



# 2022 Accessories Trend Report

## Retailers and the Early Engagement Advantage

A report on how industry trends reveal opportunities.



2021 saw an unprecedented dynamic play out in the automotive retailing industry, as the ongoing global chip shortage depressed new vehicle production and drove up used vehicle demand. The resulting higher prices (exacerbated by the fastest rate of general inflation seen in 40 years) have proven to be a double-edged sword: In the near term, retailers are enjoying record-breaking margins, but the current paradigm is simply not sustainable over the long term.

Thus, any viable strategy for sustainable success in 2022 has to focus on **stable** and **permanent** improvements to the dealership itself. Those improvements must achieve one of three outcomes, or some combination thereof: an increase in profitability, a decrease in costs, or a boost in customer satisfaction. Most often, any changes implemented will fall into one of three specific categories:

- **Increased digitization to improve processes and boost customer satisfaction and retention.**
- **Improved efficiency to cut costs while maintaining or even increasing revenue.**
- **The creation of new profit centers that will endure even as sales and service revenue return to pre-pandemic levels.**

Automotive accessories sales has proven to be one such profit center. This market has demonstrated both steady growth leading up to the pandemic and signs of continued, and even accelerated, growth post-pandemic. The trends of **increasing used vehicle personalization** and **increasing consumer optimism and excitement** will play key roles in that continued growth.

The question is whether retailers will leverage their built-in advantage of **early engagement** to capitalize on the accessories sales trend. This report details how and why dealers should do exactly that. It outlines key accessory trends and opportunities to help dealers capture more of the accessory market.



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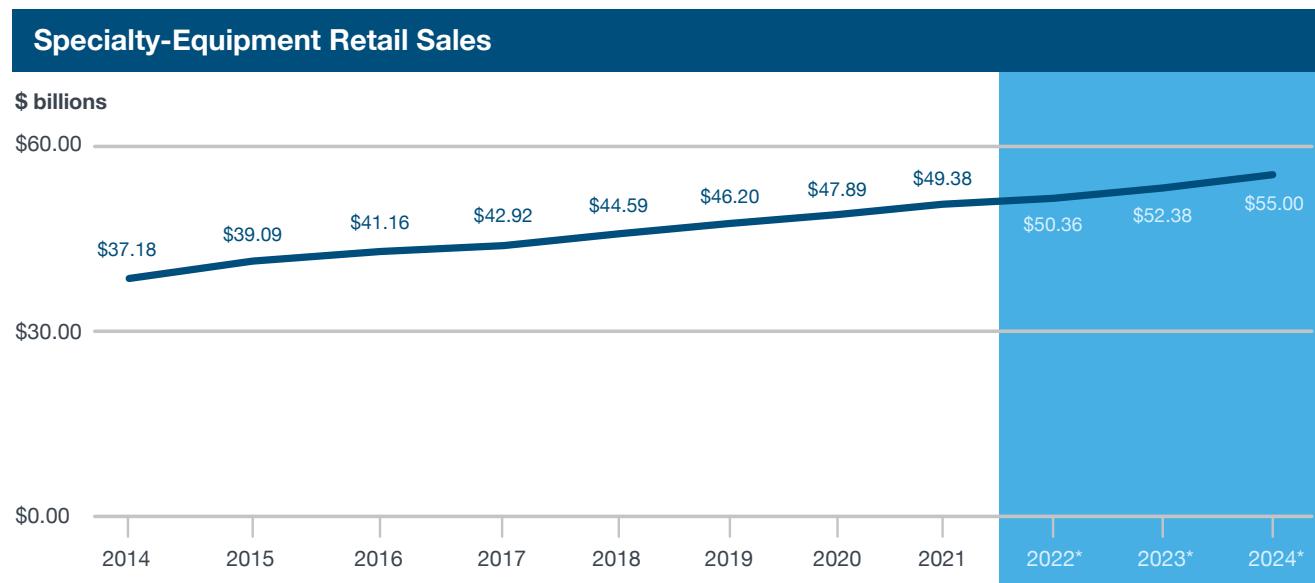
## INDUSTRY SNAPSHOT



Automotive accessories constitute a \$49 billion industry. Retailers have taken notice of this profit center in recent years, increasing their stake in the industry from 8 percent to 14 percent in just a few years. However, 14% is still a disproportionately small slice<sup>1</sup>, especially when you consider two critical points:

