

Auto Parts Expected to Surpass Other Goods in Online Sales: Augusto Beato

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Portland SEO's Augusto Beato anticipates U.S. online sales of new auto parts and accessories to enjoy further robust growth even after it achieves the projected 16 percent sales increase to $12.3 billion this year.

He based his analysis on findings that consumers are just becoming more comfortable at buying auto parts online and retailers getting better at e-commerce that results in offering a better online experience.

Beato further noted in the analysis conducted by Hedges & Co., an automotive digital marketing agency, that most of those sales would happen on smartphones.

And digital activity will influence just over $148 billion in U.S. auto parts and accessory sales this year, Beato adds. Those ?digitally influenced? sales include goods bought online and those researched or discovered online before being purchased in a store.

Sales of automotive parts and accessories on mobile phones will exceed $7.4 billion?about 60.2 percent of the total?in 2019, which is a 27.6 percent increase from $5.8 billion in 2018. Hedges & Co. also

projected mobile auto parts e-commerce to grow at an average annual rate of 25 percent through 2022.

"It's natural for the automotive market to turn to the internet, as repairing, restoring or even buying a car is heavily based on research," said Beato, who is the CEO of Portland SEO. "You can pretty much assure that digitally-influenced sales will increase."

To learn more on how Portland SEO can boost online sales, feel free to reach out to Augusto Beato by clicking here.

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