

WHITE PAPER

Parts Wholesale Trends Report from PSXLink

2025 is underway and the 2024 year-end parts wholesale results are in! Let's dive into the numbers from last year and compare those results with 2023. This provides a larger, more complete look at recent trends & behaviors within the collision and mechanical parts wholesale markets!

Overview

While the year-over-year collision parts wholesale trends are softening slightly, the mechanical parts segment is on an upward, if modest, trajectory. The consistent downward trend in return rates across both parts categories points to improved inventory control, increased accuracy within parts lookup systems, and overall improvements in supply chain coordination. That said, gross profit margins are shrinking overall, suggesting costs are rising faster than selling prices. Here's a breakdown of our key metrics:



Collision Parts Wholesale Trends

Collision Metrics	Top 100 Dealers			All Dealers		
	2023	2024	YOY	2023	2024	YOY
Net Sales	\$337K	\$330K	-2.0%	\$58K	\$56K	-3.5%
Return Rate	15.85%	15.40%	-45	14.04%	13.66%	-38
Gross Profit Margin	9.53%	8.38%	-115	10.58%	9.42%	-117

Note: Data set features 1,600+ wholesale dealers.

Average Weekly Net Sales

When comparing weekly net sales from 2024 with 2023, dealership collision part net sales **decreased by 2.0% for the Top 100 Performing Dealers**.

Across all collision wholesale dealers, there was a **slightly larger 3.5% average decrease in weekly net collision part sales**. While both groups experienced weekly average sales declines, the Top Performing dealers experienced a smaller drop, likely reflecting stronger dealer brand reputations or more active or established customer bases, softening the downturn in weekly net sales.

Return Rate

In 2024, return rates demonstrated marginal improvements, meaning dealers (and buyers) experienced fewer logistical headaches and lower return costs. For the Top 100 Performing Dealers, **return rates dropped slightly from 15.85% to 15.40%** (down 45 basis points). Across all dealers, **return rates improved by 38 basis points**.

The all-dealer segment saw a **3.5% avg. decrease** in weekly net collision sales.

Gross Profit Margin

Likely driven by rising parts costs, aggressive pricing, and expanded competition, Gross Profit Margins came under pressure in 2024 at both Top 100 Performing Dealers and all collision wholesale dealers. **Gross profit margins were down 115 basis points for the Top 100 Performing Dealer segment and 117 basis points across all dealers respectively.**



Mechanical Parts Wholesale Trends

Mechanical Metrics	Top 100 Dealers			All Dealers		
	2023	2024	YOY	2023	2024	YOY
Net Sales	\$352K	\$367K	4.3%	\$64K	\$66K	1.1%
Return Rate	13.58%	12.92%	-66	12.98%	12.77%	-22
Gross Profit Margin	7.57%	7.34%	-22	12.33%	12.01%	-32

Note: Data set features 1,600+ wholesale dealers.

Net Sales

In 2024, the mechanical parts wholesale segment experienced a stronger performance compared to collision. The weekly net sales average demonstrated an upward trend, especially across the Top 100 Performing Dealer segment. **The Top 100 Performing Dealers saw an average weekly increase of 4.3% (YoY) with sales climbing from \$352K to \$367K.** At the same time, all dealers posted a **1.1% (YoY) average increase, growing from \$64K to \$65K weekly net sales.**

Top 100 Performing Dealers experienced a **4.3% average weekly increase in net sales.**

Return Rate

Similar to the collision segment, return rates also improved in 2024 across mechanical parts wholesale dealers. The Top 100 Performing Dealers saw **return rates drop from 13.58% to 12.92% (66 basis points).** All dealers, on average, experienced a **return rate decline from 12.98% to 12.77% (22 basis points).** These lower return rates likely represent ongoing operational or inventory-management improvements across the board.

Gross Profit Margin

In 2024, gross profit margins remained relatively stable compared to 2023, reflecting only a slight drop across both dealer segments. Top 100 Performing Dealers **saw margins decline from 7.57% to 7.34%** (dropping just 22 basis points). Across all dealers, gross profit margin dipped from 12.33% to 12.10% (32 basis points).

Looking Ahead

With mechanical parts showing stronger year-over-year growth, investing in more robust mechanical programs and incentives, such as deeper inventory insights, more efficient order management & response times, and customer loyalty & engagement campaigns could help drive even stronger results. Likewise, maintaining lower, or even further improving, return rates will optimize and protect profitability. The overall tightening of profit margins within both parts segments could improve through enhanced OEM-dealer partnerships to support pricing and supply chain efficiencies.

About PSXLink

PSXLink, the OEC business intelligence solution, is designed to support wholesale parts dealers with insights that drive wholesale strategy and customer engagement. By leveraging DMS part sales data, PSXLink allows users to identify changing customer purchasing habits, track sales performance within targeted business segments, pinpoint growth opportunities, and more.

For insights into PSXLink & how it can support your parts business, [click here!](#)



Looking for New Ways to Grow Your Parts Sales?

OEC eMarketing, a turnkey email marketing tool for dealers, helps reengage existing shops and drives customer retention! In fact, loyal customers spend 5.2x more annually than new customers.

[Click here](#) to learn more about OEC eMarketing and how to increase collision and mechanical part sales.