- **Dealers have a captive audience in every buyer who passes through the dealership.**
- **OEMs have the unique advantage of offering accessories tailored to specific models, being more trusted by consumers as opposed to generic alternatives, and offering warranties and financing for accessories at the point of sale.**

From 2016 to 2021, the market for accessories grew by over 15 percent, from \$41 billion to \$49 billion. The market continues to grow today, continuing to grow even throughout the COVID pandemic, and has a predicted value of \$55 billion by 2024.<sup>2</sup>



Source: 2021 SEMA US Market Data



Meanwhile, most retailers' reluctance to fully commit to accessories sales means auto parts chain stores – such as AutoZone and NAPA – continue to enjoy the largest sales channel for automotive accessories.

Nothing about the current status quo is inevitable, and the significant revenue and profit opportunities for dealers in accessories sales remain mostly untapped. Today's consumers want to buy accessories for both new and used vehicles due to the lack of available new inventory, reasoning that one can simply buy a lower-level trim or used vehicle, then accessorize to acquire sought-after features.<sup>3</sup>

Unfortunately, some common misconceptions that discourage many dealers from focusing on accessories sales are still prevalent: accessories aren't worth the effort it takes to sell them and aren't profitable, or it's simply too difficult or too costly to add another process to existing retailing workflows.

The truth is, dealerships that take advantage of selling accessories see both rapid growth and the creation of a **new profit center**. Before you can delve into the “how” of capitalizing on accessories opportunities, however, it is necessary to analyze the trends currently dominating the various categories of accessories sales.\*

\* Unless otherwise indicated, the following data was compiled with 2021 sales data from dealers representing 31 brands across all regions of the U.S. using AddOnAuto, an in-dealership, digital technology platform for selling vehicle accessories.



### Top Sellers

In 2021, tire and wheel accessories topped the charts for most-sold accessories across both new and pre-owned vehicles nationwide, followed by protection products and floor mats, which perform well every year since floor mats are an inexpensive and easy way to protect a vehicle.

Additional cosmetic and utility features such as window tinting, step bars, and splash guards performed well, as well as safety and convenience features such as remote starters and theft prevention and recovery systems. Body side molding rounded out the top 10.

Top U.S. Sales (New and Pre-Owned)	
1	Tire and Wheel Accessories
2	Protection Products
3	Floor/Cargo Liners, Mats, and Trays
4	Window Tint
5	Truck Bed Accessories
6	Theft Prevention/ Recovery
7	Side Steps
8	Hitch and Accessories
9	Splash Guards
10	Body Side Molding

Top U.S. Sales (New)	
1	Floor/Cargo Liners, Mats, and Trays
2	Protection Products
3	Tire and Wheel Accessories
4	Window Tint
5	Truck Bed Accessories
6	Side Steps
7	Hitch and Accessories
8	Splash Guards
9	Theft Prevention/ Recovery
10	Body Side Molding

Top U.S. Sales (Pre-Owned)	
1	Tire and Wheel Accessories
2	Protection Products
3	Floor/Cargo Liners, Mats, and Trays
4	Theft Prevention/ Recovery
5	Window Tint
6	Truck Bed Accessories
7	Hitch and Accessories
8	Remote Start/Keyless Entry
9	Side Steps
10	Splash Guards



## Opportunities by Region

Interior accessories and cosmetic and utility features were among the most popular categories of accessories regardless of region, with floor mats topping the charts in all but the Mid-Atlantic and Western regions. Driver assist products emphasizing safety and convenience (radar detectors, alarms, remote starters, etc.) performed well in the West, Northeast, and Mid-Atlantic regions.

## Top Regional Sales (New and Pre-Owned)

Midwest	
1	Floor/Cargo Liners, Mats, and Trays
2	Protection Products
3	Splash Guards
4	Truck Bed Accessories
5	Window Tint

Mid-Atlantic	
1	Protection Products
2	Floor/Cargo Liners, Mats, and Trays
3	Hitch and Accessories
4	Remote Start/Keyless Entry
5	Roof Accessories

Northeast	
1	Floor/Cargo Liners, Mats, and Trays
2	Remote Start/Keyless Entry
3	Tire and Wheel Accessories
4	Body Side Molding
5	Hitch and Accessories

West	
1	Tire and Wheel Accessories
2	Protection Products
3	Theft Prevention/Recovery
4	Floor/Cargo Liners, Mats, and Trays
5	Window Tint

