Including **COVID-19** economic **impact**

United States

Statista Country Report

June 2021

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The Statista Country Reports

Dear Reader,

find out more about the United States in our report focusing on the general economy, trade, investment, society, infrastructure, consumers, politics, health, and the environment.

The Statista Country Report provides a comprehensive overview about the economy in the United States, with information relevant to manufacturing, foreign direct investment, and the import and export business. Gain insights into the major trends in the United States in order to assess the risks and opportunities relevant for international business.

We hope our report proves to be useful and informative for you.

Volker Staffa

Elena Barth

Luana Stefan

Agenda

The United States is a high income country with a population growth of 0.6% in 2021

Executive summary (1/2)

Economy

- Real GDP is forecast to increase by 2.4% p.a. from 2020 to 2025

- It takes 4.2 days to start a business in the United States compared to the regional average of 4.7 days

- The United States had a fiscal deficit of 2.5% of GDP in 2019

- Household consumption expenditure in the United States was lower than regional average

- The estimated unemployment rate was 8.89% in 2020 and is projected to be 4.16% in 2026

Trade & investment

- The United States registered a lower export trade flow than the regional average in 2020

- In 2019, total merchandise exports amounted to US$1,643.2 billion

- The share of travel in service-related exports is lower than the regional average in 2020

- In 2020, total services-related exports amounted to US$669.3 billion

- Inward FDI amounted to US$246,215.0 million in 2019

In global comparison, the United States has a very high level of human development

Executive summary (2/2)

Society, health & retail & consumption

- Population projected to reach 366.6 million by 2040

- In global comparison, the United States has a very high level of human development

- The number of physicians per capita was higher than the regional average

- The retail market in United States is well-developed

- Consumers in the United States spend the most in the area of "Healthcare"

- With US$431.6bn and a share of 74.1%, eCommerce generated the highest digital revenues in 2020

- The total FinTech transaction value is forecast to grow by 22.4% from 2020 to 2025

- 89.0% used the internet and there were 135.7 mobile cellular subscriptions per 100 people

Environment & politics

- This country had the 2nd highest CO_2 emissions in 2019

- This country had the 10th highest CO_2 emissions per capita in 2019

- In a 2019 global comparison, the United States had a low exposure to particulates

- Compared to the average of the continent, the United States has a lower share in renewables

- The United States is a constitutional federal republic

- Rule of law in the United States is rather high

- Control of corruption is rated as rather strong

- Regulatory quality in the United States is on a very high level

- Weak risks of violence and/or terrorism due to political instability

INTRODUCTION

The U.S. dominates global markets

Enjoys its position of technological, military, and economic superiority

Trump and the economy

The U.S. is the world's leading economic and military power. Its 2019 GDP accounted for as much as 25% of the world's total, and its 2020 military budget exceeded the combined sum of the rest of the world. Although China has energetically challenged the country's economic, military, and technological dominance over the last two decades, the U.S. remains at the global forefront by a wide margin. In fact, the protectionist trade policies and tax reforms implemented by former President Donald Trump have only strengthened the country's position. However, some of these policies and reforms have already been reversed by President Joe Biden. From a technological as well as quantitative standpoint, the U.S. also dominates the film production industry, with Hollywood generating the most revenue in comparison to other countries active in this sector.

- The 2007 global economic crisis that originated in the U.S. was mainly caused by the collapse of the housing market

- The National Football League (NFL) is the most popular professional sports league in the country

- The U.S.-led wars in Iraq and Afghanistan resulted in a budget deficit and increase in public debt

- Barack Obama was the country's first African-American President

Sources: BBC 2020, Deloitte 2020, Forbes 2018, The Economic Times 2021

COVID-19 developments in the United States

COVID-19 impact

Management of the crises

The COVID-19 pandemic has affected the global economy and several aspects of life in most countries in the world. The degree of impact varies across countries in terms of the number of cases and the effects on the society and economy. This is related to each country's crisis management, i.e., the various policies which have been implemented in the relevant country. Some countries reacted very fast, imposing strict lockdowns, whereas other countries introduced more moderate policies to stop the spread of the virus.

In the Lowy Institute Ranking of the relative performance of countries[1] in the crisis, the United States was ranked 94th
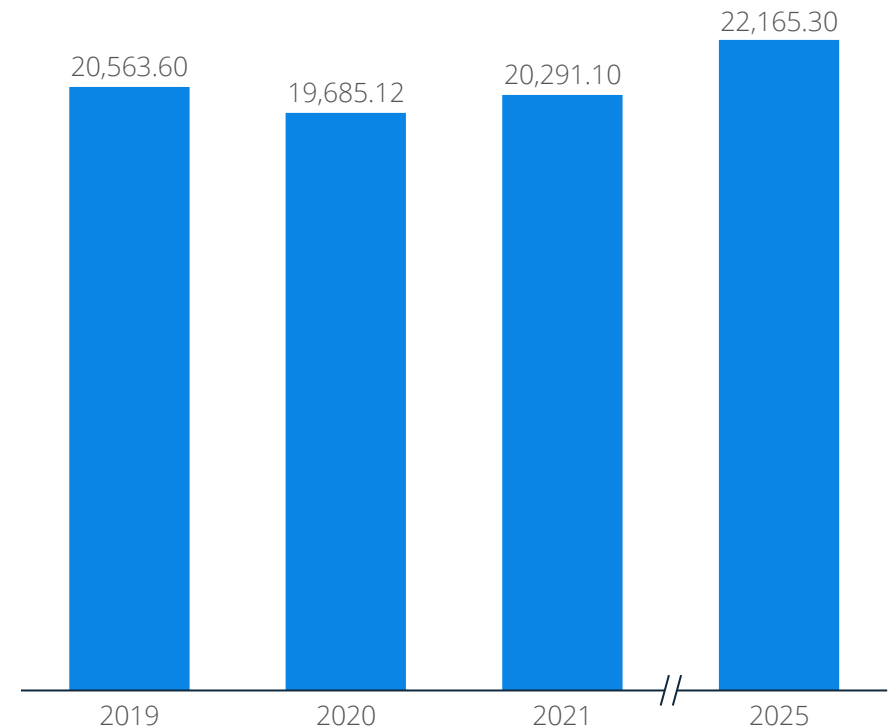
COVID-19 impact

| **33,457.4k** | **599.7k** |
| Number of confirmed cases[2] | Number of deaths related to COVID-19[2] |

Medication

| **143,921k** | **43.84%** |
| People fully vaccinated[2] | Share of population fully vaccinated[2] |

GDP in billion US$

2019	2020	2021	2025
20,563.60	19,685.12	20,291.10	22,165.30

In the USA, the current situation led to high concerns about the health and social situation

Perceived challenges

Perceived challenges of the current economic and social situation[1]

Category	Value
Civil rights	29%
Climate change	32%
Crime	32%
Defense & foreign affairs	14%
Economic situation	38%
Education	29%
Environment	27%
Food and water security	15%
Government debt	29%
Health and social security	46%
Housing	21%
Immigration	29%
Poverty	30%
Religious conflicts	10%
Rising prices / cost of living	35%
Terrorism	20%
Unemployment	36%
Unifying the country	34%
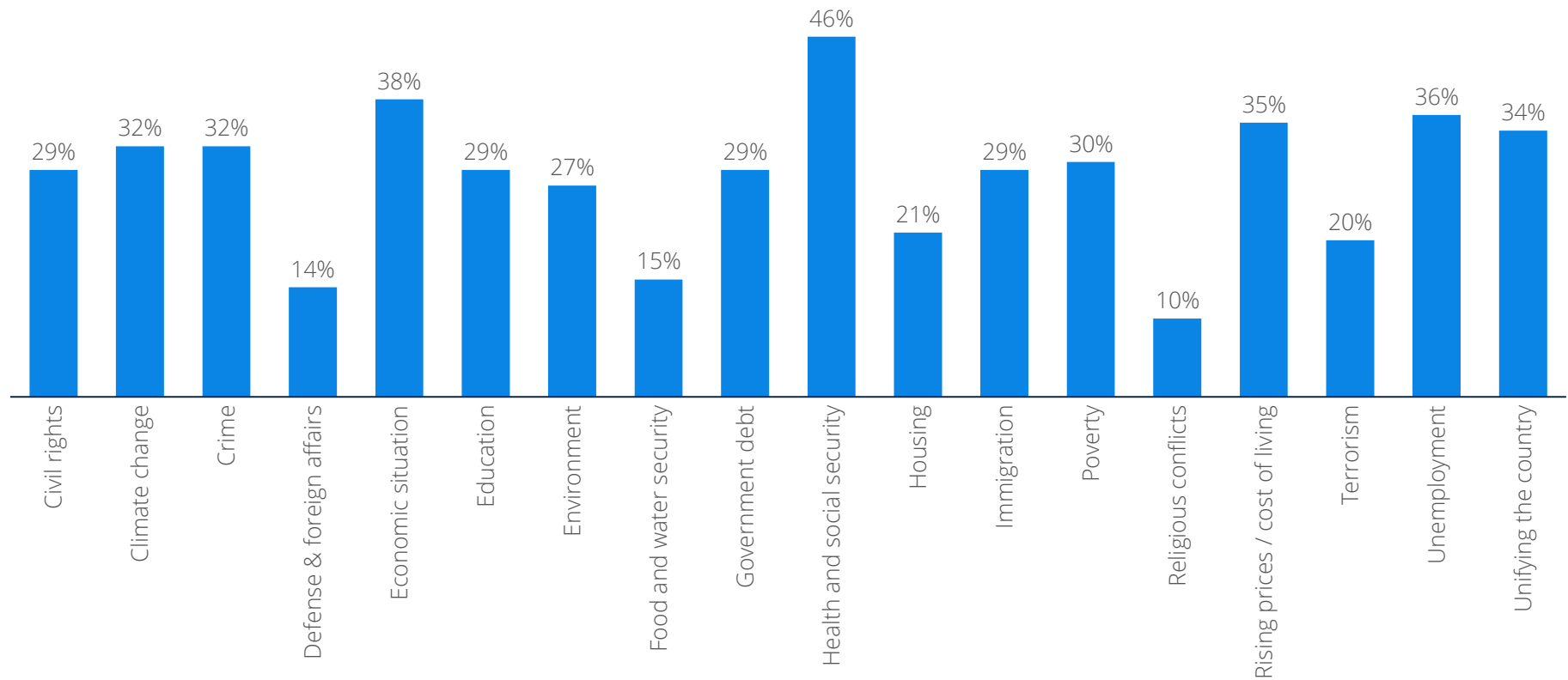
United States

Overview: general information
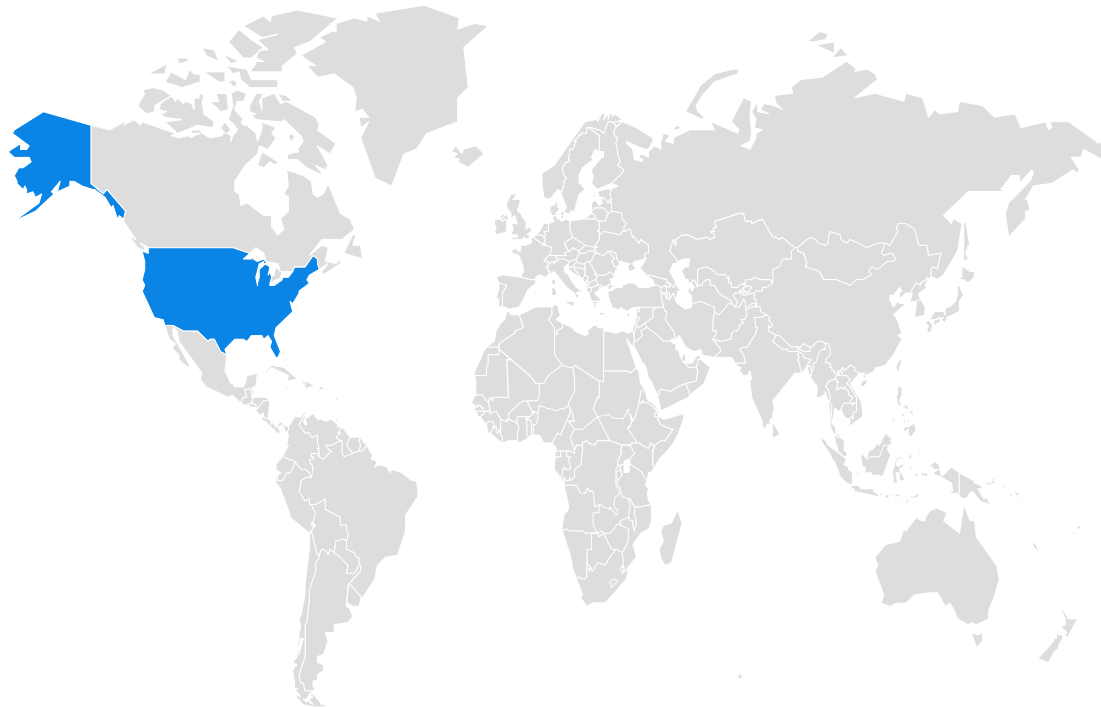
General information

Capital:	Washington, DC
Official language:	English
Main religion:	Protestant
Main ethnic group:	White
Population:	329,064,917
Area:	9,833,517 sq km
▪ **Population density:**	35.8 people per sq km
Total real GDP[1]:	US$19,685.1bn
▪ **GDP[1] per capita:**	US$59,471.2
Profit tax:	20.7%
Currency:	US dollar (USD)
Time zone:	UTC-5
Calling code:	+1

1: Constant US$, see glossary for definition of current and constant
Sources: CIA 2020, World Bank 2019, United Nations 2020, International Monetary Fund 2020, Columbia University 2020, Statista 2020

Washington D.C.: South Region

Overview: city

Capital city ☆   Other city ☐
■ Northeast   ■ Midwest   ■ South   ■ West

Baltimore
Louisville
Nashville
Washington
Memphis
Charlotte
El Paso
Atlanta
Dallas
New Orleans
Jackson-ville
Austin
San Antonio
Houston
Tampa
Miami

Alaska   Hawaii
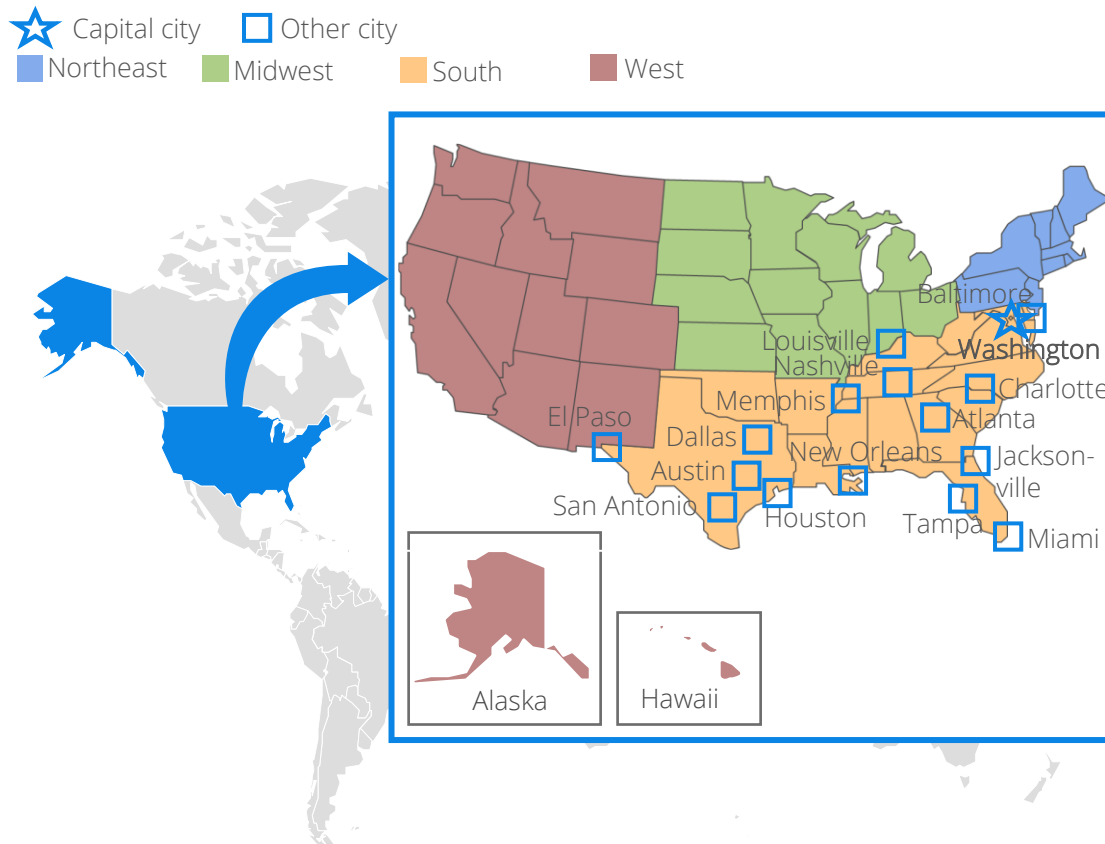
General information

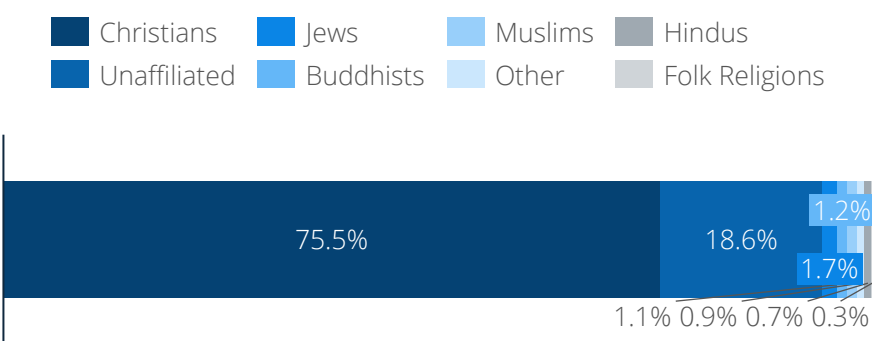|	
Population[1] in million in 2020:	5.32
Population growth[1] 2020-2030:	10.26%
Cost of living in US$:	n.a.
Life expectancy at birth:	80.5
City product per capita in US$:	106,789.00
Stock exchange:	No
Airfreight in kt:	273.30
Air passengers in million:	24.8
Physicians per 1,000 inhabitants:	2.61
Internet penetration:	86.10%
5G availability:	Yes
Number of universities:	21

1: United Nations estimate/forecast
Note: For specific information concerning these KPIs, refer to the slide in the corresponding chapter of the City Report
Sources: World Bank 2020, World Bank 2019, HamInfo 2019, United Nations 2018, UN Habitat 2016, Statista 2020

With a population of 18.8 million, New York-Newark is the largest urban area in the United States

Overview: population

Religious affiliation in % of population

- Christians
- Unaffiliated
- Jews
- Buddhists
- Muslims
- Other
- Hindus
- Folk Religions

75.5% 18.6% 1.2% 1.7%
1.1% 0.9% 0.7% 0.3%

Ethnic groups in % of population

- White
- Black
- Asian
- Amerindian and Alaska native
- Other

9.3%
4.8%
0.9%
12.6%
72.4%
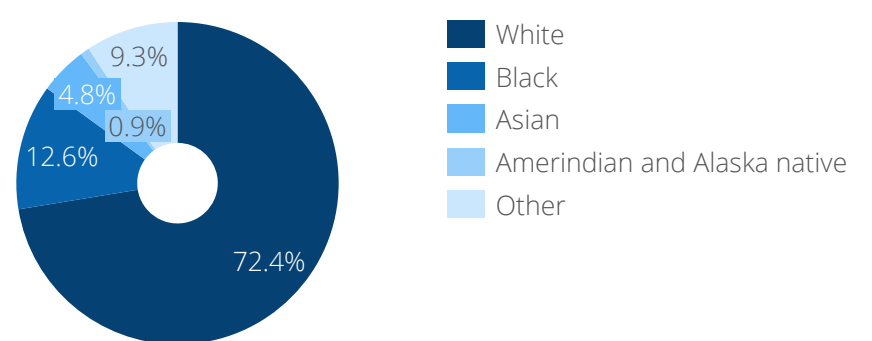
Population in major urban areas in millions

- New York-Newark: 18.8
- LA-Long Beach-Santa Ana: 12.4
- Chicago: 8.9
- Houston: 6.4
- Dallas-Fort Worth: 6.3
- Washington, D.C.: 5.3

Land use in % of total area

- Arable land
- Forest area
- Permanent cropland
- Other

16.6% 33.9% 0.3% 49.1%
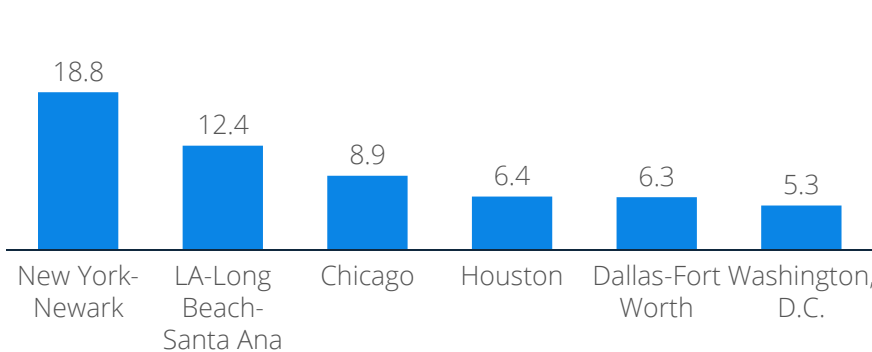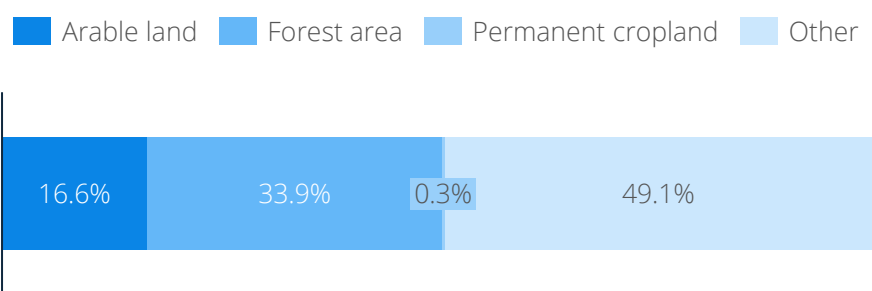
Things you didn't know about American business culture

Doing business (1/2)

Communication standards

- Direct communication is preferred when it comes to business discussions in the U.S.

- The U.S. is a big country with many micro-cultures. Nonetheless, shaking hands and maintaining eye contact are usually considered important aspects of non-verbal communication.

- English is the official language for business communications.

- In modern technological companies, more horizontal structures are prevalent, while hierarchy is evident in state-owned enterprises and other legacy companies.

- Bargaining usually depends on the type of business, however it is very common during negotiations.

Business meeting procedures

- Meetings are scheduled in advance and punctuality is given prime importance.

- Meeting schedules are followed strictly and meetings usually start and finish on time.

Conflict management

- Business conflicts are resolved through mutual discussions which aim to find a solution acceptable to all parties involved.

- Executives from senior management act as moderators to resolve the conflict.

Things you didn't know about the American business culture

Doing business (2/2)

Importance of business networks

- In the US, maintaining a strong business network through personal and professional contacts is considered important to succeed in business.

- Although most of the business deals are mainly based on contracts, knowing the other party helps establishing trust, and reducing the time taken to come to an agreement.

Gender equality

- Equality is a strong value in the American society. Women and men are considered equally capable to conduct business.

- Sexist comments or discrimination based on gender is strictly frowned upon and there are many laws to address any violations.

Slow business months

- Business is slower than usual during the months of July, August and December.

Work-life balance

- Even though work-life balance is considered an important aspect in the US, the scenario is witnessing gradual change with people often working after hours. This culture is also gaining momentum due to the presence of many international companies.

- However, new age technology companies are working towards providing a good work-life balance for their employees to achieve greater productivity.
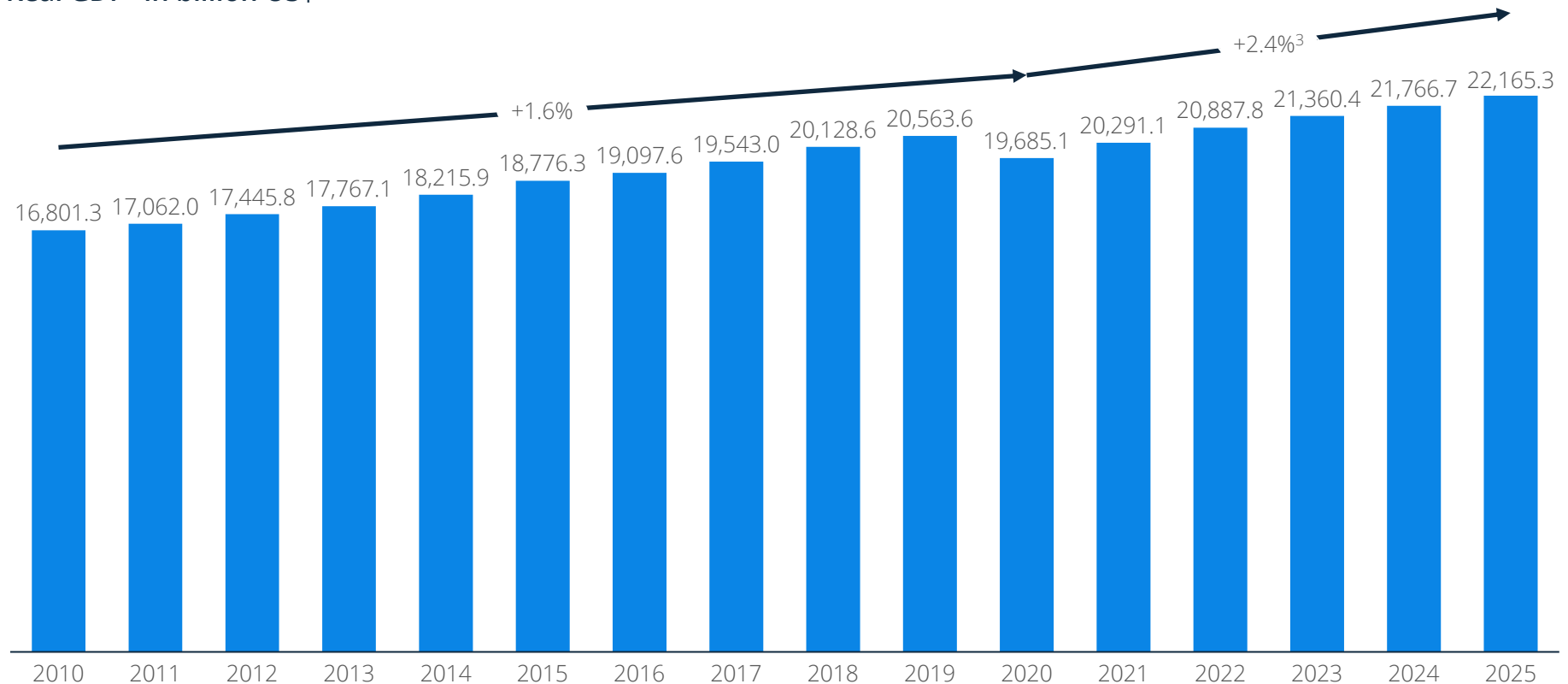
ECONOMY

Real GDP is forecast to increase by 2.4% p.a. from 2020 to 2025

Economic conditions: real GDP (1/3)

Real GDP[1] in billion US$[2]

Chart data (Real GDP in billion US$):

Year	Real GDP
2010	16,801.3
2011	17,062.0
2012	17,445.8
2013	17,767.1
2014	18,215.9
2015	18,776.3
2016	19,097.6
2017	19,543.0
2018	20,128.6
2019	20,563.6
2020	19,685.1
2021	20,291.1
2022	20,887.8
2023	21,360.4
2024	21,766.7
2025	22,165.3

+1.6%
+2.4%[3]

1: Real gross domestic product (GDP) is an inflation-adjusted measure that reflects the value of all goods and services produced by an economy in a given year, expressed in base-year prices, and is often referred to as "constant-price," "inflation-corrected" GDP, or "constant dollar GDP" Unlike nominal GDP, real GDP can account for changes in price level and provide a more accurate figure of economic growth 2: Constant US$, see glossary for definition of current and constant US$ 3: CAGR: Compound Annual Growth Rate / average growth rate per year

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Real GDP per capita at US$59,471.2 was higher than average in 2020

Economic conditions: real GDP (2/3)

Real GDP[1] growth, real GDP and real GDP per capita in US$[2] in North America in 2020
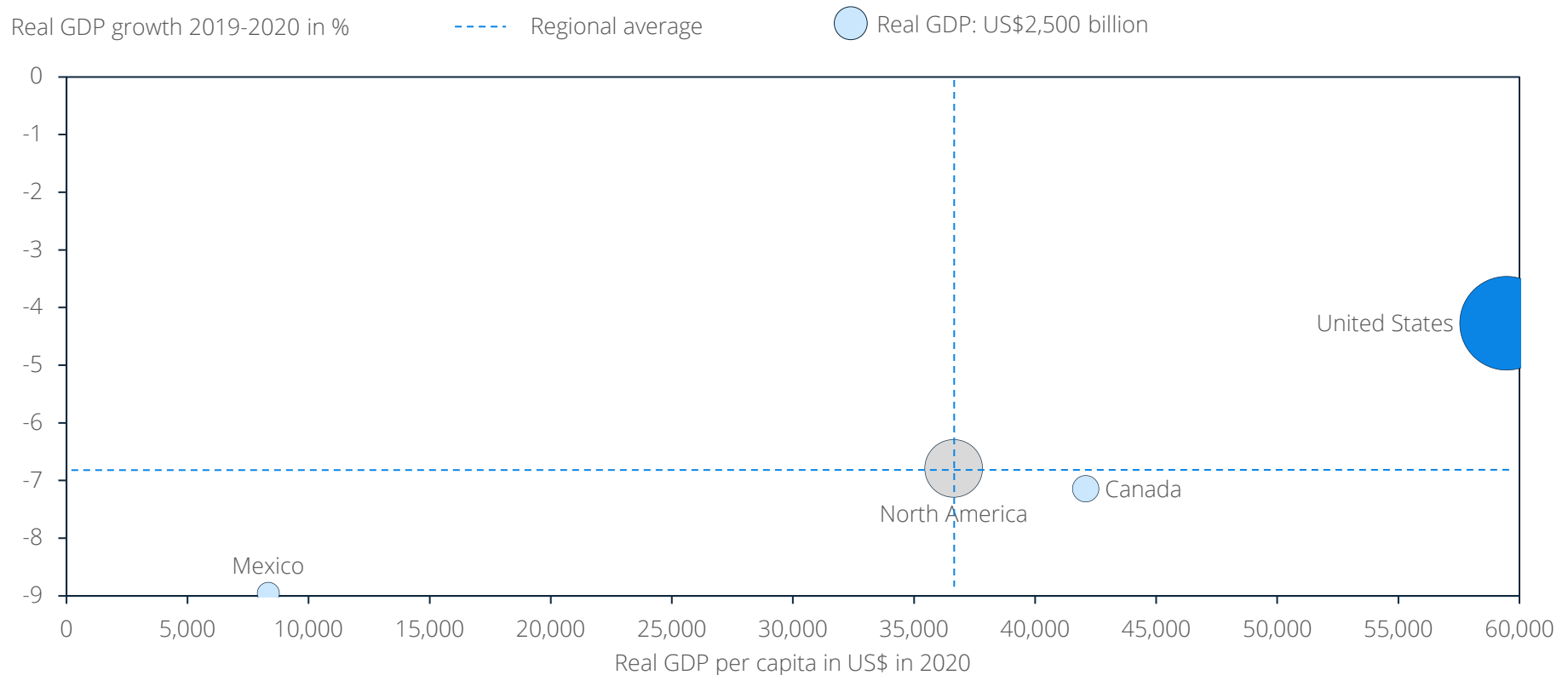
Real GDP growth 2019-2020 in %   - - - - Regional average   ◯ Real GDP: US$2,500 billion

Real GDP per capita in US$ in 2020

The United States has the 6th highest real GDP per capita

Economic conditions: real GDP (3/3)

