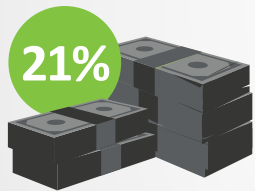


Online Tire Sales Pick Up Speed

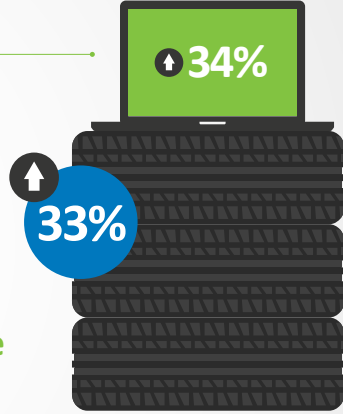
Miles driven in the U.S. have been rising, and with more rubber hitting the road, tire sales have benefitted — particularly in the e-commerce channel. As the largest automotive category online, tires hold tremendous weight for the automotive industry. **Here's a closer look . . .**

Online tire sales grew by 34% in dollars in the 12 months ending December 2018.

The tire category alone outpaced e-commerce growth for the total market of automotive products, which was **up 33% for the year.**



Tires accounted for 21% of automotive dollars spent online in 2018.



Of all consumers who made an automotive purchase online, **7% purchased tires.**



Excluding their tire purchase, **these consumers spent 2 times as much for automotive products online** as the average automotive e-commerce buyer.

Online automotive shoppers also spent more per purchase and **bought twice as many automotive products during the year.**

“ Just like the rest of the automotive industry, tires are not immune to the e-commerce trend. Disruption is happening everywhere, and manufacturers and retailers are finding new ways to sell the same products. The tire market is a healthy example of how this is working. ”

Nathan Shipley, Industry Analyst,
Automotive Aftermarket

Checkout E-commerce offers the most complete and accurate view of the online channel — 600+ e-commerce retailers including Amazon, Walmart, top industry specific retailers, direct-to-consumer, and emerging players. The NPD Group combines data, industry expertise, and prescriptive analytics to help you grow your business.

Source: The NPD Group/Checkout E-commerce Tracking, 12 months ending December 2018

Want more insights like this? Contact Matt Hendrick at 216.273.7635 or email matthew.hendrick@npd.com.

