



# E-commerce in the United States

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E-COMMERCE IN THE UNITED STATES

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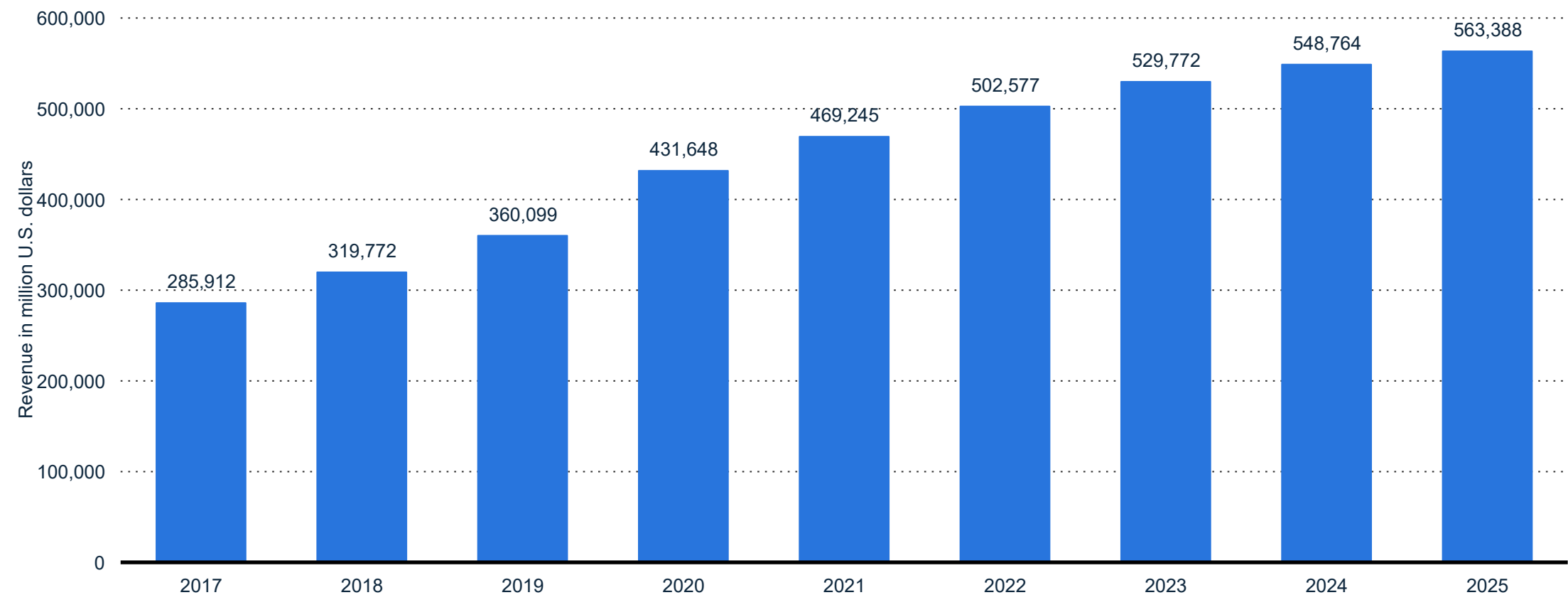
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# Market volume



# Retail e-commerce revenue in the United States from 2017 to 2024 (in million U.S. dollars)

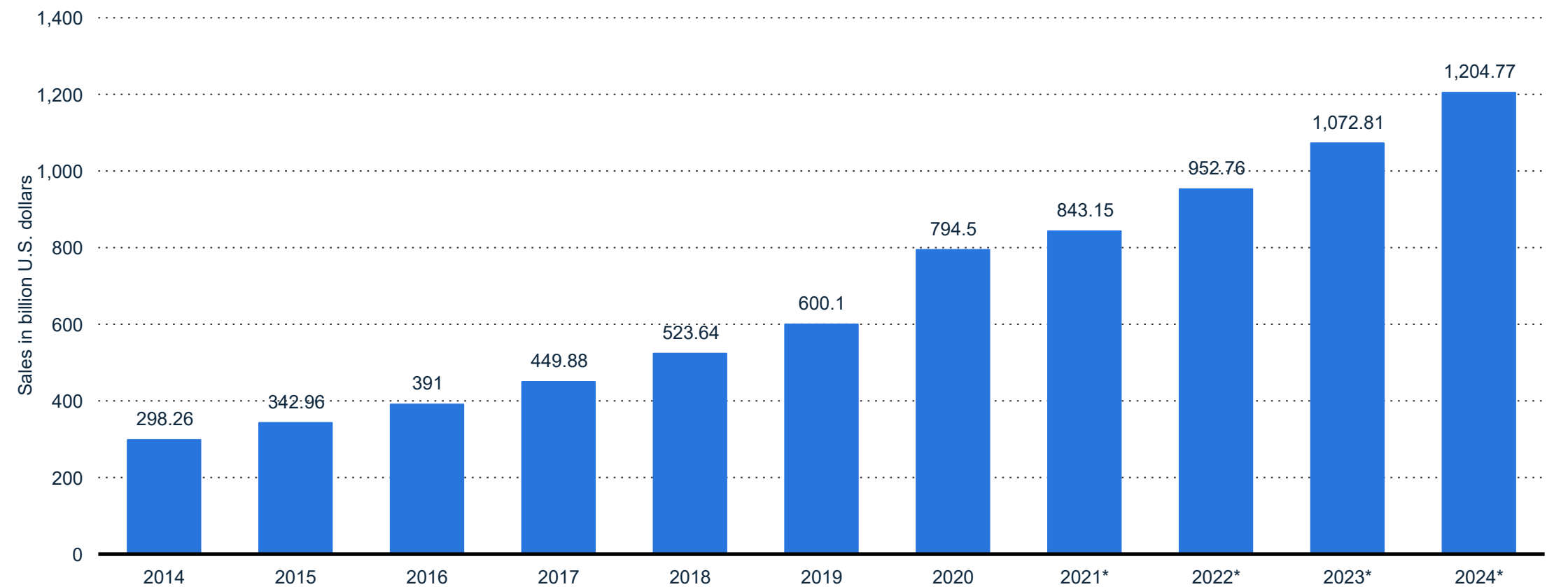
United States: retail e-commerce revenue 2017-2025



**Note(s):** United States  
Further information regarding this statistic can be found on [page 66](#).  
**Source(s):** Statista Digital Market Outlook; Statista; [ID 272391](#)

# Retail e-commerce sales including digital services in the United States from 2014 to 2024 (in billion U.S. dollars)

United States: retail e-commerce sales 2014-2024



**Note(s):** United States; 2014 to 2020  
Further information regarding this statistic can be found on [page 67](#).  
**Source(s):** eMarketer; [ID 183750](#)

# Total and e-commerce value of retail sales in the United States in 2018, by business (in million U.S. dollars)

Total retail and e-commerce sales in the United States 2018, by business

Business	Total	E-commerce
Motor vehicles and parts dealers	1,191,321	35,348
Furniture and home furnishings stores	116,895	1,533
Electronics and appliance stores	100,205	2,056
Building materials and garden equipment and supplies dealers	381,313	2,795
Food and beverage stores	745,736	4,837
Health and personal care stores	347,454	744
Gasoline stations (*S)	503,925	-
Clothing and clothing accessories stores	268,163	10,981
Sporting goods, hobby, musical instrument, and book stores	81,179	2,617
General merchandise stores	706,298	-
Miscellaneous store retailers	130,130	-
Nonstore retailers	696,849	453,584
Electronic shopping and mail-order houses	611,743	451,635

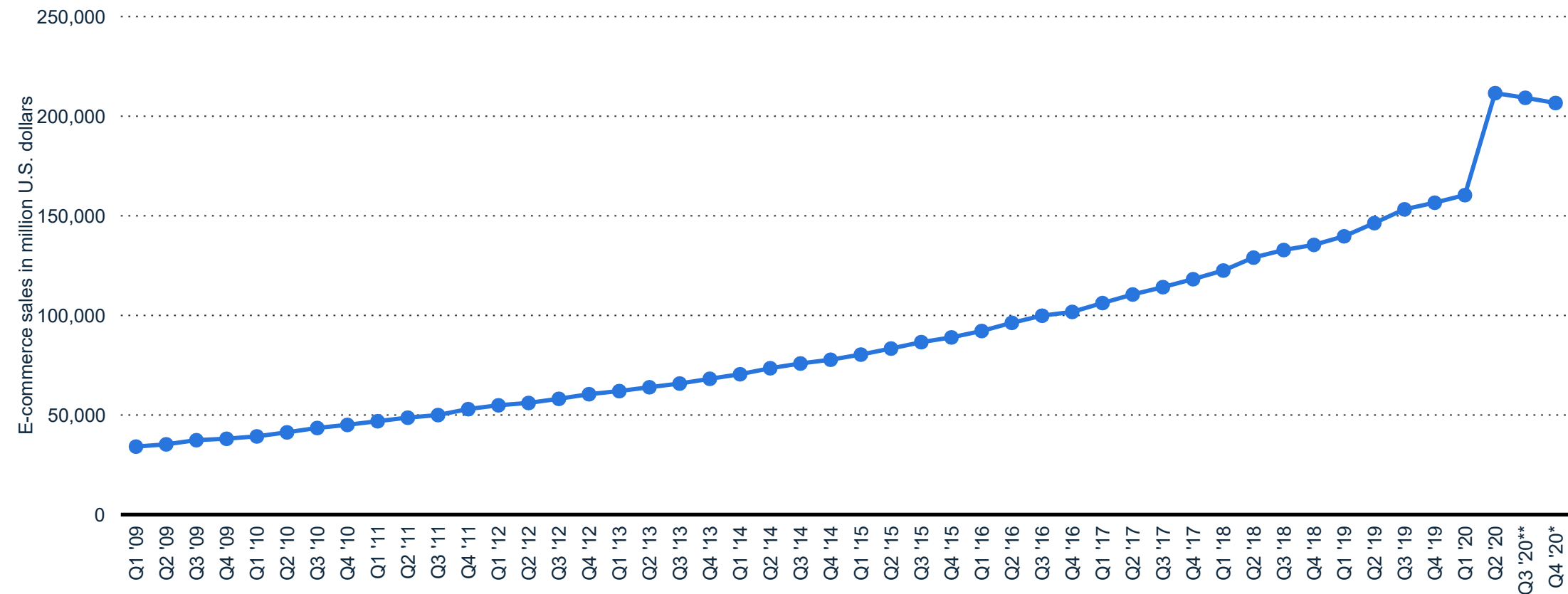
**Note(s):** United States; 2018

Further information regarding this statistic can be found on [page 68](#).

