeholders should commit to improving material efficiency, as well as establishing reverse logistics to reclaim valuable materials from end-of-life products.



"The automotive industry must build resilient, circular, and sustainable supply chains to avoid bottlenecks like the 2021 chip crisis. OEMs should invest in sustainable manufacturing and responsible sourcing. Auto parts companies need to partner with eco-friendly manufacturers, while dealers should ensure their suppliers follow green practices, ultimately benefiting consumers with sustainable products."

Andrew Rowson,
Emotiv Online, CEO



Looking ahead to 2025

The adoption of resilient, circular, and sustainable supply chains is expected to lead to a more stable global automotive industry. Investments in localisation and circular practices will likely result in fewer disruptions, lower costs, and reduced environmental impact. Enhanced ESG performance and transparency will strengthen brands' competitive positions, garnering greater consumer trust and regulatory compliance. By working together, OEMs, auto parts companies, and dealers can build a more sustainable future for the automotive industry.

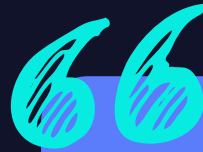
Actionable tips for automotive businesses

- 1. Sustainability software:** In addition to any sustainability initiatives your company may have, there are solutions out there, like IntegrityNext, that helps OEMs adhere to regulatory standards, meet targets and improve their overall sustainability performance.
- 2. Communicate your credentials:** Whether you're an OEM or a parts company, customers want to know what you're doing to reduce environmental impact. Your website is a prime location to communicate this, as well as through other channels such as email and social media.
- 3. Enhance inventory management:** Displaying sustainability badges, such as those from Amazon's Climate Pledge or global organizations like BCorp, can significantly enhance your credibility. These badges serve as a testament to your commitment to sustainability and can reassure customers that you are taking concrete steps to be environmentally responsible.

9. Connected ecommerce through centralized inventory systems

Benefits of centralization

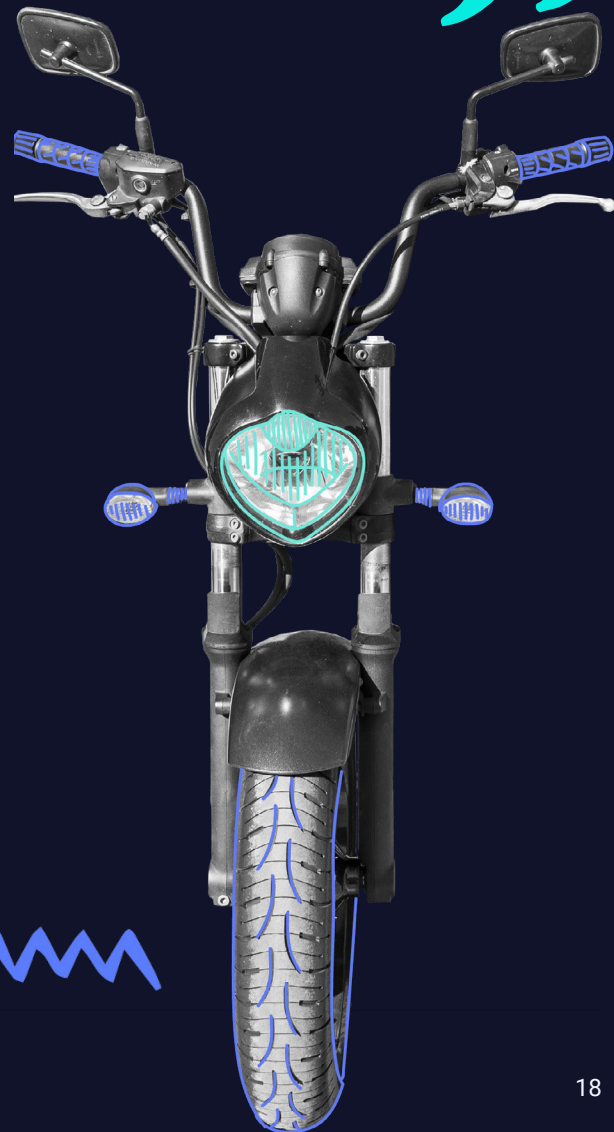
Centralising systems for automotive businesses provides several benefits in terms of time and energy. It streamlines operations by reducing duplicate entries and manual data reconciliation, saving significant time and minimising errors. Access to consolidated data across all departments enables quicker, data-driven decisions, enhancing overall business agility.



“The future of automotive ecommerce lies in the adoption of centralized inventory systems that connect dealerships, vendors, and suppliers. These systems provide real-time visibility and management of inventory across multiple locations, facilitating efficient order fulfillment and superior customer service.”



Radoslav Chernaev, CEO, Autofixa



Optimising stock levels and reducing redundancies

By reducing redundancies and optimising stock levels, businesses can offer a wider range of products. This optimisation results in:

- **Cost savings:** Lower storage costs by minimising excess inventory.
- **Increased product variety:** Offer a more extensive selection of products without overstocking.
- **Improved efficiency:** Ensure that high-demand items are always in stock while keeping lesser-demanded items available as needed.

