Online sales of car accessories approach the billion euro mark

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Findings of the latest Online Shopping Survey (OSS)

Wiesbaden/Nuremberg, 9 July 2003 - One in three consumers who use the Internet bought car accessories last year. Of these, one in seven, i.e. 1.5 million Germans ordered their car accessories online.

In the past year, Internet users in Germany who bought car accessories online contributed almost one billion euro to total Internet sales. Of the Internet users who acquired car accessories in the past year, one in seven bought or ordered them online. The average value of their last online accessories order was EUR 240. Most people who ordered car accessories via the Internet made several purchases, with an average of three orders a year.

Buyers tended to make their online purchases from specialist automotive accessory shops or direct from the respective manufacturer. However, a quarter of online buyers also acquired their car accessories through online auctions.

It is likely that the number of online purchases of car accessories will continue to rise, since this market continues to offer great potential. A further 2.7 million Internet users indicated that they could imagine ordering car accessories via the Internet in future.

The survey

In February 2003, a total of 1,010 German Internet users aged between 14 and 69 were asked via telephone about Internet usage, the role of the Internet when it comes to shopping (broken down into 29 product and services categories), online banking and the limitations of online shopping. This was for the Online Shopping Survey (OSS), which is carried out jointly by NFO Infratest and ENIGMA GfK.

ENIGMA GfK

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