**Source(s):** US Census Bureau; [ID 184985](#)

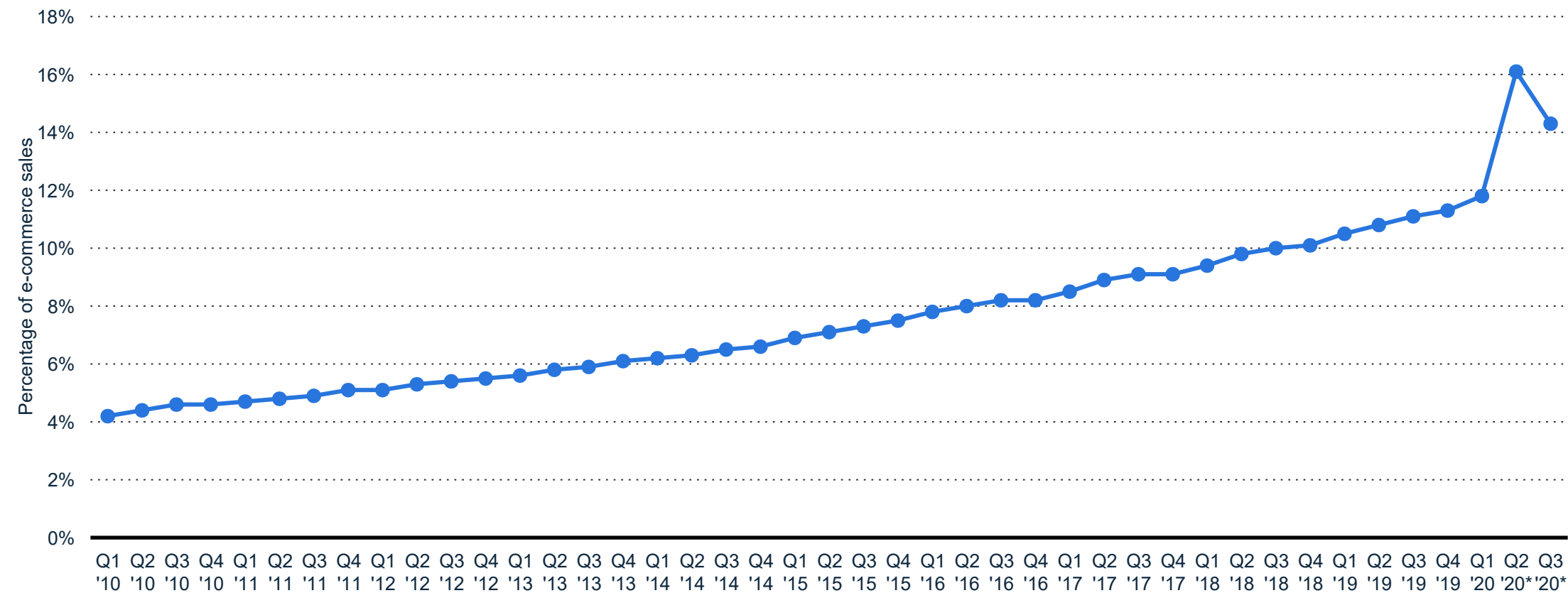
# Retail e-commerce sales in the United States from 1st quarter 2009 to 4th quarter 2020 (in million U.S. dollars)

Quarterly U.S. e-commerce retail sales 2009-2020



# Quarterly share of e-commerce sales of total U.S. retail sales from 1st quarter 2010 to 3rd quarter 2020

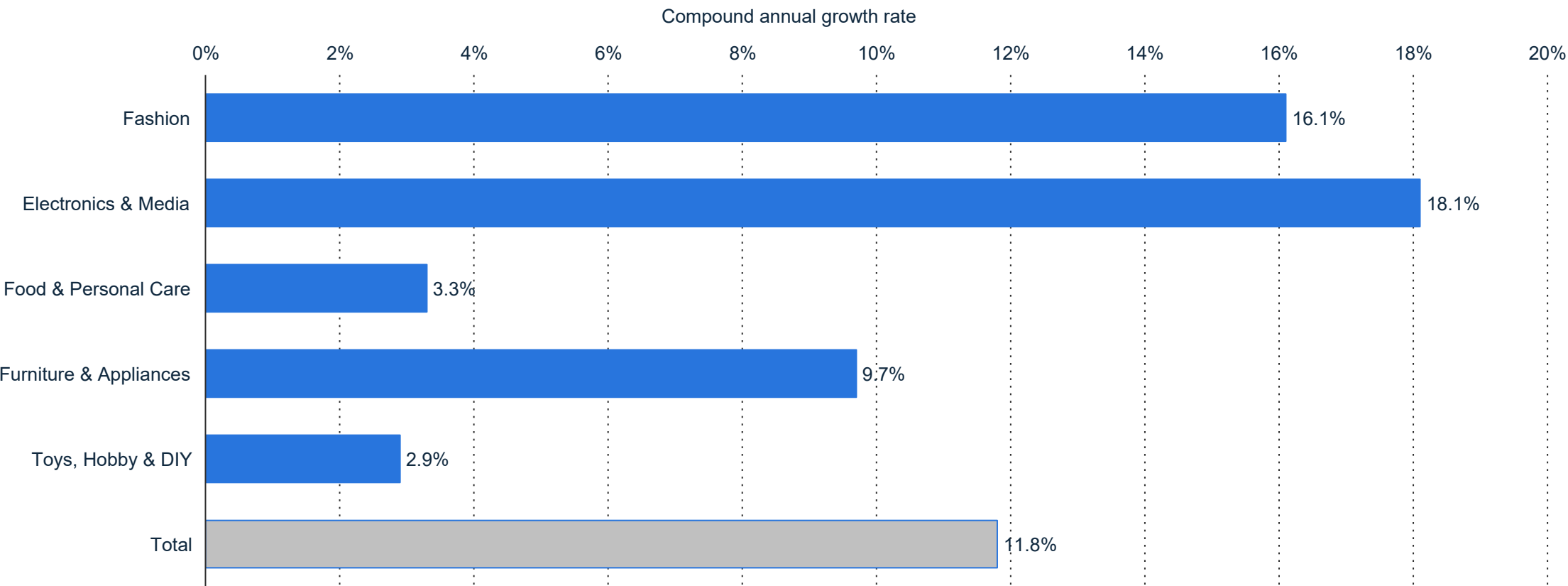
Share of e-commerce sales in total U.S. retail sales 2010-2020



**Note(s):** United States; Q1 2010 to Q3 2020; adjusted data  
Further information regarding this statistic can be found on [page 70](#).  
**Source(s):** US Department of Commerce; US Census Bureau; [ID 187439](#)

# Retail e-commerce sales CAGR in the United States from 2017 to 2024, by product category

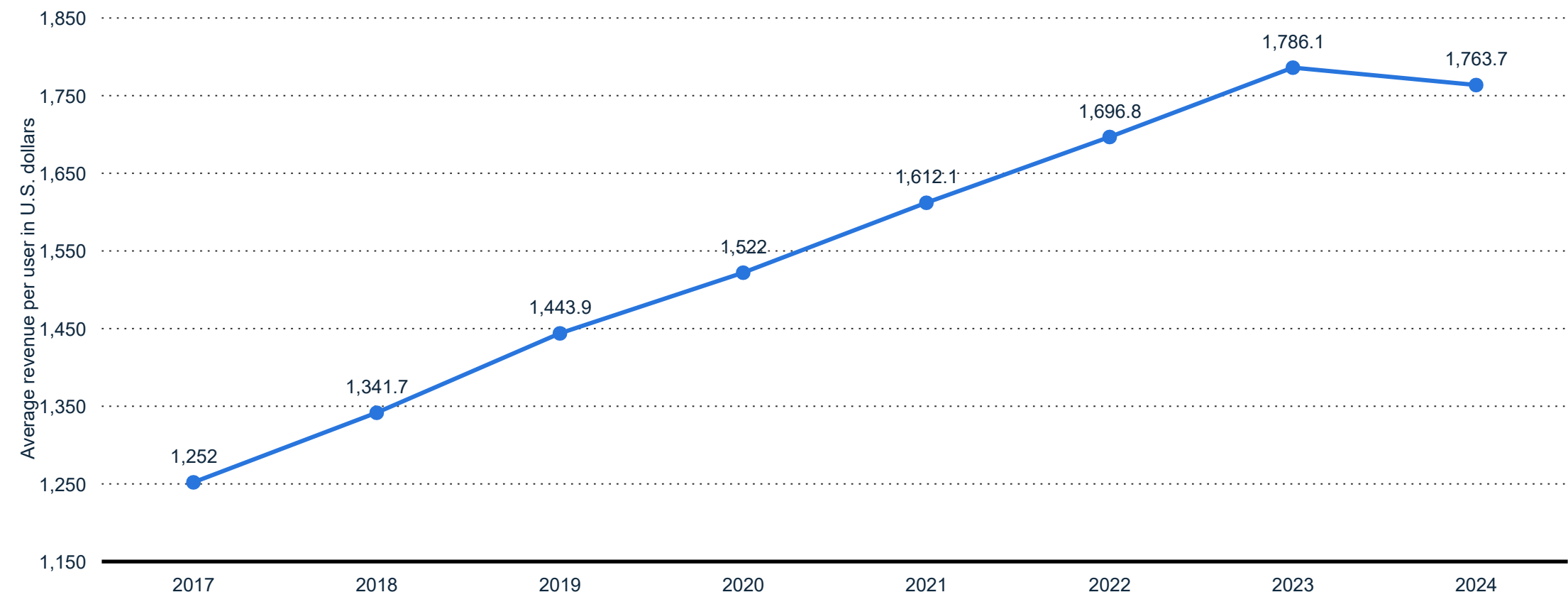
U.S. retail e-commerce sales CAGR 2017-2024, by product category



**Note(s):** United States; 2017 to 2024  
Further information regarding this statistic can be found on [page 71](#).  
**Source(s):** Statista; Statista Digital Market Outlook; [ID 257516](#)