Real GDP[1] per capita in US$[2] in 2020 and variation since 2019

#	Country	Value	Change	#	Country	Value	Change	#	Country	Value	Change	#	Country	Value	Change	#	Country	Value	Change
1	Luxembourg	101,840.1	↓	31	Estonia	21,096.2	↓	61	Mexico	8,338.4	↑	91	Azerbaijan	4,063.3	↓	121	Pakistan	1,477.2	↓
2	Switzerland	77,399.7	↓	32	Bahrain	20,542.7	↓	62	Cuba	8,064.9	↓	92	Indonesia	4,039.3	↓	122	Zambia	1,413.2	↓
3	Ireland	76,635.6	↓	33	Portugal	20,479.7	↓	63	Dominican Republic	7,800.0	↓	93	Jordan	4,012.5	↓	123	Senegal	1,394.1	↓
4	Norway	73,160.9	↓	34	Czechia	20,155.8	↓	64	Montenegro	7,405.2	↓	94	Belize	3,883.3	↓	124	Cameroon	1,385.4	↓
5	Iceland	70,523.2	↓	35	Saudi Arabia	19,223.0	↓	65	Equatorial Guinea	7,229.4	↓	95	Mongolia	3,849.9	↓	125	Myanmar	1,301.5	↓
6	United States	59471.2	↓	36	Cyprus	18,837.8	↓	66	Turkmenistan	7,224.7	↓	96	Algeria	3,688.6	↓	126	Zimbabwe	1,276.7	↑
7	Singapore	57,232.7	↓	37	Lithuania	18,540.6	↓	67	Botswana	7,186.6	→	97	El Salvador	3,675.9	↓	127	Benin	1,218.0	↓
8	Denmark	56,916.6	↓	38	Greece	18,348.7	↓	68	Gabon	6,840.9	↓	98	Angola	3,492.2	↓	128	Timor-Leste	1,163.6	↓
9	Qatar	54,488.5	↓	39	Slovakia	17,281.6	↓	69	Serbia	6,748.9	↓	99	Vietnam	3,314.0	↓	129	Kyrgyzstan	1,122.7	↓
10	Sweden	52,695.8	↓	40	Uruguay	16,668.1	↓	70	Thailand	6,472.1	↓	100	Tunisia	3,247.4	→	130	Lesotho	1,113.3	→
11	Australia	51,019.7	↓	41	Latvia	16,073.5	↓	71	Colombia	5,957.7	↓	101	Bhutan	3,222.3	↓	131	Tanzania	1,038.9	↓
12	Netherlands	47,897.3	↓	42	Hungary	15,168.1	↓	72	Peru	5,937.7	↓	102	Bolivia	3,175.8	↓	132	Nepal	987.0	↓
13	Finland	45,401.3	↓	43	Poland	14,726.7	↓	73	Belarus	5,865.7	↓	103	Philippines	3,101.0	↓	133	Sudan	914.3	↓
14	Austria	45,068.3	↓	44	Seychelles	14,414.3	↓	74	Bosnia and Herzeg.	5,488.7	↓	104	Morocco	2,910.7	↓	134	Guinea	895.7	↓
15	Canada	42,089.3	↓	45	Chile	14,316.4	↓	75	North Macedonia	5,475.0	↓	105	Egypt	2,660.6	↓	135	Tajikistan	872.6	↓
16	Germany	42,065.2	↓	46	Panama	14,016.4	↓	76	South Africa	5,471.4	↓	106	Laos	2,626.3	↑	136	Rwanda	865.4	↓
17	New Zealand	41,662.0	↓	47	Croatia	12,962.5	↓	77	Paraguay	5,425.0	↓	107	Papua New Guinea	2,558.1	↓	137	Ethiopia	799.7	↓
18	Israel	41,049.9	↓	48	Oman	12,452.3	↓	78	Ecuador	5,331.7	↓	108	Ukraine	2,539.8	↓	138	Uganda	770.8	↓
19	Belgium	41,024.6	↓	49	Argentina	11,989.2	↓	79	Lebanon	5,331.6	↓	109	Moldova	2,466.1	↓	139	Burkina Faso	749.5	↓
20	United Arab Em.	37,479.1	↓	50	Costa Rica	11,463.6	↓	80	Suriname	4,901.1	↓	110	Honduras	2,320.1	↓	140	Haiti	709.9	↓
21	France	37,059.8	↓	51	Romania	11,387.2	↓	81	Fiji	4,820.0	↓	111	Ivory Coast	2,264.7	↓	141	Gambia	692.3	↓
22	Japan	36,797.3	↓	52	Russia	10,754.1	↓	82	Namibia	4,736.8	↓	112	Ghana	2,167.5	↓	142	Chad	642.0	↓
23	United Kingdom	36,471.6	↓	53	Malaysia	10,127.7	↓	83	Jamaica	4,683.2	↓	113	Uzbekistan	1,947.4	↓	143	Togo	640.6	↓
24	South Korea	32,635.1	↓	54	Turkey	10,054.2	↓	84	Albania	4,462.8	↓	114	India	1,906.5	↓	144	Niger	527.3	↓
25	Malta	30,245.0	↓	55	China	10,002.0	↓	85	Iraq	4,456.8	↓	115	Bangladesh	1,835.9	↓	145	Madagascar	504.7	↓
26	Italy	29,302.1	↓	56	Mauritius	9,561.3	↑	86	Iran	4,308.0	↓	116	Nigeria	1,817.6	↑	146	Sierra Leone	491.7	↓
27	Brunei Darussal.	28,839.9	↓	57	Kazakhstan	9,403.7	↓	87	Georgia	4,264.0	↓	117	Nicaragua	1,814.9	↓	147	Mozambique	442.9	↓
28	Kuwait	26,412.8	↓	58	Brazil	9,367.6	↓	88	Armenia	4,207.5	↓	118	Rep. of the Congo	1,741.3	↓	148	Malawi	353.2	↓
29	Spain	25,533.4	↓	59	Bulgaria	8,696.8	↓	89	Guatemala	4,197.0	↓	119	Kenya	1,660.9	↓	149	Burundi	280.0	↓
30	Slovenia	23,237.4	↓	60	Guyana	8,382.5	↓	90	Sri Lanka	4,117.4	↓	120	Cambodia	1,485.6	↓				

The city GDP per capita of Washington D.C. was at US$106,789

GDP per capita

GDP per capita[1] for selected cities in this region in US$

City	GDP per capita
San Francisco	123,979
Washington D.C.	106,789
Seattle	94,378
Boston	93,233
New York	85,565
San Jose	82,414
Philadelphia	69,847
San Diego	69,534
Denver	69,259
Charlotte	68,818
Indianapolis	65,519
Los Angeles	65,368
Houston	64,309
Portland	64,267
Dallas	64,205
Austin	64,003
Baltimore	62,291
Columbus	58,870
Sacramento	58,829
Detroit	58,743
Memphis	54,644
Nashville	53,193
Chicago	52,716
Calgary	51,204
Kansas City	51,157
San Antonio	50,625
Jacksonville	50,211
Phoenix	49,821
Louisville	49,072
Toronto	49,056
Albuquerque	43,843
Vancouver	42,711
Montréal	38,867
El Paso	36,530
Monterrey	33,795
Mexico City	25,697
Guadalajara	20,541
Puebla City	13,538
Mérida	7,239

Washington D.C.'s total population was larger and the city GDP per capita higher than the regional average

Economic conditions

Total population growth in percentage 2020-2030, total population in millions and City GDP per capita[1,2]

Population growth in %   Regional average   Total population: 2.5 million
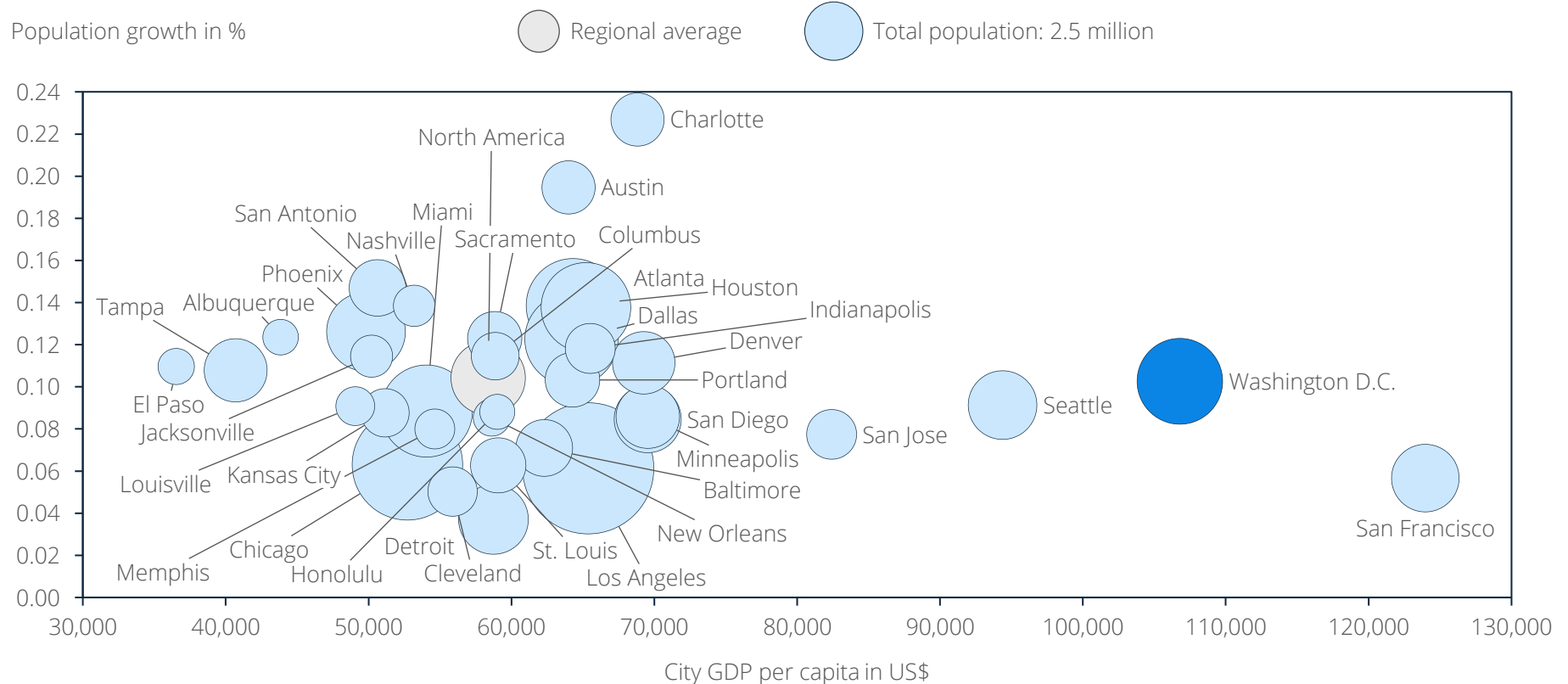
1: Data shown for selected cities in the United States 2: Varying years. Using the latest data available for each city
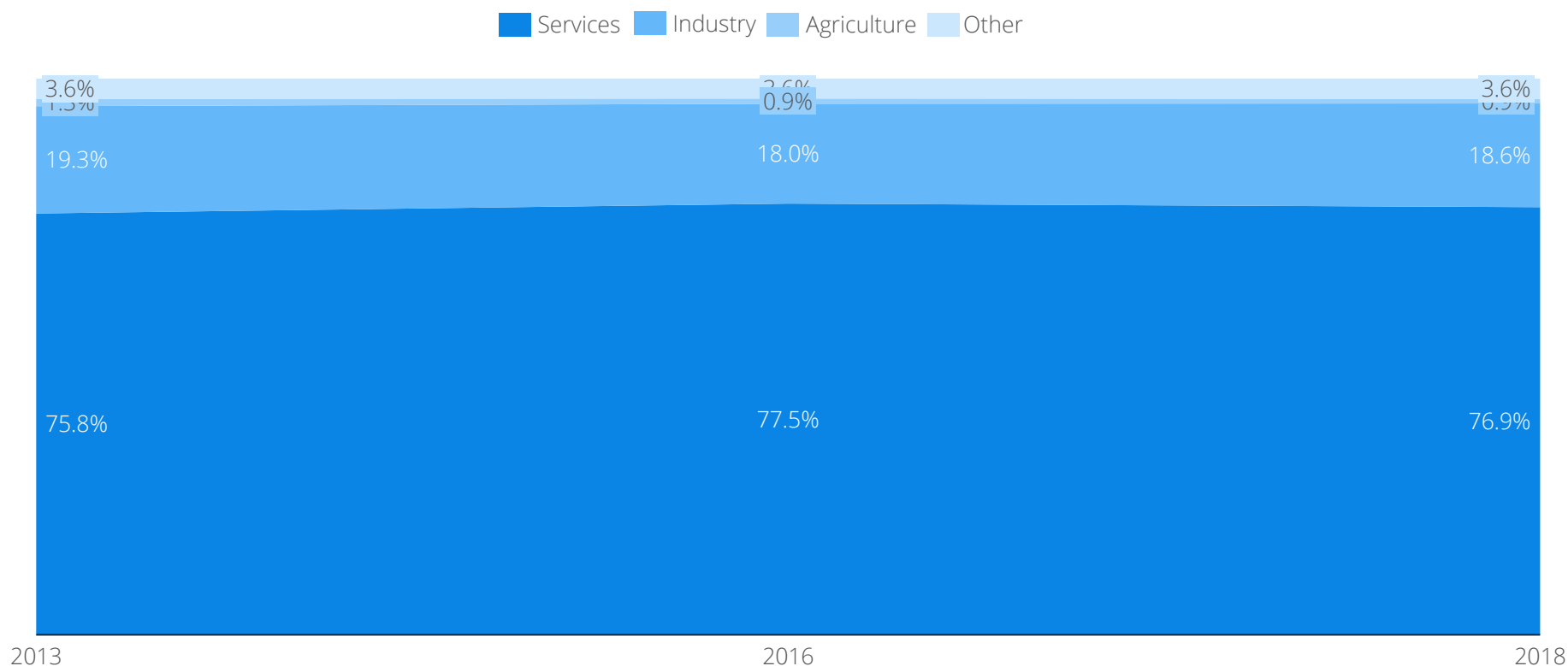Note: Regional average based on cities in North America covered by Global Business Cities Reports
Sources: OECD 2019, United Nations 2018, Open Data Network 2017, UN Habitat 2016, Brookings Institution 2014, Statista 2020

Services accounted for 76.9% of GDP in 2018

Economic conditions: value added by sector

Value added[1] by sector in % of GDP

Legend: ■ Services ■ Industry ■ Agriculture ■ Other

	2013	2016	2018
Other	3.6%	3.6%	3.6%
Agriculture	1.3%	0.9%	0.9%
Industry	19.3%	18.0%	18.6%
Services	75.8%	77.5%	76.9%

It takes 4.2 days to start a business in the United States compared to the regional average of 4.7 days

Business environment: administrative framework

Business administration in 2019

|	Time needed to start a business[1]	Time needed to register property	Time needed to fulfill tax requirements	Time needed to resolve insolvency[2]
United States	4.2 days	15.2 days	175.0 hours	1.0 years
North America	4.7 days	19.3 days	182.2 hours	1.2 years

Delivery in 2019

	Time needed to export[3]	Time needed to import[3]	Efficiency of customs clearance[4]
United States	1.5 hours	7.5 hours	3.8
North America	3.5 hours	8.7 hours	3.4

1: Number of calendar days needed to complete the procedures to legally operate a business 2: Number of years from the filing for insolvency in court until the resolution of distressed assets 3: Time associated with compliance with the documentary requirements of all government agencies of the origin economy, the destination economy and any transit economies 4: In 2018, includes e.g., speed, simplicity, and predictability of customs clearance (5 = high efficiency, 1 = low efficiency); Note: Regional average value is calculated using data from the countries covered by the Statista Country Reports and the source; Sources: World Bank 2020, Statista 2021

The inflation rate is projected to increase from 2020 to 2025

Economic conditions: inflation and interest rates

Inflation[1] and central bank interest rates[2]

── Inflation ── Central bank interest rates
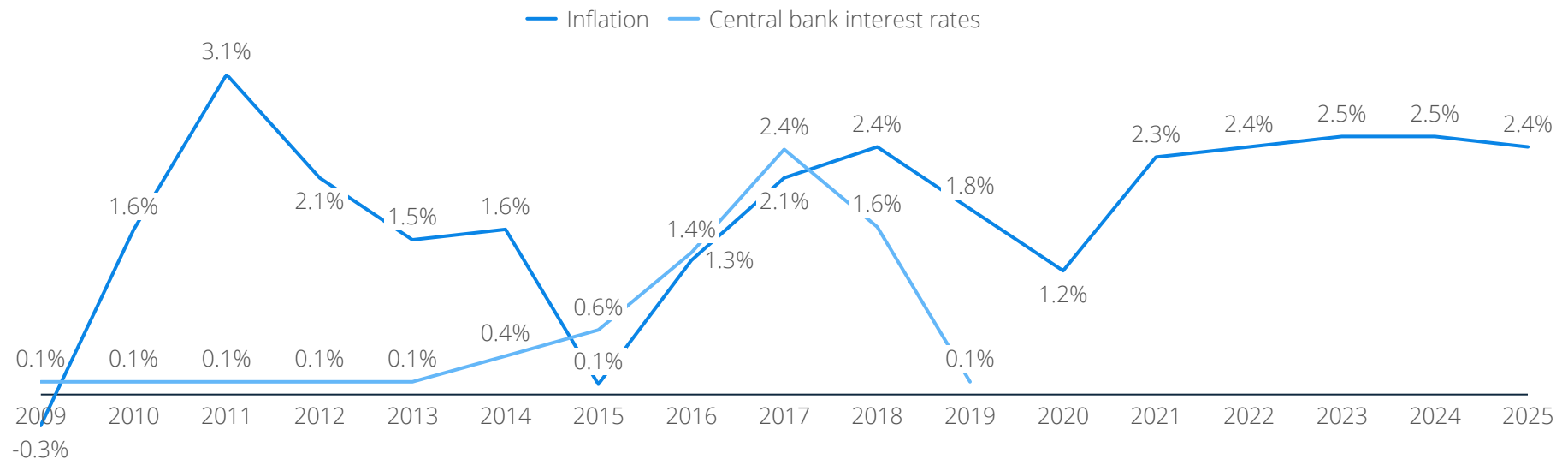
When interest rates are low, individuals and businesses tend to take more loans. Each bank loan increases the money supply in a fractional reserve banking system. According to the quantity theory of money, a growing money supply increases inflation. Thus, a lower interest rate tends to result in a higher inflation. High interest rates tend to lower inflation. Consumers tend to save when interest rates are higher, as returns from savings are higher. More money put aside into savings means less disposable income. This results in slower economy and decreased inflation. Forecasts for interest rates are based on latest historical value in a no-change model[3]. Inflation levels after 2019 are estimated by the IMF.
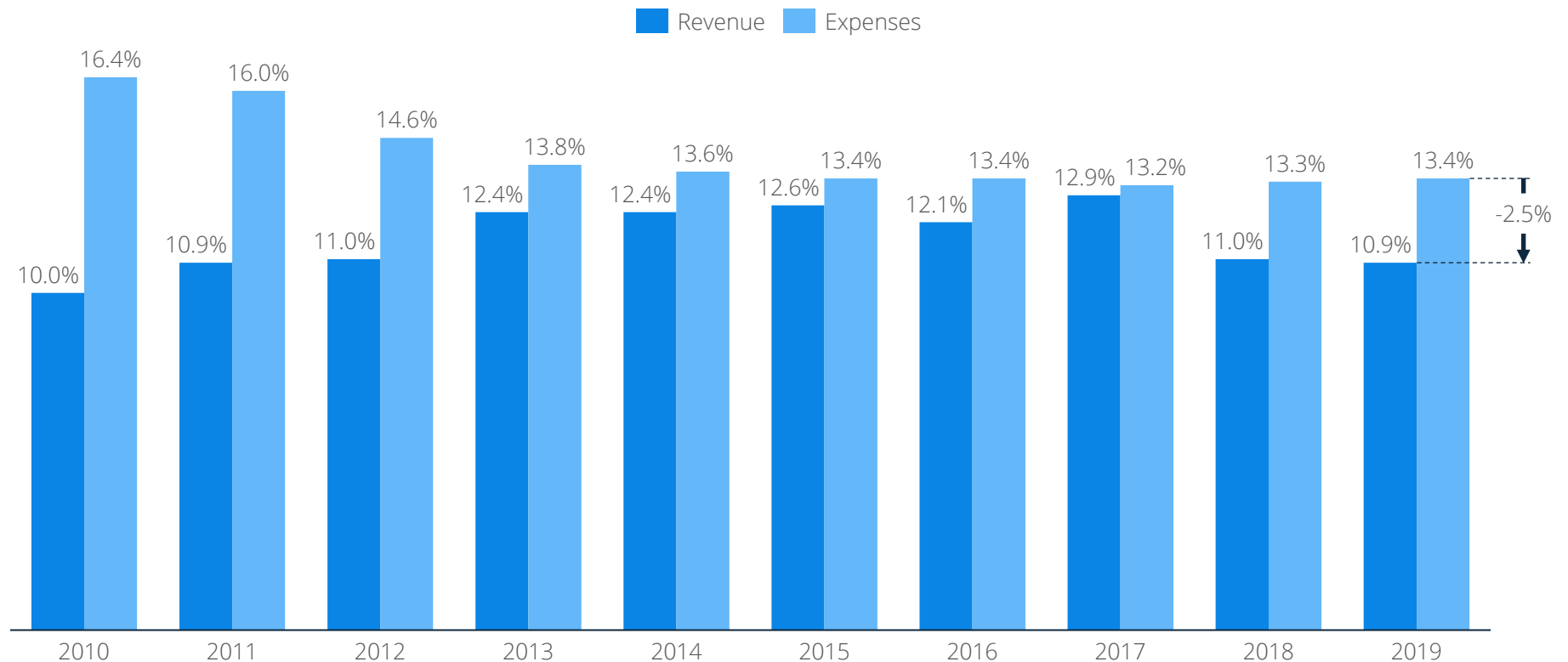
The United States had a fiscal deficit of 2.5% of GDP in 2019

Public finance: expenditure and revenue (1/2)

Revenues[1] and expenses[2] in % of GDP

Legend: Revenue, Expenses

Year	Revenue	Expenses
2010	10.0%	16.4%
2011	10.9%	16.0%
2012	11.0%	14.6%
2013	12.4%	13.8%
2014	12.4%	13.6%
2015	12.6%	13.4%
2016	12.1%	13.4%
2017	12.9%	13.2%
2018	11.0%	13.3%
2019	10.9%	13.4%

-2.5%

1: Revenue is cash receipts from taxes, social contributions, and other revenues such as fines, fees, rent, and income from property or sales. Grants are also considered as revenue but are excluded here 2: Expense is cash payments for operating activities of the government in providing goods and services. It includes compensation of employees (such as wages and salaries), interest and subsidies, grants, social benefits, and other expenses such as rent and dividends

Sources: World Bank 2021

Household consumption expenditure in the United States was lower than regional average

Public finance: expenditure and revenue (2/2)

Expenditure in % of GDP in 2019
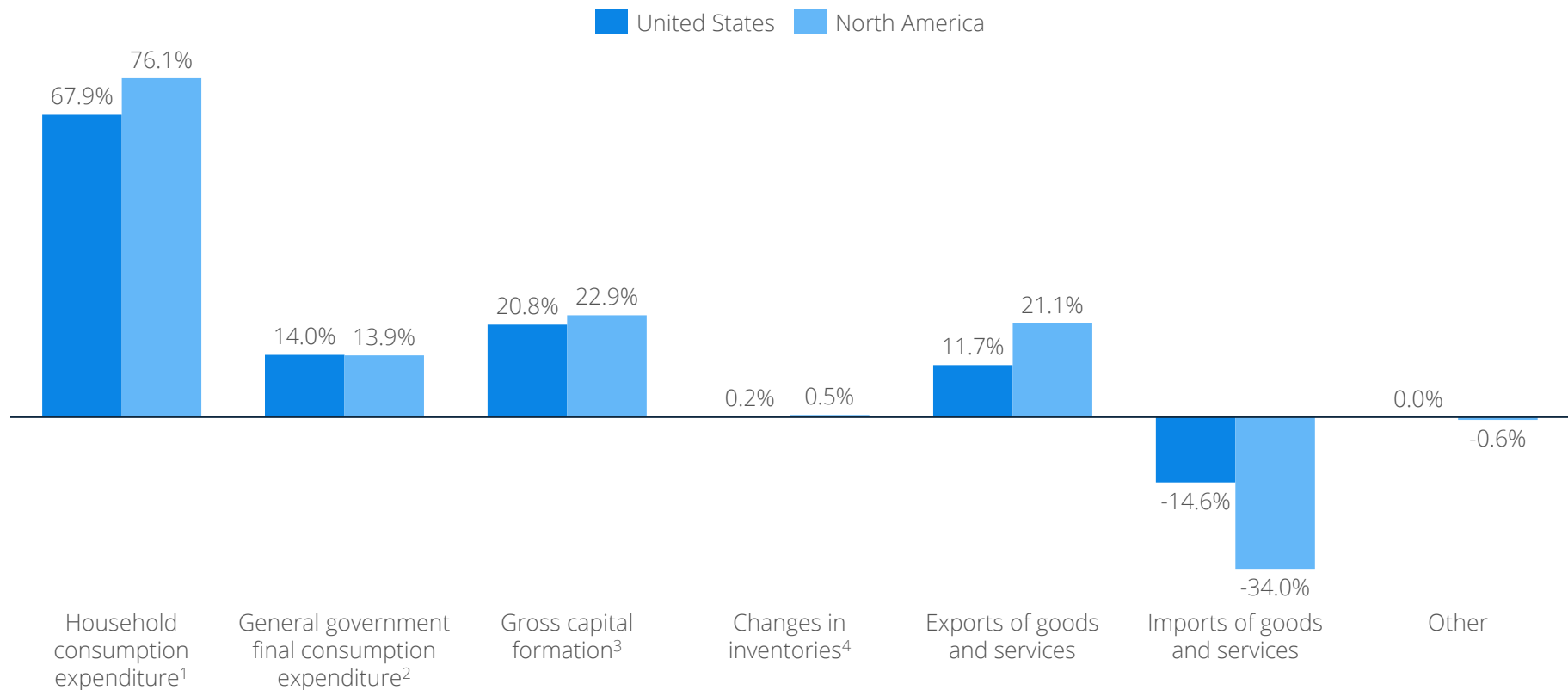
Legend: ■ United States ■ North America

Category	United States	North America
Household consumption expenditure[1]	67.9%	76.1%
General government final consumption expenditure[2]	14.0%	13.9%
Gross capital formation[3]	20.8%	22.9%
Changes in inventories[4]	0.2%	0.5%
Exports of goods and services	11.7%	21.1%
Imports of goods and services	-14.6%	-34.0%
Other	0.0%	-0.6%

25

Government expenditure has reached US$4,856,418.5 million in 2019

Public finance: expenditure and revenue (3/3)

Government expenditure[1] in million US$[2] in 2019

Total expenditure	4,856,418.5
Compensation of employees	450,687.7
Goods and services expense	379,462.0
Interest payments	581,613.5
Subsidies and other transfers	3,154,080.4
Other	290,574.9
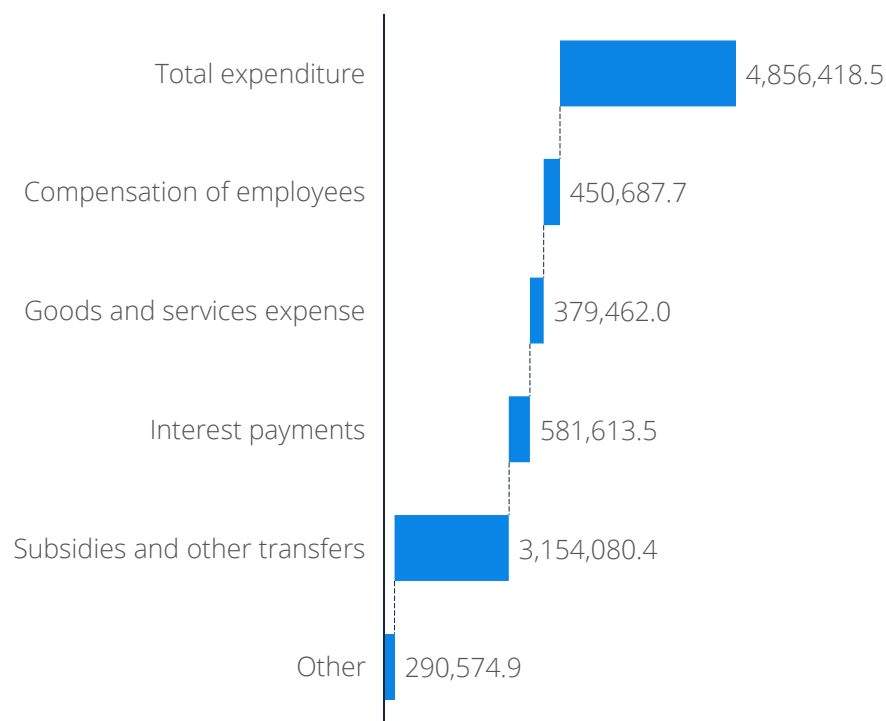
Government revenue[1] in million US$[2] in 2019

Total revenue	3,742,392.8
Grants and other revenue	192,317.7
Social contributions	1,402,228.0
Taxes on goods and services	95,927.4
Taxes on international trade	77,751.7
Taxes on income, profits and capital gains	1,957,991.0
Other taxes	16,177.0
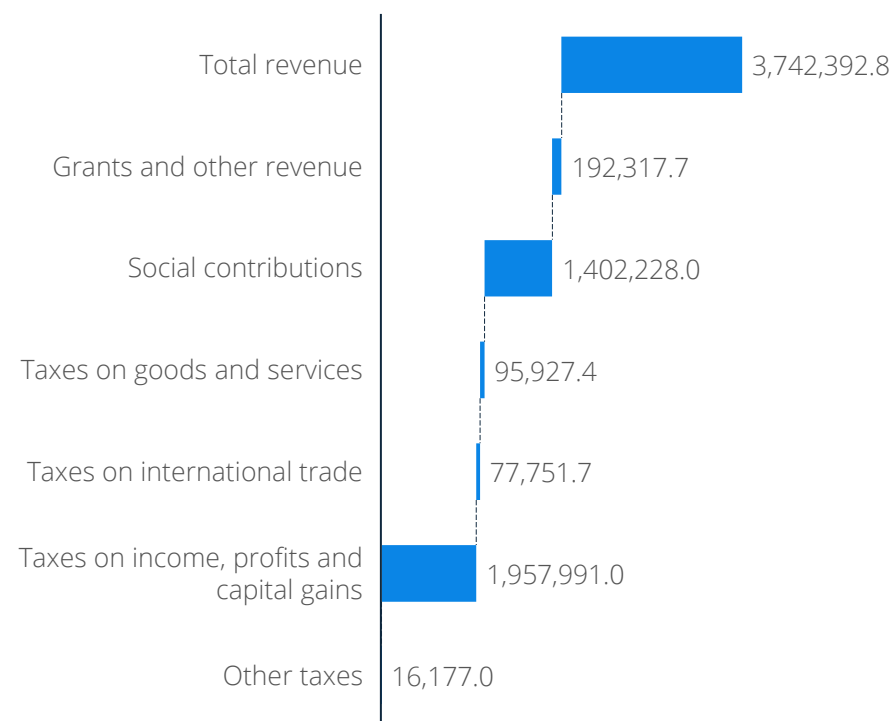
Debt-to-GDP ratio in the United States is expected to increase over the observed time period

Public finances: debt

General government gross debt[1] in % of GDP
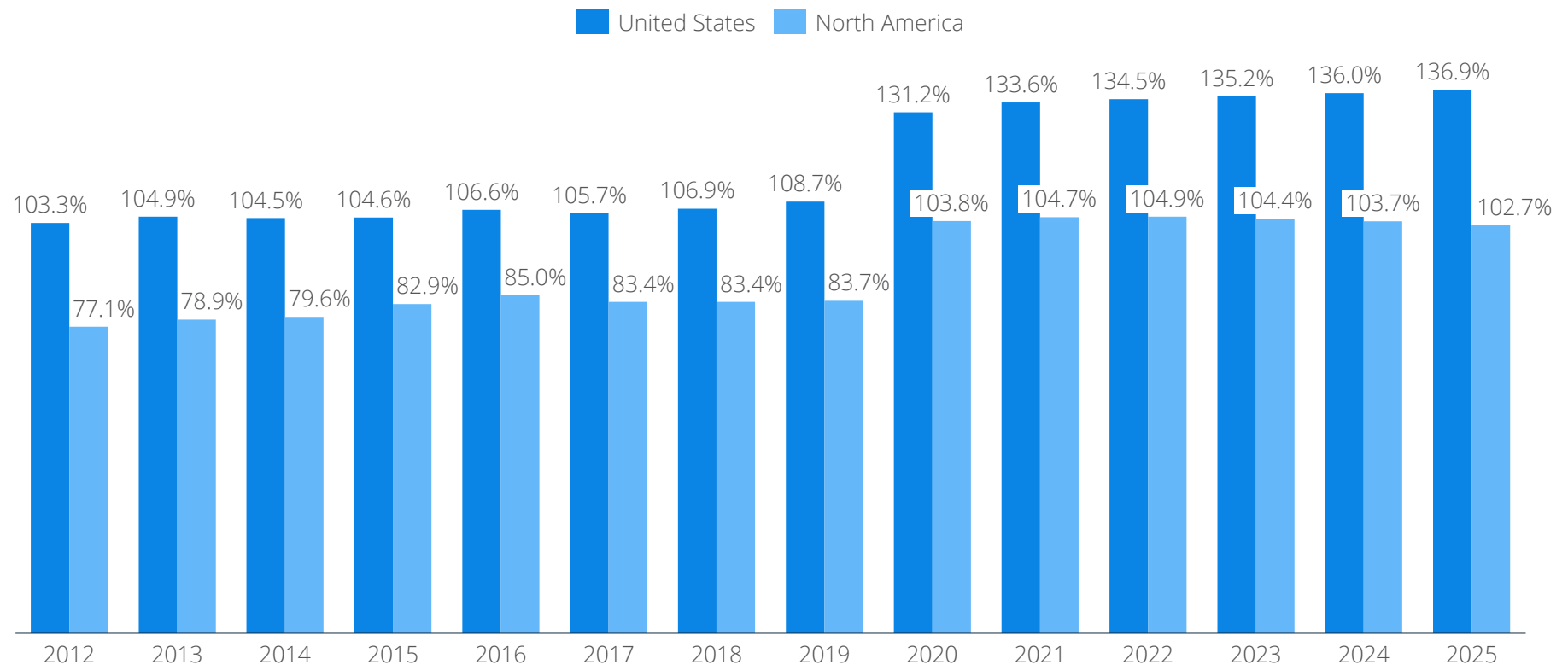
Legend: ■ United States ■ North America

Year	United States	North America
2012	103.3%	77.1%
2013	104.9%	78.9%
2014	104.5%	79.6%
2015	104.6%	82.9%
2016	106.6%	85.0%
2017	105.7%	83.4%
2018	106.9%	83.4%
2019	108.7%	83.7%
2020	131.2%	103.8%
2021	133.6%	104.7%
2022	134.5%	104.9%
2023	135.2%	104.4%
2024	136.0%	103.7%
2025	136.9%	102.7%

The US was less affected in terms of projected lost working hours than the regional average

COVID-19's impact on working hours

Working hours lost[1] in 2020 in %

United States: 9.2
Americas[2]: 15.1

Scenarios for 2021[3] in %

Baseline | Pessimistic | Optimistic

Region	Baseline	Pessimistic	Optimistic
Africa	2.5	4.2	1.4
Americas	5.9	7.1	2.6
Arab states	2.9	3.8	1.3
Asia and the Pacific	2.1	3.7	0.8
Europe and Central Asia	5.7	7.0	2.0

