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Mobile Commerce

Mobile commerce or m-commerce is the exchange or buying and selling of commodities, services, or information on the Internet through the use of mobile handheld devices such as smartphones.

According to the market research firm [eMarketer](#):

- Mobile commerce-enabled transactions across the United States would reach \$41.68 billion in 2013, increasing 68.2% from 2012 totals of \$24.78 billion.
- Total U.S. retail e-commerce sales were expected to reach \$262.3 billion, growing by 16.4% year-over-year, eMarketer forecasts.



- Mobile-based transactions would drive 16% of total e-commerce sales in 2013, up from 11 percent a year ago, and were on pace to drive 19% of all e-commerce sales in 2014, corresponding to sales of \$56.72 billion.
- Mobile would represent 26% of digital retail transactions in 2017, reaching \$113.57 billion.

Mobile first e-commerce



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