# Average retail e-commerce revenue per user in United States from 2017 to 2024 (in U.S. dollars)

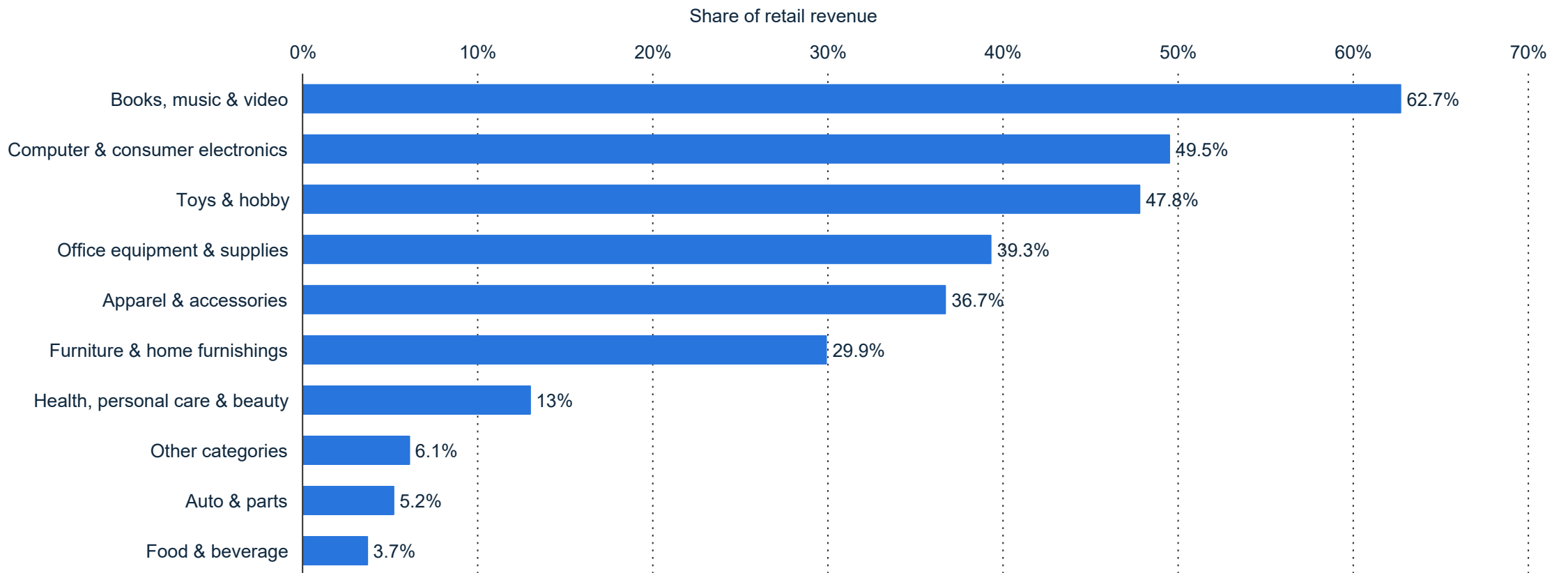
Retail e-commerce ARPU in United States 2017-2024



**Note(s):** United States; 2020  
Further information regarding this statistic can be found on [page 72](#).  
**Source(s):** Statista; [ID 280703](#)

# E-commerce share of total retail revenue in the United States as of May 2020, by product category

Online share of total U.S. retail revenue in 2020, by product category



**Note(s):** United States; May 2020

Further information regarding this statistic can be found on [page 73](#).

**Source(s):** eMarketer; [ID 203043](#)

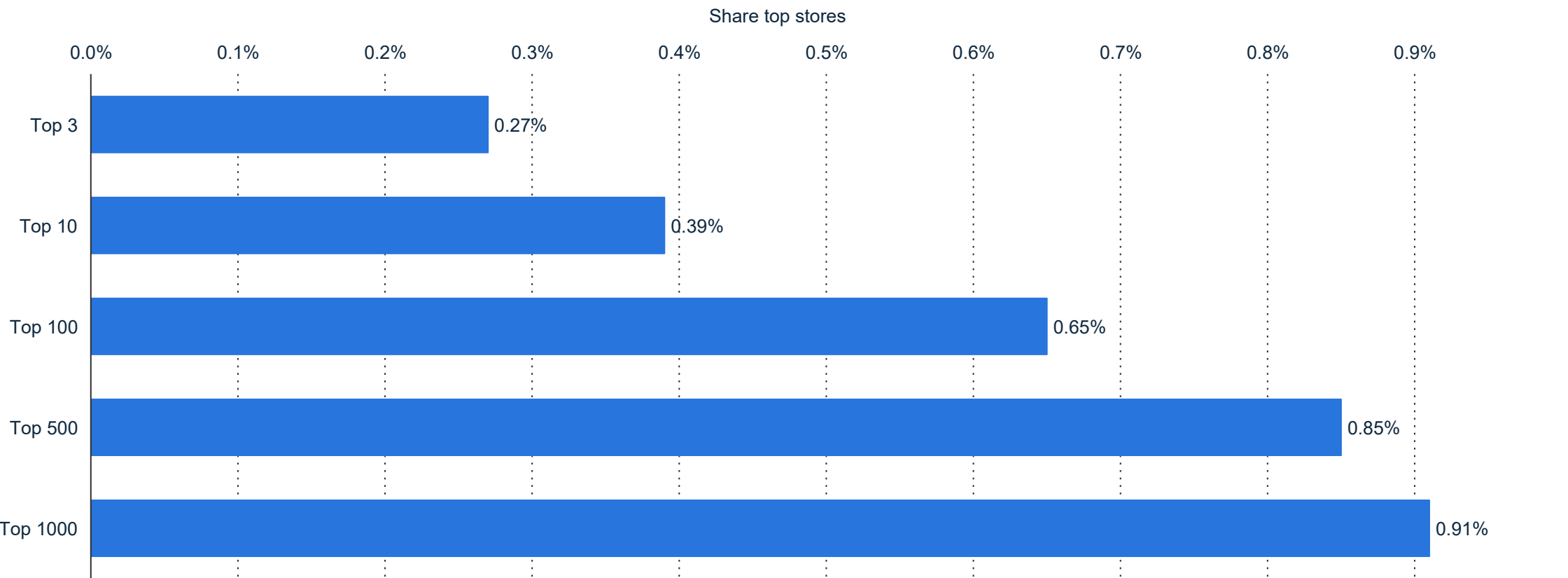


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# Retailers and websites

# Market concentration among the Top 1000 e-retailers in the United States 2018

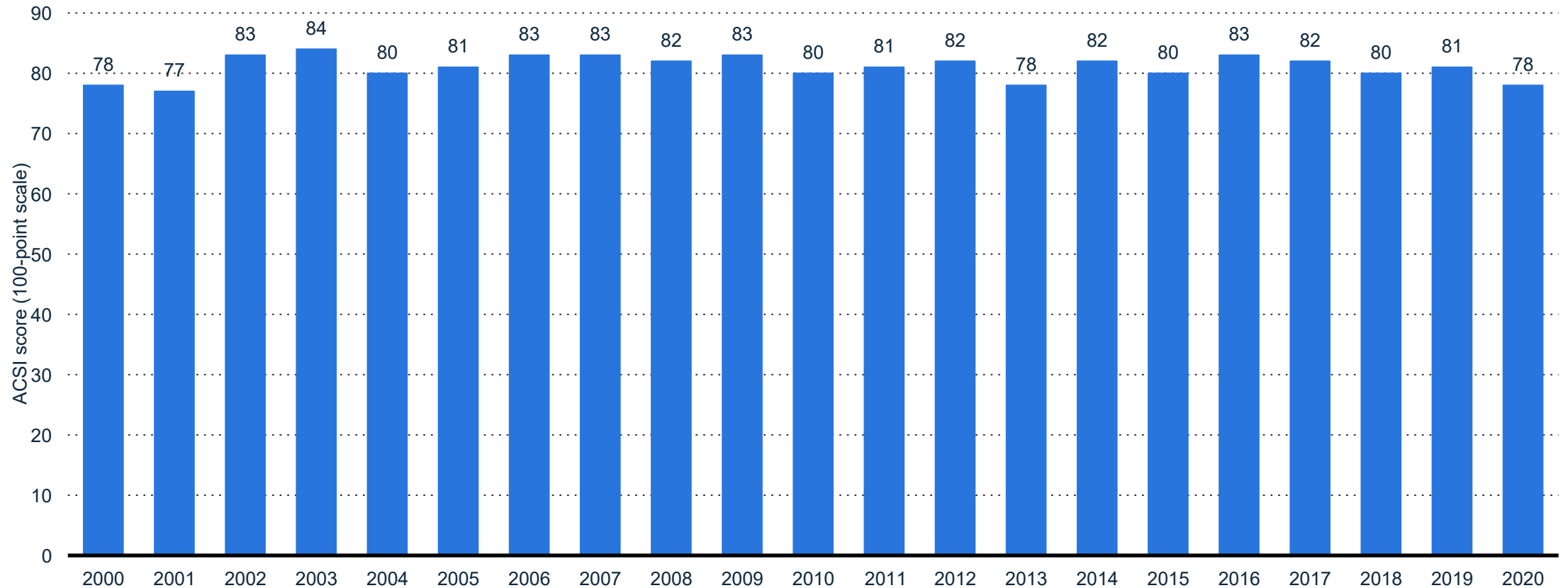
Market concentration in e-commerce in the U.S. 2018



**Note(s):**2019  
Further information regarding this statistic can be found on [page 74](#).  
**Source(s):** ecommerceDB.com; [ID 1081153](#)

# U.S. customer satisfaction with online retail from 2000 to 2020 (index score)

ACSI - U.S. customer satisfaction with online retail as of 2020



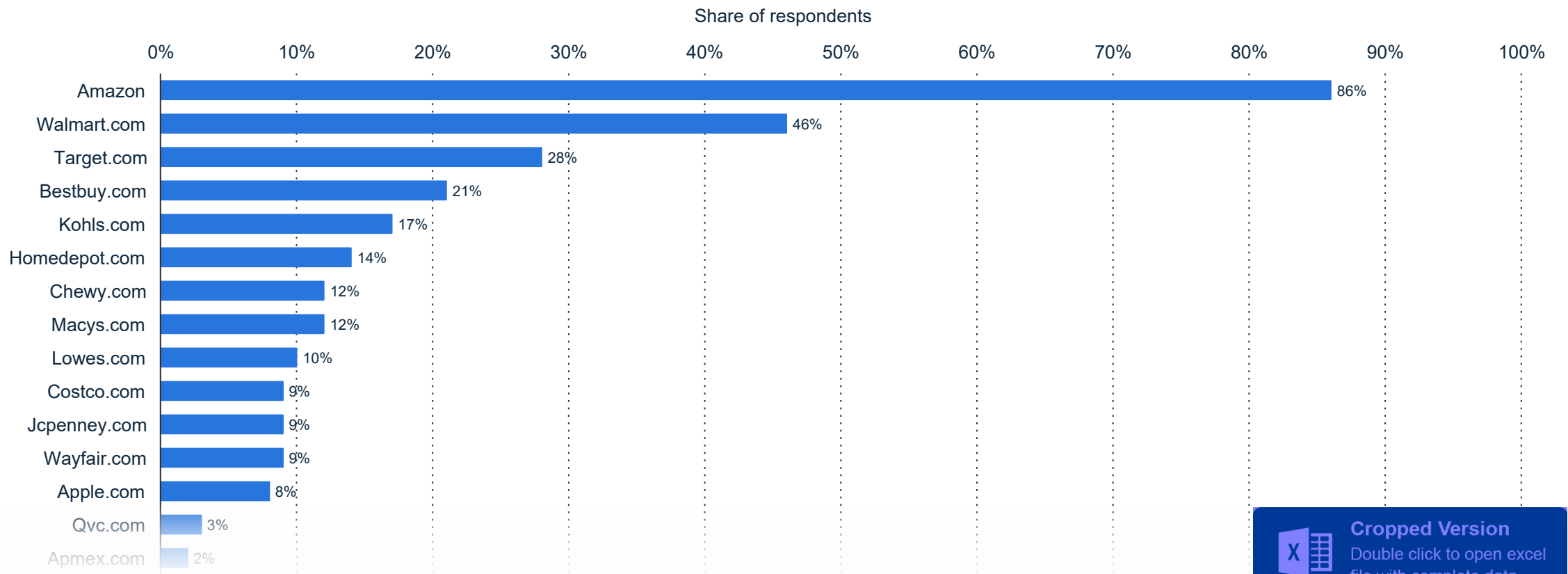
**Note(s):** United States; 2000 to 2020

Further information regarding this statistic can be found on [page 75](#).