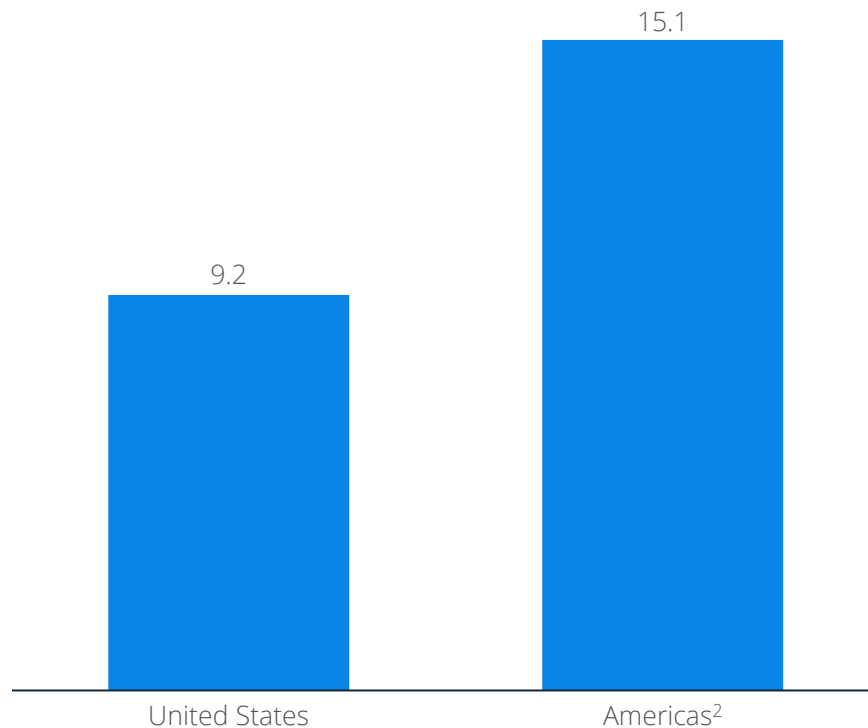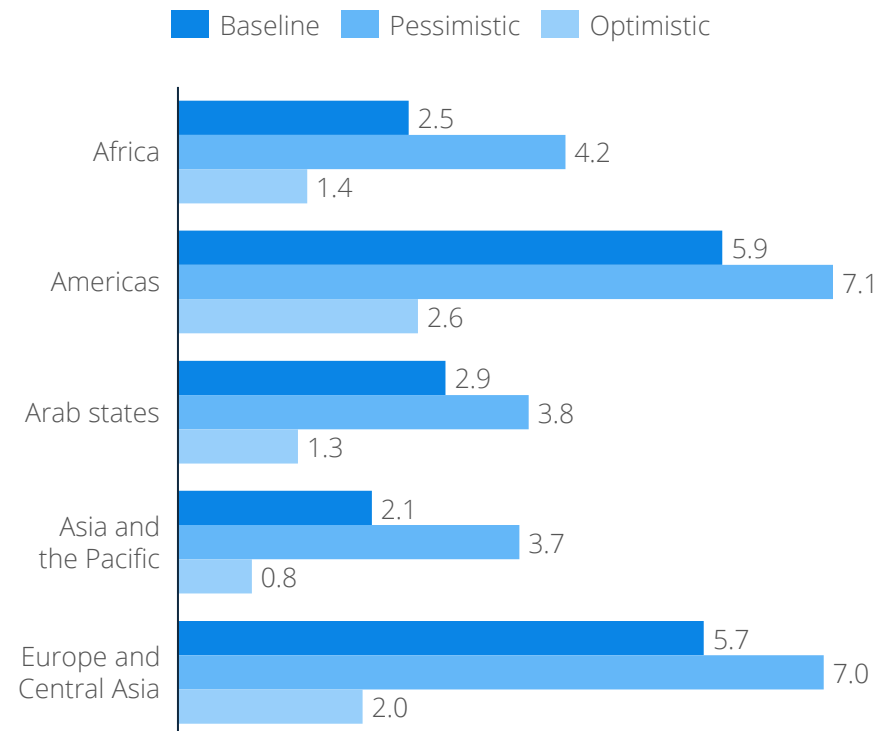1: ILO modeled estimates 2: The regional average value is calculated using data from the countries covered by the Statista Country Reports and the source 3: Estimates of working-hour losses in 2020 and projections under three different scenarios for 2021
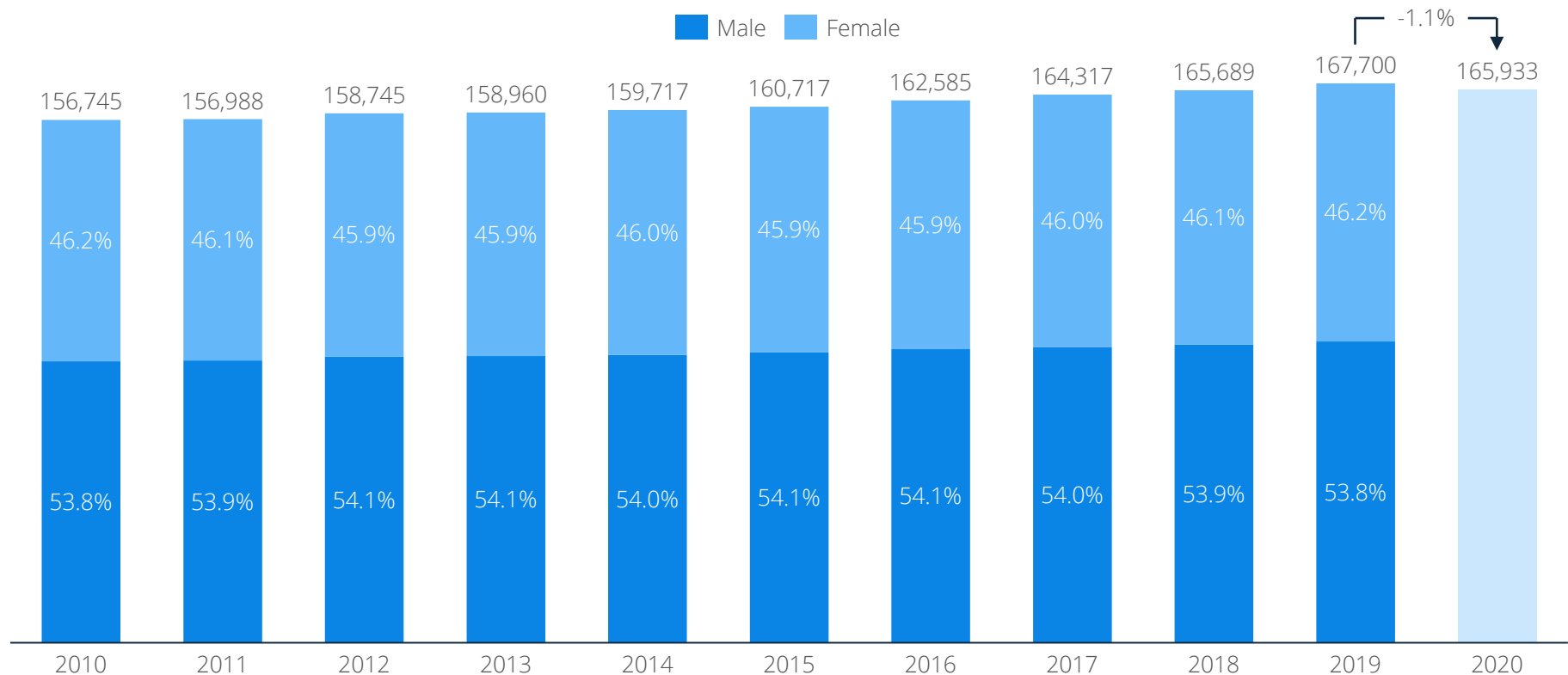Note: For further details regarding the methodology used for the forecast, please refer to ILO Monitor: COVID-19 and the world of work. Seventh edition; the ILO's regional classification for the three different scenarios may differ from the one used in this report

Sources: ILO 2021

Total labor force is estimated to have declined to 165.93 million in 2020

Labor force: development

Total labor force[1] in thousand

Legend: Male / Female

Year	Total	Female %	Male %
2010	156,745	46.2%	53.8%
2011	156,988	46.1%	53.9%
2012	158,745	45.9%	54.1%
2013	158,960	45.9%	54.1%
2014	159,717	46.0%	54.0%
2015	160,717	45.9%	54.1%
2016	162,585	45.9%	54.1%
2017	164,317	46.0%	54.0%
2018	165,689	46.1%	53.9%
2019	167,700	46.2%	53.8%
2020	165,933		

-1.1%

In 2019, most employees worked in the services sector

Labor force: employment

Employment in % of total labor force

Legend: **Services** **Industry** **Agriculture**

	2013	2015	2017	2019
Agriculture	1.3%	1.4%	1.4%	1.4%
Industry	20.0%	19.9%	19.7%	19.9%
Services	78.7%	78.7%	78.9%	78.7%
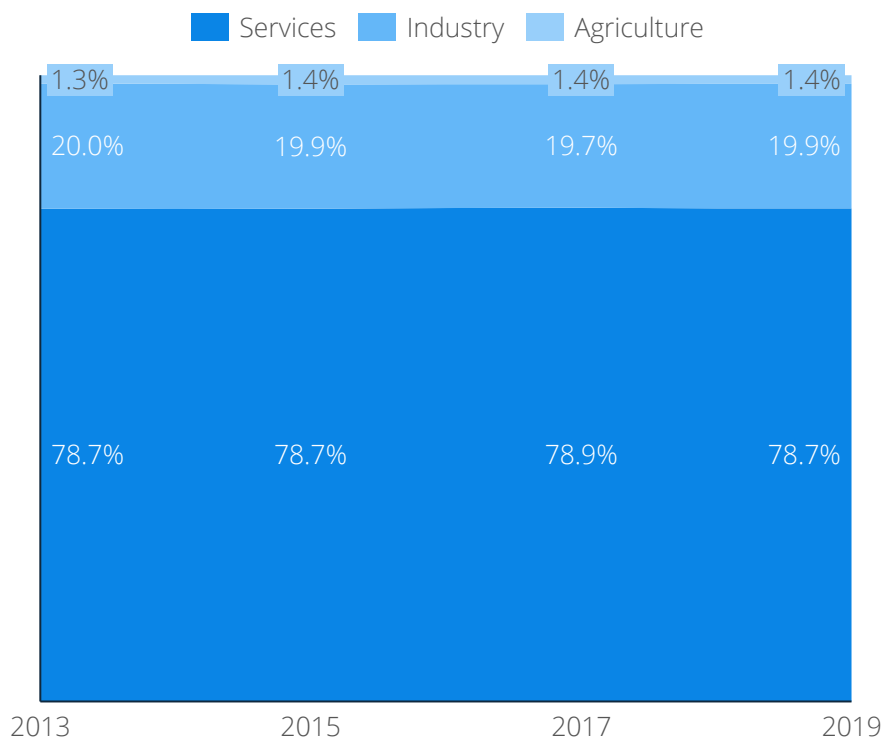
Educational attainment of population aged 15 and above in 2020

Legend:
- No education
- Incomplete primary
- Primary
- Lower secondary[1]
- Upper secondary[2]
- Post secondary[3]

- 1.1%
- 0.8%
- 3.0%
- 10.2%
- 49.5%
- 35.4%
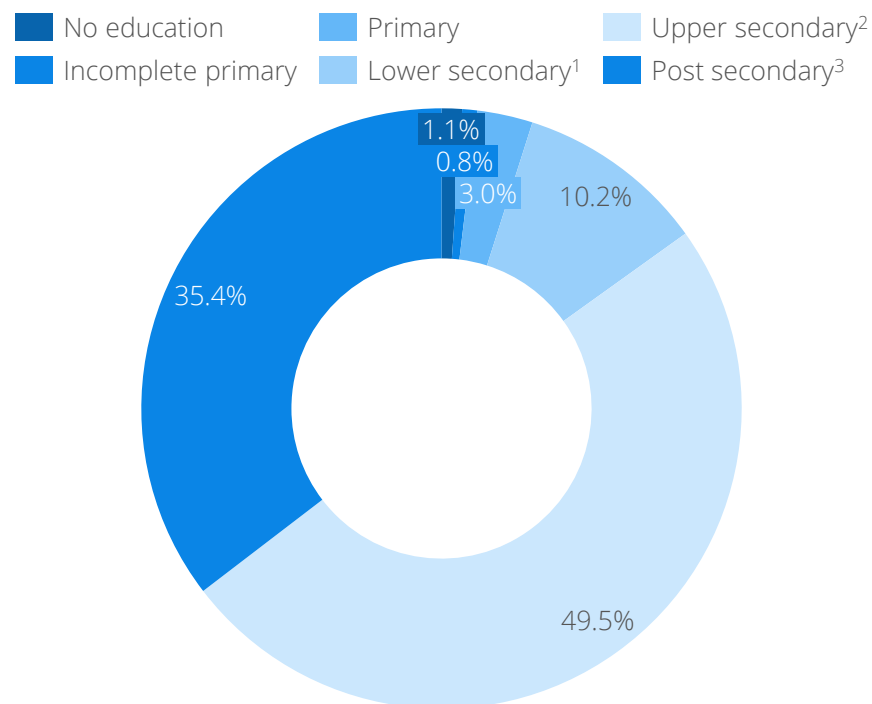
1: Generally prepares students for a direct entry into working life or for upper secondary education 2: Corresponds to the final stage of secondary education and prepares the students for a working life or tertiary education 3: Includes programs that serve to broaden the knowledge of students who have already gained an upper secondary education

30

Sources: International Labour Organization 2020, Wittgenstein Centre for Demography and Global Human Capital 2018

The estimated unemployment rate was 8.89% in 2020 and is projected to be 4.16% in 2026

Labor force: unemployment

Unemployment[1] in % of labor force

United States — North America

8.89%
7.96%
7.25%
6.99%
5.69%
5.38%
5.16%
4.99%
5.08%
4.75%
4.16%
4.82%
4.43%
4.28%
3.67%

2019 2020 2021 2022 2023 2024 2025 2026
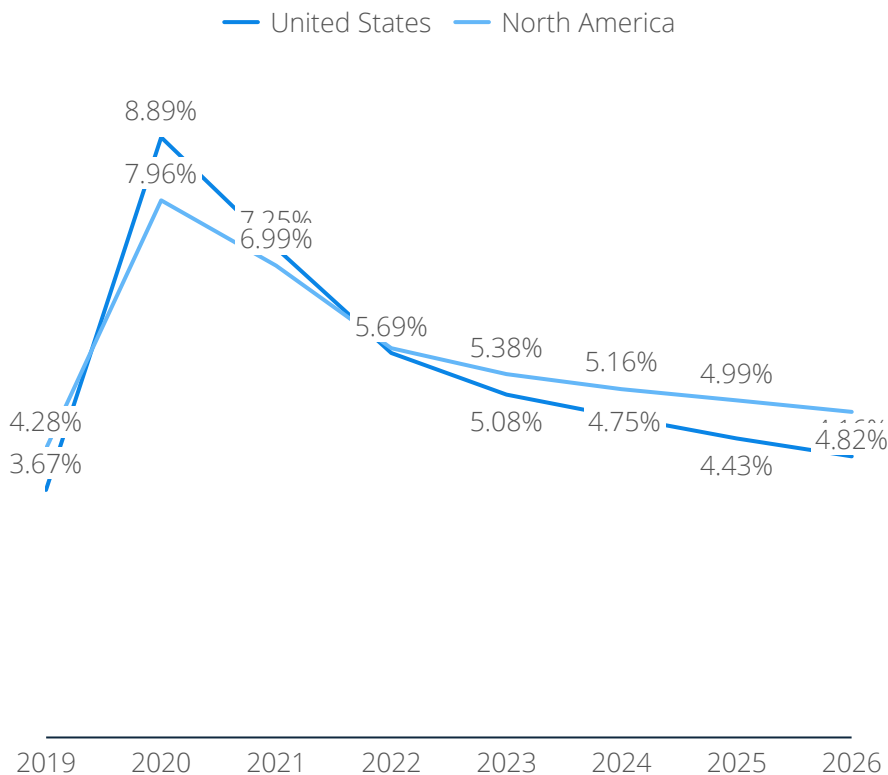
Unemployment[1] in % of male and female labor force
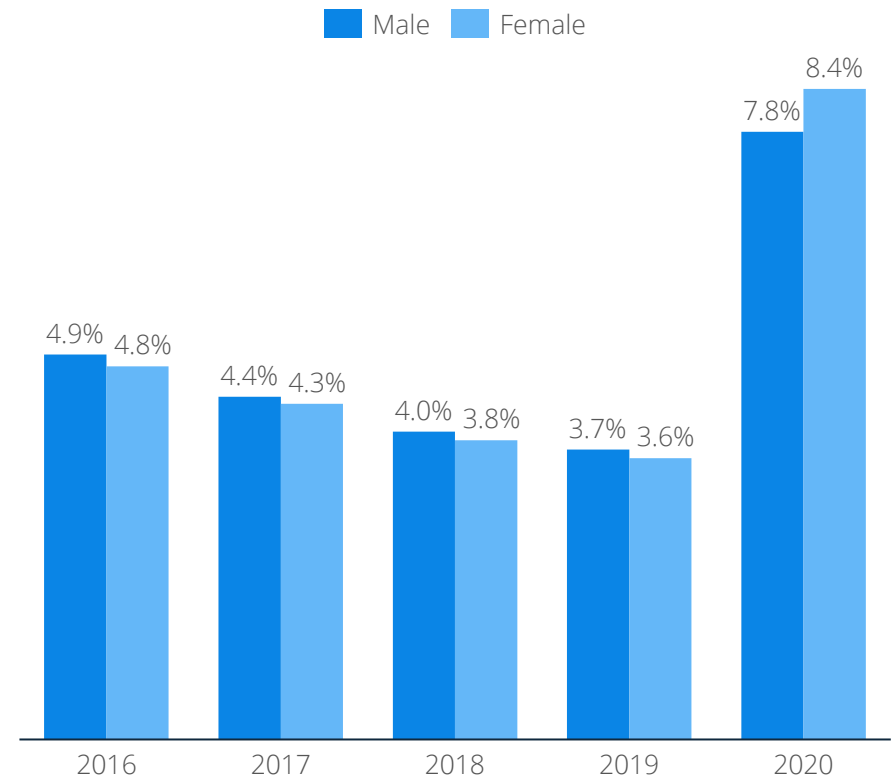
Male   Female

	2016	2017	2018	2019	2020
Male	4.9%	4.4%	4.0%	3.7%	7.8%
Female	4.8%	4.3%	3.8%	3.6%	8.4%

The United States takes 2nd place in competitiveness

Business environment: competitiveness

Percentile rankings in Global Competitiveness Index 4.0 in 2019

- 0%-20%
- 21%-40%
- 41%-60%
- 61%-80%
- 81%-100%
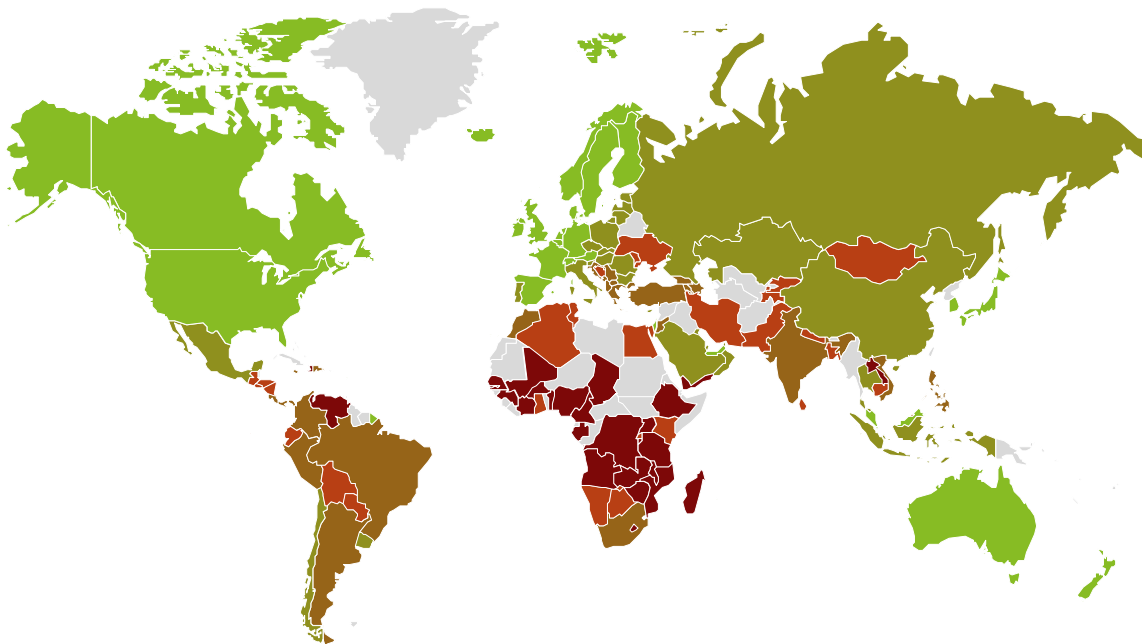
- The United States ranks #2 in a comparison of 141 countries covered by the source.

- Percentile rank indicates the country's place in the ranking, with 0 corresponding to lowest rank, and 100 to highest rank.

- The Global Competitiveness Index 4.0 includes 103 indicators of infrastructure, information and communications technology adoption, macroeconomic stability, efficiency enhancers, and innovation factors that determine the level of competitiveness of a country.

- Competitiveness is a set of institutions, policies, and factors that determine the level of productivity of an economy.

- Highly competitive economies are more productive and have higher chances of long-term prosperity than less competitive economies.

Score for "starting a business" was lower than regional average in 2020

Business environment: business formation

Ease of doing business score[1] in 2019

Legend: Starting a business | Enforcing contracts | Getting credit

United States: 91.6, 73.4, 95.0
North America: 92.0, 65.8, 90.0
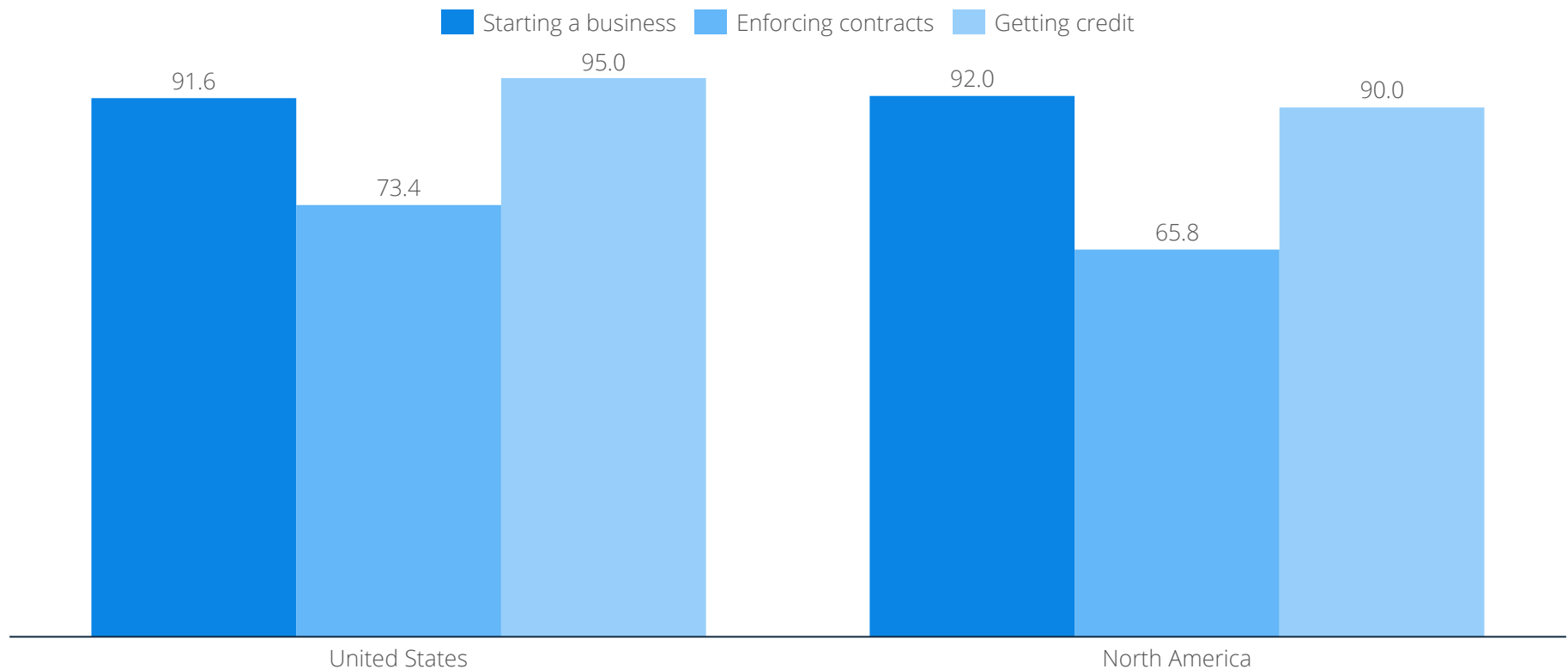
1: 0 = lowest performance, 100 = best performance
Sources: World Bank 2019, Statista 2021

Walmart, Inc. registered the most revenue

Selected top companies

Statista Company DB

Rank	Company[1,2]	Total revenue in million US$ in 2020	No. of employees[3]	Listing ID
1	Walmart, Inc.	523,964	2,200,000	XNYS: WMT
2	Amazon.com, Inc.	386,064	1,298,000	XNAS: AMZN
3	Apple, Inc.	274,150	147,000	XNAS: AAPL
4	CVS Health Corp.	268,654	300,000	XNYS: CVS
5	UnitedHealth Group, Inc.	257,141	330,000	XNYS: UNH
6	Berkshire Hathaway, Inc.	245,510	360,000	XNYS: BRK/B
7	McKesson Corp.	231,051	80,000	XNYS: MCK
8	AmerisourceBergen Corp.	189,894	22,000	XNYS: ABC
9	Alphabet, Inc.	182,350	135,301	XNAS: GOOG
10	Exxon Mobil Corp.	178,170	72,000	XNYS: XOM

TRADE & INVESTMENT

The United States registered a lower export trade flow than the regional average in 2020

Merchandise trade: regional comparison (1/2)

Export trade flows of total merchandise[1]

Import trade flows of total merchandise[1]

—— United States —— North America
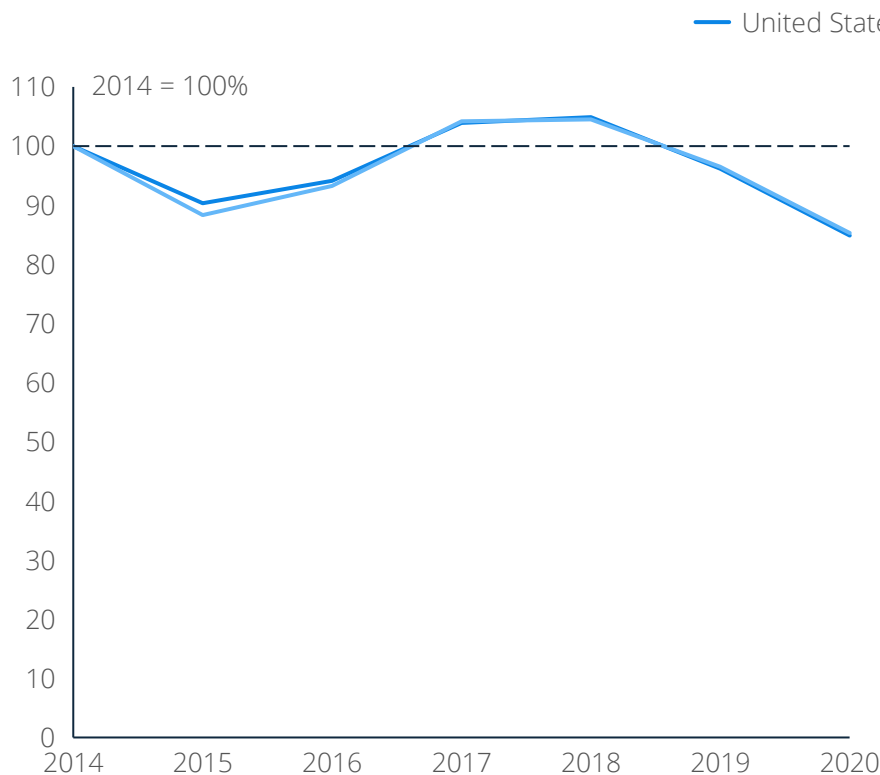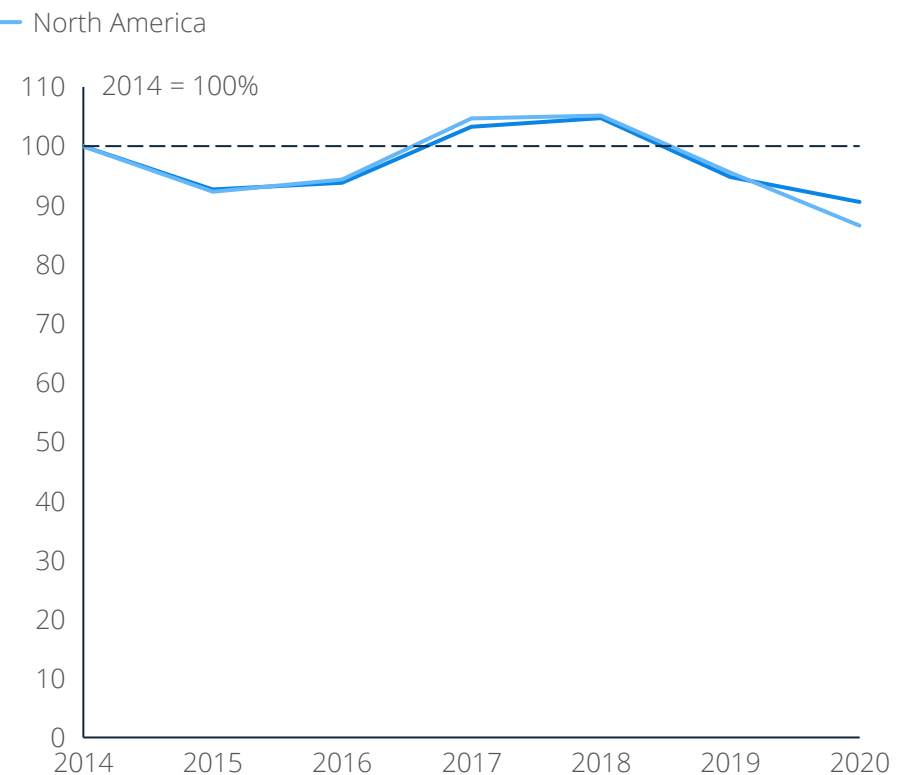
1: Goods that add or subtract from the stock of material resources of a country by entering (imports) or leaving (exports) its economic territory
Note: Regional average value is calculated using data from the countries covered by the Statista Country Reports and the source
Sources: World Trade Organization 2021, Statista 2021

The share of manufacturers in merchandise exports is lower than the regional average in 2019

Merchandise trade: regional comparison (2/2)

Shares in merchandise[1] trade export values in 2019

Shares in merchandise[1] trade import values in 2019

■ United States ■ North America

1: See previous slide for definition
Note: Regional average value is calculated using data from the countries covered by the Statista Country Reports and the source
Sources: World Trade Organization 2021, Statista 2021

In 2019, total merchandise exports amounted to US$1,643.2 billion

Merchandise trade: trade flows

Merchandise[1] export trade flows in billion US$[2]

Merchandise[1] import trade flows in billion US$[2]
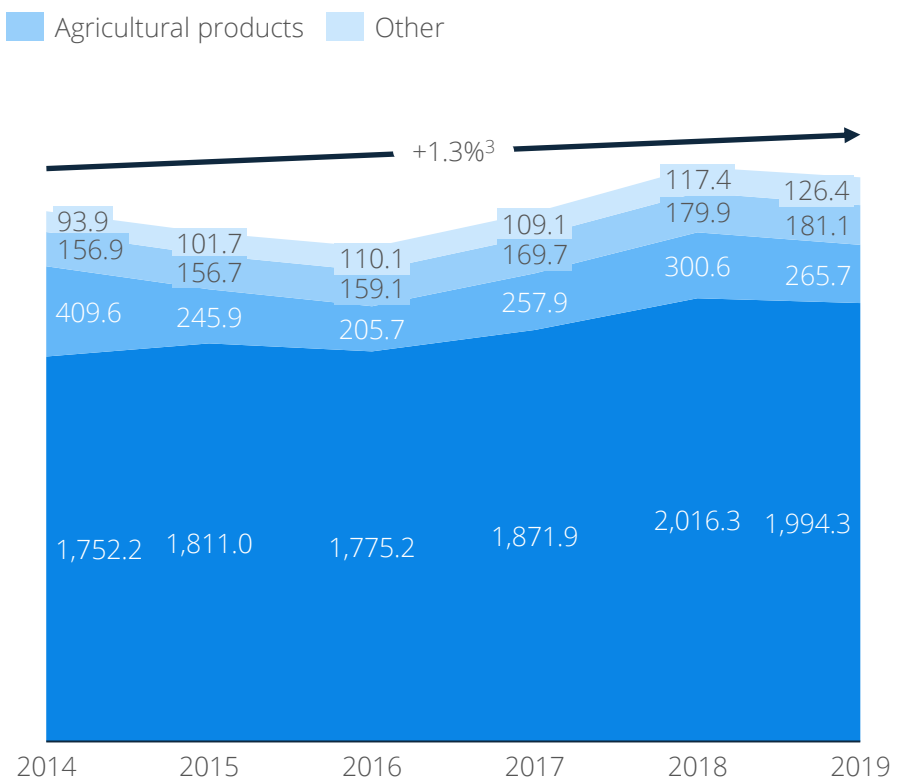
Legend: Manufacturers ▪ Fuels & mining ▪ Agricultural products ▪ Other

Export chart (+0.3%[3]):

	2014	2015	2016	2017	2018	2019
Other	184.7	188.8	188.4	191.9	204.1	198.8
Agricultural products	182.4	163.4	164.5	168.6	171.4	164.8
Fuels & mining	201.7	142.6	129.2	177.7	238.0	243.1
Manufacturers	1,051.8	1,007.8	968.9	1,008.1	1,050.4	1,036.4

Import chart (+1.3%[3]):

|	2014	2015	2016	2017	2018	2019
Other	93.9	101.7	110.1	109.1	117.4	126.4
Agricultural products	156.9	156.7	159.1	169.7	179.9	181.1
Fuels & mining	409.6	245.9	205.7	257.9	300.6	265.7
Manufacturers	1,752.2	1,811.0	1,775.2	1,871.9	2,016.3	1,994.3

United States registered a higher export trade flow than the regional average in 2020

Commercial services: regional comparison (1/2)

Export trade flows of total commercial services[1]

Import trade flows of total commercial services[1]