South	
1	Floor/Cargo Liners, Mats, and Trays
2	Window Tint
3	Protection Products
4	Truck Bed Accessories
5	Hitch and Accessories

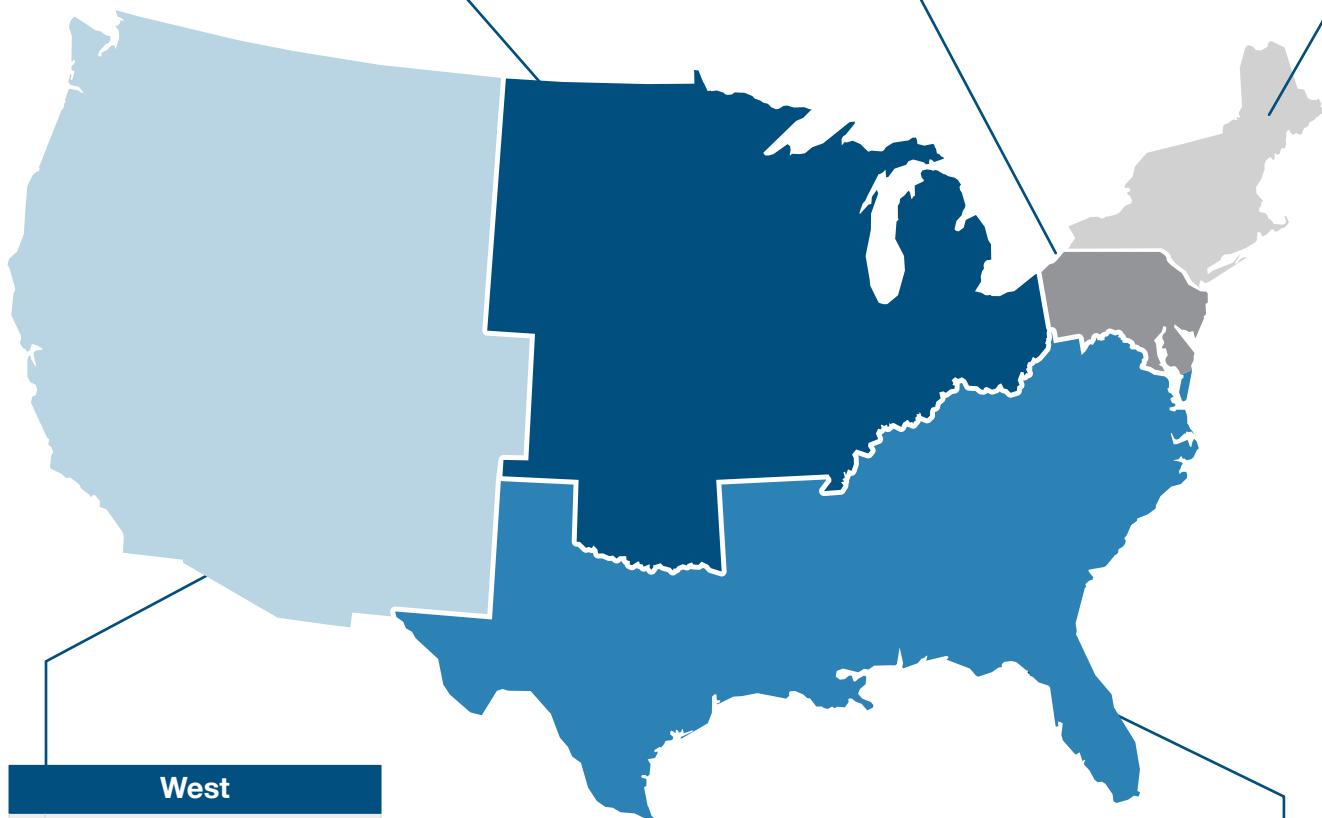


## Top Regional Sales (New)

Midwest	
1	Floor/Cargo Liners, Mats, and Trays
2	Protection Products
3	Splash Guards
4	Truck Bed Accessories
5	Side Steps

Mid-Atlantic	
1	Protection Products
2	Floor/Cargo Liners, Mats, and Trays
3	Hitch and Accessories
4	Roof Accessories
5	Splash Guards

Northeast	
1	Floor/Cargo Liners, Mats, and Trays
2	Tire and Wheel Accessories
3	Remote Start/Keyless Entry
4	Body Side Molding
5	Side Steps