**Source(s):** ACSI; [ID 185760](#)

# Which of these online shops have you bought something from in the past 12 months?

Online purchases by brand in the U.S. 2020



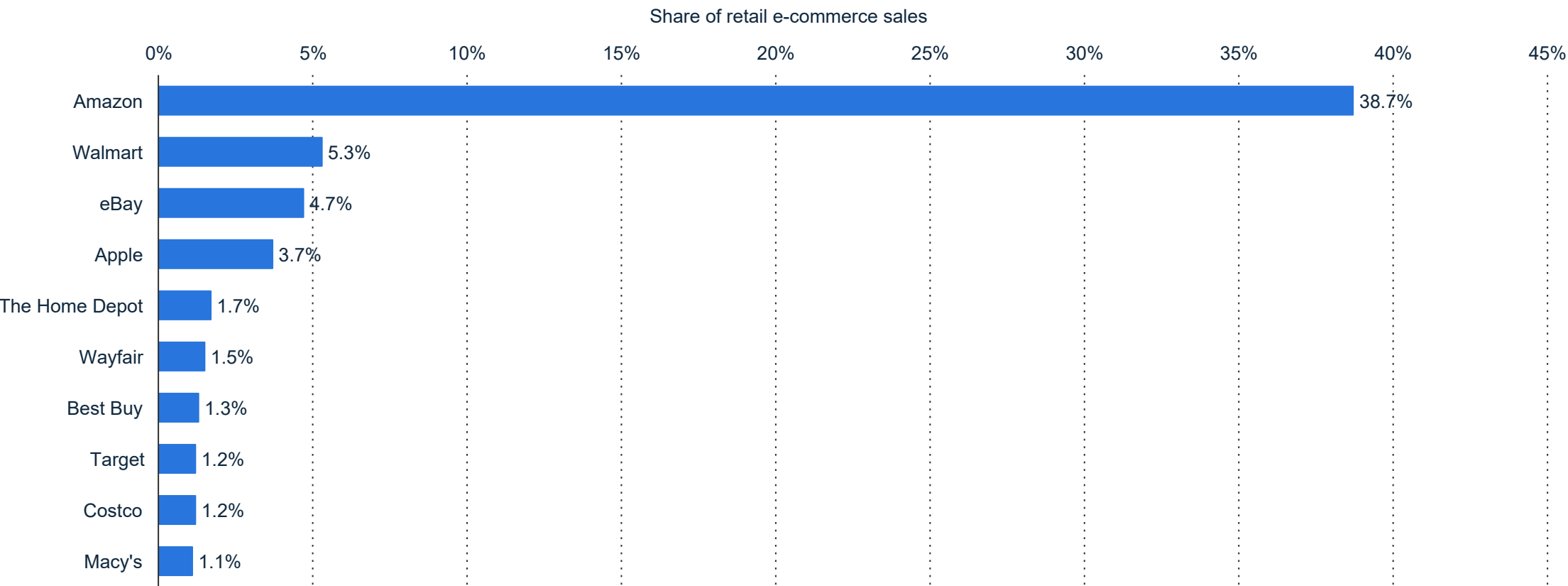
**Note(s):** United States; 13 Jul to 21 Aug 2020 and 5 Feb to 19 Mar 2020; 18-64 years; 4185 respondents

Further information regarding this statistic can be found on [page 76](#).

**Source(s):** Statista Global Consumer Survey; [ID 997230](#)

# Market share of leading retail e-commerce companies in the United States as of February 2020

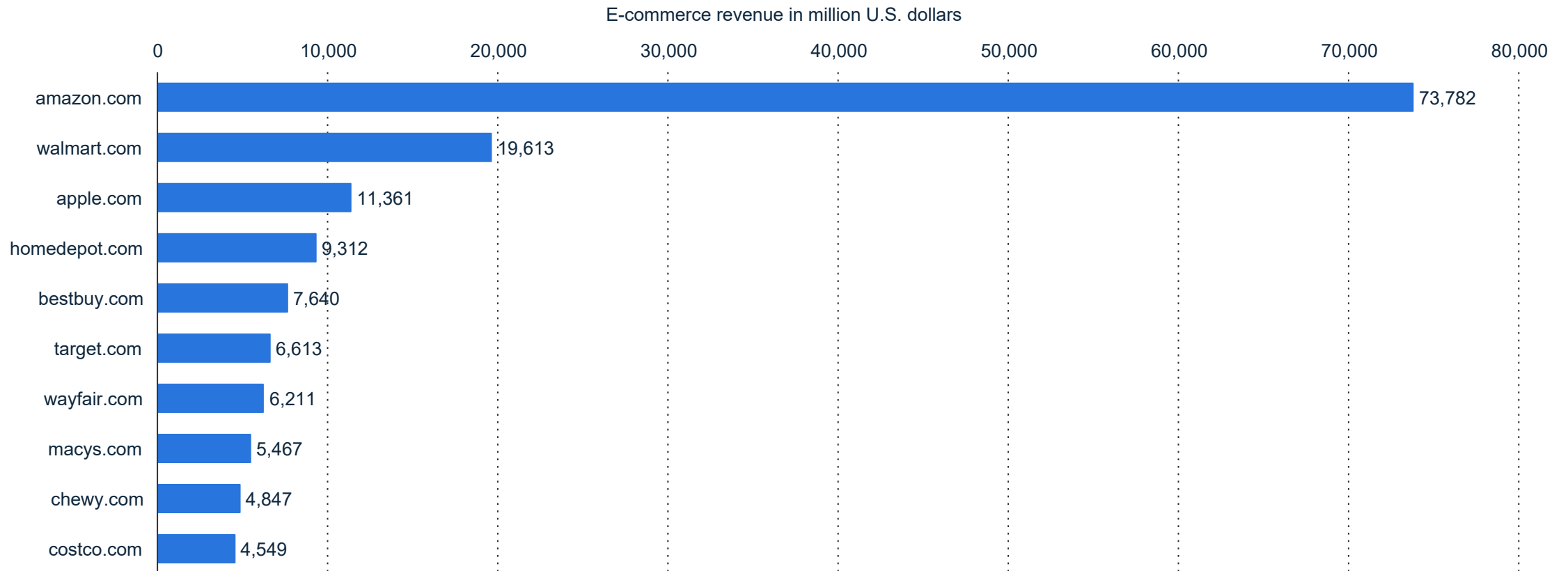
U.S. leading e-retailers 2020, by market share



**Note(s):** United States; February 2020  
Further information regarding this statistic can be found on [page 77](#).  
**Source(s):** eMarketer; [ID 274255](#)

# Top online stores in the United States in 2019, by e-commerce net sales (in million U.S. dollars)

U.S.: Top 10 online stores



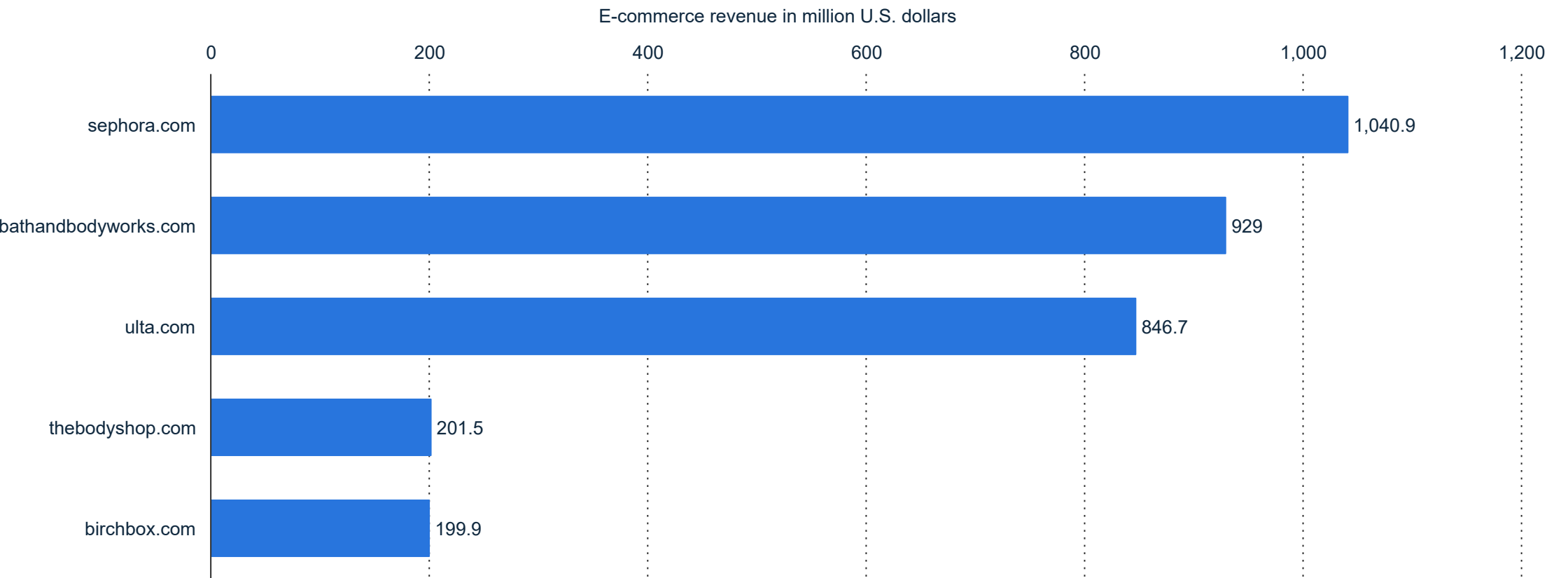
Note(s): 2019

Further information regarding this statistic can be found on [page 78](#).