—— United States —— North America
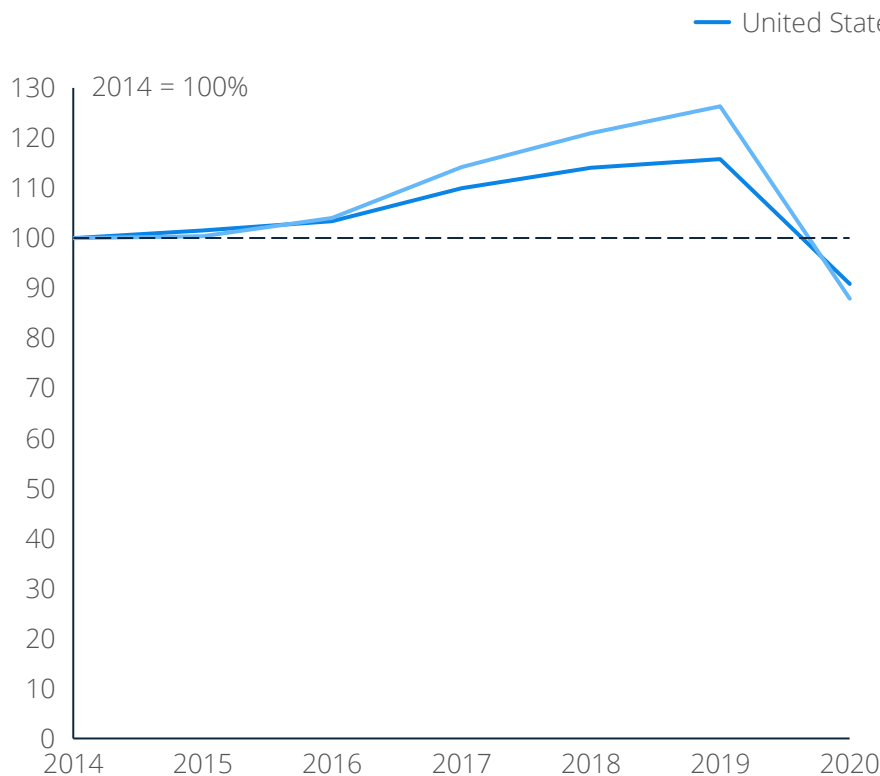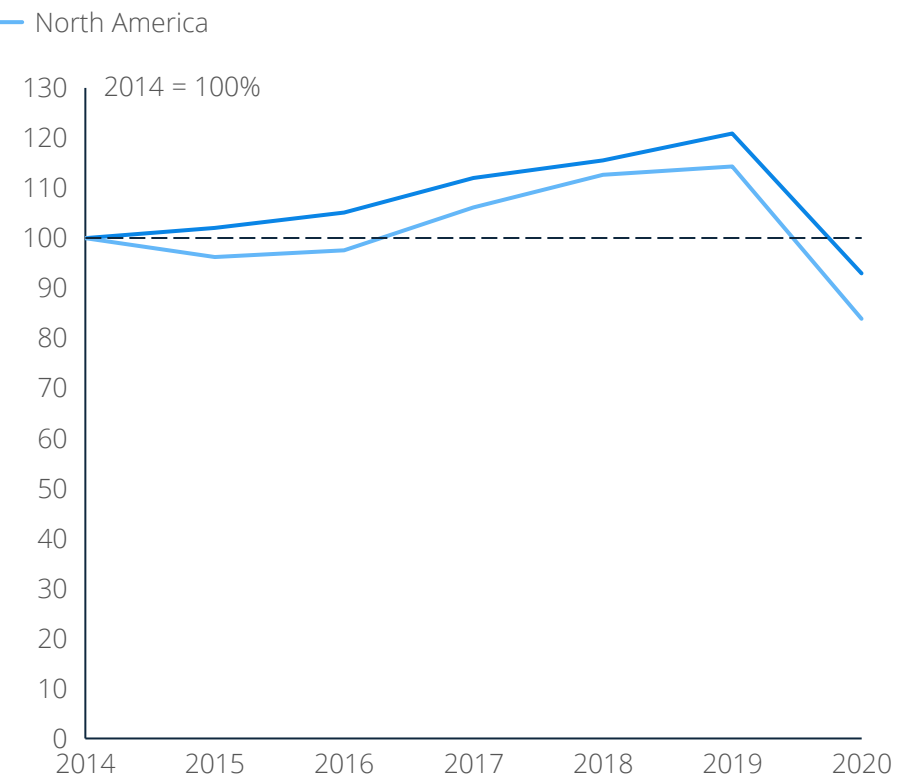
1: Comprises all services categories except "government services not identified elsewhere." Commercial services are subdivided into goods-related services, transport, travel, and other commercial services
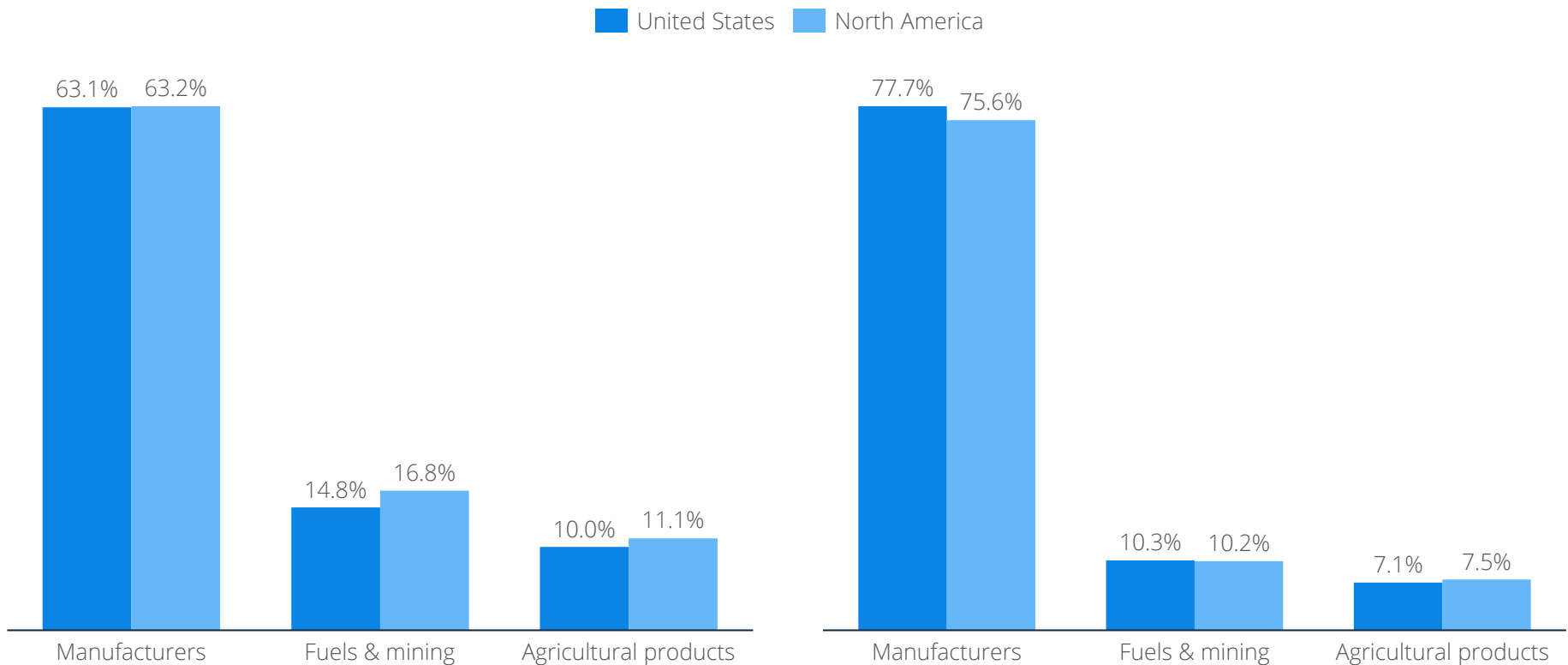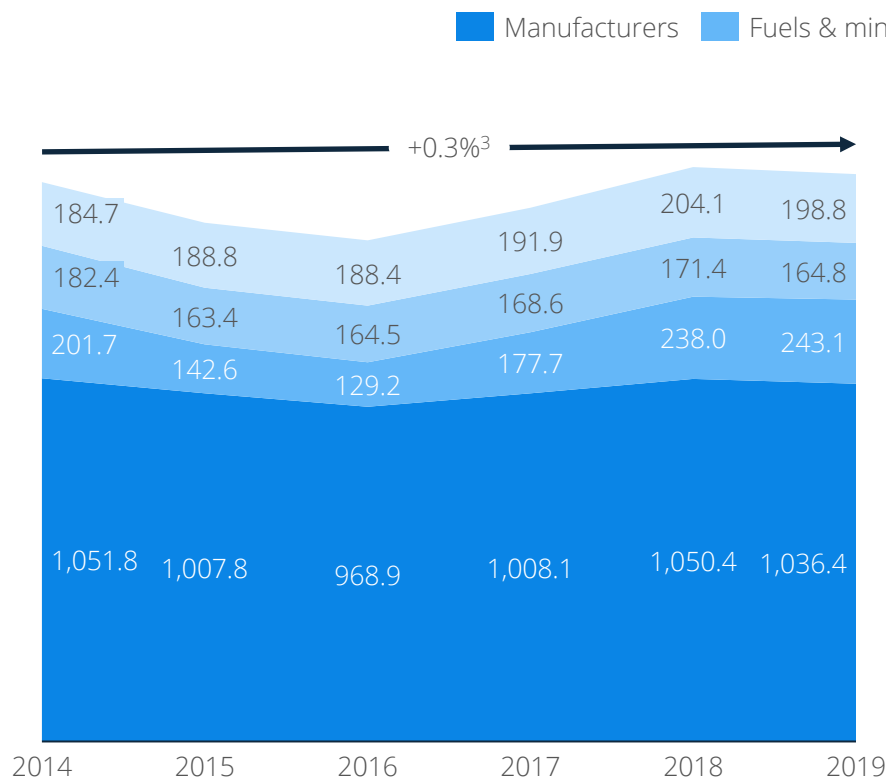Note: Regional average value is calculated using data from the countries covered by the Statista Country Reports and the source. Preliminary annual estimates based on quarterly statistics

Sources: World Trade Organization 2021, Statista 2021

The share of travel in service-related exports is lower than the regional average in 2020

Commercial services: regional comparison (2/2)

Shares in commercial services[1] export value in 2020

Shares in commercial services[1] import value in 2020
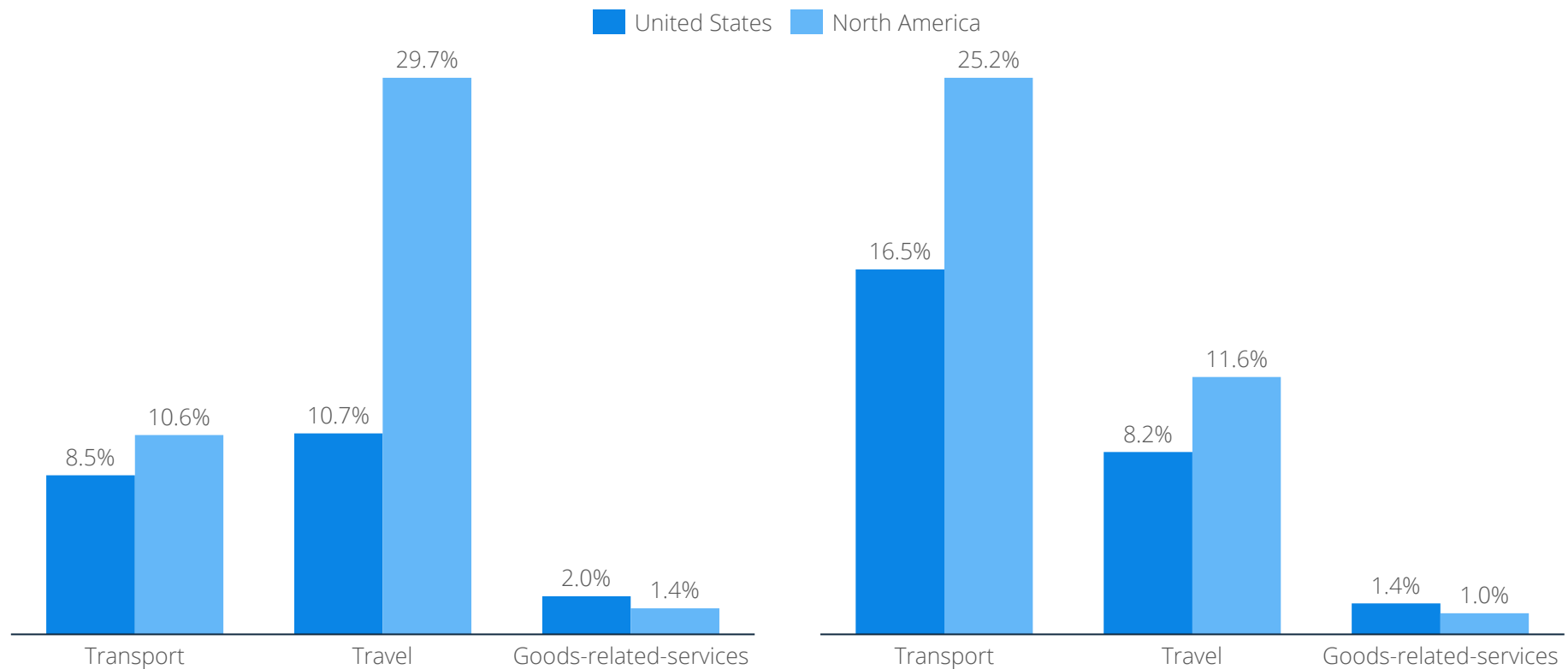
■ United States   ■ North America

Export chart:
- Transport: United States 8.5%, North America 10.6%
- Travel: United States 10.7%, North America 29.7%
- Goods-related-services: United States 2.0%, North America 1.4%

Import chart:
- Transport: United States 16.5%, North America 25.2%
- Travel: United States 8.2%, North America 11.6%
- Goods-related-services: United States 1.4%, North America 1.0%

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In 2020, total services-related exports amounted to US$669.3 billion

Commercial services: trade flows

Commercial services[1] export trade flows in billion US$[2]

Commercial services[1] import trade flows in billion US$[2]

Legend: Transport | Travel | Goods-related services | Other

Export chart (-2.2%[3]):

	2015	2016	2017	2018	2019	2020
Other	451.4	465.5	507.0	522.8	541.0	527.1
Goods-related services	19.8	21.6	23.2	27.9	27.9	13.6
Travel	192.6	192.9	193.8	196.5	193.3	71.8
Transport	84.4	81.8	86.3	93.3	91.1	56.8

Import chart (-1.9%[3]):

	2015	2016	2017	2018	2019	2020
Other	265.9	281.3	301.5	299.6	314.4	320.3
Goods-related services	8.1	7.6	6.8	7.1	7.8	6.0
Travel	102.7	109.2	118.0	126.0	134.6	35.8
Transport	99.6	92.4	96.5	106.3	107.5	71.6

With US$246.2 billion, the United States registered the highest inward FDI flow in 2019

Investments: global comparison (1/2)

Top global inward FDI[1] flows in billion US$[2] in 2019

Region	Country	Value
Asia	China	209.6
	Singapore	92.1
	India	50.6
	Indonesia	23.4
Africa	Egypt	9.0
	South Africa	4.6
	Republic of the Congo	3.4
	Nigeria	3.3
Europe	Netherlands	84.2
	Ireland	78.2
	United Kingdom	59.1
	Germany	36.4
Americas	United States	246.2
	Brazil	72.0
	Canada	50.3
	Mexico	32.9
Australia & Oceania	Australia	36.2
	New Zealand	5.4
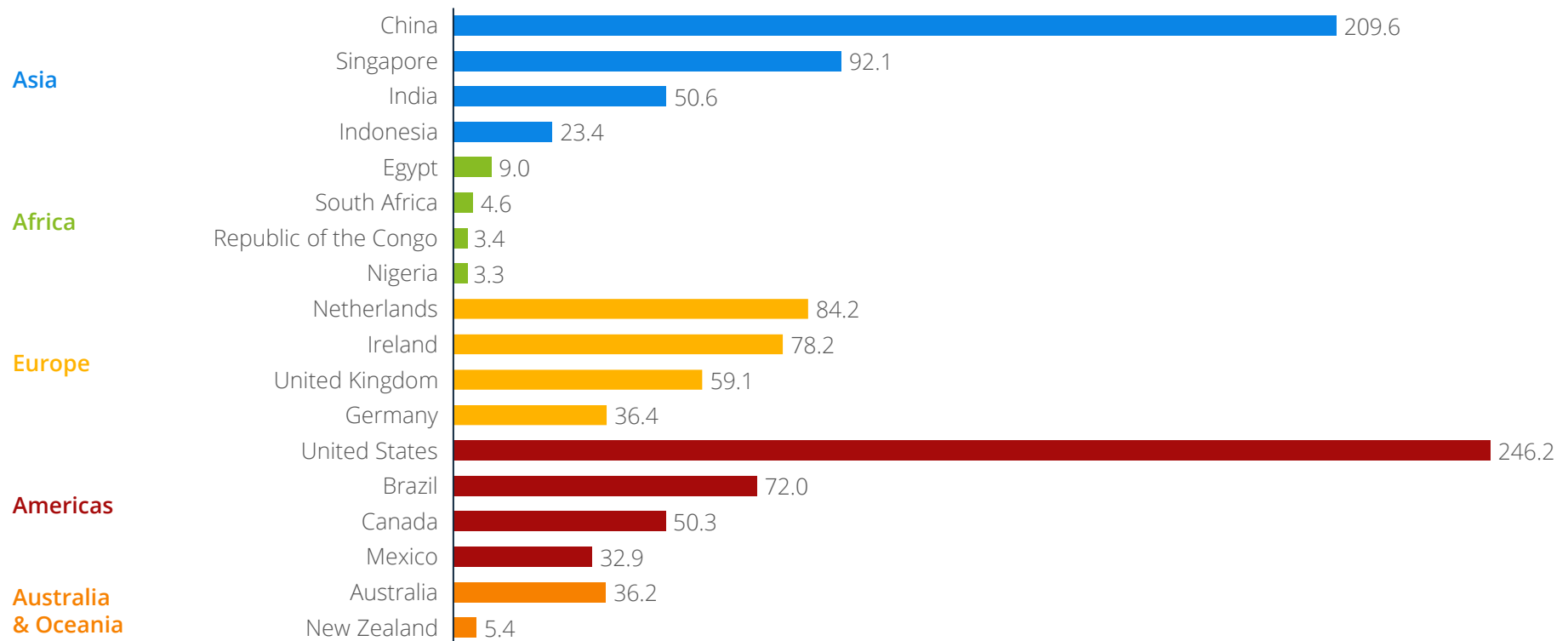
1: Foreign direct investment is an investment made by a resident enterprise in one economy (direct investor or parent enterprise) with the objective of establishing a lasting interest in an enterprise that is resident in another economy 2: Current US$, see glossary for differences between current and constant US$

Note: Only countries covered by the Statista Country Reports are considered for the comparison

Japan had the highest outward FDI sum in 2019 with US$226.6 billion

Investments: global comparison (2/2)

Top global outward FDI[1] flows in billion US$[2] in 2019

Region	Country	Value
Asia	Japan	226.6
	China	176.4
	Singapore	33.3
	United Arab Emirates	15.9
Africa	South Africa	3.1
	Morocco	1.0
	Togo	0.7
	Egypt	0.4
Europe	Netherlands	124.7
	Germany	98.7
	France	38.7
	United Kingdom	31.5
Americas	United States	124.9
	Canada	76.6
	Brazil	15.5
	Mexico	10.2
Australia & Oceania	Australia	5.4
	Fiji	-0.3

Inward FDI amounted to US$246,215.0 million in 2019

Investments: development

FDI[1] inward and outward flows in million US$[2]

Legend: —— Inward Flow —— Outward Flow

- 467,625.0
- 471,792.0
- 318,196.0
- 333,014.0
- 303,432.0
- 264,359.0
- 289,261.0
- 300,378.0
- 277,258.0
- 253,561.0
- 246,215.0
- 199,034.0
- 201,393.0
- 201,733.0
- 124,899.0
- -90,623.0

2012 2013 2014 2015 2016 2017 2018 2019

SOCIETY

Population projected to reach 366.6 million by 2040

Population (1/4)

Population projection[1] in thousand

323,016	329,065	334,805	340,400	345,948	351,490	356,953	361,998	366,572
2016	2019	2022	2025	2028	2031	2034	2037	2040

+13.5%
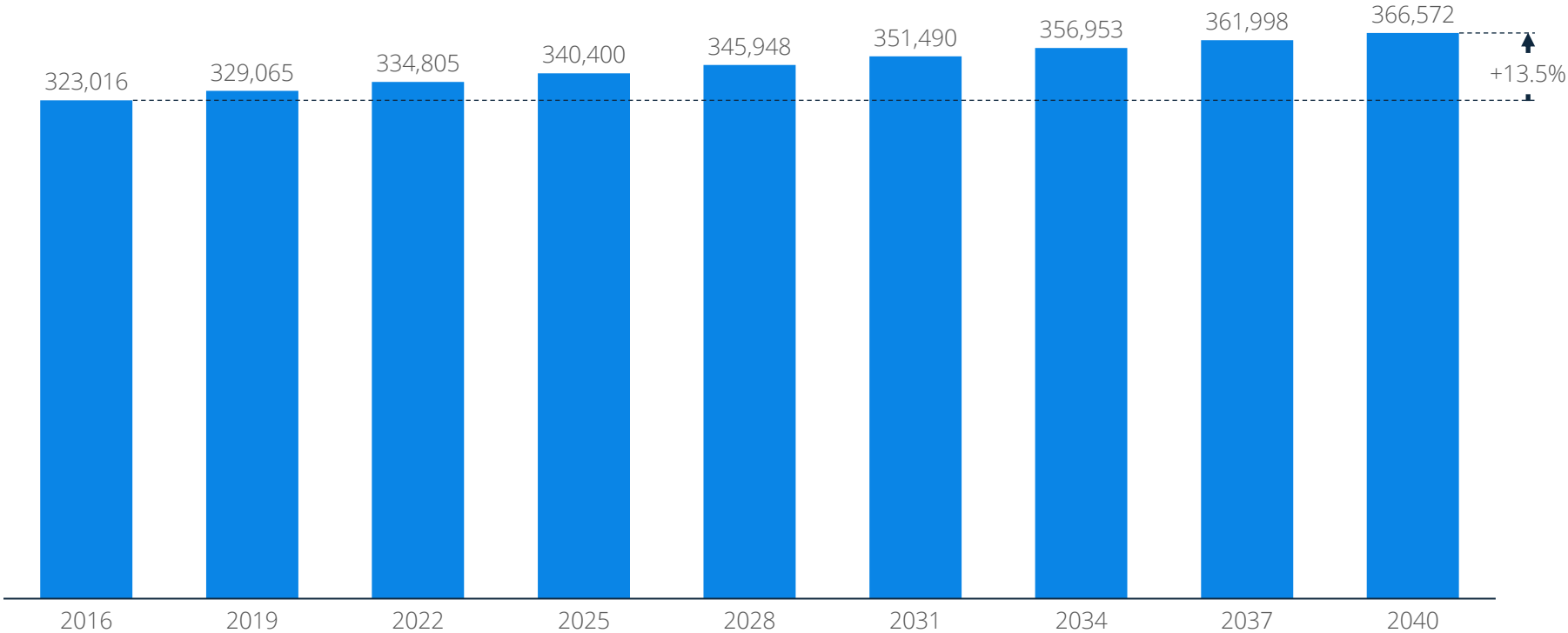
1: The medium fertility variant assumes that total fertility will eventually converge toward a level of 1.85 children per woman
Sources: Statista, based on UN DESA and other statistical offices as of Q4 2020

58.6% of the population were between the age of 20 and 64, more than half of them were men

Population (2/4)

Population distribution in 2020

Male ▮ Age group ▮ Female

	Male	Age group	Female	
	1.6%	80+	2.4%	
	1.3%	75-79	1.6%	
	2.0%	70-74	2.3%	
Σ 29.4%	2.6%	65-69	2.8%	Σ 29.2%
	3.0%	60-64	3.2%	
	3.2%	55-59	3.3%	
	3.1%	50-54	3.1%	
	3.0%	45-49	3.1%	
	3.1%	40-44	3.1%	
	3.3%	35-39	3.3%	
	3.5%	30-34	3.4%	
	3.7%	25-29	3.5%	
	3.4%	20-24	3.3%	
	3.3%	15-19	3.1%	
	3.3%	10-14	3.1%	
	3.1%	5-9	3.0%	
	3.0%	0-4	2.9%	
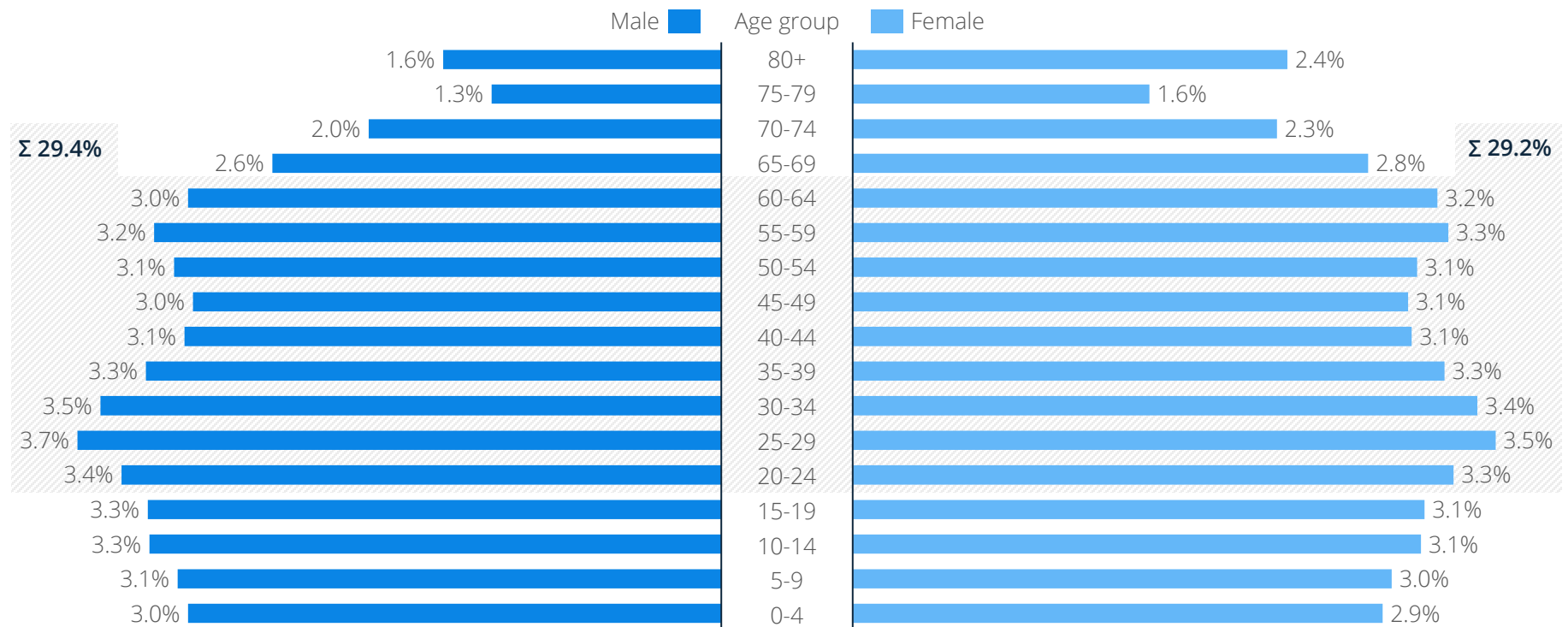
Reading support: 3.1% of the population is female and between the age of 40 and 44.

Sources: Statista, based on UN DESA and national statistical offices, as of Q4 2020

Population increased by 0.6%, which is below regional average, to a total of 331.0 million in 2020

Population (3/4)

Population growth, total population, and real GDP per capita in US$[1] in North America in 2020
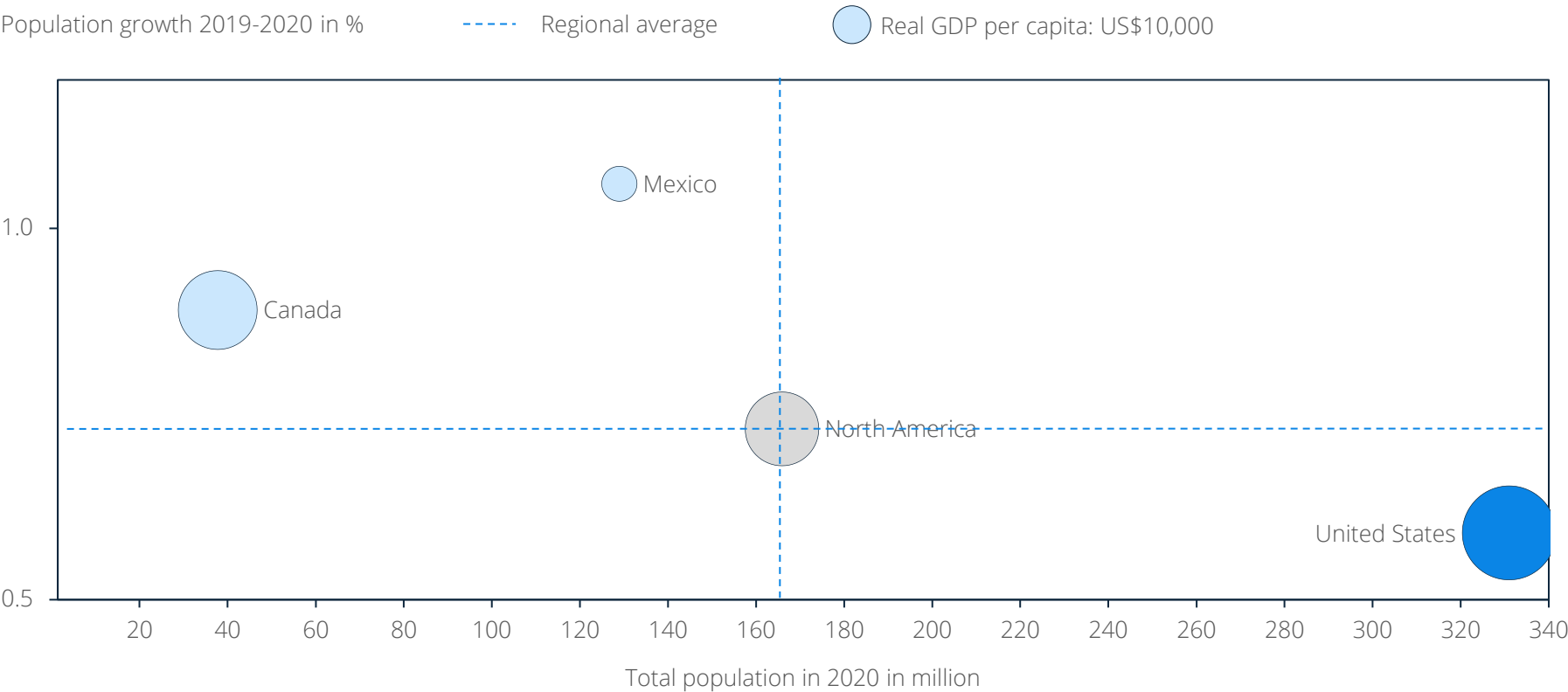
Population growth 2019-2020 in %   - - - - Regional average   ⬤ Real GDP per capita: US$10,000

Total population in 2020 in million

The United States had the 3rd highest population in 2020

Population (4/4)

Total population in millions in 2020

#	Country	Value	Change
1	China	1,470.6	→
2	India	1,380.0	→
3	**United States**	**331.0**	→
4	Indonesia	273.5	↑
5	Pakistan	220.9	↑
6	Brazil	212.6	→
7	Nigeria	206.1	↑
8	Bangladesh	164.7	↑
9	Russia	145.9	→
10	Mexico	128.9	↑
11	Japan	126.5	↓
12	Ethiopia	115.0	↑
13	Philippines	109.6	↑
14	Egypt	102.3	↑
15	Vietnam	97.3	→
16	Congo (Dem. Rep.)	89.5	↑
17	Turkey	84.3	↑
18	Iran	84.0	↑
19	Germany	83.8	→
20	Thailand	69.8	→
21	United Kingdom	67.9	→
22	France	65.3	→
23	Italy	60.5	↓
24	Tanzania	59.7	↑
25	South Africa	59.3	↑
26	Myanmar	54.4	→
27	Kenya	53.8	↑
28	South Korea	51.3	→
29	Colombia	50.9	↑
30	Spain	46.8	→
31	Uganda	45.7	↑
32	Argentina	45.2	→

