

## Exclusive Reports

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Members gain access to a wide range of market studies, surveys, reports, and other key resources from organizations such as TraQline, the U.S. Drought Monitor, Constellation, and others. This data includes demographics, parts purchases, sales and profitability, service and labor analysis, e-commerce best practices, and a multitude of additional information that helps drive key business decisions.

Learn more at: <https://www.oppaa.org/member-benefits/>



# OPPAA DEALER FAST FACTS

Outdoor Power Parts & Accessories Association

## Parts Profitability

Parts are the most profitable segment of the OPE dealer business, with an average profit margin of 30%.

## Part Sales by Customer Type

Homeowners are the primary customer type for OPE parts, accounting for 65% of total sales.

## Do You Sell Non Gas-Powered Handheld?

65% of OPE dealers sell non-gas-powered handheld tools.

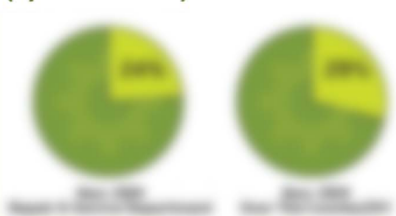
## Selling Online

75% of OPE dealers sell online.

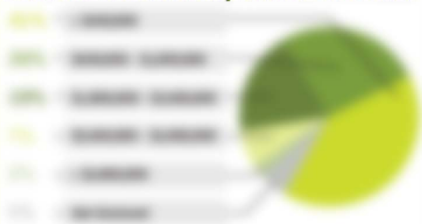
## OPE Parts Market Size (in billions)



## 2022 Non-OEM Market Share (by Sales Source)



## Percent of Dealers by Annual Revenue



## Avg. Dealer Parts Spend



## OPE Dealer Saturation



## Dealer Count by Region