Source(s): ecommerceDB.com; Statista; [ID 646030](#)

# Top online stores in the Beauty segment in the U.S. in 2019, by e-commerce net sales (in million U.S. dollars)

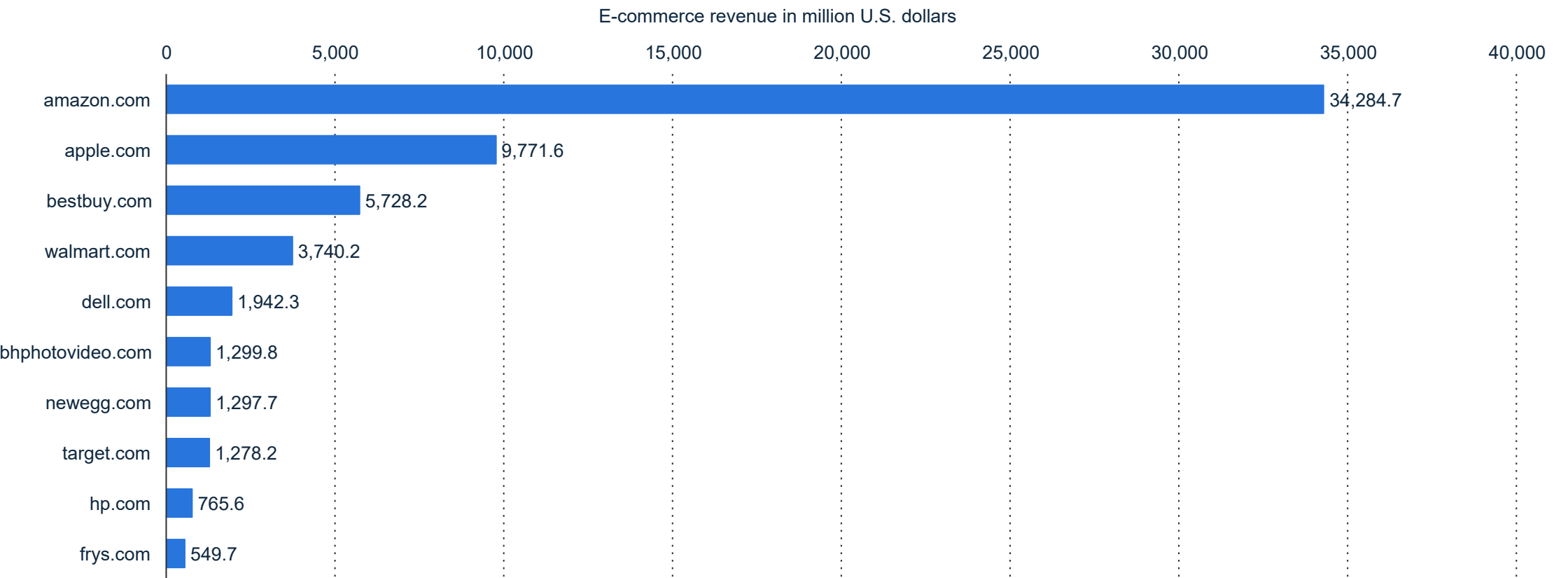
United States: Top 5 Beauty online stores



**Note(s):**2019  
Further information regarding this statistic can be found on [page 79](#).  
**Source(s):** ecommerceDB.com; Statista; [ID 1081154](#)

# Most popular online stores in the electronics and media segment in the United States in 2018, by e-commerce net sales (in million U.S. dollars)

Electronics & media: top 10 online stores in the United States in 2018, by net sales

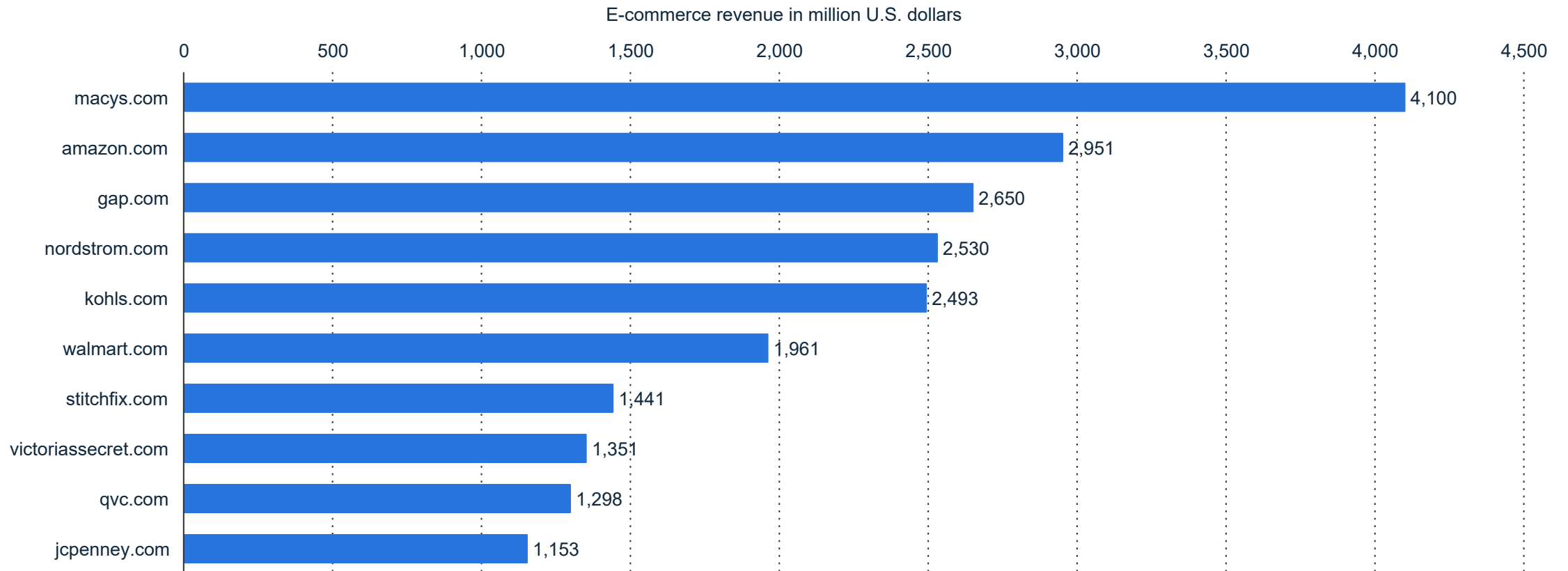


**Note(s):** United States; 2019  
Further information regarding this statistic can be found on [page 80](#).  
**Source(s):** ecommerceDB.com; [ID 646073](#)



# Top online stores in the Fashion segment in the U.S. in 2019, by e-commerce net sales (in million U.S. dollars)

United States: Top 10 Fashion online stores



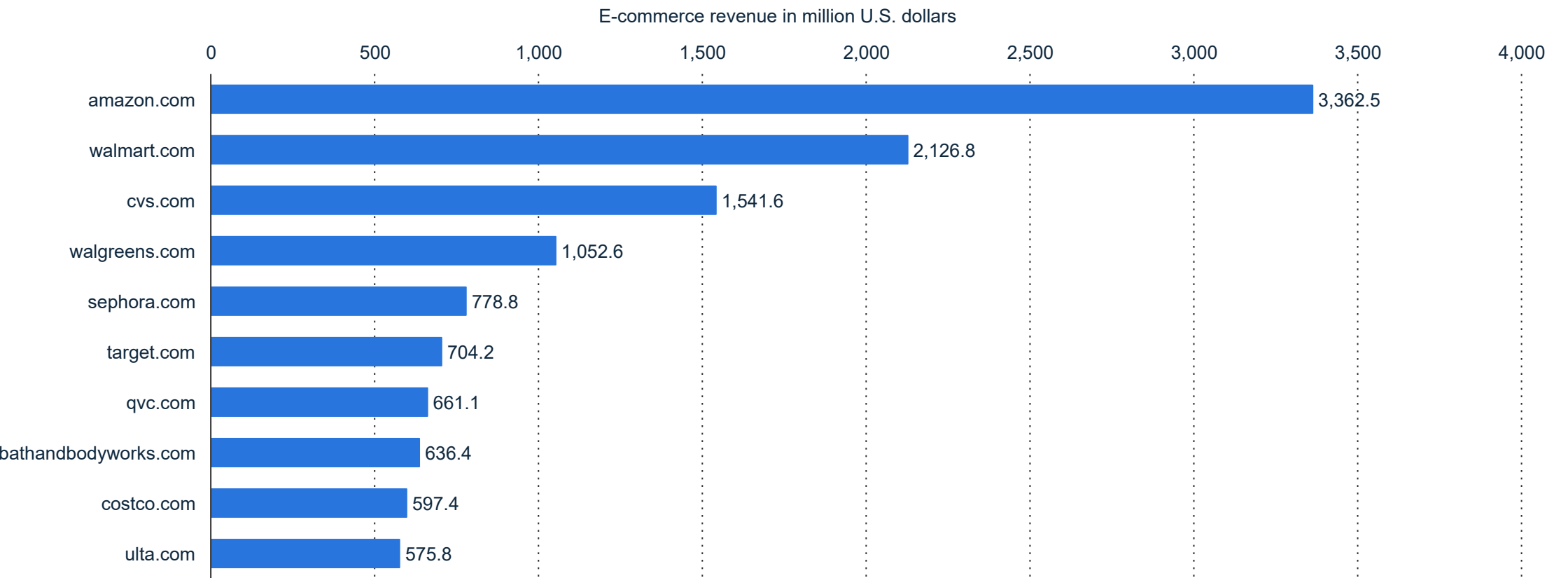
Note(s): 2019

Further information regarding this statistic can be found on [page 81](#).

Source(s): ecommerceDB.com; Statista; [ID 646097](#)

# Most popular online stores in the food and personal care segment in the United States in 2018, by e-commerce net sales (in million U.S. dollars)

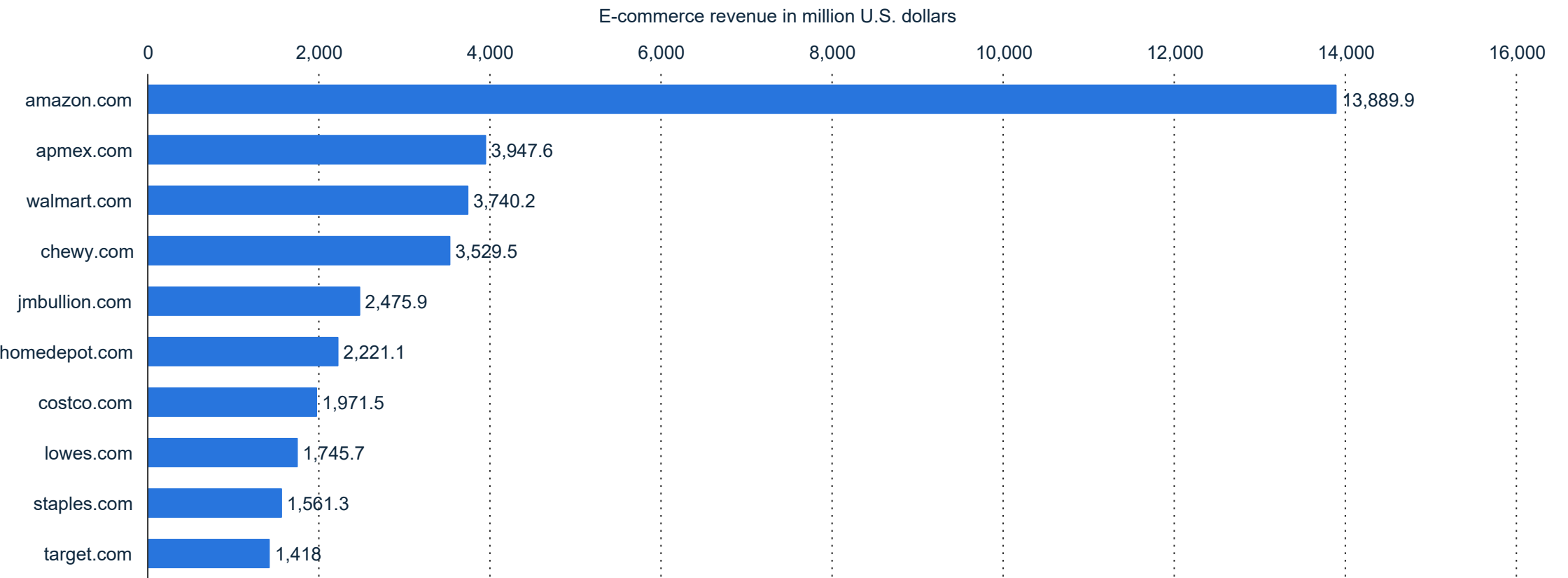
Food & personal care: top 10 online stores in the United States in 2018, by net sales