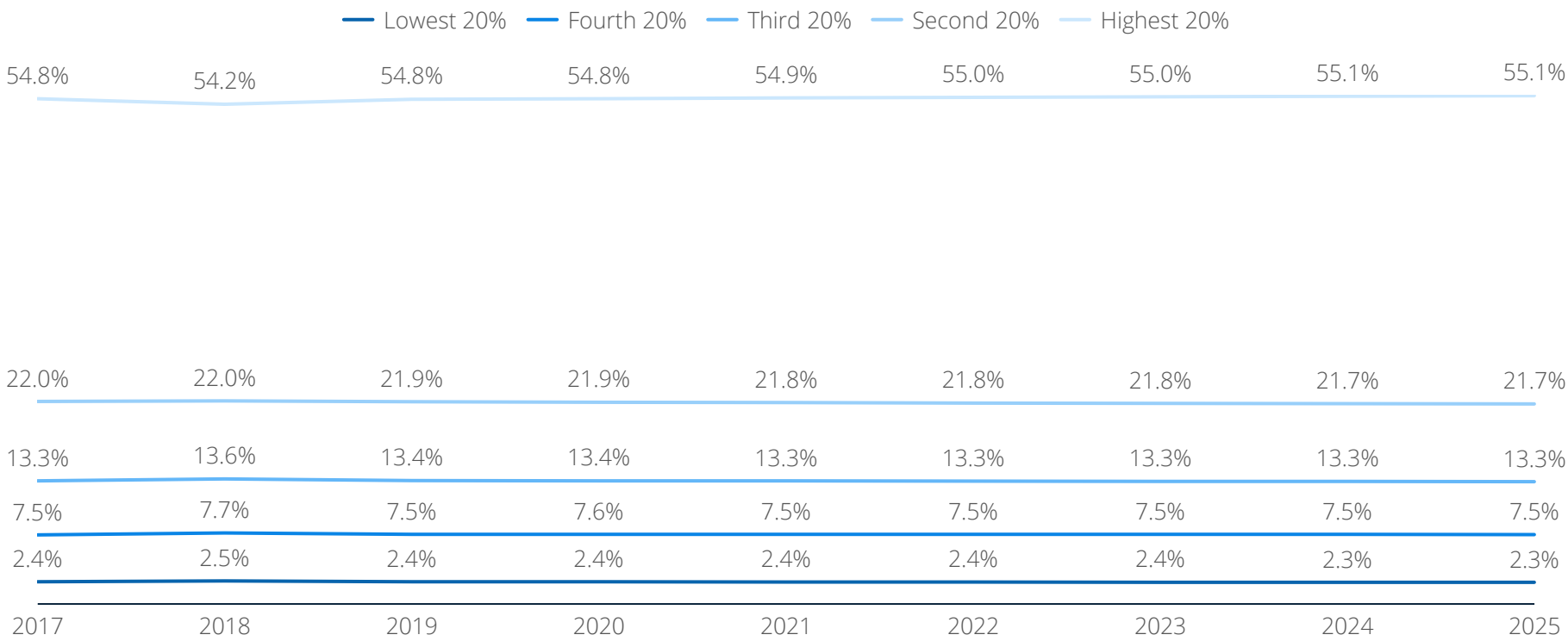| #	Country	Value	Change
33	Algeria	43.9	↑
34	Sudan	43.8	↑
35	Ukraine	43.7	↓
36	Iraq	40.2	↑
37	Afghanistan	38.1	↑
38	Poland	37.8	↓
39	Canada	37.7	→
40	Morocco	36.9	↑
41	Saudi Arabia	34.8	↑
42	Uzbekistan	33.5	↑
43	Venezuela	33.2	↑
44	Peru	33.0	↑
45	Angola	32.9	↑
46	Malaysia	32.4	↑
47	Mozambique	31.3	↑
48	Ghana	31.1	↑
49	Yemen	30.2	↑
50	Nepal	29.1	↑
51	Madagascar	27.7	↑
52	Cameroon	26.5	↑
53	Ivory Coast	26.4	↑
54	North Korea	25.8	→
55	Australia	25.5	↑
56	Niger	24.2	↑
57	Sri Lanka	21.4	→
58	Burkina Faso	20.9	↑
59	Mali	20.3	↑
60	Romania	19.2	↓
61	Malawi	19.1	↑
62	Chile	19.1	→
63	Syria	18.9	↑
64	Kazakhstan	18.8	↑

#	Country	Value	Change
65	Zambia	18.4	↑
66	Guatemala	17.9	↑
67	Ecuador	17.6	↑
68	Netherlands	17.1	→
69	Senegal	16.7	↑
70	Cambodia	16.7	↑
71	Chad	16.4	↑
72	Somalia	16.1	↑
73	Zimbabwe	14.9	↑
74	South Sudan	13.6	↑
75	Guinea	13.1	↑
76	Rwanda	13.0	↑
77	Benin	12.1	↑
78	Burundi	11.9	↑
79	Tunisia	11.8	↑
80	Bolivia	11.7	↑
81	Belgium	11.6	→
82	Haiti	11.4	↑
83	Cuba	11.3	↓
84	Dominican Republic	10.8	↑
85	Czechia	10.7	↑
86	Greece	10.4	↓
87	Jordan	10.2	↑
88	Portugal	10.2	↓
89	Azerbaijan	10.1	→
90	Sweden	10.1	→
91	Honduras	9.9	↑
92	United Arab Emirates	9.9	↑
93	Hungary	9.7	↓
94	Tajikistan	9.5	↑
95	Belarus	9.4	↓
96	Austria	9.0	→

#	Country	Value	Change
97	Papua New Guinea	8.9	↑
98	Israel	8.7	↑
99	Switzerland	8.7	→
100	Togo	8.3	↑
101	Sierra Leone	8.0	↑
102	Laos	7.3	↑
103	Paraguay	7.1	↑
104	Bulgaria	6.9	↓
105	Serbia	6.9	↓
106	Lebanon	6.8	↓
107	Libya	6.7	↑
108	Nicaragua	6.6	↑
109	Kyrgyzstan	6.5	↑
110	El Salvador	6.5	↑
111	Turkmenistan	6.0	↑
112	Singapore	5.9	→
113	Denmark	5.8	→
114	Finland	5.5	→
115	Republic of the Congo	5.5	↑
116	Slovakia	5.5	→
117	Norway	5.4	→
118	Oman	5.1	↑
119	Costa Rica	5.1	→
120	Ireland	4.9	↑
121	New Zealand	4.8	→
122	Panama	4.3	↑
123	Kuwait	4.3	↑
124	Croatia	4.1	↓
125	Moldova	4.0	↓
126	Georgia	4.0	↓
127	Uruguay	3.5	→
128	Bosnia and Herzegovina	3.3	↓

#	Country	Value	Change
129	Mongolia	3.3	↑
130	Armenia	3.0	→
131	Jamaica	3.0	→
132	Qatar	2.9	↑
133	Albania	2.9	↓
134	Lithuania	2.7	↓
135	Namibia	2.5	↑
136	Gambia	2.4	↑
137	Botswana	2.4	↑
138	Gabon	2.2	↑
139	Lesotho	2.1	→
140	North Macedonia	2.1	↓
141	Slovenia	2.1	→
142	Latvia	1.9	↓
143	Bahrain	1.7	↑
144	Equatorial Guinea	1.4	↑
145	Estonia	1.3	→
146	Timor-Leste	1.3	↑
147	Mauritius	1.3	→
148	Cyprus	1.2	↑
149	Djibouti	1.0	↑
150	Fiji	0.9	→
151	Guyana	0.8	→
152	Bhutan	0.8	↑
153	Montenegro	0.6	→
154	Luxembourg	0.6	↑
155	Suriname	0.6	→
156	Malta	0.4	→
157	Brunei Darussalam	0.4	→
158	Belize	0.4	↑
159	Iceland	0.3	→
160	Seychelles	0.1	→

Note: Only countries covered by the Statista Country Reports are considered for the comparison
Sources: Statista based on UN DESA and national statistical offices, as of Q4 2020

In 2020, the highest 20% held 54.8% of the income, while the lowest 20% only held 2.4%

Income: distribution

Distribution of income

— Lowest 20%   — Fourth 20%   — Third 20%   — Second 20%   — Highest 20%

|	2017	2018	2019	2020	2021	2022	2023	2024	2025
Highest 20%	54.8%	54.2%	54.8%	54.8%	54.9%	55.0%	55.0%	55.1%	55.1%
Second 20%	22.0%	22.0%	21.9%	21.9%	21.8%	21.8%	21.8%	21.7%	21.7%
Third 20%	13.3%	13.6%	13.4%	13.4%	13.3%	13.3%	13.3%	13.3%	13.3%
Fourth 20%	7.5%	7.7%	7.5%	7.6%	7.5%	7.5%	7.5%	7.5%	7.5%
Lowest 20%	2.4%	2.5%	2.4%	2.4%	2.4%	2.4%	2.4%	2.3%	2.3%

Income per capita at US$63,278.6 was higher than regional average

Income: comparison

Disposable income[1] growth, disp. income per capita in US$[2], and population in North America in 2018

Disposable income growth 2017-2018 in %   - - - - Regional average   ◯ Population: 50 million
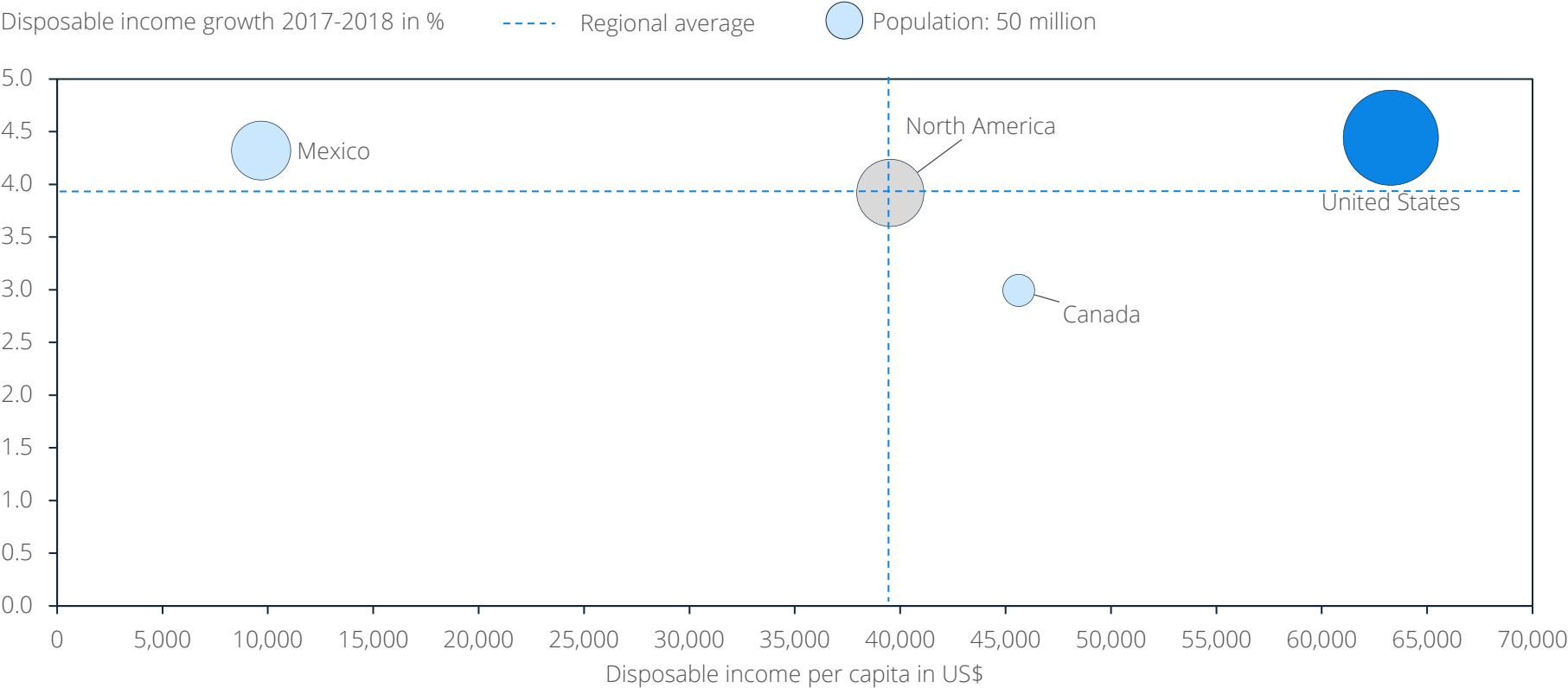

1: Gross national disposable income may be derived from gross national income by adding all current transfers in cash or in kind, receivable by resident institutional units from non-resident units, and subtracting all current transfers in cash or in kind payable by resident institutional units to non-resident units 2: Current US$, see glossary for definition of current and constant

Note: Regional average value is calculated using data from the countries covered by the Statista Country Reports and the source

Sources: UN SD 2021, Statista, based on UN DESA and other statistical offices, as of Q4 2020

In global comparison, the United States has a very high level of human development

Human Development Index

Human Development Index in 2019

- ■ 0.0-0.6
- ■ 0.6-0.7
- ■ 0.7-0.8
- ■ 0.8-1
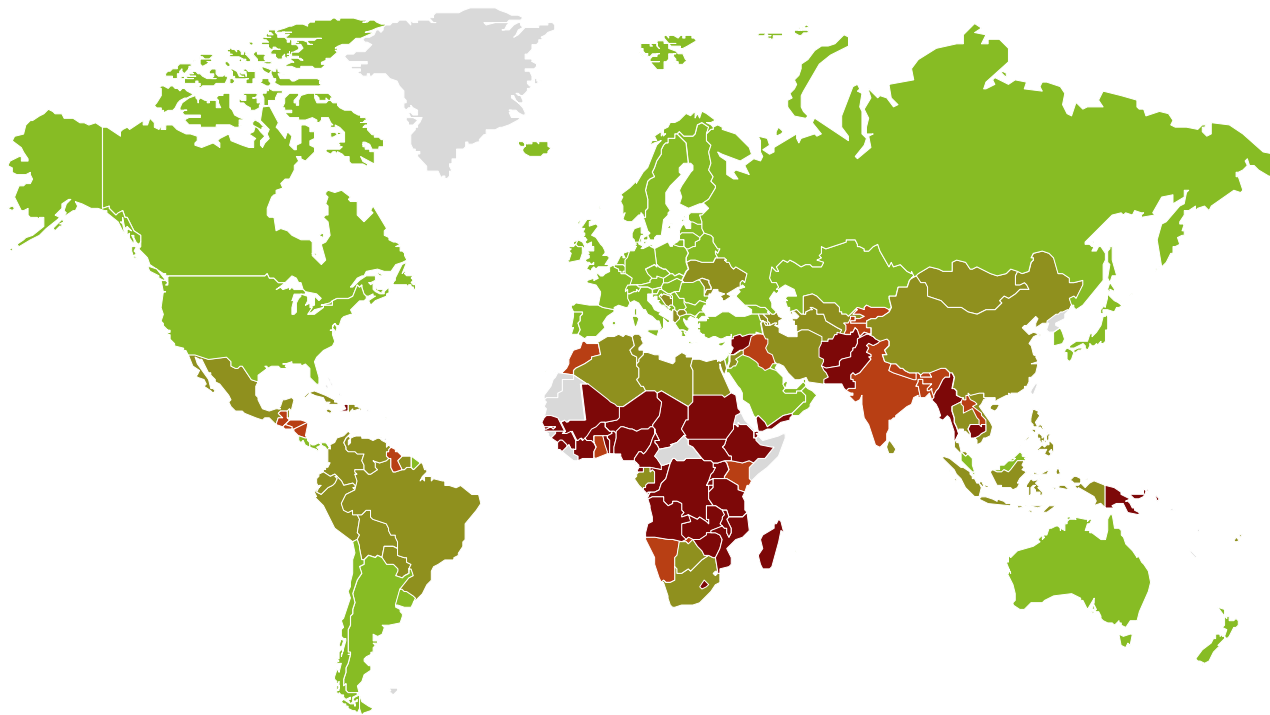
- With an index of 0.926, the United States ranks 17 out of 189 countries and territories

- The Human Development Index was created to emphasize that people and their capabilities should be the ultimate criteria for assessing the development of a country, not economic growth alone

- The index is a summary measure of average achievement in key dimensions of human development: a long and healthy life, being knowledgeable, and having a decent standard of living

HEALTH

The child mortality rate decreased from 2015 to 2019

Indicators

Child mortality rate[1]

-3.4%

2015	2016	2017	2018	2019
5.8	5.8	5.7	5.6	5.6
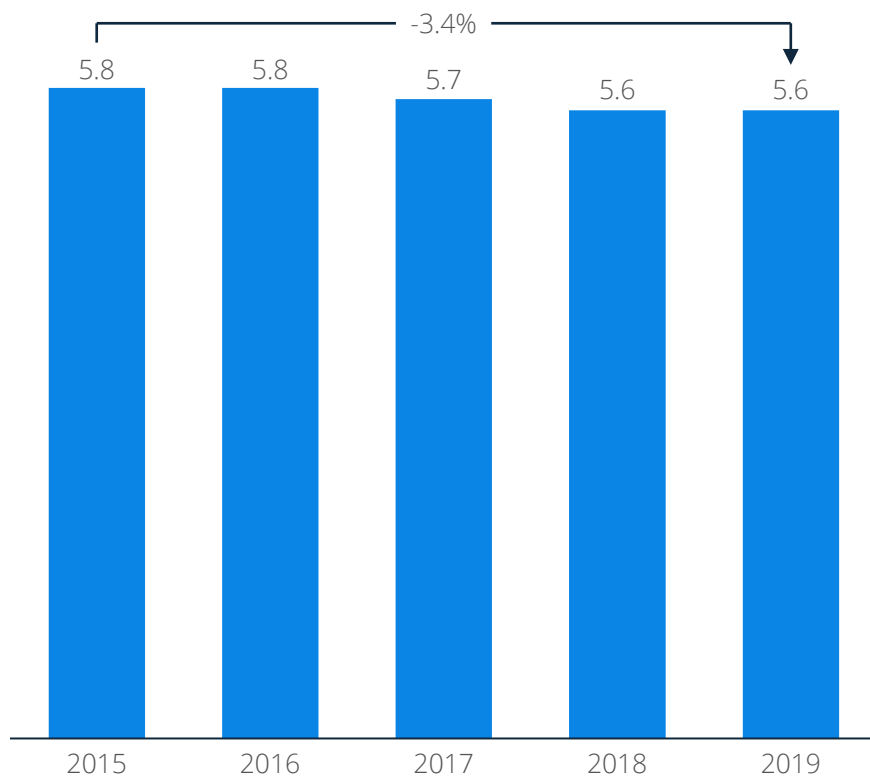
Life expectancy at birth in years
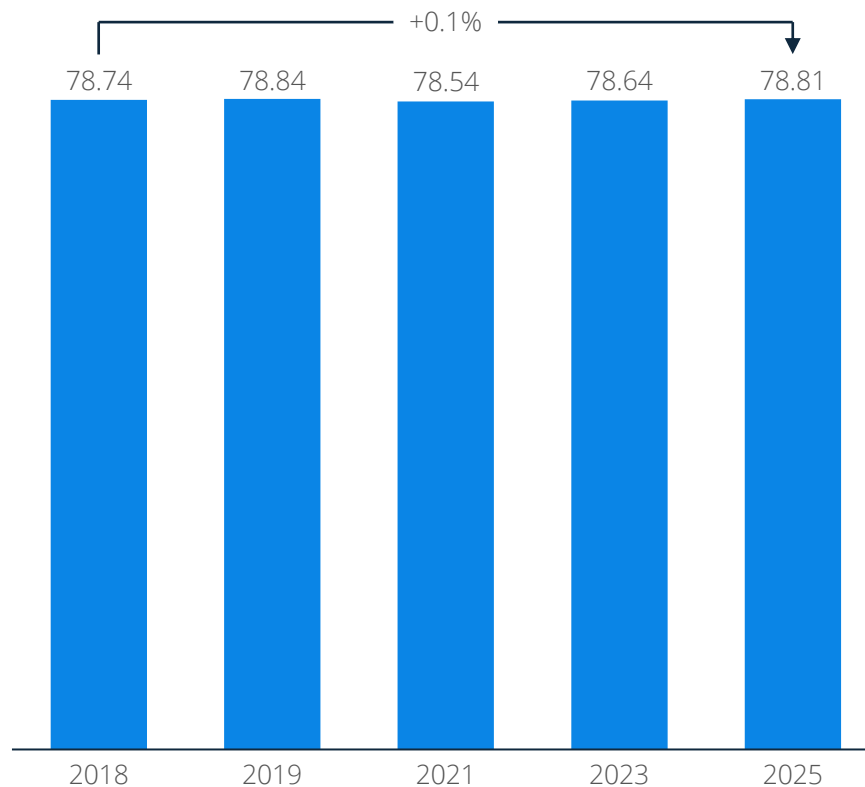
+0.1%

2018	2019	2021	2023	2025
78.74	78.84	78.54	78.64	78.81

The number of smokers is expected to further decrease

Health demographics

Smoking prevalence[1] in 2020

Legend: Yes (dark blue), No (light blue)

Female: 17.7% Yes, 82.3% No
Male: 23.1% Yes, 76.9% No
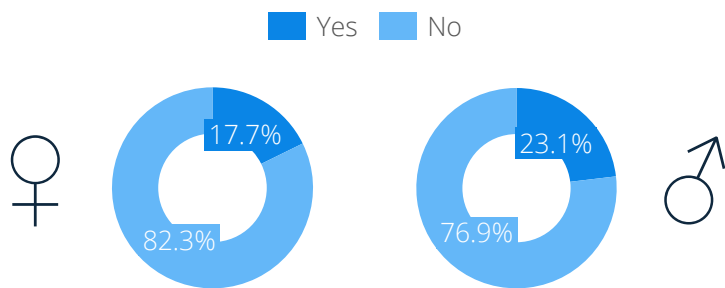
Number of smokers[2] in million

2019	2021	2023	2025
55.50	54.60	53.79	53.08
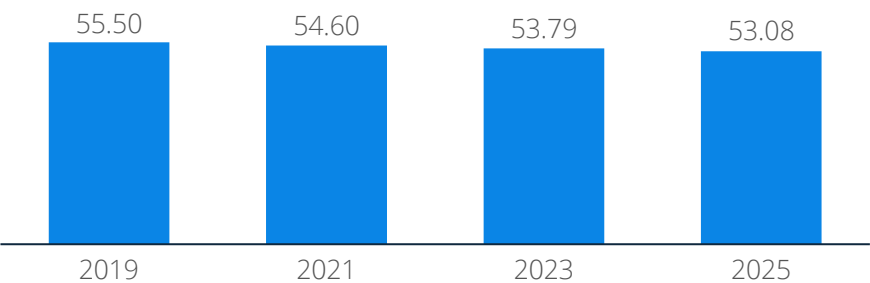
Alcohol consumption per capita in liters in 2020

United States	North America
8.84	7.11
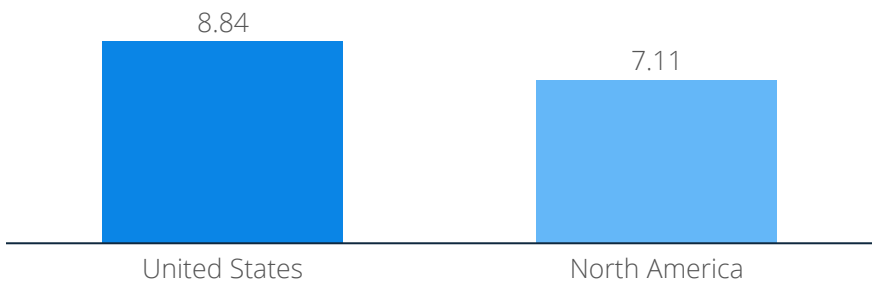
Obesity[3] as share of adult population in 2020
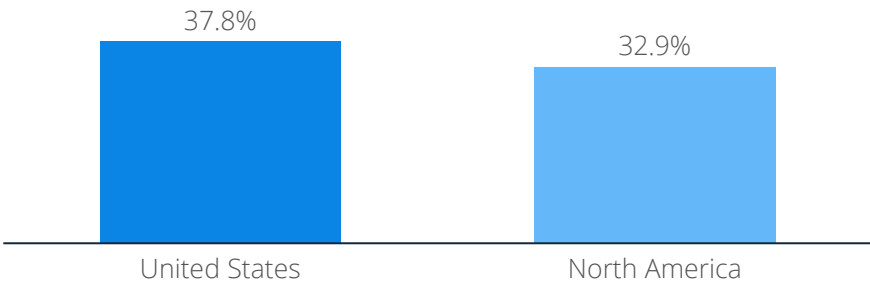
United States	North America
37.8%	32.9%

The number of physicians per capita was higher than the regional average

Health infrastructure (1/2)

Physicians per 1,000 people in 2020

- 0.0-1.0
- 1.1-2.0
- 2.1-3.0
- 3.1-4.0
- > 4.0

Physicians and no. of hospitals per 1,000 people in 2020

- United States
- North America

Physicians: United States 2.64, North America 2.59
Number of hospitals: United States 1.68, North America 2.38
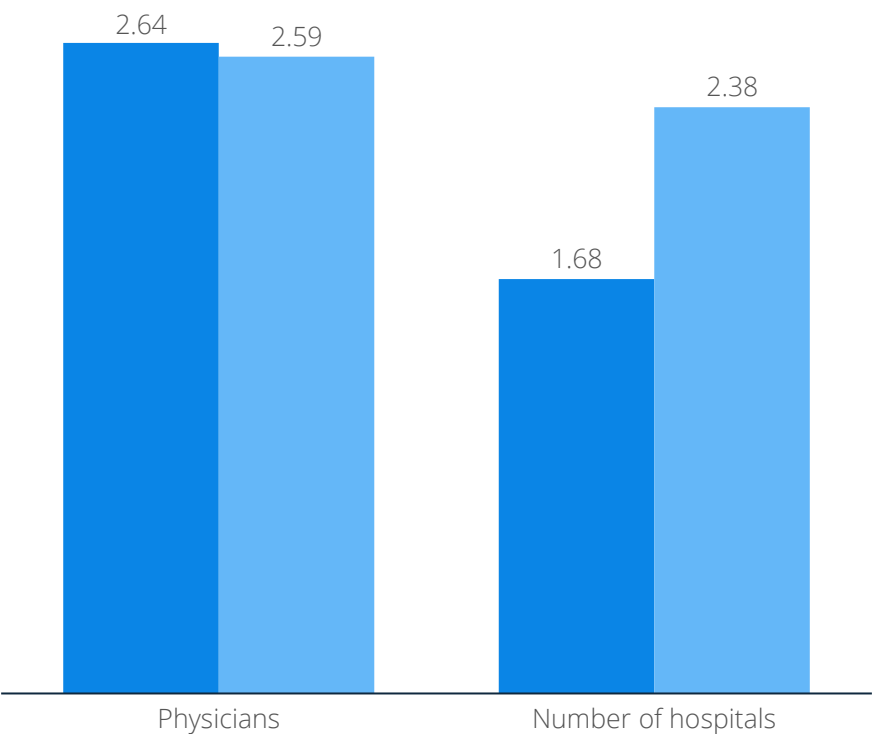
The number of hospital beds per capita was higher than regional average

Health infrastructure (2/2)

Number of hospital beds per capita[1] in 2020

2.8 — United States
2.3 — North America
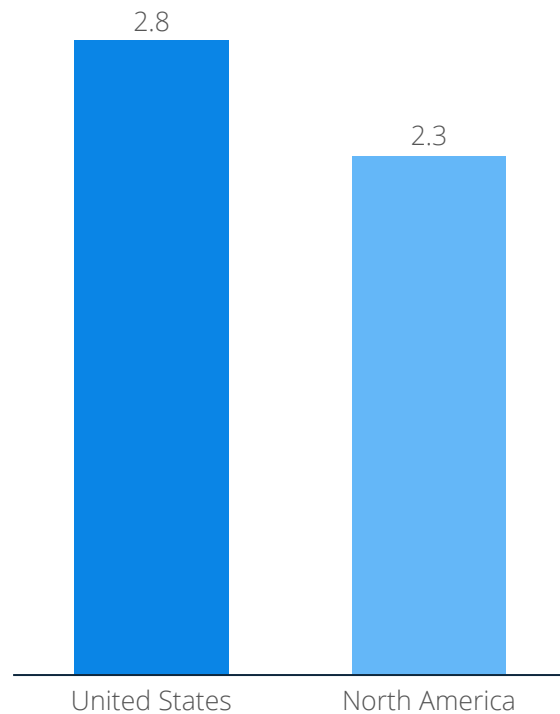
Access to at least basic sanitation[2] in 2020

100.0% — United States
97.5% — North America
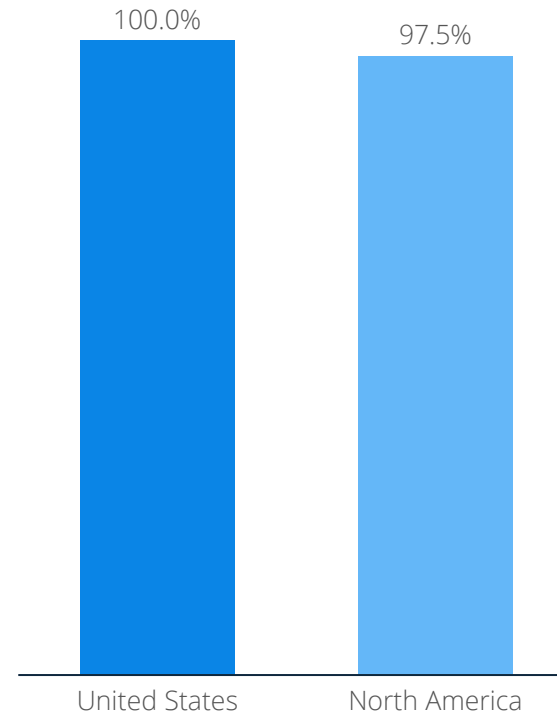
Access to safely managed drinking water[2] in 2020

99.1% — United States
98.7% — North America

Between 2017 and 2025 the total healthcare spending is forecasted to increase

Health finance (1/2)

Total healthcare spending in million US$

- 2017: 3,334,280
- 2019: 3,635,075
- 2021: 3,915,881
- 2023: 4,173,583
- 2025: 4,392,760

+3.5%[1]
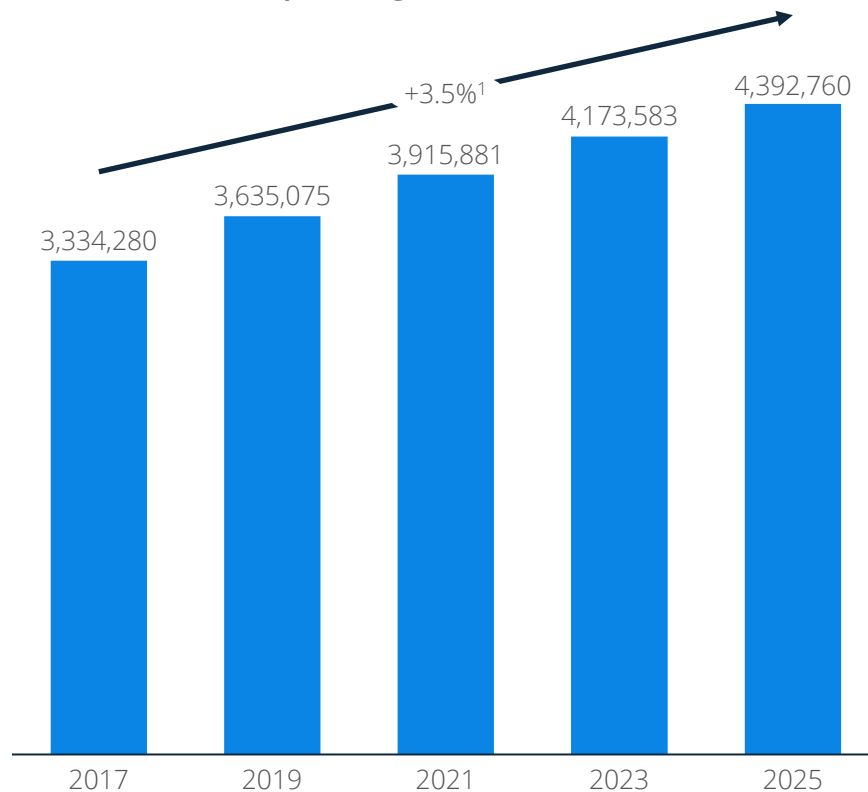
Healthcare spending per-capita in US$
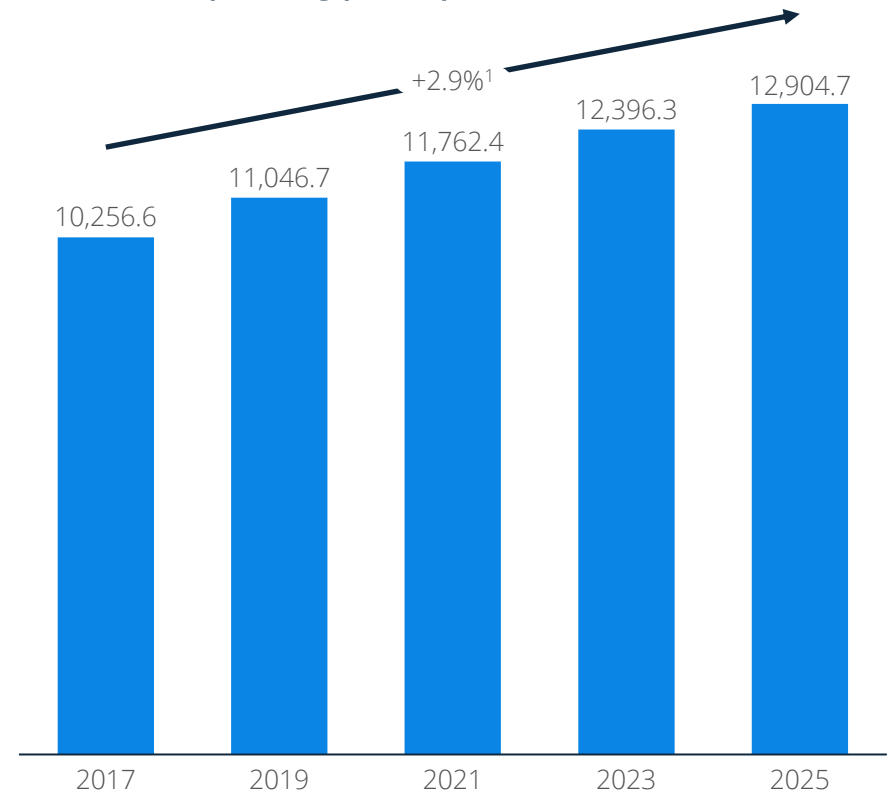
- 2017: 10,256.6
- 2019: 11,046.7
- 2021: 11,762.4
- 2023: 12,396.3
- 2025: 12,904.7

+2.9%[1]

The share of current public health expenditures is lower than regional average

Health finance (2/2)

Private sector share of current health expenditures in 2020

- United States: 48.19%
- North America: 41.08%
- Canada: 29.84%
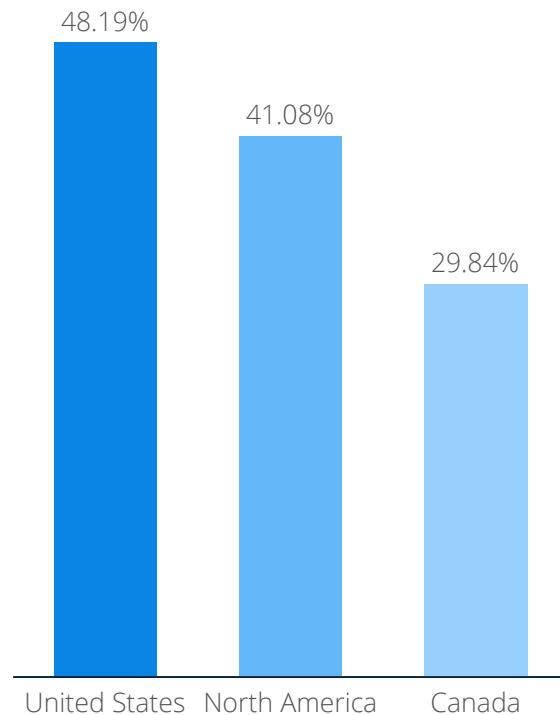
Public sector share of current health expenditures in 2020

- United States: 51.81%
- North America: 58.92%
- Mexico: 54.81%
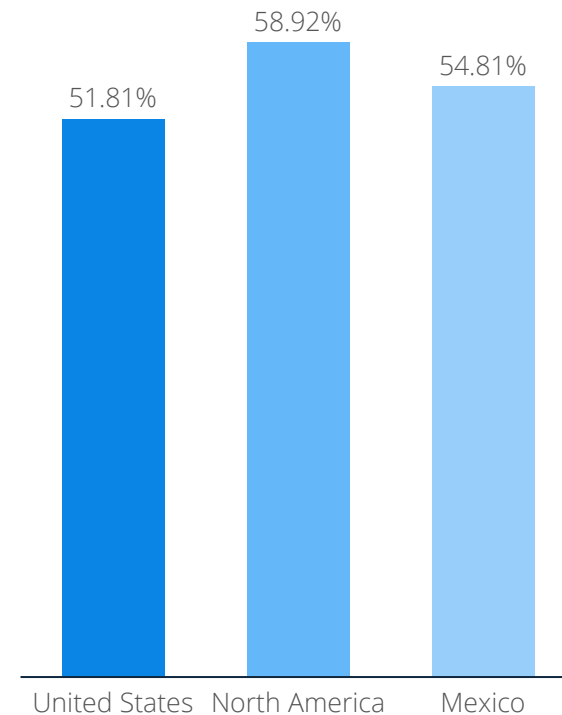
Voluntary health insurance schemes[1] in 2020
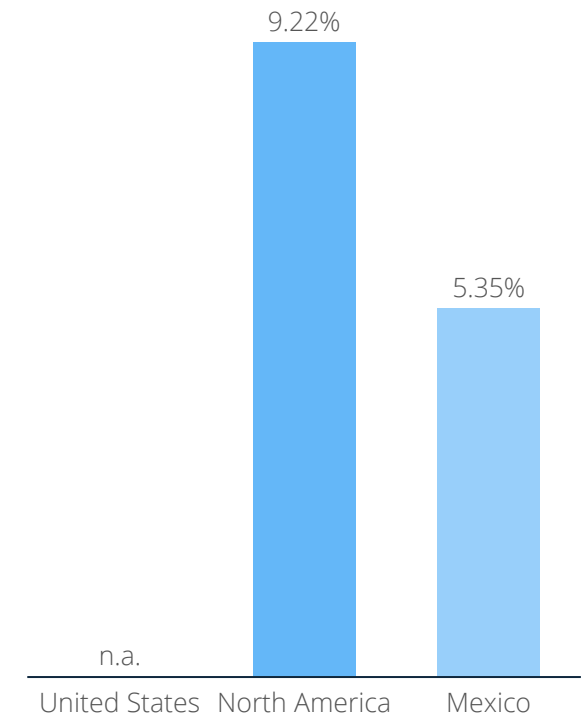
- United States: n.a.
- North America: 9.22%
- Mexico: 5.35%

RETAIL & CONSUMPTION

The retail market in United States is well-developed

Retail structure (1/4)

Development stages of retail markets

Opening	**Maturing**	**Well-developed**
▪ Global grocery chains are not present	▪ Global grocery chains start operations in large cities[1]	▪ Global chains operate in large cities, medium-sized cities and rural areas[1]
▪ National store ownership characterized by handcart or independent stores	▪ Store ownership is characterized by independent stores, national or international chains	▪ Store ownership is characterized by independent stores and national or international chains
▪ Traditional[1] payment methods are primarily used	▪ Traditional and electronic payment methods[1] are commonly used	▪ Traditional, electronic and mobile payment methods[1] are commonly used

In the United States, global grocery chains are well represented

Retail structure (2/4)

Presence of international grocery chains

International grocery chains	Store location	International grocery chains	Store location
7-ELEVEN	✓	ALDI	✓
SPAR	✗	CBA	✗
Walmart	✓	MIGROS	✗
Carrefour	✗	CRAI	✗
LIDL	✓	Auchan	✗

1: See glossary for definitions
Note: Selected relevant grocery chains operating internationally; information based on the Statista Fact Check

Sources: World List Mania 2018, Statista 2021

Characteristics of the grocery market in the United States

Retail structure (3/4)

Existence of grocery store types[1]

Hypermarkets	Convenience	Discounter	Handcart
✓	✓	✓	✓

Store ownership

International chains	National chains	Independent stores
✓	✓	✗

Mobile payment brand availability

 Pay ✓   G Pay ✓   Samsung pay ✓

Insights into the grocery structure and shopping behavior in the United States of America

Retail structure (4/4)

Insights into a national typic grocery structure

The grocery structure in the USA is characterized by hypermarkets, convenience stores, discounters and handcarts.