Looking ahead to 2025

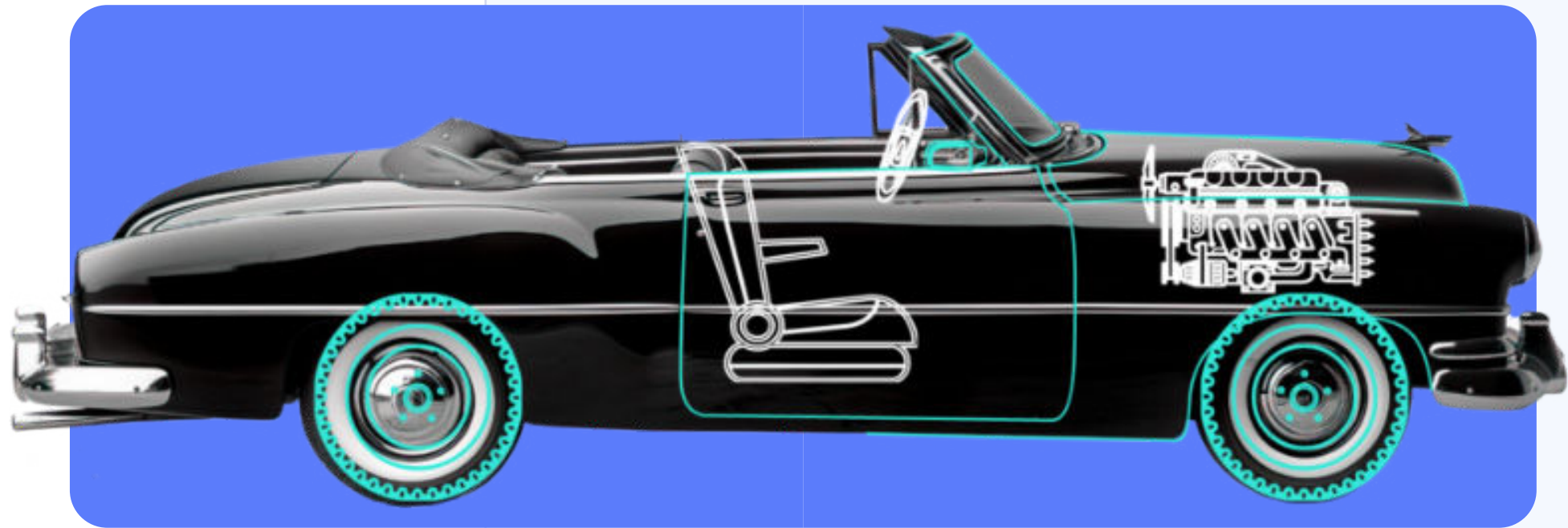
As we approach 2025, the adoption of connected inventory systems will become critical for staying competitive in the automotive ecommerce market. These systems will ensure a seamless, integrated ecommerce experience for both sellers and buyers. By providing real-time data, optimizing stock levels, and enhancing customer service, centralized inventory systems will support the industry's growth and innovation.

Actionable tips for automotive businesses

1. **Implement centralized inventory software:** For OEMs and dealers, think about giving customers the option to buy equipment or vehicles from the comfort of their home.
2. **Train your staff:** Ensure your team is proficient in using the new system to maximize its benefits.
3. **Regularly review and adjust stock levels:** Continuously monitor inventory data to optimize stock levels and reduce redundancies.



How Linnworks can help **automotive businesses thrive**



1. Connecting to eBay

Linnworks simplifies the process of connecting your business to major marketplaces like eBay. By integrating with eBay, automotive businesses can seamlessly list their products, manage orders, and synchronize inventory in real-time. This connection allows for better visibility and reach, ensuring that your parts and products are available to a broad audience. With Linnworks, you can easily capitalize on market opportunities, improve your search rankings, and drive more sales through this popular platform.

2. Advanced Inventory Management

Effective inventory management is crucial for automotive businesses, and Linnworks excels in this area. The platform provides robust tools for tracking inventory levels, forecasting demand, and managing stock across multiple locations. By centralizing inventory data, Linnworks ensures accuracy and helps prevent stockouts or overstocking issues. This efficiency not only reduces operational costs but also enhances customer satisfaction by ensuring that the right parts are available when needed.

3. Seamless Courier Integration for Fulfillment

Fulfillment is a critical component of any ecommerce operation, and Linnworks makes it simple by connecting to a wide range of courier services. By giving you access to over 70 couriers, logistics partners and 3PLs, you can choose the best courier based on cost, speed, and reliability. Automated shipping workflows and real-time tracking ensure that customers receive their orders promptly and efficiently. By reducing manual processes and errors, Linnworks helps you deliver a superior customer experience while improving operational efficiency.

4. Connected Commerce Operations

Linnworks provides a unified platform that integrates various commerce operations, creating a cohesive and efficient workflow. From listing products and managing orders to handling returns and customer service, Linnworks connects every aspect of your business. This connected approach allows for real-time data sharing and insights, enabling better decision-making and strategic planning. By unifying commerce operations, Linnworks empowers automotive businesses to operate more effectively, scale effortlessly, and respond quickly to market changes.

Partner Acknowledgements

Thank you to our partners for their valuable contributions to this report. Their expertise in the automotive industry has been essential in shaping our insights.

Autonative

Autonative is a leading provider of eCommerce solutions for the automotive industry. Specialising in OEM clients, Autonative connects brands to their customers through an omnichannel environment. Their focus is on driving success and seamless integration for automotive brands in the digital marketplace.



Autofixa Solutions

Autofixa Solutions helps automotive brands excel in the digital world. As the first to offer a complete suite of marketplace solutions for the automotive industry, they are changing how consumers interact with automotive brands and retailers.

Emotiv Online

Emotiv Online helps brands and manufacturers succeed on online marketplaces like eBay. They specialise in the automotive and parts/accessories sectors, using their extensive knowledge to boost clients' online presence and performance.



Find out how Linnworks can grow your business.
Request a demo at www.linnworks.com/demo