**Note(s):** United States; 2019  
Further information regarding this statistic can be found on [page 82](#).  
**Source(s):** ecommerceDB.com; [ID 646154](#)

# Most popular online stores in the toys, hobby and DIY segment in the United States in 2018, by e-commerce net sales (in million U.S. dollars)

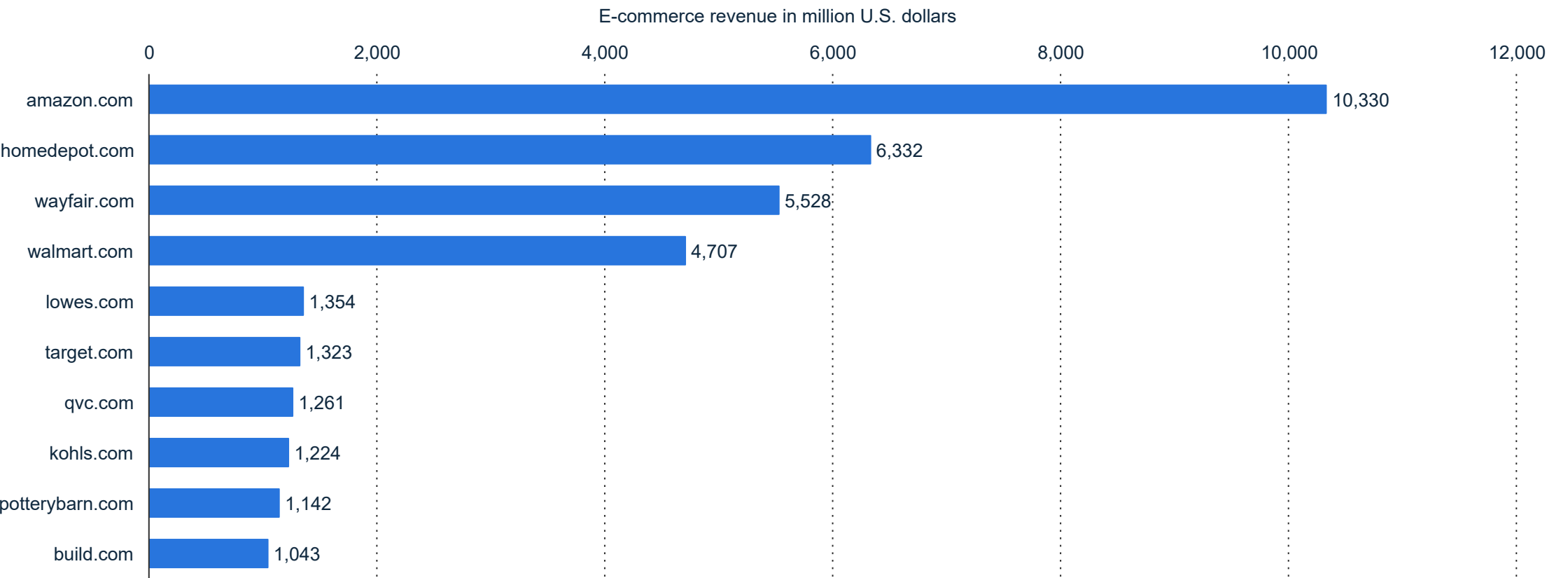
Toys, hobby & DIY: top 10 online stores in the United States in 2018, by net sales



**Note(s):** United States; 2019  
Further information regarding this statistic can be found on [page 83](#).  
**Source(s):** ecommerceDB.com; [ID 646196](#)

# Top online stores in the Furniture & Appliances segment in the U.S. in 2019, by e-commerce net sales (in million U.S. dollars)

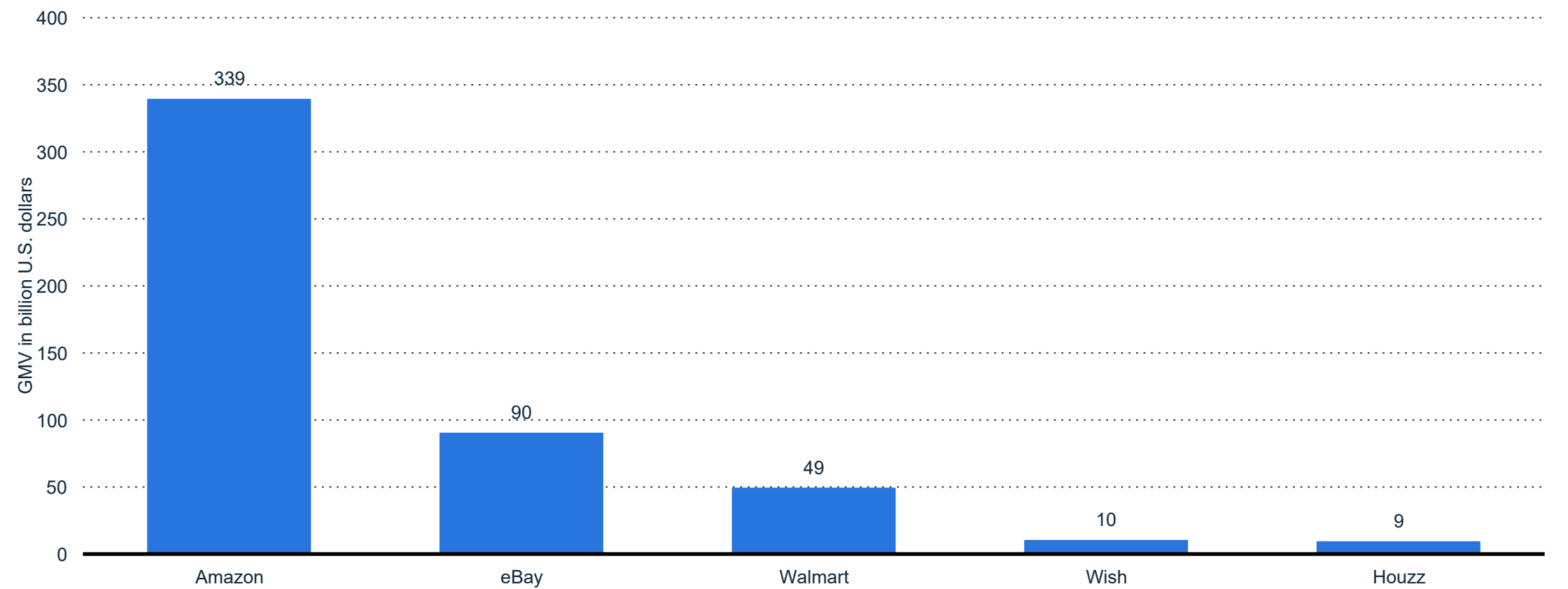
United States: Top 10 Furniture & Appliances online stores



**Note(s):**2019  
Further information regarding this statistic can be found on [page 84](#).  
**Source(s):** ecommerceDB.com; Statista; [ID 646185](#)

# Most popular online marketplaces in the United States in 2019, based on gross merchandise value (in billion U.S. dollars)

Leading U.S. online marketplaces 2019, by GMV



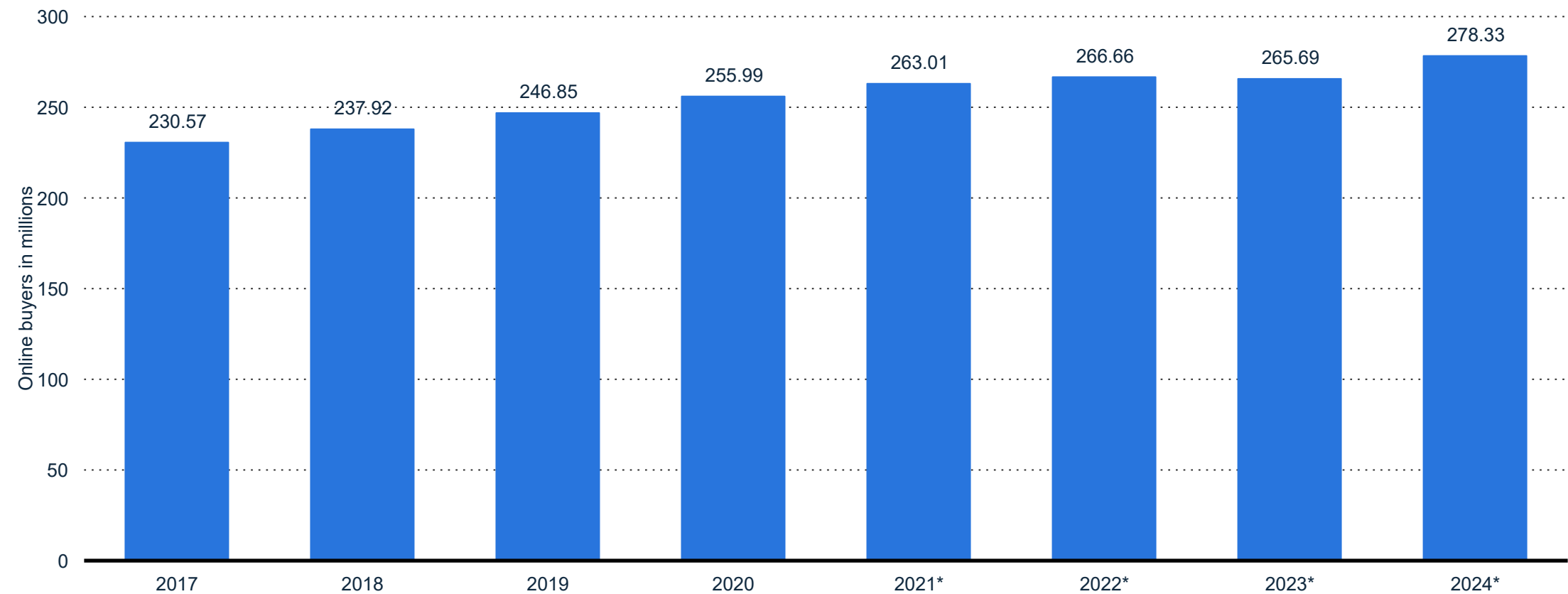
**Note(s):** United States; 2019  
Further information regarding this statistic can be found on [page 85](#).  
**Source(s):** Digital Commerce 360; [ID 977262](#)