Consumers in the USA value hypermarkets because of their great product variety. While people in the past tend to value low prices, but during the past years more consumers have moved to higher priced goods. For instance, some consumers make use of "crop share" programs where individuals receive a box of fresh fruits and vegetables on a set schedule.

Additionally, it is quite common for consumers in urbanized areas to order groceries online and have them delivered by the weekends.

Note: Information based on Statista Fact Check
Sources: Statista 2019

Consumers in the United States spend the most in the area of "Healthcare"

Consumer behavior: spending

Consumer spending[1] in 2020
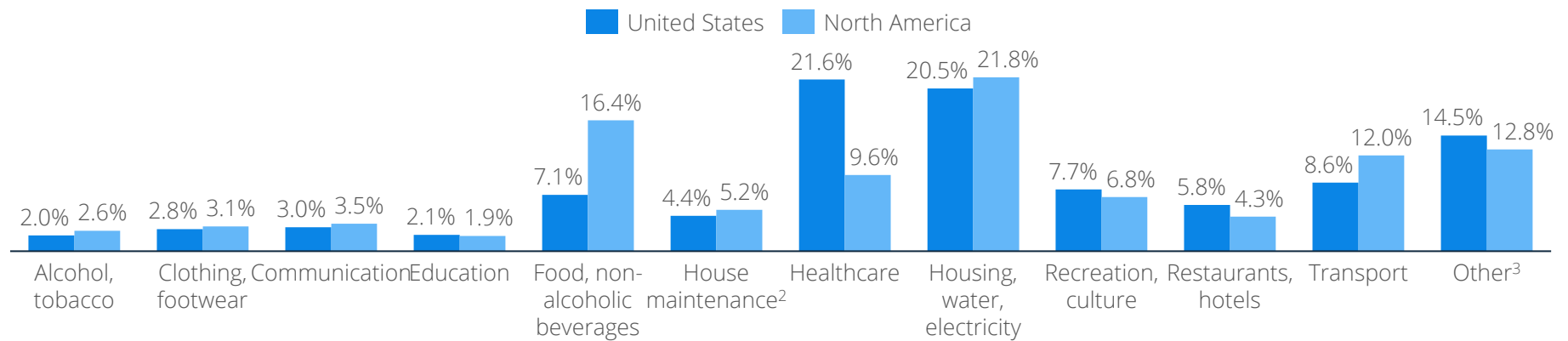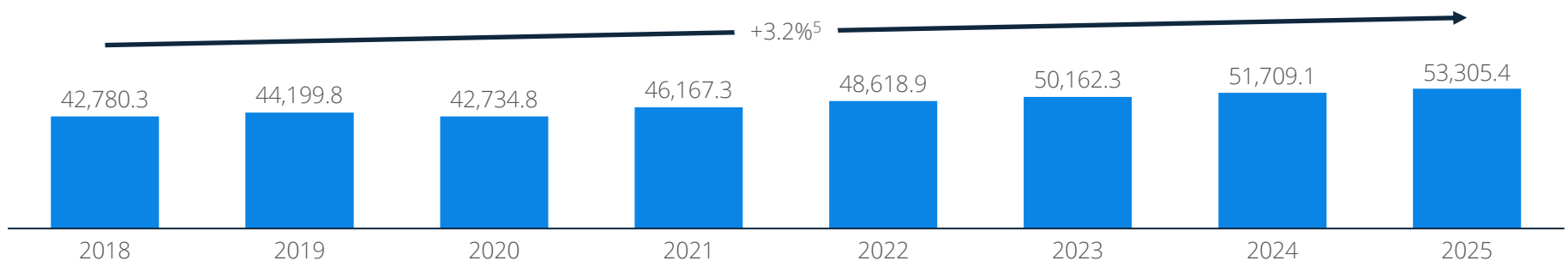
Legend: ■ United States ■ North America

Category	United States	North America
Alcohol, tobacco	2.0%	2.6%
Clothing, footwear	2.8%	3.1%
Communication	3.0%	3.5%
Education	2.1%	1.9%
Food, non-alcoholic beverages	7.1%	16.4%
House maintenance[2]	4.4%	5.2%
Healthcare	21.6%	9.6%
Housing, water, electricity	20.5%	21.8%
Recreation, culture	7.7%	6.8%
Restaurants, hotels	5.8%	4.3%
Transport	8.6%	12.0%
Other[3]	14.5%	12.8%

Consumer spending[1] in US$[4]

+3.2%[5]

2018	2019	2020	2021	2022	2023	2024	2025
42,780.3	44,199.8	42,734.8	46,167.3	48,618.9	50,162.3	51,709.1	53,305.4

Consumers in the United States are most interested in clothing

Consumer behavior: product interest

Interest in product and service categories[1]

Bar chart showing interest percentages:
- Consumer electronics: 61%
- Food and drinks: 75%
- Cars: 36%
- Clothing: 76%
- Shoes: 71%
- Cosmetics and body care: 42%
- Drugstore and health products: 37%
- Books, movies, music and games: 60%
- Sports and outdoor products: 33%
- Furniture and household goods: 40%
- Travels: 40%

Consumers in the United States value smartphone brands the most

Consumer behavior: brands

Brand awareness[1]

Legend: ■ Male ■ Female

Category	Male	Female
Alcoholic drinks	32%	24%
Bags & accessories	11%	30%
Cars, motorcycles, bicycles	39%	30%
Clothing	44%	47%
Cosmetics & body care	13%	45%
Detergents & cleaning products	28%	44%
Food & non-alcoholic drinks	31%	33%
Furniture & household goods	14%	18%
Household appliances	31%	36%
Smartphone	64%	64%
Toys & baby products	9%	15%
TV & HiFi	43%	30%
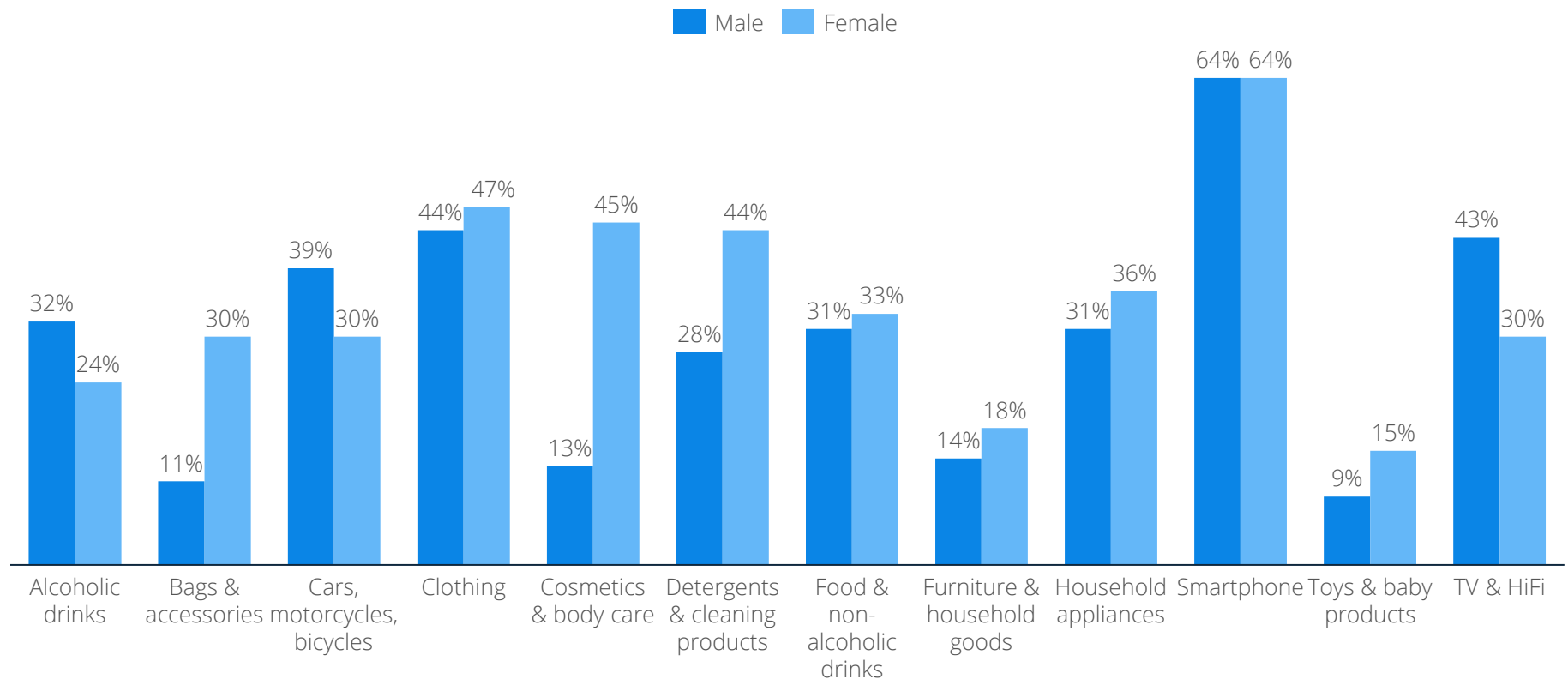
With US$431.6bn and a share of 74.1%, eCommerce generated the highest digital revenues in 2020

Consumer behavior: digital expenditures

Digital expenditures[1] as share of consumer spending per capita in 2020

United States: 4.1%
Asia: 3.1%
Africa: 1.3%
Europe: 3.3%
Americas: 2.2%
Australia & Oceania: 3.0%

Total digital revenues[1] in this country and breakdown in 2020

US$582,808.4m

- eCommerce — 74.1%
- Digital media — 13.0%
- eServices — 5.8%
- eTravel — 7.2%
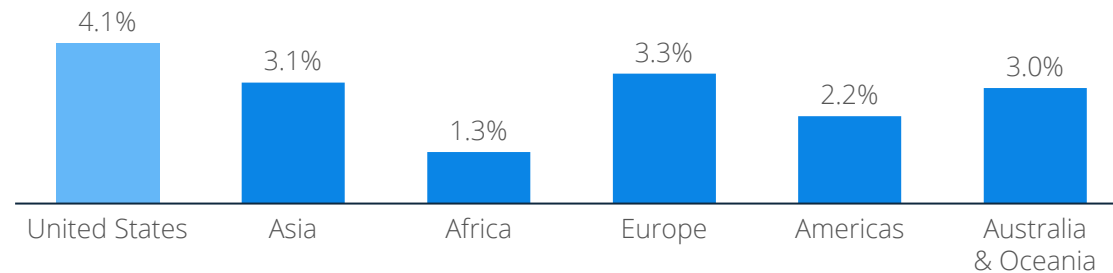
Highlights

- In Americas, digital expenditures as a share of consumer spending per capita reached 2.2% in 2020

- In the United States, the revenue in the eCommerce market amounted to US$431,647.8m in 2020

- The eServices market generated revenues of US$33,855.8m in 2020

- In the eTravel market, 2020 revenues totaled US$41,741.2

- Revenue in the digital media market amounted to US$75,563.6 in 2020

1: Including all revenues generated within the eCommerce, eTravel, eServices, and digital media markets
Note: Regional average value is calculated using data from the countries covered by the Statista Country Reports and the source
Sources: Statista Consumer Market Outlook 2021, Statista Digital Market Outlook 2021

Compared to its region, user penetration is above average

eCommerce: overview (1/2)

eCommerce revenue growth, ARPU[1] in US$, and user penetration[2] in 2020

eCommerce revenue growth 2019-2020 in % • Regional averages • ARPU: US$250

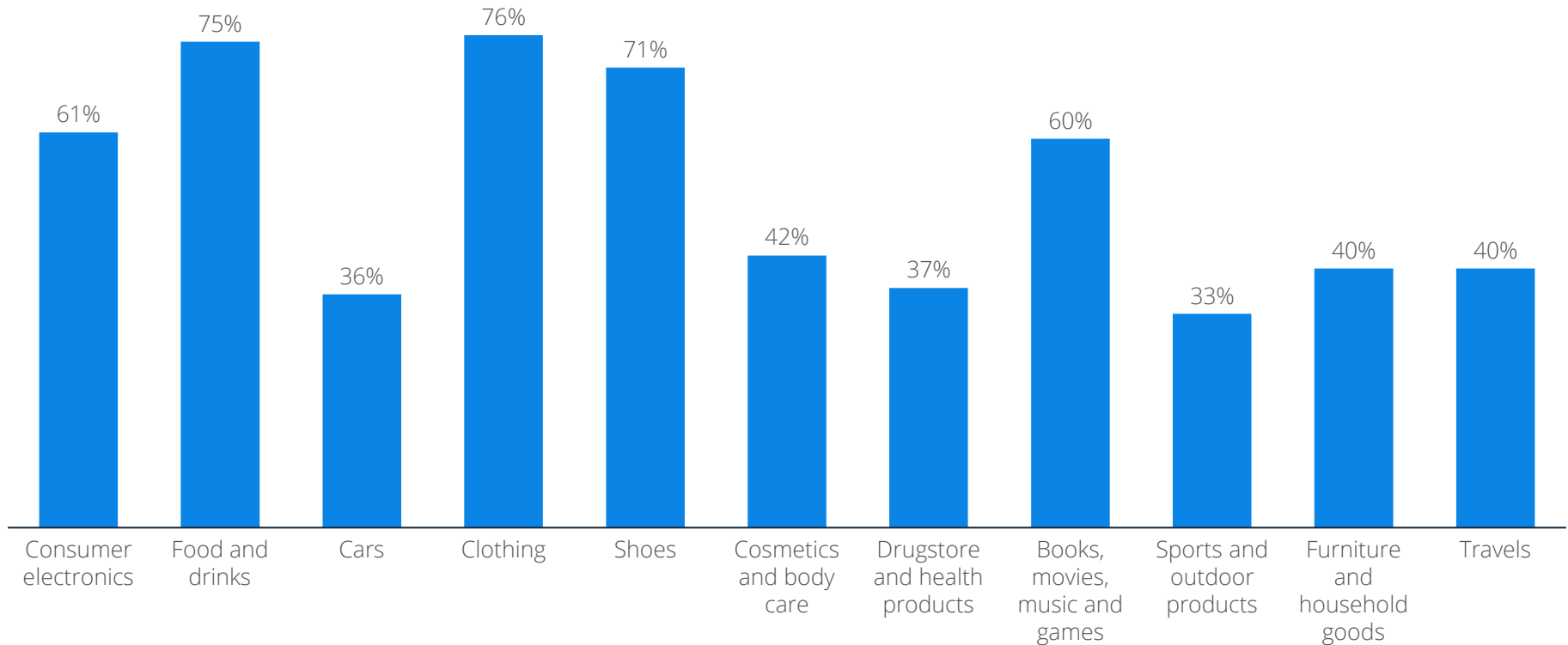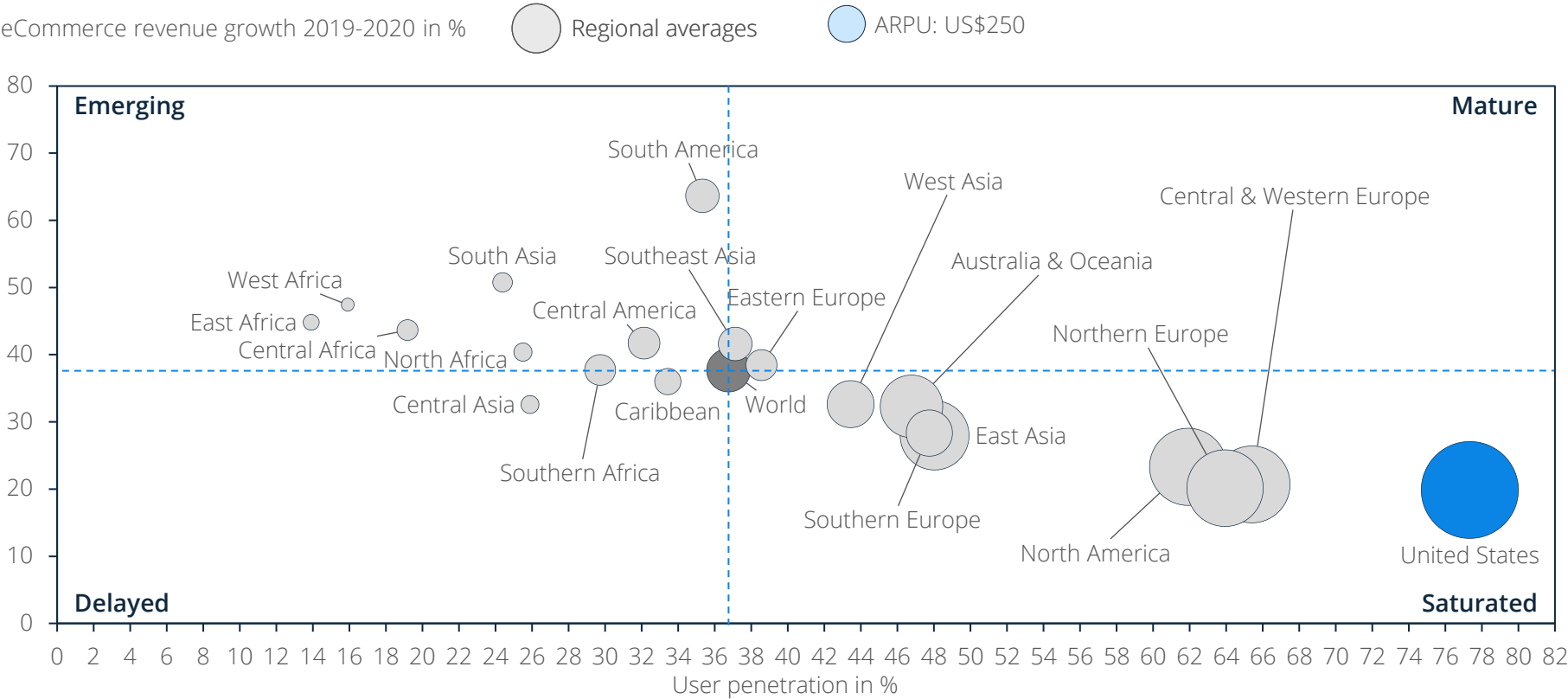1: ARPU = average revenue per user 2: Share of active paying customers from the total population
Note: Regional average value is calculated using data from the countries covered by the Statista Country Reports and the source
Sources: Statista Digital Market Outlook 2021

The top 5 stores account for 40% of the top 500 net sales in the U.S. in 2019

eCommerce: overview (2/3)

Distribution of net sales of the top 500 online stores in the U.S. in 2019

Top 1–5	Top 6–25	Top 26–100	Top 101–250
40% US$122bn	22% US$67bn	16% US$51bn	12% US$38bn
		Top 251–500 10% US$29bn	
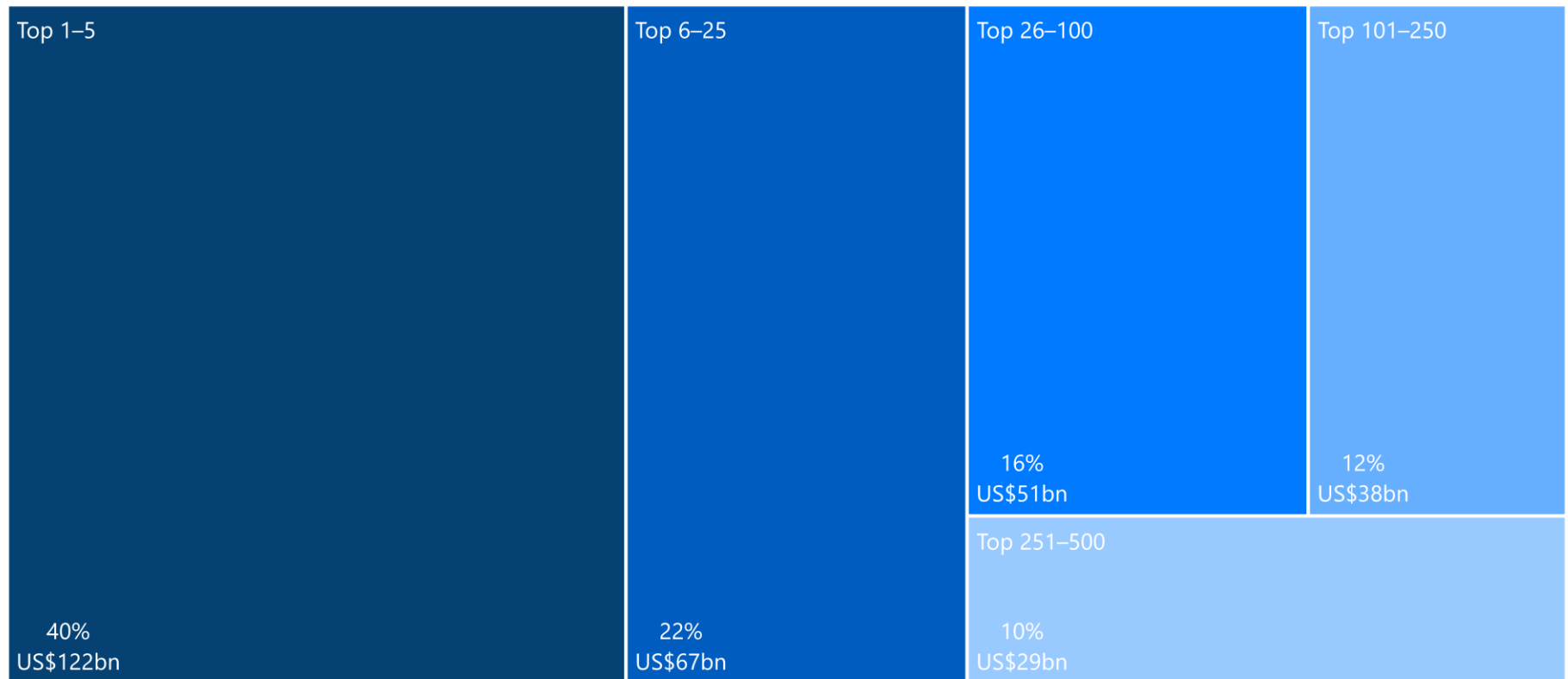
Amazon.com heads the list of the top 10 U.S. stores

eCommerce: overview (3/3)

Rank	Store	U.S. net sales in million US$[1] in 2019	Main category	Market share[2]
1	amazon.com	73,782	Electronics & Media	20%
2	walmart.com	19,613	Electronics & Media	5%
3	apple.com	11,361	Electronics & Media	3%
4	homedepot.com	9,312	Furniture & Appliances	3%
5	bestbuy.com	7,640	Electronics & Media	2%
6	target.com	6,613	Toys, Hobby & DIY	2%
7	wayfair.com	6,211	Furniture & Appliances	2%
8	macys.com	5,467	Fashion	2%
9	chewy.com	4,847	Toys, Hobby & DIY	1%
10	costco.com	4,562	Toys, Hobby & DIY	1%

eCommerce revenues are expected to have a positive annual average growth of 5.5% by 2025

eCommerce: revenue projection

eCommerce revenues in million US$

Legend:
- Toys, hobby & DIY
- Furniture & appliances
- Food & personal care
- Electronics & media
- Fashion

+5.5%[1]

2020 — 431,647.8
- 127,025.5
- 93,776.4
- 50,600.6
- 72,039.1
- 88,206.3

2025 — 563,387.9
- 181,401.0
- 117,040.4
- 70,777.5
- 87,402.5
- 106,766.5

Segment CAGR[1]

- 7.4%
- 4.5%
- 6.9%
- 3.9%
- 3.9%
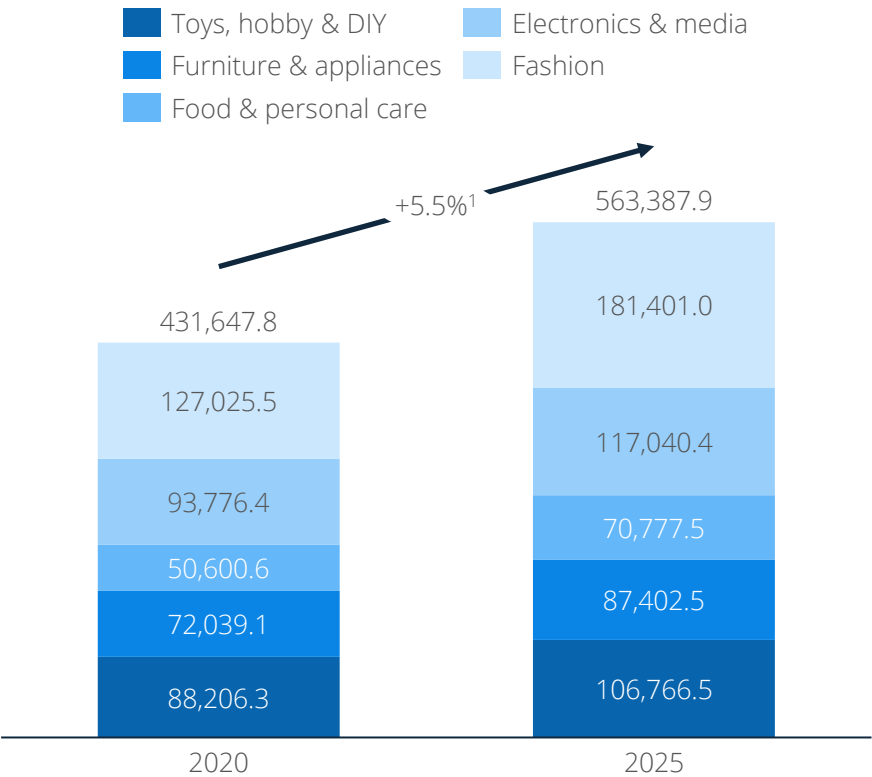
Highlights

- eCommerce market revenue amounted to US$431,647.8m in 2020

- Revenue is expected to show an annual growth (CAGR 2020-2025) of 5.5%, resulting in a market volume of US$563,387.9m by 2025

- The market's largest segment is "Fashion" with a market volume of US$127,025.5m in 2020

1: CAGR: Compound Annual Growth Rate / average growth rate per year
Sources: Statista Digital Market Outlook 2021

The U.S. online shopper

eCommerce: shopper insights

Criteria

Assessment of the online shopper in the U.S.

Customer potential

- The number of eCommerce users is expected to grow by 9% to 278 million users in the U.S. by 2024
- 77% of the population in the U.S. shops online

Attention to low-priced products

- Online shoppers in the U.S. are most price-oriented about Clothing
- In the category Detergents & Cleaning Products, the difference between the U.S. and China is the largest: In the U.S., 36% of online shoppers, compared to 14% in China, pay attention to low-priced products

Attention to luxury/ premium products

- Online shoppers in the U.S. pay most attention to luxury products in the category Smartphone
- In the category Cosmetics & Body Care, the difference between the U.S. and China is the largest: In the U.S., 18% of online shoppers, compared to 32% in China, pay attention to premium products

Share of mobile shopping

- Smartphones are the most frequently used devices for online shopping in the U.S.
- In China, smartphones are the most used devices as well

Return rates

- In the U.S., Clothing and Shoes have the highest return rates
- The return rates in the U.S. are lower than in China in each product category

Store profiles for amazon.com and walmart.com

eCommerce: selected store profiles
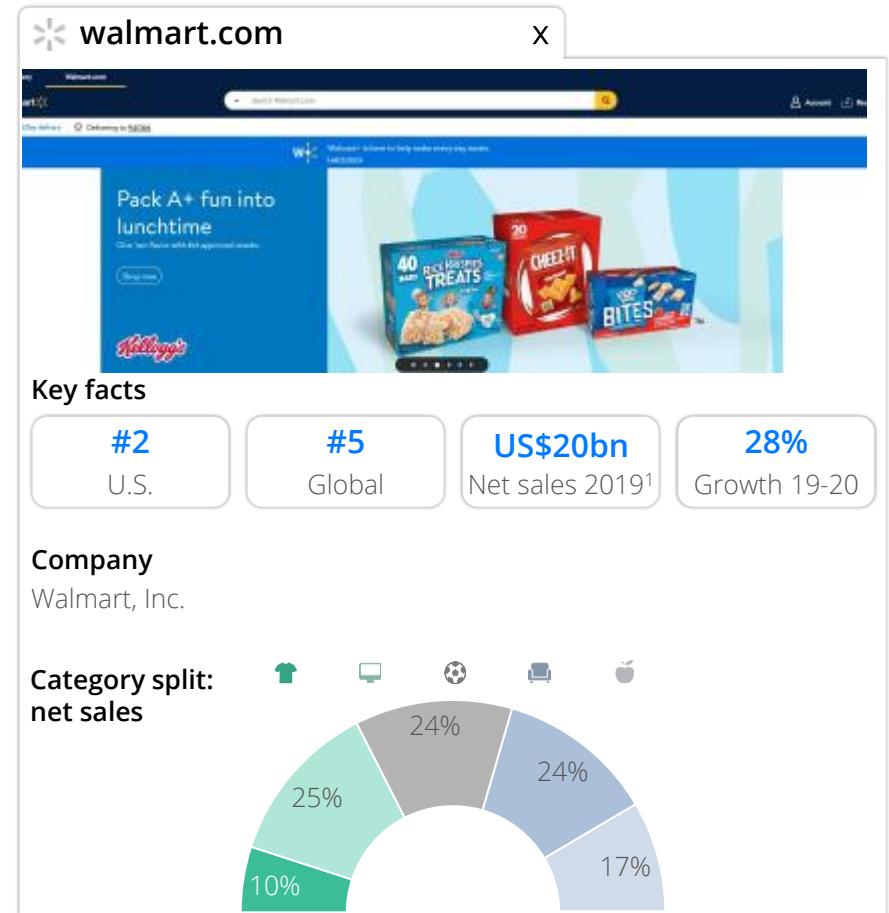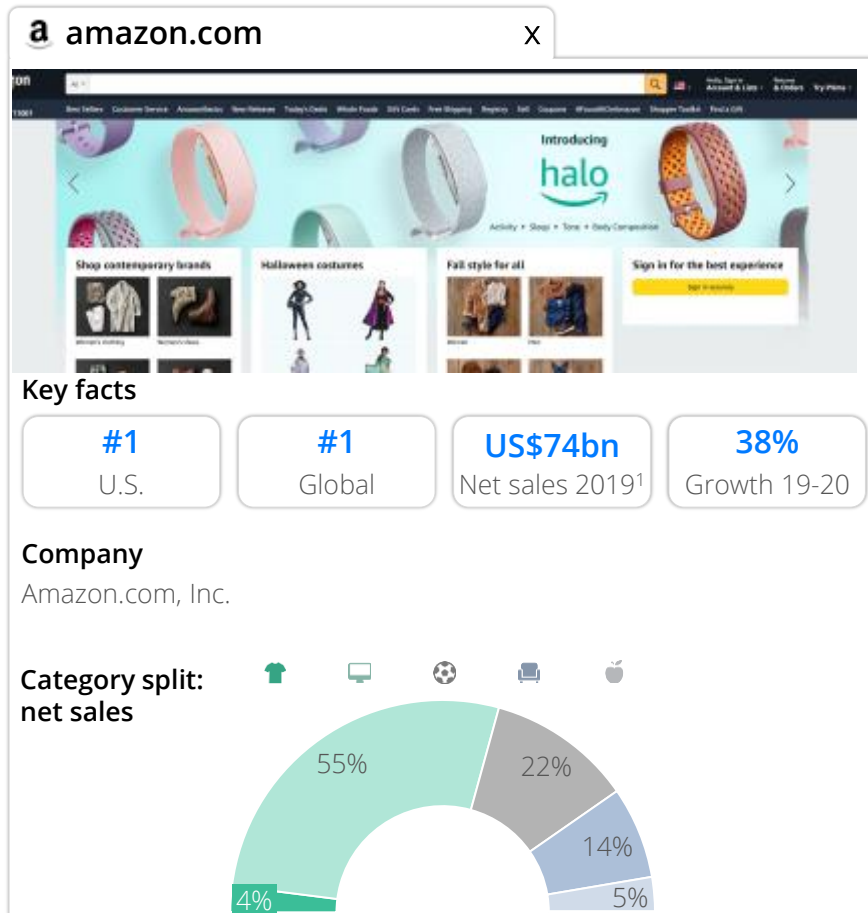
amazon.com   X

Key facts

#1	**#1**	**US$74bn**	**38%**
U.S.	Global	Net sales 2019[1]	Growth 19-20

Company

Amazon.com, Inc.