West	
1	Tire and Wheel Accessories
2	Protection Products
3	Theft Prevention/Recovery
4	Floor/Cargo Liners, Mats, and Trays
5	Window Tint

South	
1	Floor/Cargo Liners, Mats, and Trays
2	Window Tint
3	Protection Products
4	Truck Bed Accessories
5	Side Steps



## Top Regional Sales (Pre-Owned)

Midwest	
1	Floor/Cargo Liners, Mats, and Trays
2	Protection Products
3	Truck Bed Accessories
4	Window Tint
5	Splash Guards

Mid-Atlantic	
1	Protection Products
2	Floor/Cargo Liners, Mats, and Trays
3	Remote Start/Keyless Entry
4	Hitch and Accessories
5	Truck Bed Accessories

Northeast	
1	Floor/Cargo Liners, Mats, and Trays
2	Remote Start/Keyless Entry
3	Protection Products
4	Hitch and Accessories
5	Tire and Wheel Accessories



West	
1	Tire and Wheel Accessories
2	Protection Products
3	Theft Prevention/Recovery
4	Floor/Cargo Liners, Mats, and Trays
5	Window Tint

South	
1	Floor/Cargo Liners, Mats, and Trays
2	Protection Products
3	Window Tint
4	Truck Bed Accessories
5	Hitch and Accessories



### Opportunities by Vehicle Type

While the accessories sold ranked differently among different vehicle types (correlating with differing buyer profiles), cosmetic and utility features ranked at or near the top across the board. Floor mats were the top-selling accessory for two of four vehicle types, with tire and wheel accessories topping the charts for cars, and truck bed accessories topping the charts for trucks.

Top 10 for Cars in the U.S.	
1	Tire and Wheel Accessories
2	Protection Products
3	Floor/Cargo Liners, Mats, and Trays
4	Theft Prevention/Recovery
5	Window Tint
6	Body Side Molding
7	Splash Guards
8	Remote Start/Keyless Entry
9	Graphics and Decals
10	Leather and Upholstery

Top 10 for Trucks in the U.S.	
1	Truck Bed Accessories
2	Tire and Wheel Accessories
3	Protection Products
4	Floor/Cargo Liners, Mats, and Trays
5	Side Steps
6	Window Tint
7	Splash Guards
8	Theft Prevention/Recovery
9	Hitch and Accessories
10	Deflectors



### Opportunities by Vehicle Type

Top 10 for SUVs in the U.S.	
1	Floor/Cargo Liners, Mats, and Trays
2	Protection Products
3	Tire and Wheel Accessories
4	Window Tint
5	Hitch and Accessories
6	Theft Prevention/Recovery
7	Splash Guards
8	Roof Accessories
9	Body Side Molding
10	Side Steps

Top 10 for Minivans in the U.S.	
1	Floor/Cargo Liners, Mats, and Trays
2	Protection Products
3	Tire and Wheel Accessories
4	Hitch and Accessories
5	Roof Accessories
6	Window Tint
7	Body Side Molding
8	Theft Prevention/Recovery
9	Splash Guards
10	Entertainment/Electronics



### Opportunities by Vehicle Brand

Consistent with recent years, Toyota took the top spot in quantity of accessories sold, with Honda, Chevrolet, Jeep, and GMC rounding out the top 5.

All brands across the board are showing increases in accessory sales over recent years. Ford and RAM are two brands, in particular, that have shown significant growth, just missing inclusion in the top 5.

Top 10 Toyota	
1	Floor/Cargo Liners, Mats, and Trays
2	Protection Products
3	Tire and Wheel Accessories
4	Window Tint
5	Hitch and Accessories
6	Theft Prevention/Recovery
7	Side Steps
8	Truck Bed Accessories
9	Body Side Molding
10	Remote Start/Keyless Entry

Top 10 Honda	
1	Tire and Wheel Accessories
2	Protection Products
3	Floor/Cargo Liners, Mats, and Trays
4	Window Tint
5	Body Side Molding
6	Theft Prevention/Recovery
7	Hitch and Accessories
8	Splash Guards
9	Side Steps
10	Deflectors



### Opportunities by Vehicle Brand

Top 10 Chevrolet	
1	Floor/Cargo Liners, Mats, and Trays
2	Protection Products
3	Tire and Wheel Accessories
4	Truck Bed Accessories
5	Splash Guards
6	Side Steps
7	Window Tint
8	Theft Prevention/Recovery
9	Deflectors
10	Hitch and Accessories