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# Online shoppers

# Number of digital buyers in the United States from 2017 to 2024 (in millions)

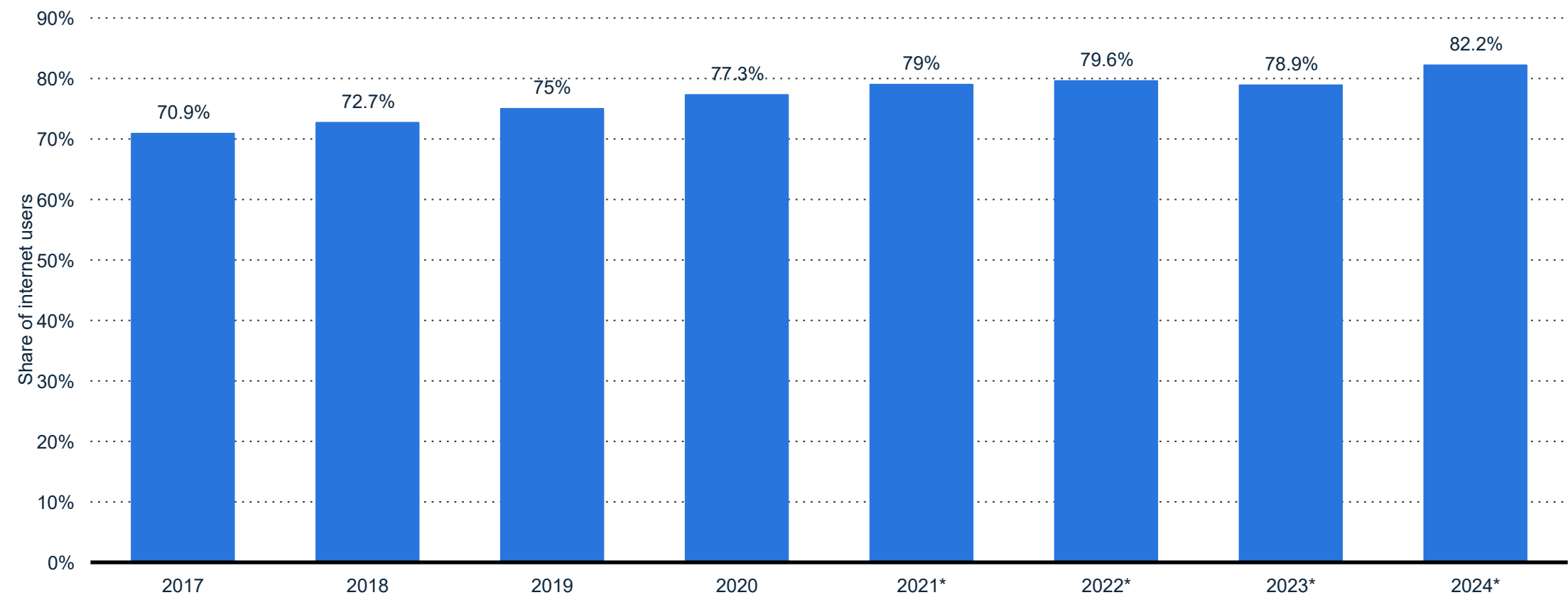
United States: number of digital buyers 2017-2024



**Note(s):** United States; 2017 to 2020; number of active paying customers (or accounts); forecast adjusted for expected impact of COVID-19  
Further information regarding this statistic can be found on [page 86](#).  
**Source(s):** Statista; Statista Digital Market Outlook; [ID 273957](#)

# Digital buyer penetration in the United States from 2017 to 2024

United States: digital buyer penetration 2017-2024

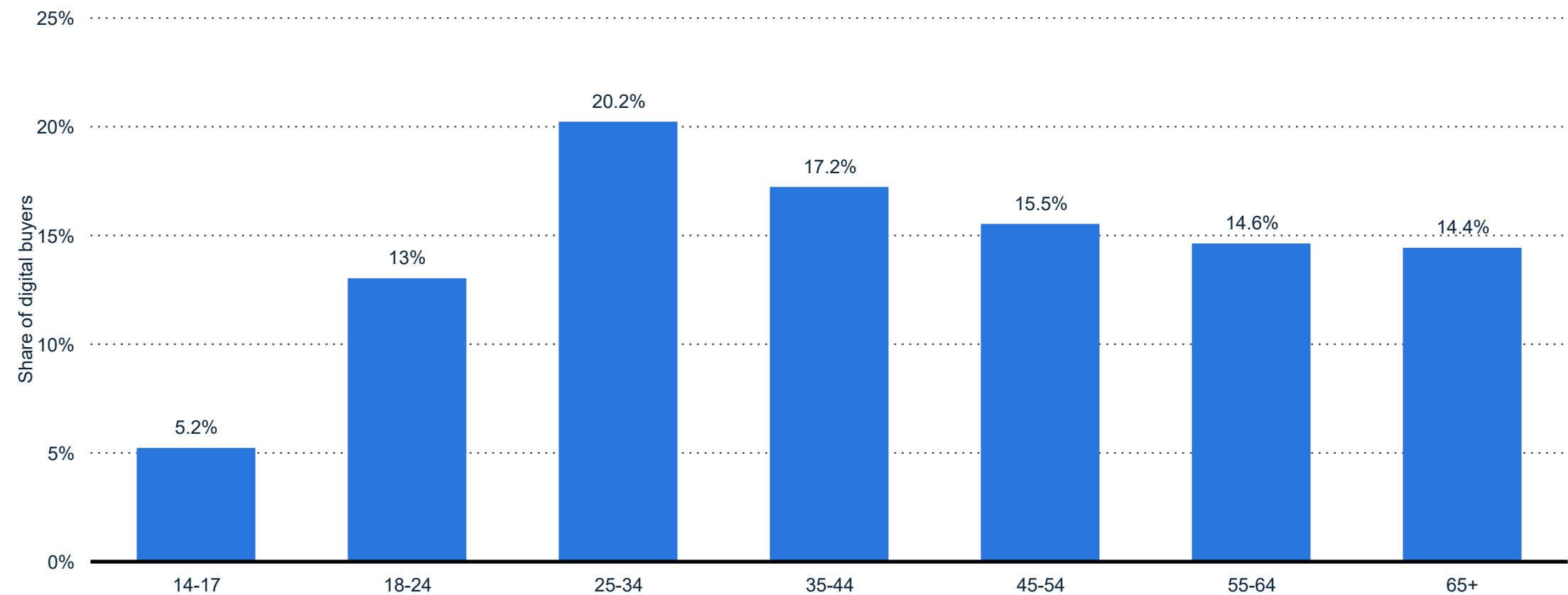


**Note(s):** United States; 2017 to 2020; number of active paying customers (or accounts); forecast adjusted for expected impact of COVID-19  
Further information regarding this statistic can be found on [page 87](#).  
**Source(s):** Statista; Statista Digital Market Outlook; [ID 273958](#)



# Distribution of digital buyers in the United States as of February 2020, by age group

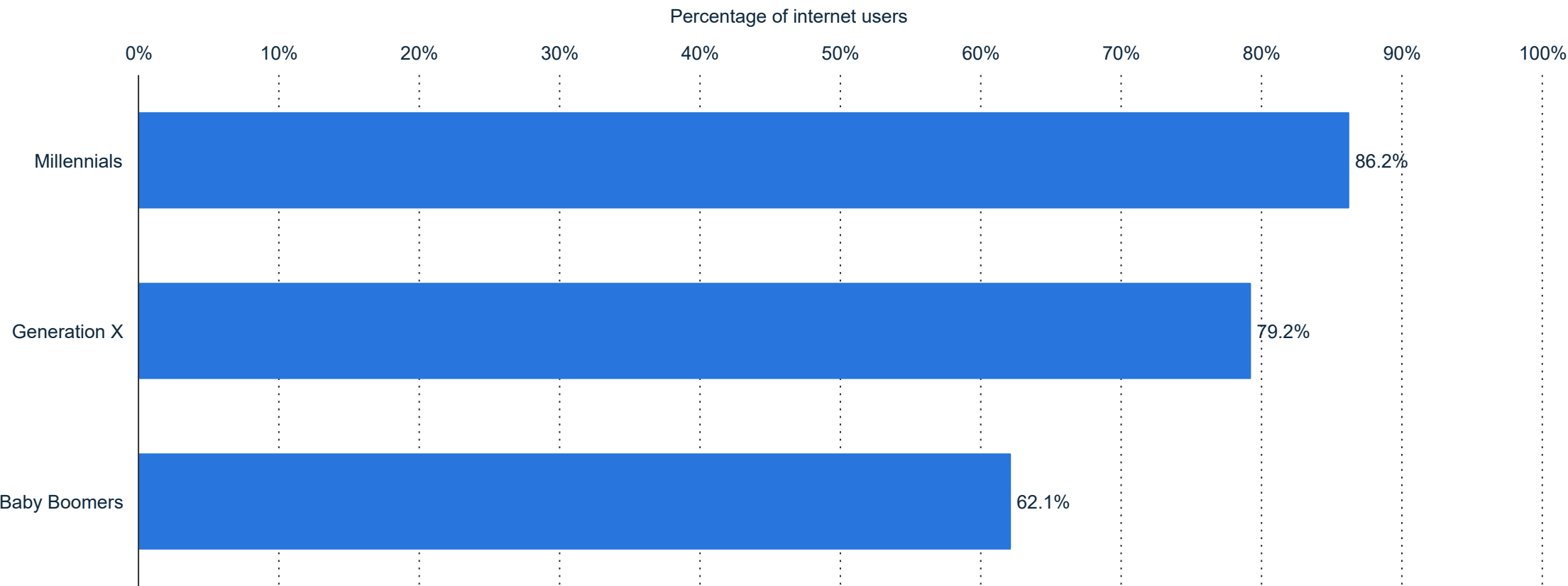
U.S. digital buyer distribution 2020, by age group



**Note(s):** United States; February 2020; 14 years and older  
Further information regarding this statistic can be found on [page 88](#).  
**Source(s):** eMarketer; [ID 469184](#)