Category split: net sales

- 55%
- 22%
- 14%
- 5%
- 4%

walmart.com   X

Key facts

#2	**#5**	**US$20bn**	**28%**
U.S.	Global	Net sales 2019[1]	Growth 19-20

Company

Walmart, Inc.

Category split: net sales

- 25%
- 24%
- 24%
- 17%
- 10%

The total FinTech transaction value is forecast to grow by 22.4% from 2020 to 2025

FinTech: transaction projection

FinTech transaction value in million US$

- Digital payments
- Personal finance
- Alternative lending
- Alternative financing

2020
- 1,039,567.4
- 785,243.8
- 8,074.9
- 1,349.0

2025
- 2,098,515.4
- 1,946,619.0
- 8,479.6
- 1,815.8
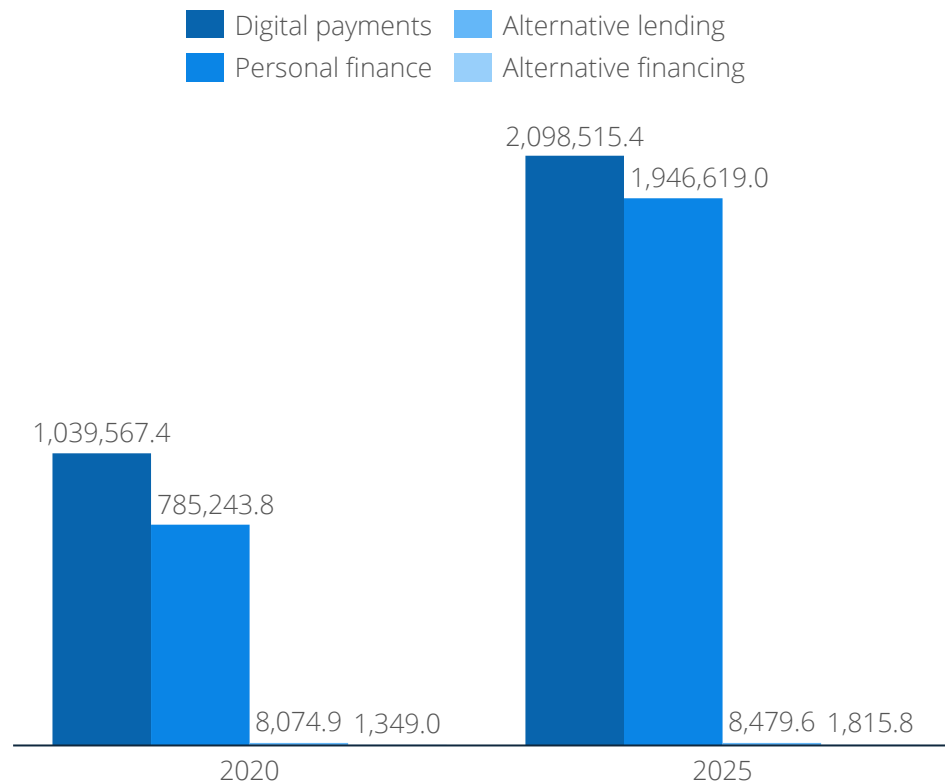
Segment CAGR[1]

- 6.1%
- 1.0%
- 19.9%
- 15.1%

Highlights

- The transaction value in the FinTech market amounted to US$1,834,235.1m in 2020

- The transaction value is expected to show an annual growth of 17.2%, resulting in a volume of US$4,055,429.8m by 2025

- The largest segment is the "Digital payments" segment with a volume of US$1,039,567.4m in 2020

1: CAGR: Compound Annual Growth Rate / average growth rate per year
Sources: Statista Digital Market Outlook 2021

INFRA-STRUCTURE

89.0% used the internet and there were 135.7 mobile cellular subscriptions per 100 people

Digital infrastructure (1/2)

Internet penetration[1] in 2020

United States	North America	Canada
89.0%	80.8%	90.6%
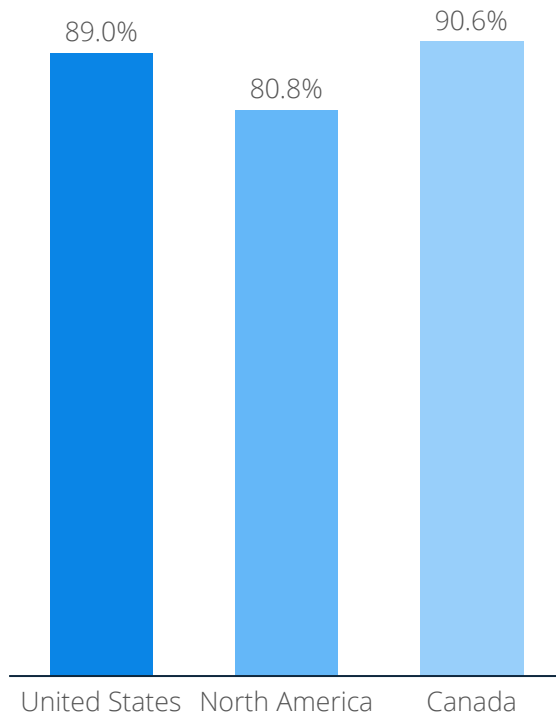
Mobile phone subscriptions[2] per 100 inhabitants in 2020

United States	North America	United States
135.7	108.8	135.7
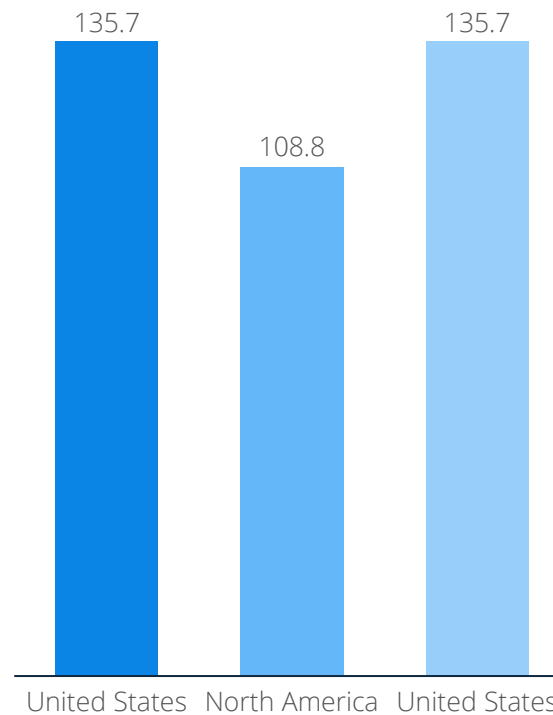
Fixed broadband subscriptions[3] per 100 inhabitants in 2020
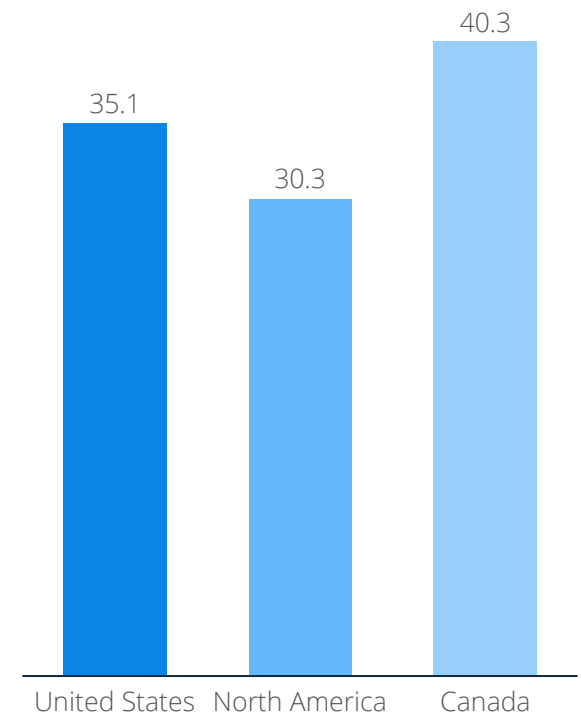
United States	North America	Canada
35.1	30.3	40.3

The United States had the 18th highest internet penetration in the world in 2020

Digital infrastructure (2/2)

Internet penetration[1] in % in 2020

#	Country	Value	#	Country	Value	#	Country	Value	#	Country	Value	#	Country	Value
1	Bahrain	97.65	31	Chile	84.12	61	Jordan	74.64	91	Bhutan	60.36	121	Bangladesh	35.72
2	United Arab Emirates	95.36	32	France	83.34	62	Portugal	74.24	92	Mongolia	58.37	122	Senegal	35.10
3	Malaysia	95.23	33	Cyprus	83.34	63	Turkey	73.75	93	Algeria	57.75	123	Kenya	34.94
4	Iceland	93.42	34	Spain	82.08	64	Brazil	73.12	94	Jamaica	57.56	124	Sudan	33.74
5	Luxembourg	93.33	35	Latvia	81.64	65	Romania	72.70	95	Peru	57.43	125	Timor-Leste	33.33
6	Kuwait	93.10	36	Czechia	81.18	66	Philippines	72.70	96	Suriname	56.39	126	Ethiopia	32.69
7	Qatar	93.09	37	Kazakhstan	80.58	67	Greece	72.55	97	Myanmar	56.29	127	Lesotho	32.34
8	Norway	92.05	38	Moldova	80.53	68	Italy	71.93	98	Ivory Coast	56.16	128	Equatorial Guinea	31.95
9	South Korea	91.74	39	Belarus	80.22	69	Vietnam	71.26	99	Belize	54.33	129	Guinea	31.70
10	United Kingdom	91.43	40	Armenia	80.05	70	Tunisia	70.55	100	Nepal	53.88	130	Tanzania	31.42
11	Canada	90.57	41	Albania	80.03	71	Morocco	70.36	101	India	52.73	131	Angola	30.91
12	Denmark	90.55	42	Lebanon	79.91	72	Montenegro	70.21	102	Ghana	52.62	132	Uganda	29.38
13	Brunei Darussalam	90.41	43	Malta	79.39	73	Costa Rica	69.85	103	Egypt	51.43	133	Turkmenistan	28.56
14	Netherlands	90.28	44	Slovakia	79.00	74	Indonesia	69.80	104	Guatemala	51.09	134	Malawi	26.89
15	Sweden	90.26	45	Ireland	78.80	75	Colombia	69.62	105	Cambodia	50.99	135	Tajikistan	25.42
16	New Zealand	90.25	46	Dominican Republic	78.42	76	Georgia	66.59	106	Kyrgyzstan	50.60	136	Mozambique	25.12
17	Switzerland	89.18	47	Slovenia	78.06	77	Cuba	66.52	107	Nigeria	49.14	137	Togo	25.06
18	**United States**	**88.95**	48	Lithuania	77.77	78	Gabon	66.17	108	Namibia	49.03	138	Sierra Leone	25.03
19	Finland	88.69	49	Uruguay	77.52	79	Bulgaria	65.77	109	Bolivia	47.83	139	Gambia	23.34
20	Singapore	88.52	50	Iran	77.43	80	China	64.71	110	Honduras	46.59	140	Haiti	22.12
21	Iraq	88.43	51	North Macedonia	77.38	81	Panama	64.68	111	Zambia	45.45	141	Papua New Guinea	20.46
22	Saudi Arabia	88.08	52	Croatia	77.25	82	Ukraine	64.61	112	Nicaragua	44.73	142	Burkina Faso	18.86
23	Germany	87.06	53	Azerbaijan	77.22	83	Seychelles	64.10	113	El Salvador	44.49	143	Benin	17.91
24	Oman	86.24	54	Poland	77.17	84	Paraguay	64.07	114	Botswana	44.38	144	Pakistan	17.82
25	Japan	86.16	55	Argentina	77.16	85	Ecuador	63.95	115	Laos	42.54	145	Madagascar	17.58
26	Australia	85.47	56	Bosnia and Herzegovina	76.91	86	Mexico	62.79	116	Zimbabwe	41.70	146	Chad	14.42
27	Austria	84.74	57	Hungary	76.87	87	Mauritius	62.64	117	Guyana	41.26	147	Burundi	11.29
28	Belgium	84.69	58	Thailand	76.82	88	Fiji	61.69	118	Sri Lanka	39.55	148	Republic of the Congo	9.86
29	Estonia	84.56	59	Russia	75.87	89	South Africa	61.21	119	Rwanda	39.22	149	Niger	6.21
30	Israel	84.28	60	Serbia	75.55	90	Uzbekistan	60.46	120	Cameroon	37.01			

1: See previous slide for definition
Note: Not all countries covered by the Statista Country Reports are considered for the comparison
Sources: Statista, based on ITU and national statistical offices, as of Q4 2020

Verizon, AT&T, T-Mobile and Sprint are 5G network operators active in this country

5G availability

Key figures

5G availability: yes

Number of MNOs[1]: 8

5G network operator(s) in this country

The advantages of 5G

In a world that is becoming increasingly connected, 5G technology brings some advantages.

Due to higher speed, increased bandwidth, and enhanced capacity compared to LTE networks, 5G enables users to make non-delayed video calls, thus improving their quality of life. Because of its low latency, it is also seen as a key factor when it comes to autonomous driving and further developing smart mobility.

Since 5G will also speed up the Internet of Things, it will be essential for optimizing automized production processes.

5G technology can also be used by companies to enable cloud office solutions, making them more resilient to health crises like the COVID-19 pandemic as well as enabling their employees to live in the countryside without having to commute between their home and workplace.

1: Mobile network operators
Note: The availability of 5G connections may vary inside the country; 5G coverage may also vary depending on the chosen network operator
Sources: Statista 2021

Quality of trade- and transport-related infrastructure was higher than the regional average

Transport infrastructure

Quality of trade- and transport-related infrastructure[1]

■ United States ■ North America

	2014	2016	2018
United States	3.9	4.0	3.9
North America	3.6	3.7	3.6
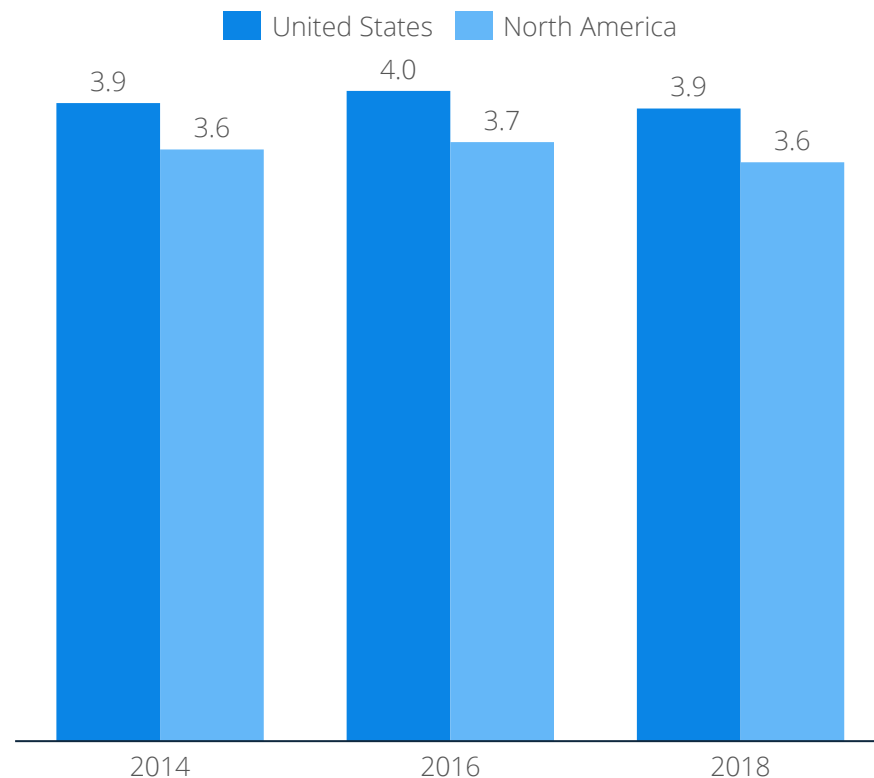
Freight transportation[2]

54.7 million TEU in 2018 [3]

42,985.3 million ton-km in 2018

2,525,217.3 million ton-km in 2018

Note: Regional average value is calculated using data from the countries covered by the Statista Country Reports and the source
1: Logistics Performance Index (5 = high, 1 = low); logistics professionals' perception of a country's quality of trade- and transport-related infrastructure (e.g., ports, railroads, roads, information technology). Scores are averaged across all respondents 2: Ton-kilometer = cargo weight transported times distance transported, TEU = Twenty-foot equivalent unit (standard-size container) 3: Container port traffic

Sources: World Bank 2019

ENVIRONMENT

This country had the 2nd highest CO$_2$ emissions in 2019

CO$_2$ emissions (1/2)

Territorial CO$_2$ emissions[1] in million metric tonnes in 2019 and variation since 2018

#	Country	Value	Change	#	Country	Value	Change	#	Country	Value	Change	#	Country	Value	Change	#	Country	Value	Change
1	China	10,174.7	↑	33	Netherlands	154.8	↓	65	Singapore	38.9	↑	97	Panama	12.5	↑	129	Gabon	4.7	↑
2	United States	5,284.7	↓	34	Philippines	144.3	↑	66	North Korea	38.8	↑	98	Tanzania	11.6	↑	130	Mauritius	4.7	↑
3	India	2,616.4	↑	35	Nigeria	140.0	↑	67	Angola	38.0	↑	99	Kyrgyzstan	11.5	↑	131	Burkina Faso	4.3	↑
4	Russia	1,678.4	↓	36	Venezuela	116.7	↓	68	Switzerland	37.7	↑	100	Honduras	10.9	↑	132	Namibia	4.2	↑
5	Japan	1,106.7	↓	37	Uzbekistan	110.2	↓	69	Ireland	37.1	↓	101	Afghanistan	10.7	↑	133	Madagascar	4.0	↓
6	Iran	779.5	↑	38	Qatar	109.3	↑	70	New Zealand	36.5	↑	102	Zimbabwe	10.4	↓	134	Republic of the Congo	3.5	↑
7	Germany	702.0	↓	39	Kuwait	107.5	↑	71	Bahrain	34.4	↑	103	Georgia	10.3	↑	135	Mali	3.4	↑
8	Indonesia	617.5	↑	40	Colombia	102.2	↑	72	Slovakia	33.3	↓	104	Yemen	10.3	↑	136	Iceland	3.3	↓
9	South Korea	611.3	↓	41	Bangladesh	102.2	↑	73	Laos	32.8	↑	105	Senegal	9.8	↑	137	Haiti	3.3	↓
10	Saudi Arabia	582.1	↑	42	Czechia	101.0	↓	74	Denmark	32.1	↓	106	Luxembourg	9.8	↑	138	Togo	3.3	↑
11	Canada	576.7	↓	43	Belgium	99.7	↓	75	Tunisia	31.0	↑	107	Brunei Darussalam	9.1	↓	139	Guinea	3.2	↑
12	South Africa	478.6	↑	44	Turkmenistan	85.6	↑	76	Lebanon	28.2	↑	108	Tajikistan	9.0	↑	140	Suriname	2.6	↑
13	Brazil	465.7	↓	45	Chile	84.3	↓	77	Dominican Republic	27.4	↑	109	Mozambique	8.7	↑	141	Montenegro	2.5	↑
14	Mexico	438.5	↓	46	Romania	75.1	↓	78	Syria	27.0	↑	110	Costa Rica	8.5	↑	142	Guyana	2.4	↑
15	Australia	411.0	↓	47	Morocco	71.9	↑	79	Bosnia and Herzegovina	26.6	↑	111	Paraguay	8.3	↑	143	Congo (Dem. Rep.)	2.3	↑
16	Turkey	405.1	↓	48	Oman	71.7	↑	80	Myanmar	26.2	↑	112	Latvia	8.3	↑	144	Fiji	2.3	↑
17	United Kingdom	369.9	↓	49	Austria	68.5	↑	81	Jordan	26.1	↑	113	North Macedonia	8.0	↑	145	Lesotho	2.2	↑
18	Italy	337.1	↓	50	Greece	67.2	↓	82	Cuba	26.0	↓	114	Jamaica	8.0	↑	146	Niger	2.1	↑
19	France	323.7	↓	51	Mongolia	65.5	↑	83	Sri Lanka	24.8	↑	115	Benin	8.0	↑	147	Bhutan	1.7	↑
20	Poland	322.6	↓	52	Israel	64.2	↓	84	Sudan	23.0	↑	116	Cameroon	7.6	↑	148	South Sudan	1.6	↑
21	Kazakhstan	313.8	↓	53	Belarus	62.5	↑	85	Bolivia	22.6	↑	117	Cyprus	7.3	↑	149	Malta	1.6	↓
22	Thailand	288.3	↓	54	Serbia	54.7	↑	86	Guatemala	20.5	↑	118	Papua New Guinea	7.1	↑	150	Malawi	1.5	↑
23	Spain	252.7	↓	55	Peru	54.5	↑	87	Croatia	17.9	↑	119	Zambia	6.7	↓	151	Rwanda	1.1	↑
24	Malaysia	250.1	↑	56	Hungary	49.1	↓	88	Kenya	17.3	↑	120	Uruguay	6.4	↑	152	Chad	1.0	↑
25	Pakistan	248.8	↑	57	Portugal	48.6	↓	89	Ethiopia	16.3	↑	121	Botswana	6.3	↓	153	Sierra Leone	1.0	↑
26	Vietnam	247.7	↑	58	Libya	46.4	↑	90	Cambodia	16.0	↑	122	El Salvador	6.2	↑	154	Somalia	0.7	↑
27	Egypt	246.6	↓	59	Sweden	42.8	↓	91	Ghana	15.0	↑	123	Armenia	6.0	↑	155	Belize	0.6	↑
28	Ukraine	223.2	↓	60	Norway	42.4	↓	92	Nepal	13.9	↑	124	Moldova	6.0	↑	156	Seychelles	0.6	↑
29	Iraq	221.4	↑	61	Bulgaria	42.0	↓	93	Estonia	13.9	↓	125	Equatorial Guinea	5.6	↓	157	Gambia	0.6	↑
30	United Arab Emirates	190.7	↑	62	Finland	41.7	↓	94	Slovenia	13.7	↓	126	Albania	5.6	↑	158	Burundi	0.6	↑
31	Argentina	178.9	↓	63	Ecuador	40.5	↓	95	Lithuania	13.5	↑	127	Nicaragua	5.5	↑	159	Timor-Leste	0.6	↑
32	Algeria	171.7	↑	64	Azerbaijan	39.8	↑	96	Ivory Coast	12.9	↑	128	Uganda	5.5	↑	160	Djibouti	0.4	↑

1: Territorial CO$_2$ emissions are carbon dioxide emissions referring to the country in which they physically occur
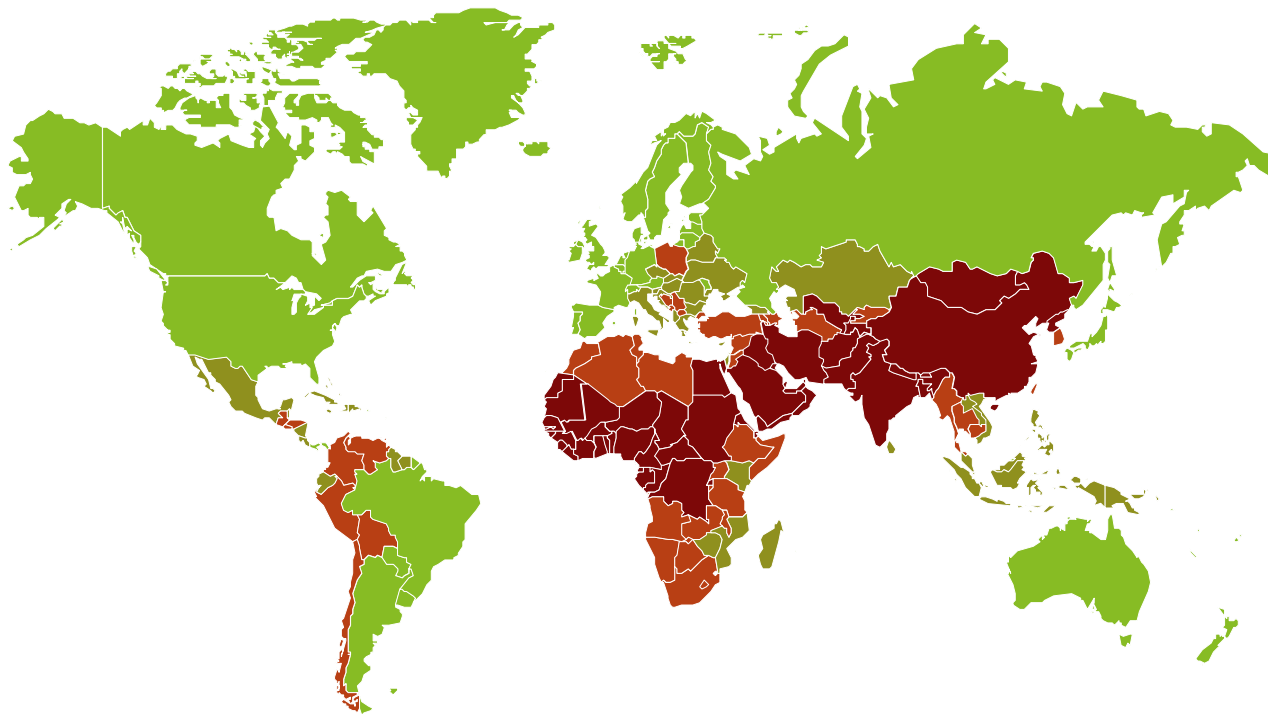Note: Only countries covered by the Statista Country Reports are considered for the comparison
Sources: Global Carbon Atlas 2021, Gilfillan et al. 2020, UNFCCC 2020, BP 2020

This country had the 10th highest CO$_2$ emissions per capita in 2019

CO$_2$ emissions (2/2)

Territorial CO$_2$ emissions[1] in tonnes per capita in 2019 and variation since 2018

#	Country	Value	Change	#	Country	Value	Change	#	Country	Value	Change	#	Country	Value	Change	#	Country	Value	Change
1	Qatar	38.61	↓	33	Ireland	7.60	↓	65	Thailand	4.14	↓	97	Morocco	1.97	↑	129	Sudan	0.54	↑
2	Kuwait	25.56	↑	34	Israel	7.53	↑	66	Lebanon	4.11	↑	98	Bolivia	1.96	↓	130	Ivory Coast	0.50	↑
3	Brunei Darussalam	20.98	↓	35	Finland	7.53	↓	67	Venezuela	4.09	↓	99	Albania	1.94	↑	131	Ghana	0.49	↑
4	Bahrain	20.93	↑	36	Libya	6.85	↑	68	Argentina	4.00	↓	100	India	1.91	↓	132	Nepal	0.49	↑
5	Mongolia	20.31	↓	37	Singapore	6.71	↑	69	Algeria	3.99	↑	101	Uruguay	1.84	↑	133	Myanmar	0.49	↓
6	United Arab Emirates	19.52	↓	38	Belarus	6.61	↑	70	Azerbaijan	3.96	↑	102	Kyrgyzstan	1.79	↓	134	Timor-Leste	0.43	↑
7	Saudi Arabia	16.99	↓	39	Slovenia	6.59	↓	71	Montenegro	3.92	↑	103	Costa Rica	1.69	↓	135	Djibouti	0.41	↓
8	Kazakhstan	16.92	↓	40	Greece	6.41	↓	72	Romania	3.88	↓	104	Peru	1.68	↓	136	Togo	0.40	↑
9	Australia	16.31	↓	41	Seychelles	6.37	↑	73	North Macedonia	3.86	↑	105	Namibia	1.67	↓	137	Zambia	0.38	↓
10	United States	16.06	↓	42	Serbia	6.23	↑	74	Mauritius	3.69	↓	106	Belize	1.62	↓	138	Yemen	0.35	↓
11	Luxembourg	15.89	↑	43	Slovakia	6.10	↓	75	Malta	3.53	↑	107	Syria	1.58	↑	139	Kenya	0.33	↓
12	Canada	15.41	↓	44	Cyprus	6.10	↓	76	Mexico	3.44	↓	108	North Korea	1.51	↑	140	Cameroon	0.29	↓
13	Turkmenistan	14.41	↓	45	Bulgaria	6.00	↓	77	Uzbekistan	3.34	↑	109	Moldova	1.47	↓	141	Haiti	0.29	↑
14	Oman	14.41	↓	46	Iraq	5.63	↑	78	Guyana	3.05	↓	110	Philippines	1.33	↑	142	Mozambique	0.29	↓
15	China	12.68	↓	47	Italy	5.57	↓	79	Panama	2.94	↑	111	Angola	1.19	↓	143	Afghanistan	0.28	↑
16	South Korea	11.93	↓	48	Denmark	5.56	↓	80	Botswana	2.74	↓	112	Paraguay	1.17	↑	144	Gambia	0.25	↑
17	Russia	11.51	↓	49	United Kingdom	5.48	↓	81	Jamaica	2.72	↓	113	Guatemala	1.17	↑	145	Guinea	0.25	↑
18	Estonia	10.48	↓	50	Spain	5.41	↓	82	Tunisia	2.65	↑	114	Sri Lanka	1.16	↑	146	Burkina Faso	0.21	↑
19	Iceland	9.80	↓	51	Ukraine	5.07	↓	83	Jordan	2.58	↑	115	Pakistan	1.15	↑	147	Tanzania	0.20	↓
20	Czechia	9.45	↓	52	Hungary	5.07	↓	84	Georgia	2.57	↑	116	Honduras	1.12	↑	148	Mali	0.17	↑
21	Iran	9.40	↑	53	France	4.97	↓	85	Vietnam	2.57	↑	117	Lesotho	1.05	↑	149	Madagascar	0.15	↓
22	Netherlands	9.06	↓	54	Lithuania	4.89	↑	86	Dominican Republic	2.55	↑	118	Cambodia	0.97	↑	150	Ethiopia	0.15	↓
23	Japan	8.72	↓	55	Turkey	4.86	↓	87	Fiji	2.54	↑	119	Tajikistan	0.96	↑	151	South Sudan	0.14	↑
24	Belgium	8.64	↓	56	Portugal	4.75	↓	88	Egypt	2.46	↓	120	El Salvador	0.96	↑	152	Sierra Leone	0.13	↑
25	Poland	8.52	↓	57	Laos	4.58	↑	89	Ecuador	2.33	↓	121	Nicaragua	0.85	↓	153	Uganda	0.12	↓
26	Germany	8.40	↓	58	Suriname	4.48	↑	90	Cuba	2.29	↓	122	Papua New Guinea	0.81	↑	154	Niger	0.09	↓
27	South Africa	8.17	↑	59	Chile	4.45	↓	91	Indonesia	2.28	↑	123	Zimbabwe	0.71	↓	155	Rwanda	0.09	↑
28	Bosnia and Herzegovina	8.06	↓	60	Switzerland	4.39	↓	92	Bhutan	2.24	↑	124	Nigeria	0.70	↓	156	Malawi	0.08	↑
29	Norway	7.89	↓	61	Latvia	4.33	↑	93	Brazil	2.21	↓	125	Benin	0.68	↑	157	Chad	0.06	↑
30	Malaysia	7.83	↓	62	Croatia	4.33	↑	94	Gabon	2.17	↓	126	Republic of the Congo	0.64	↓	158	Burundi	0.05	↑
31	Austria	7.65	↑	63	Sweden	4.26	↑	95	Armenia	2.03	↓	127	Bangladesh	0.63	↑	159	Somalia	0.04	↑
32	New Zealand	7.64	↑	64	Equatorial Guinea	4.15	↓	96	Colombia	2.03	↑	128	Senegal	0.60	↓	160	Congo (Dem. Rep.)	0.03	↓

