

STORE2X INDUSTRY REPORT

E-Commerce in the Automotive Parts Industry 2026: Systems, Tools and Apps of 3,100 Auto Parts Shops

Original analysis of 3,171 automotive parts shops: which shop system and which tools are really the standard in the auto parts industry.

AT A GLANCE

DATA BASIS HTTP Archive (technology detection)	SAMPLE MONTH August 2026
SHOPS ANALYSED 3,171 automotive shops	CLASSIFICATION Shop description (OpenGraph), ~83% precision

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What does the e-commerce stack in automotive parts really look like? For this report we identified around 3,100 active auto parts, car accessory and motorcycle shops worldwide from the HTTP Archive (as of August 2026) and analysed which shop system they run on and which payment methods, marketing and review tools they use.

RESULTS

Key findings

- Shopify leads at 33.7%, but WooCommerce is strong at 24.9%, and the DACH systems Shopware (4.7%) and JTL (2.6%) are above-average here.
- Unlike in DTC industries, PayPal (37.8%) leads at checkout ahead of Apple Pay (27.0%), a hint at the trust- and parts-oriented buyer base.
- Marketing adoption is low (15.7%) because auto parts are sold in a strongly search- and fitment-driven way rather than via newsletters.
- For reviews, alongside Judge.me (8.2%) Trusted Shops (2.5%) is strong too, typical for the DACH market.
- WooCommerce, Shopware and JTL together show a large, mixed migration pool beyond Shopify.

Which shop system does the auto parts industry use?

Shopify leads at 33.7%, but the industry is more mixed than pure DTC segments: WooCommerce (24.9%) is strong, and with Shopware (4.7%) and JTL (2.6%) two DACH-typical systems are above-average.

Shop system	Share of auto parts shops
Shopify	33.7%
WooCommerce	24.9%
Wix eCommerce	6.3%
Shopware	4.7%
JTL Shop	2.6%
PrestaShop	1.7%
Squarespace Commerce	1.3%
Magento	1.0%

Share of 3,171 classified auto parts shops. The Wappalyzer catch-all "Cart Functionality" is excluded.

How do customers pay in auto parts shops?

Unlike in most DTC industries, PayPal leads here ahead of Apple Pay. This fits the more price- and trust-oriented buyer base in parts retail, especially in the DACH region.

Payment method	Share of auto parts shops
PayPal	37.8%
Apple Pay	27.0%
Shop Pay	24.9%
Google Pay	20.2%
Klarna	7.6%
Stripe	3.7%

Which review tools do auto parts shops use?

19.7% of all auto parts shops use a detectable review tool. Alongside Judge.me, Trusted Shops is strikingly strong, a clear DACH signal.

Review tool	Share of auto parts shops
Judge.me	8.2%
Trustpilot	3.2%
Trustindex	2.6%
Trusted Shops	2.5%
Loox	1.0%

19.7% of auto parts shops use at least one detectable review tool.

What do auto parts shops run email marketing with?

Marketing adoption is lower than in DTC industries: only 15.7% of shops use a tool. Auto parts are sold strongly via search and vehicle fitment rather than newsletters.

Marketing tool	Share of auto parts shops
Klaviyo	5.6%
Mailchimp	4.8%
Sendinblue (Brevo)	1.5%
PushOwl	1.5%
Omnisend	1.0%

15.7% of auto parts shops use at least one marketing automation tool.

How do auto parts shops communicate with customers?

23.6% of auto parts shops use a chat or support tool, led by WhatsApp Business, fitting the consultation-heavy fitment questions.

Chat / support tool	Share of auto parts shops
WhatsApp Business Chat	16.1%
Tawk.to	1.7%
Zendesk	1.4%

Chat / support tool	Share of auto parts shops
Podium	1.3%
Facebook Chat Plugin	0.8%
Tidio	0.8%

23.6% of auto parts shops use at least one live chat or support tool.

What this means for your shop

The auto parts industry is more mixed than pure DTC segments: Shopify leads at 33.7%, but WooCommerce, Shopware and JTL together form a large self-hosted base, especially in the DACH region. This is a broad but heterogeneous migration pool.

The stack is parts- and search-driven: PayPal ahead of Apple Pay, low marketing adoption, but DACH-typical trust signals like Trusted Shops. Customers search specifically for matching parts rather than buying via newsletter.

For a migration the decisive requirement is fitment: a competitive auto parts shop needs a clean vehicle-and-part mapping. Shopify offers a solid basis for this with suitable apps and a fast, mobile checkout.

Methodology

This is our own analysis of the technology detection of the HTTP Archive (crawl of 1 August 2026, mobile home pages, deduplicated per domain). From all shops detected as e-commerce, we classified auto parts shops via the shop description (OpenGraph and Twitter metadata). To reduce false positives, we only considered shops with a clear vehicle reference (e.g. auto parts, car accessories, tyres, wheels, motorcycle) and excluded generic spare-parts shops without a vehicle reference as well as repair workshops. A manual sample check then found around 83% precision. All percentages refer to the 3,171 classified shops. The automatic technology detection is not perfect in every individual case.

Sources

- [HTTP Archive – technology detection & data](#)
- [Web Almanac – E-Commerce \(HTTP Archive\)](#)

About store2x

store2x migrates online shops to Shopify without data or ranking loss, and optimises them for performance and SEO. This report was produced by Richard Roth and Till Täubrich.

Free analysis: store2x.com