Top 10 Jeep	
1	Tire and Wheel Accessories
2	Protection Products
3	Theft Prevention/Recovery
4	Floor/Cargo Liners, Mats, and Trays
5	Window Tint
6	Hitch and Accessories
7	Side Steps
8	Truck Bed Accessories
9	Key Accessories
10	Leather and Upholstery

Top 10 GMC	
1	Floor/Cargo Liners, Mats, and Trays
2	Protection Products
3	Truck Bed Accessories
4	Window Tint
5	Tire and Wheel Accessories
6	Splash Guards
7	Side Steps
8	Theft Prevention/Recovery
9	Hitch and Accessories
10	Graphics and Decals



## KEY GROWTH DRIVER: VEHICLE PERSONALIZATION

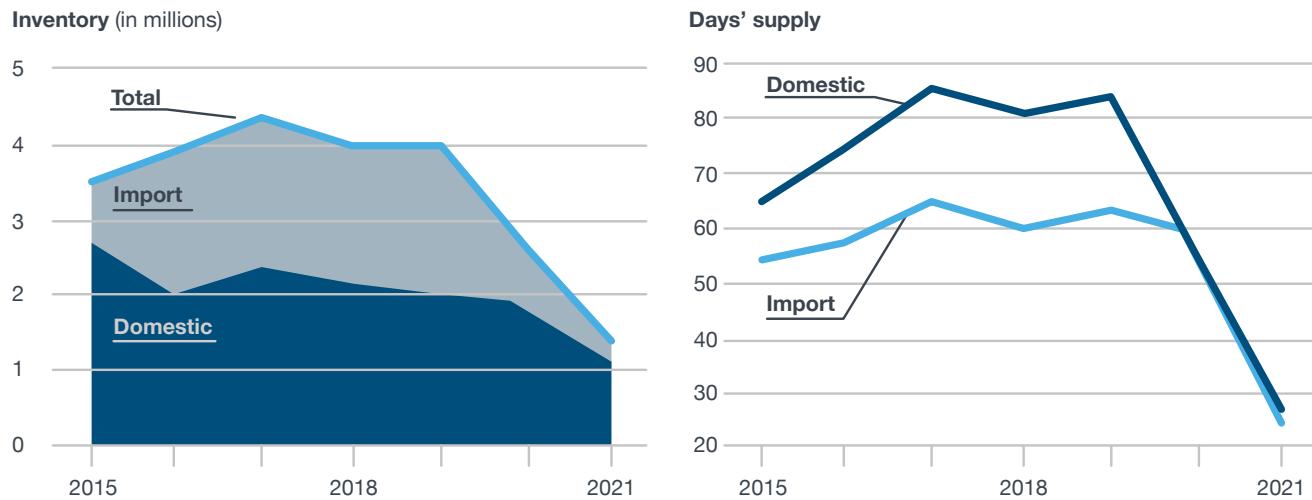


Increasing used vehicle personalization represents one of two key growth opportunities for accessory sales in 2022. As the global chip shortage has suppressed new vehicle production and squeezed dealership inventories (as illustrated below),<sup>4</sup> the most common consumer behaviors observed are:

- **Consumers buying used and improving those vehicles with accessories.**
- **Consumers buying new vehicles in a lower-level trim due to lack of available inventory, then accessorizing to acquire sought-after features.**

Because of this shift in focus to customizing current vehicles, the number of accessory sales for used vehicles is expected to grow over the next few years.

### New Vehicle Inventories and Days' Supply, by Year, June YTD



Source: *Automotive News*, Wards Intelligence



### Average Number of New Vehicles Sold Per Dealership and Selling Price, by Year

Year	New Vehicles Sold	Average Retail Selling Price
2013	960	\$32,035
2014	1,003	\$32,824
2015	1,051	\$33,456
2016	1,045	\$34,449
2017	1,020	\$34,670
2018	1,028	\$35,608
2019	1,026	\$36,824
2020	870	\$38,961
2021	895	\$42,379

Source: WardsAuto, NADA



## KEY GROWTH DRIVER: CONSUMER OPTIMISM AND EXCITEMENT



The second key growth opportunity for accessory sales in 2022 is somewhat counterintuitive to the first: Consumer excitement is growing for several new models and first-time releases.