In a 2019 global comparison, the United States had a low exposure to particulates

Particulate exposure

Mean exposure to PM2.5 in micrograms per cubic metre[1] in 2019

- 36-95 µg/m³
- 22-35 µg/m³
- 14-21 µg/m³
- 0-13 µg/m³

- The PM2.5 exposure in the United States for the average population is 7.7 The country ranks #28 in a comparison of 232 countries covered by the source

- PM2.5 are fine liquid or solid particles, such as dust or smog, which are found in the air

- "2.5" refers to its size which is <2.5 microns in diameter. As a comparison, human hair is 50-70 microns in diameter

- PM2.5 is the air pollutant that poses the greatest risk to health according to the World Health Organization
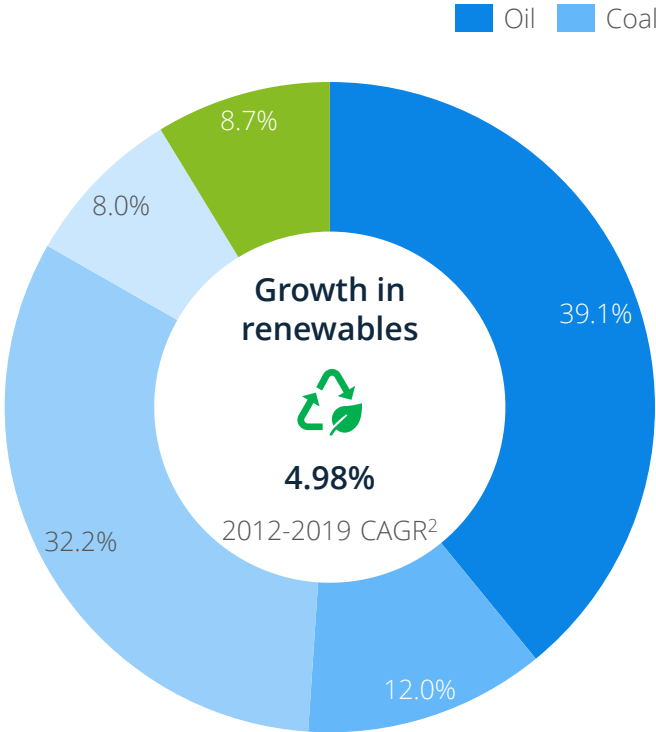
1: PM2.5 stands for "particulate matter" of size "less than 2.5 microns in diameter." The concentration of PM2.5 in the air is measured in micrograms per cubic meter or µg/m³
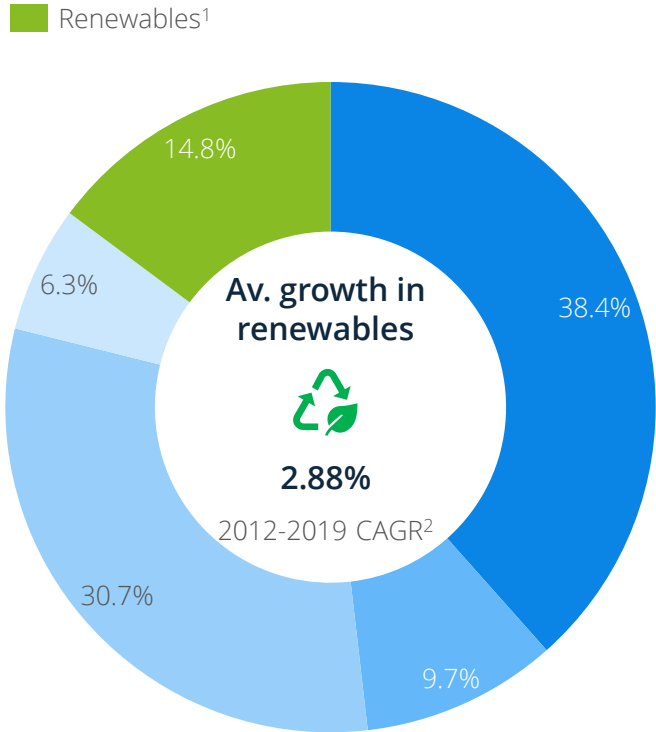
Sources: OECD 2021

Compared to the average of the continent, the United States has a lower share in renewables

Energy shares

Energy shares in the United States in 2019   ## Energy shares in Americas in 2019

Legend: Oil · Coal · Gas · Nuclear · Renewables[1]

Energy shares in the United States in 2019

- 39.1% (Oil)
- 12.0% (Coal)
- 32.2% (Gas)
- 8.0% (Nuclear)
- 8.7% (Renewables)

Growth in renewables

4.98%

2012-2019 CAGR[2]

Energy shares in Americas in 2019

- 38.4% (Oil)
- 9.7% (Coal)
- 30.7% (Gas)
- 6.3% (Nuclear)
- 14.8% (Renewables)

**Av. growth in renewables**

2.88%

2012-2019 CAGR[2]

POLITICS

The United States is a constitutional federal republic

Political profile

General information

- Government type: constitutional federal republic

- Head of State: President Joe BIDEN

- Head of Government: President Joe BIDEN

- Women in parliament: 27.1%

- Freedom House Global Score: 83

- Freedom House Internet Score[1]: 76

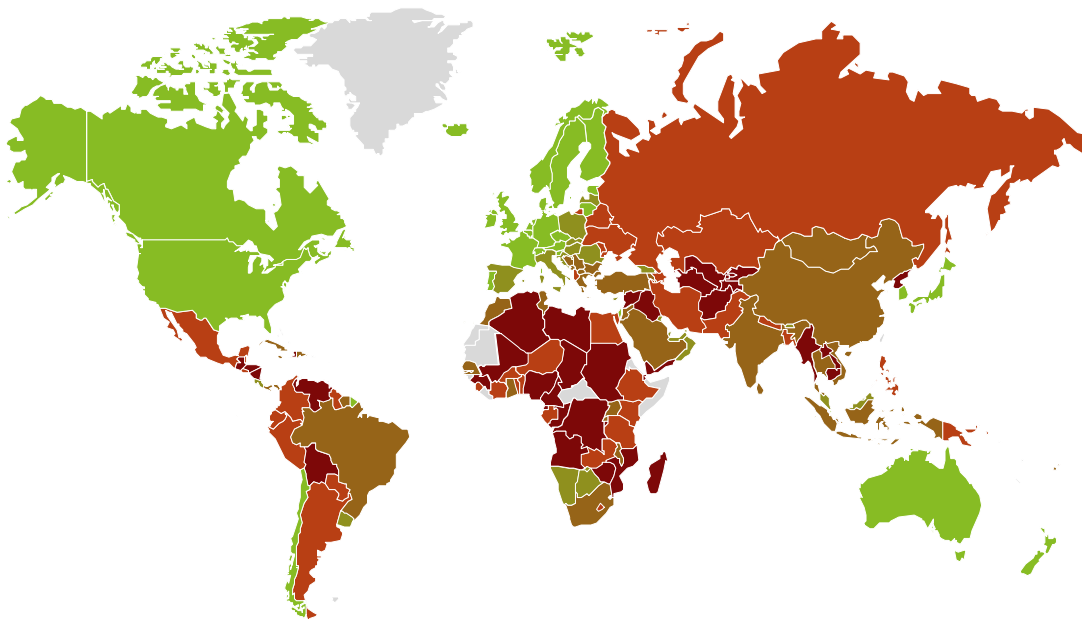## Most recent election results:
US House of Representatives, 2020
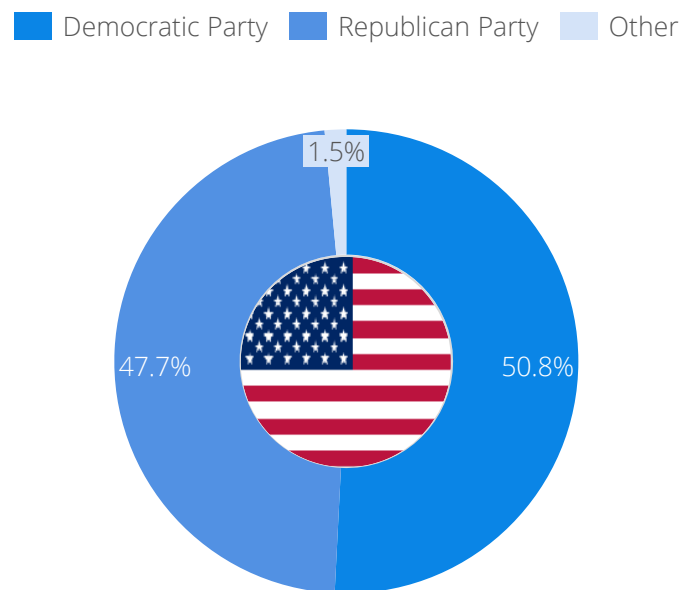
Democratic Party   Republican Party   Other

1.5%

47.7%   50.8%

Rule of law in the United States is rather high

Political environment: rule of law

Percentile rankings in rule of law in 2019

- 0%-20%
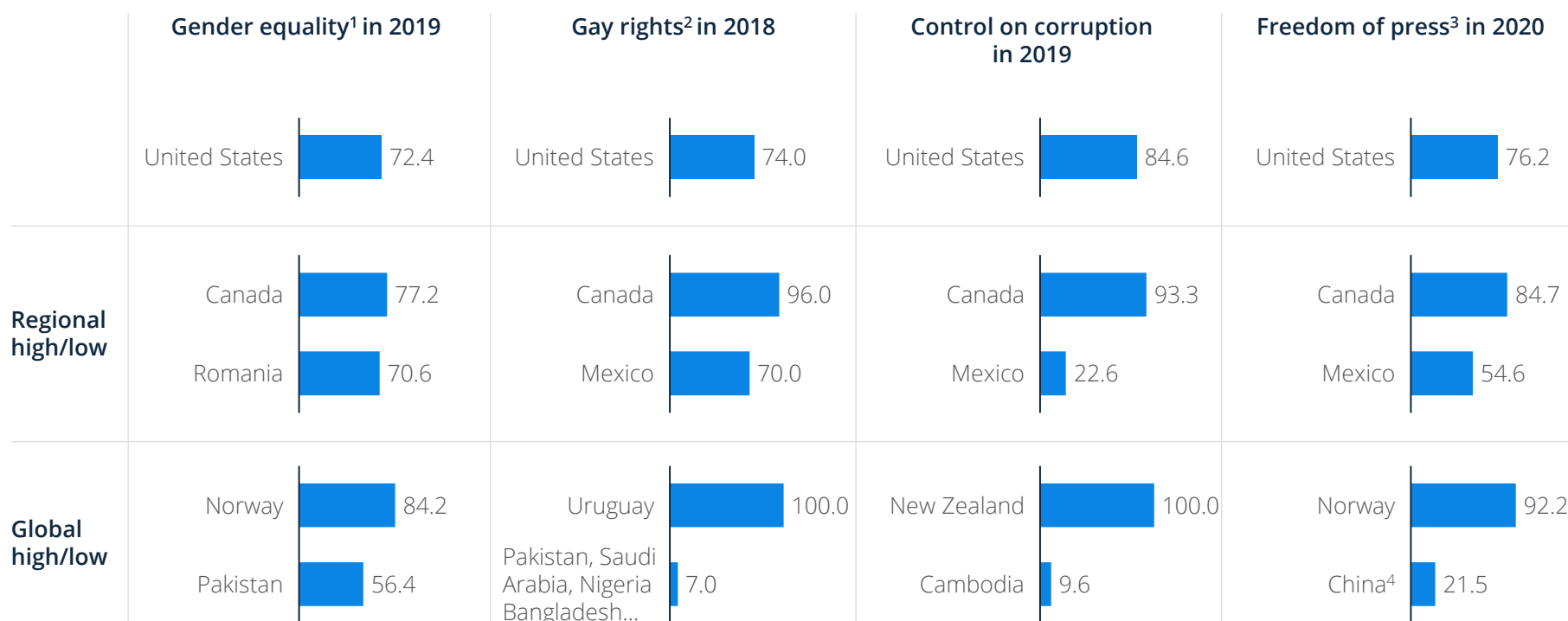- 21%-40%
- 41%-60%
- 61%-80%
- 81%-100%

- With regard to the rule of law, the United States ranked #22 in a comparison of 209 countries and territories covered by the World Bank Worldwide Governance Indicators in 2019.

- Percentile rank indicates the country's rank among all countries covered by the aggregate indicator, with 0 indicating the lowest rank and 100 to the highest.

- Rule of law refers to the influence and authority of law within society, particularly in terms of its efficacy as a deterrent against negative behaviors, including those exhibited by government officials.

- This indicator presents information about the level of confidence that the population of a specific country places in its legal authorities and law enforcement system as well as information about the probability of crime and violence to occur in that country.

- The rule of law also measures factors such as the time and cost for resolving a commercial dispute.

Sources: World Bank 2021

In "control on corruption" the United States is 8.7 points behind regional high performer

Institutional framework

Comparison of country and territory scores to highest and lowest scores in the region and worldwide

	Gender equality[1] in 2019	Gay rights[2] in 2018	Control on corruption in 2019	Freedom of press[3] in 2020
	United States — 72.4	United States — 74.0	United States — 84.6	United States — 76.2
Regional high/low	Canada — 77.2	Canada — 96.0	Canada — 93.3	Canada — 84.7
	Romania — 70.6	Mexico — 70.0	Mexico — 22.6	Mexico — 54.6
Global high/low	Norway — 84.2	Uruguay — 100.0	New Zealand — 100.0	Norway — 92.2
	Pakistan — 56.4	Pakistan, Saudi Arabia, Nigeria Bangladesh… — 7.0	Cambodia — 9.6	China[4] — 21.5

Control of corruption is rated as rather strong

Political environment: corruption control

Efficiency of corruption control[1,2] in 2019

#	Country	Percentile rank	#	Country	Percentile rank	#	Country	Percentile rank	#	Country	Percentile rank	#	Country	Percentile rank
1	New Zealand	100.0	33	Costa Rica	76.0	65	Tunisia	52.9	97	Ivory Coast	33.7	129	Papua New Guinea	16.8
2	Singapore	99.5	34	Botswana	75.5	66	Ghana	52.4	98	Albania	33.2	130	Bangladesh	16.3
3	Finland	99.0	35	Lithuania	74.5	67	Guyana	51.9	99	El Salvador	32.7	131	Madagascar	15.9
4	Sweden	98.6	36	Georgia	74.0	68	Romania	51.4	100	Niger	32.2	132	Iran	14.9
5	Luxembourg	98.1	37	Spain	73.6	69	Kuwait	51.0	101	Philippines	31.3	133	Uzbekistan	14.4
6	Denmark	97.6	38	Cyprus	71.6	70	Bulgaria	50.5	102	Panama	30.8	134	Angola	13.9
7	Norway	97.1	39	Poland	71.2	71	Armenia	50.0	103	Bosnia and Herzegovina	30.3	135	Laos	13.5
8	Netherlands	96.6	40	Rwanda	70.7	72	Burkina Faso	49.5	104	Moldova	29.8	136	Nigeria	13.0
9	Switzerland	96.2	41	Fiji	70.2	73	Belize	48.6	105	Algeria	29.3	137	Nicaragua	12.5
10	Germany	95.2	42	Czechia	68.8	74	Colombia	48.1	106	Myanmar	28.8	138	Lebanon	12.0
11	Australia	94.2	43	Latvia	68.3	75	India	47.6	107	Zambia	28.4	139	Uganda	11.5
12	United Kingdom	93.8	44	Oman	67.3	76	Morocco	45.7	108	Egypt	27.9	140	Cameroon	11.1
13	Canada	93.3	45	Namibia	65.9	77	Gambia	45.2	109	Nepal	27.4	141	Zimbabwe	10.1
14	Iceland	92.8	46	Slovakia	64.4	78	Turkey	44.7	110	Mali	26.9	142	Cambodia	9.6
15	Bhutan	91.8	47	Mauritius	63.9	79	Sri Lanka	44.2	111	Ukraine	26.4	143	Tajikistan	9.1
16	Belgium	91.3	48	Saudi Arabia	63.0	80	Kazakhstan	43.8	112	Bolivia	26.0	144	Iraq	8.7
17	Austria	90.9	49	Malaysia	62.5	81	Mainland China	43.3	113	Togo	25.5	145	Haiti	8.2
18	Estonia	90.4	50	Italy	62.0	82	Benin	42.8	114	Dominican Republic	25.0	146	Sudan	7.7
19	Japan	89.9	51	Malta	61.5	83	Brazil	42.3	115	Kenya	24.5	147	Afghanistan	6.7
20	Ireland	89.4	52	Jordan	60.6	84	Timor-Leste	41.3	116	Malawi	24.0	148	Republic of the Congo	6.3
21	France	88.9	53	Croatia	60.1	85	Tanzania	40.9	117	Mozambique	23.6	149	Chad	5.8
22	Uruguay	88.0	54	South Africa	59.6	86	Suriname	40.4	118	Honduras	23.1	150	Burundi	4.8
23	United States	84.6	55	Senegal	59.1	87	Ethiopia	39.9	119	Mexico	22.6	151	Venezuela	4.3
24	United Arab Emirates	83.7	56	Cuba	58.7	88	Thailand	39.4	120	Paraguay	22.1	152	Turkmenistan	3.8
25	Chile	83.2	57	Hungary	57.7	89	North Macedonia	38.9	121	Russia	21.6	153	Congo (Dem. Rep.)	3.4
26	Seychelles	81.3	58	Bahrain	56.7	90	Sierra Leone	38.5	122	Pakistan	21.2	154	North Korea	2.9
27	Slovenia	80.3	59	Greece	56.3	91	Indonesia	38.0	123	Djibouti	20.7	155	Libya	2.4
28	Qatar	79.3	60	Lesotho	55.8	92	Mongolia	37.5	124	Azerbaijan	19.7	156	Yemen	1.9
29	Israel	78.8	61	Montenegro	55.3	93	Serbia	37.0	125	Guatemala	18.8	157	Syria	1.4
30	Brunei Darussalam	78.4	62	Jamaica	54.3	94	Peru	36.5	126	Guinea	18.3	158	Somalia	1.0
31	Portugal	77.4	63	Belarus	53.8	95	Ecuador	34.6	127	Gabon	17.8	159	Equatorial Guinea	0.5
32	South Korea	76.9	64	Argentina	53.4	96	Vietnam	34.1	128	Kyrgyzstan	17.3	160	South Sudan	0.0

1: Percentile rank among all countries (ranges from 0 (lowest) to 100 (highest) rank), Perceptions on the extent to which public power is exercised for private gain, including both petty and grand forms of corruption as well as "capture" of the state by elites and private interests
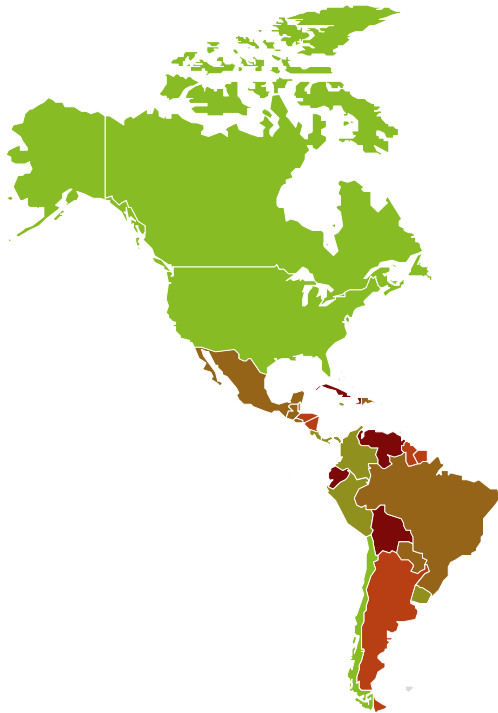Note: Only countries covered by the Statista Country Reports are considered for the comparison

Sources: World Bank 2020

Regulatory quality in the United States is on a very high level

Political environment: regulatory quality

Percentile rankings[1] in regulatory quality in the Americas in 2019

■ 0%-20% ■ 21%-40% ■ 41%-60% ■ 61%-80% ■ 81%-100%

- In 2019, the United States ranked #24 in regulatory quality out of 209 countries and territories covered by Worldwide Governance Indicators

- It placed #2 when compared to 26 other countries in its region, Americas

- Percentile rank indicates the country's rank among all countries covered by the aggregate indicator, with 0 corresponding to the lowest rank and 100 to the highest rank

- Regulations are defined as the principles that govern the everyday life of a country. Regulatory quality refers to the ability of the government to create and implement policies as well as procedures that support economic growth and social welfare

Weak risks of violence and/or terrorism due to political instability

Political environment: governance

Governance against political instability and threat of violence/terrorism[1,2] in 2019

#	Country	Estimate	#	Country	Estimate	#	Country	Estimate	#	Country	Estimate	#	Country	Estimate
1	Iceland	1.7	33	Mongolia	0.6	65	Malaysia	0.1	97	Jordan	-0.4	129	Colombia	-0.9
2	Singapore	1.5	34	Estonia	0.6	66	Ghana	0.1	98	Tanzania	-0.4	130	Bangladesh	-0.9
3	New Zealand	1.5	35	Cuba	0.6	67	Belize	0.1	99	Morocco	-0.4	131	Zimbabwe	-0.9
4	Luxembourg	1.4	36	Oman	0.6	68	Senegal	0.1	100	Moldova	-0.4	132	Ivory Coast	-1.0
5	Switzerland	1.3	37	Germany	0.6	69	Dominican Republic	0.0	101	Bosnia and Herzegovina	-0.4	133	Algeria	-1.0
6	Norway	1.2	38	Bulgaria	0.5	70	Montenegro	0.0	102	Kyrgyzstan	-0.4	134	Nicaragua	-1.0
7	Brunei Darussalam	1.2	39	Namibia	0.5	71	Paraguay	0.0	103	Saudi Arabia	-0.4	135	Egypt	-1.1
8	Portugal	1.1	40	Romania	0.5	72	North Macedonia	0.0	104	Georgia	-0.4	136	Kenya	-1.1
9	Bhutan	1.1	41	Laos	0.5	73	Cambodia	-0.1	105	Nepal	-0.5	137	Burkina Faso	-1.2
10	Malta	1.1	42	Poland	0.5	74	Kazakhstan	-0.1	106	Indonesia	-0.5	138	Myanmar	-1.3
11	Australia	1.1	43	United Kingdom	0.5	75	Serbia	-0.1	107	Armenia	-0.5	139	Ethiopia	-1.3
12	Sweden	1.1	44	Cyprus	0.5	76	Turkmenistan	-0.1	108	Honduras	-0.5	140	Chad	-1.3
13	Uruguay	1.0	45	Belgium	0.5	77	Sierra Leone	-0.1	109	Thailand	-0.5	141	Turkey	-1.3
14	Japan	1.0	46	South Korea	0.5	78	Zambia	-0.1	110	Russia	-0.5	142	Niger	-1.4
15	Canada	1.0	47	Italy	0.5	79	Argentina	-0.1	111	Guatemala	-0.5	143	Venezuela	-1.4
16	Botswana	1.0	48	Costa Rica	0.5	80	El Salvador	-0.1	112	Brazil	-0.5	144	Ukraine	-1.5
17	Denmark	1.0	49	Latvia	0.4	81	Peru	-0.1	113	Tajikistan	-0.6	145	Cameroon	-1.6
18	Austria	1.0	50	Jamaica	0.4	82	Gabon	-0.2	114	Bolivia	-0.6	146	Lebanon	-1.6
19	Ireland	1.0	51	Spain	0.3	83	Ecuador	-0.2	115	Uganda	-0.6	147	Burundi	-1.6
20	Czechia	1.0	52	France	0.3	84	Equatorial Guinea	-0.2	116	Bahrain	-0.7	148	Sudan	-1.7
21	Finland	0.9	53	Panama	0.3	85	South Africa	-0.2	117	Azerbaijan	-0.7	149	Iran	-1.7
22	Fiji	0.9	54	United States	0.3	86	Sri Lanka	-0.2	118	India	-0.7	150	Dem. Republic of the Congo	-1.8
23	Netherlands	0.9	55	Greece	0.3	87	Guyana	-0.2	119	Mexico	-0.7	151	Nigeria	-1.9
24	Lithuania	0.8	56	Belarus	0.3	88	Mainland China	-0.2	120	Mozambique	-0.7	152	Mali	-2.2
25	Mauritius	0.8	57	Timor-Leste	0.2	89	Madagascar	-0.3	121	Haiti	-0.8	153	Pakistan	-2.2
26	Slovenia	0.8	58	Chile	0.2	90	Malawi	-0.3	122	Israel	-0.8	154	Somalia	-2.4
27	Slovakia	0.8	59	Kuwait	0.2	91	Uzbekistan	-0.3	123	Togo	-0.8	155	South Sudan	-2.6
28	Croatia	0.8	60	Vietnam	0.1	92	North Korea	-0.3	124	Papua New Guinea	-0.8	156	Iraq	-2.6
29	Hungary	0.7	61	Albania	0.1	93	Angola	-0.3	125	Guinea	-0.8	157	Libya	-2.6
30	Qatar	0.7	62	Rwanda	0.1	94	Djibouti	-0.3	126	Tunisia	-0.8	158	Afghanistan	-2.6
31	United Arab Emirates	0.7	63	Suriname	0.1	95	Benin	-0.3	127	Philippines	-0.9	159	Syria	-2.7
32	Seychelles	0.7	64	Gambia	0.1	96	Lesotho	-0.4	128	Republic of the Congo	-0.9	160	Yemen	-2.8

1: Measures perceptions of the likelihood of political instability and/or politically-motivated violence, including terrorism 2: Ranked from strong (2.0) to weak (-3).

Note: Only countries covered by the Statista Country Reports are considered for the comparison

Sources: World Bank 2021

APPENDIX

Methodology and data used in this report

Data description and methods (1/2)

Data sources

The Statista Country Reports present quantitative data from various private and public sources of information. These sources include the International Monetary Fund, the World Bank, the United Nations, the OECD, the World Economic Forum, the International Labour Organization, the CIA World Factbook, the Freedom House, the International Foundation for Electoral Systems, and Statista itself. The data sources are indicated in footnotes throughout the report.

Real GDP calculation

A country's real GDP is an inflation-adjusted GDP assessment reflecting its net growth. It can be used to compare economy sizes across countries. The data in this report is presented in U.S. dollars and maintains the growth rates of the real GDP series. The data is expressed in the base year of each country's national accounts, and the year is specified for each country. For more information, please refer to the FAQ section of the World Economic Outlook Database.

Difference between current and constant US$

Data reported in current US$ reflects the value that the currency has in a specific year. The current data series is influenced by the effect of price inflation and differences in exchange rates, and the comparability of growth rates between countries is limited.

Data expressed in constant US$ reflects the value of a currency in a specified base year. The individual base year listed in a country's national accounts differs from country to country. Constant series are used to measure the true growth of a series by adjusting for the effects of price inflation.

Methodology and data used in this report

Data description and methods (2/2)

Business culture data

Data related to country-specific business cultures was collected between January 5 and February 19, 2019. In order to obtain reliable insights into business cultures for each country, only individuals with business experience in their respective countries were included in the survey.

The survey sample consisted of 381 participants and a total of 127 countries. Due to the small sample size, the information presented in this report gives the reader a subjective, approximate impression of the business culture in a country and cannot always be generalized.

Statista Fact Check

The Statista Fact Check of international retail structures was carried out between January 5 and February 19, 2019. In order to collect information about the national retail characteristics, only people living in the country of interest were asked to participate in the Fact Check.

The Statista Fact Check included 254 participants and covered 127 countries worldwide. The information presented by the Statista Fact Check gives the reader an impression of the retail structures within the country and cannot always be generalized.

Determination of retail market development stages

The development stages of retail markets were identified based on the specific features of each individual retail market. In cases in which only two out of three features qualified a country for a certain development stage, the country was placed in the transition zone or at the beginning of the higher development stage. For instance, in Egypt, international chains operate in rural areas as well as medium-sized and large cities, and the grocery market is characterized by international, national, and independent store ownership (all indicators for a well-developed retail market). But since payment options do not yet incorporate smartphones and only include traditional and electronic methods (indicator for a maturing market), Egypt was assigned an early well-developed retail market stage.

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Store profiles for bestbuy.com and dell.com

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Find out more on <u>https://www.statista.com/studies-and-reports/industries</u>
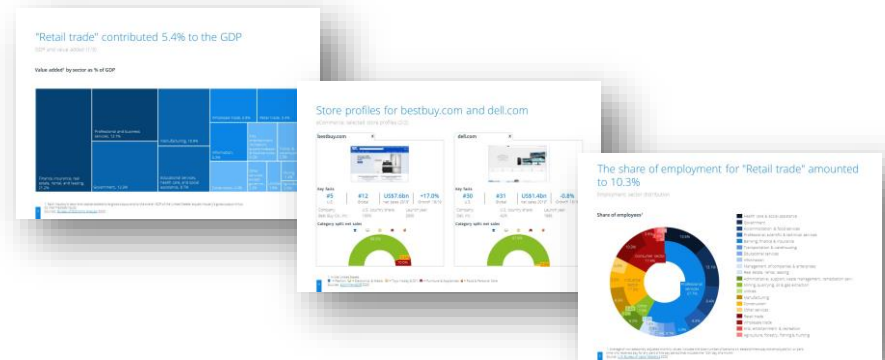
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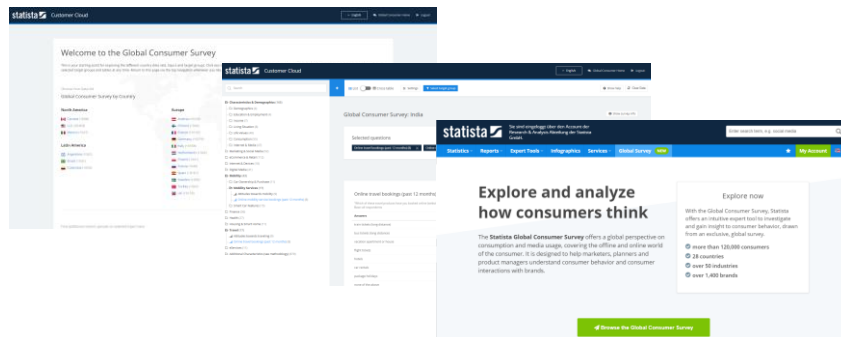
Find out more on www.statista.com/customercloud/global-consumer-survey

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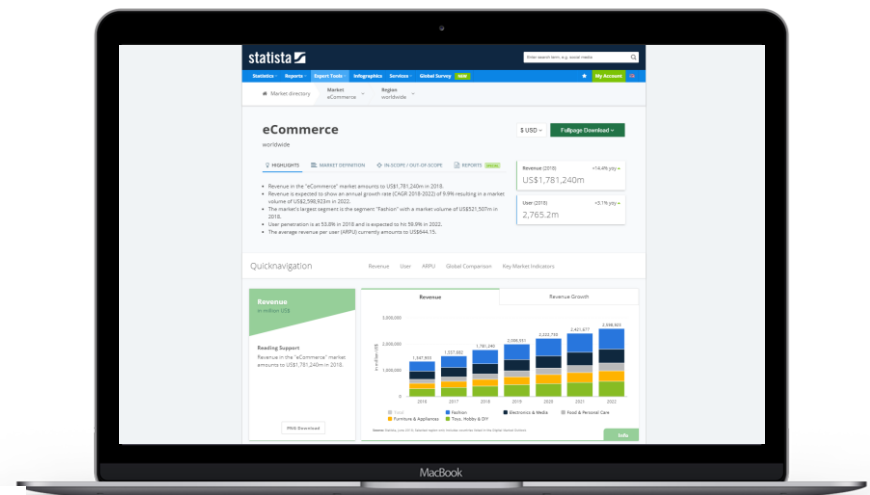
Find out more on **www.statista.com/outlook/digital-markets**

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About the ecommerceDB

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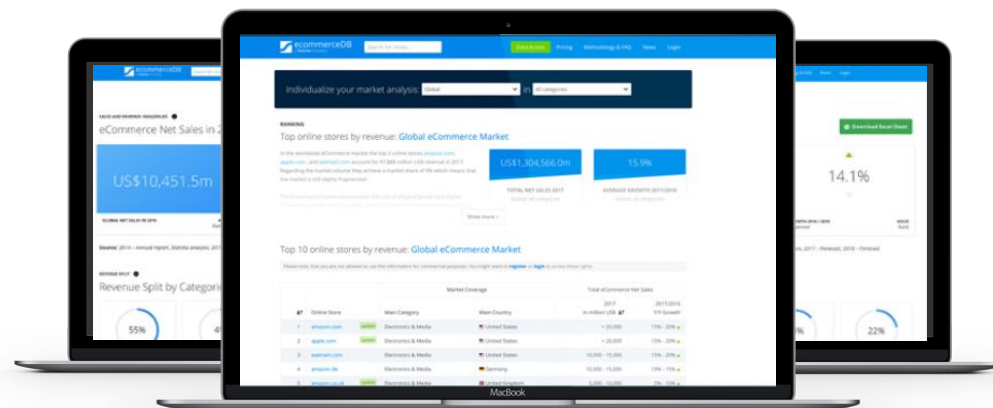
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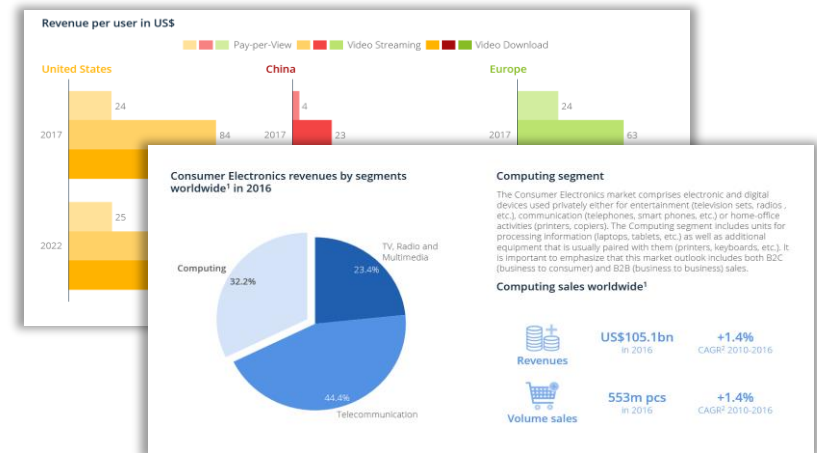
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