This opportunity, of course, presumes the global chip shortage will be resolved in the near to mid-term future – or at least that the effects will ease to the extent that supply can meet increased demand for new vehicles. Current projections have automakers getting some measure of relief in mid- to late 2022, although how quickly and to what extent the crunch will ease remains unclear.<sup>5</sup>

Manufacturers seem bullish on this front as well, stepping up marketing and branding efforts for new models ranging from the Ford Bronco, GMC Hummer EV, Jeep Renegade, and others.<sup>6-8</sup> The Bronco alone will feature hundreds of accessory options, and with early sales outpacing production,<sup>9</sup> manufacturers' bet on consumer optimism is looking like the right call.

Some key notes about these vehicles: They each fall into either the SUV, CUV, or light truck category, each of which sees comparatively high levels of accessory sales. Also, other post-pandemic trends, such as an increase in leisure travel and vacationing as well as niche outdoor activities such as “overlanding,”<sup>10</sup> all point to an increased demand for vehicle customization to tailor new models to specific consumer needs.



## THE POWER OF EARLY ENGAGEMENT



The opportunities for growth in accessory sales are evident. So, why is it dealers continue to capture a disproportionately small slice of the total market?

As we mentioned, dealers are participating in the accessory market more often, with shares up 6 percent in recent years. So what's holding other retailers back from investing in this profit center? Often, the dealers who avoid accessory sales think the cost-to-benefit ratio doesn't work in their favor or that it's simply too difficult to consistently succeed at accessory sales.

It actually is true that accessory sales can be difficult – if dealers don't capitalize on their built-in advantage of early engagement.

That advantage is simple and twofold: Dealers have the first opportunity to market and sell accessories to consumers, and they have the best chance to do it during the vehicle sale itself, with a captive and (if pitched correctly) receptive audience. In fact, when the accessory conversation occurs during the dealership visit, "both installation rates and total spending rise."<sup>11</sup>

The best way dealerships can capture those sales is to present accessories to every vehicle buyer in a way that engages them and puts them in control of the process. That means investing in the right tool to take advantage of growing demand, resulting in a new profit center and an improved customer experience.



## THE POWER OF EARLY ENGAGEMENT



That tool is AddOnAuto, an in-dealership, digital, interactive platform that enables early engagement and keeps the focus on the individual customer and their unique accessory needs and desires.

AddOnAuto empowers your business to capitalize on the growth opportunities inherent to accessory sales through:

- **Interactive presentations.**
- **Industry connections to start selling aftermarket accessory products.**
- **A dedicated accessory consultant to assist with process, training, and continued improvement.**

In an era when once-in-a-generation challenges are creating new opportunities, this new source of profit could very well become the next dealership standard and those that get on board early will reap the greatest rewards.

Accessory sales are poised for sustained growth, driven for now by increasing used vehicle personalization and increasing consumer optimism and excitement.

For dealers, that means it's past time to get off the fence and seize your proportionate share of this market. AddOnAuto is the right tool at the right time to help your dealership achieve consistent accessory success.



### Note:

A variety of sources were consulted in the compilation of this report. The primary source was accessories sales data from AddOnAuto.

<sup>1</sup> SEMA Market Research. (2021).

<sup>2</sup> SEMA U.S. Market Data. (2020).

<sup>3</sup> Yip, J. (2021, December 12). *Dealerships get in the accessories game*. Automotive News.

<sup>4</sup> NADA Data. (2021).

<sup>5</sup> Lutz, H. (2022, January 3). *Chips' sales grip may only slightly ease in '22*. Automotive News.

<sup>6</sup> Martinez, M. (2021, April 11). *About 100 Ford dealers to invest in dedicated Bronco stores*. Automotive News.

<sup>7</sup> Phillips, D. (2021, April 10). *In case you didn't notice: New vehicles are shouting their names out loud*. Automotive News.

<sup>8</sup> Hummer EV, Bronco raise big money. (2021, April 5). Automotive News.

<sup>9</sup> Symes, S. (2021, June 24). *Ford Bronco Sales Are Out Pacing Production*. Motorious.

<sup>10</sup> Segura, E. (2020, November 12). *Overlanding: A Quick Rundown of What It Is, and Why It's Cool*. Automobile Magazine.

<sup>11</sup> Foresight Research. (2017, February 27). *Inside the Accessory Buyer's Mind*. Globe Newswire.

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