# Percentage of digital buyers in the United States as of May 2020, by generation

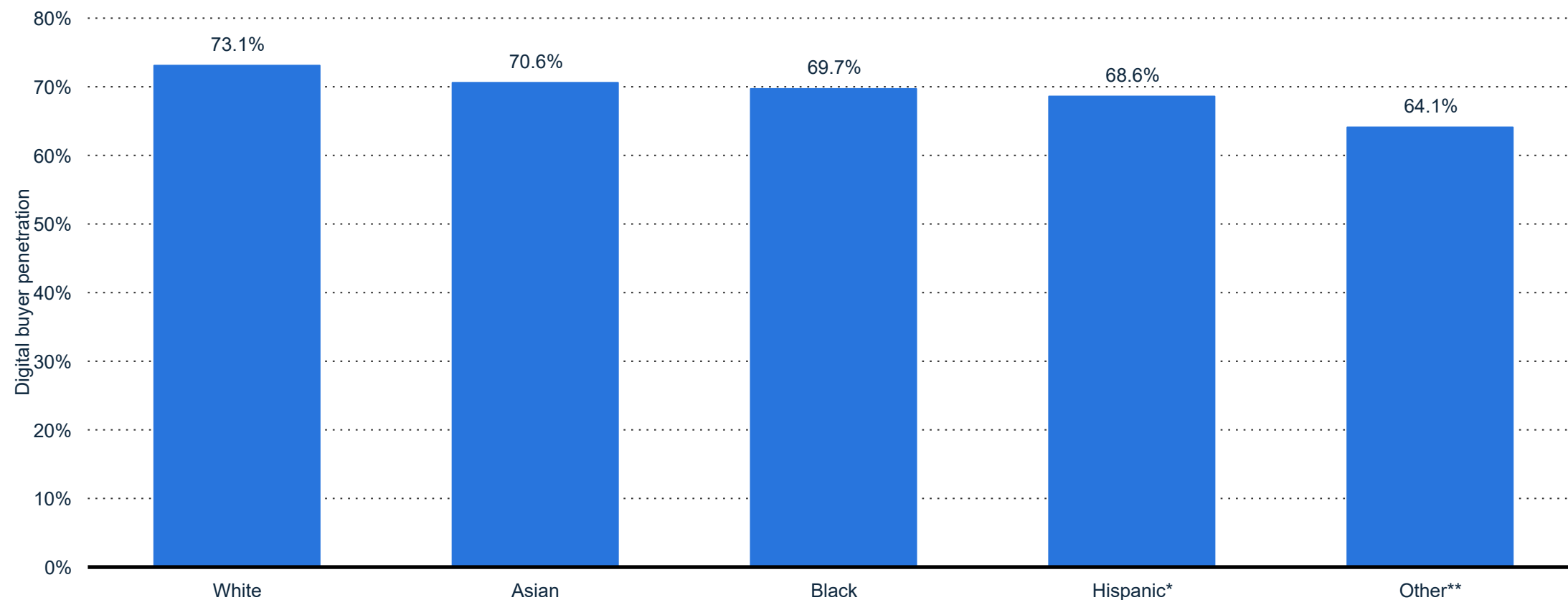
Digital buyer reach in the U.S. 2020, by generation



**Note(s):** United States; May 2020; 18 years and older  
Further information regarding this statistic can be found on [page 89](#).  
**Source(s):** eMarketer; [ID 986215](#)

# Digital buyer penetration in the United States as of May 2019, by ethnicity

U.S. digital buyer penetration 2019, by ethnicity



**Note(s):** United States; May 2019; 14 years and older; Survey of internet users who have made at least one purchase via any digital channel during the calendar year

Further information regarding this statistic can be found on [page 90](#).

**Source(s):** eMarketer; [ID 1046705](#)

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# Shopping behavior

# Channels used to purchase products according to internet users in the United States as of March 2019, by category

U.S. leading shopping channels 2019, by category

	Brand website	Retail website	Third-party marketplace	Physical store
Books	11%	8%	42%	34%
Clothing and apparel	24%	35%	33%	65%
Consumer packaged goods	5%	10%	18%	76%
Food/grocery	5%	9%	14%	83%
Furniture	6%	11%	13%	34%
Household goods	5%	15%	21%	62%
Luxury goods	10%	9%	13%	25%
Office supplies	6%	11%	21%	51%
Pet supplies	7%	10%	19%	50%
Sporting goods	10%	10%	16%	35%
Tools and home improvement	6%	10%	16%	50%
Health and beauty	12%	16%	25%	69%

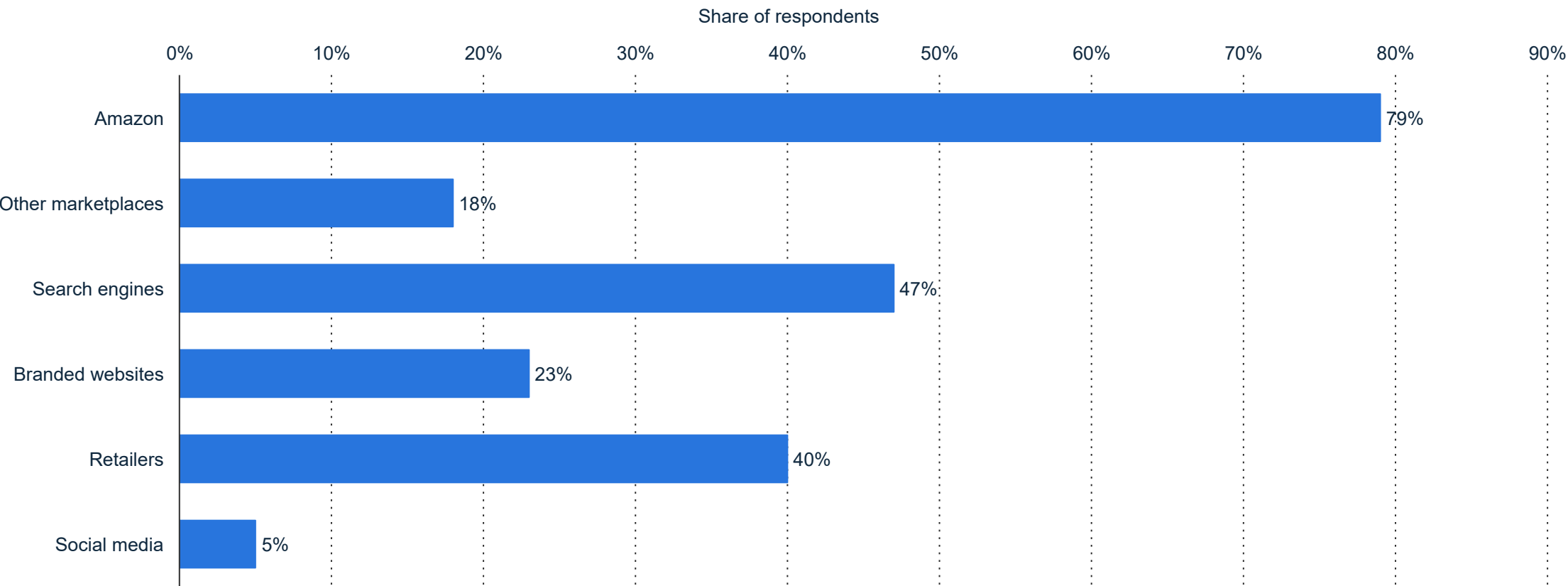
**Note(s):** United States; March 2019; 18 years and older; 1,600 respondents; purchased in the past year

Further information regarding this statistic can be found on [page 91](#).

**Source(s):** Walker Sands; [ID 617840](#)

# Online sources where digital shoppers in the United States start searching for products as of February 2019

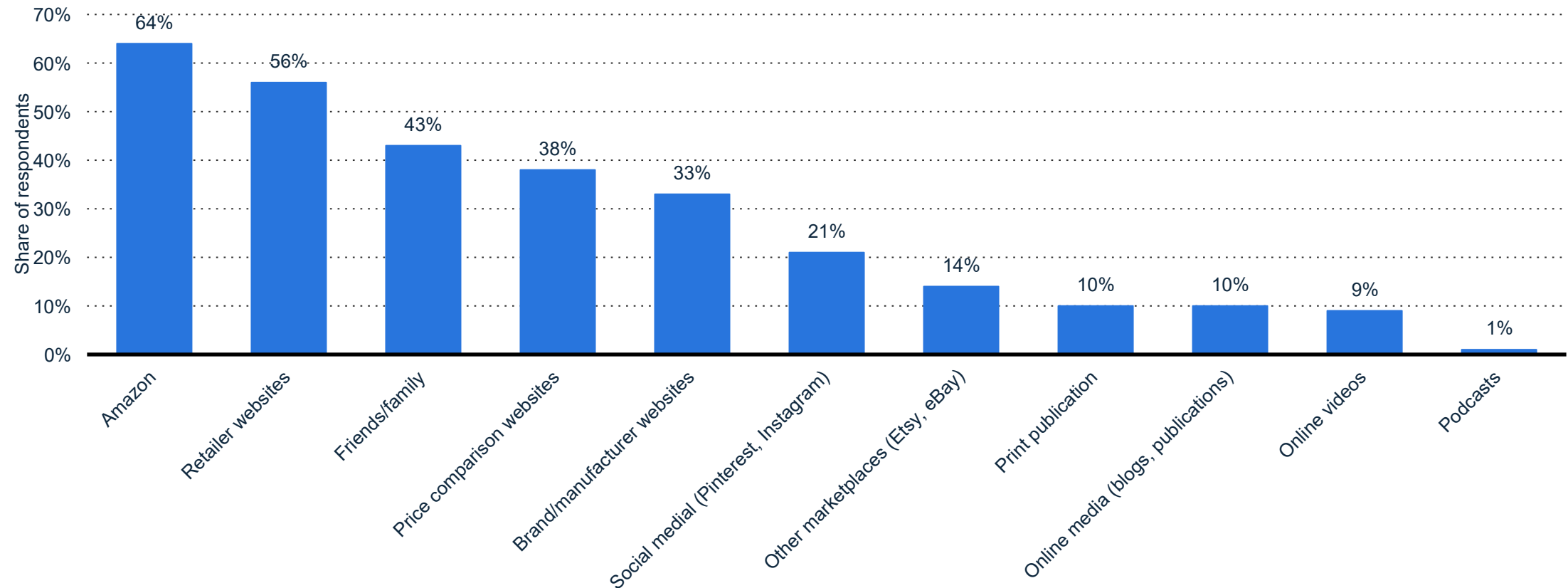
U.S. digital shoppers preferred online sources for product search 2019



**Note(s):** United States; January to February 2019 ; 2,099 respondents  
Further information regarding this statistic can be found on [page 92](#).  
**Source(s):** Gorilla Group; Censuswide; [ID 459903](#)

# What are the most influential resources when you are researching a potential purchase?

U.S. influential retail research channels 2019



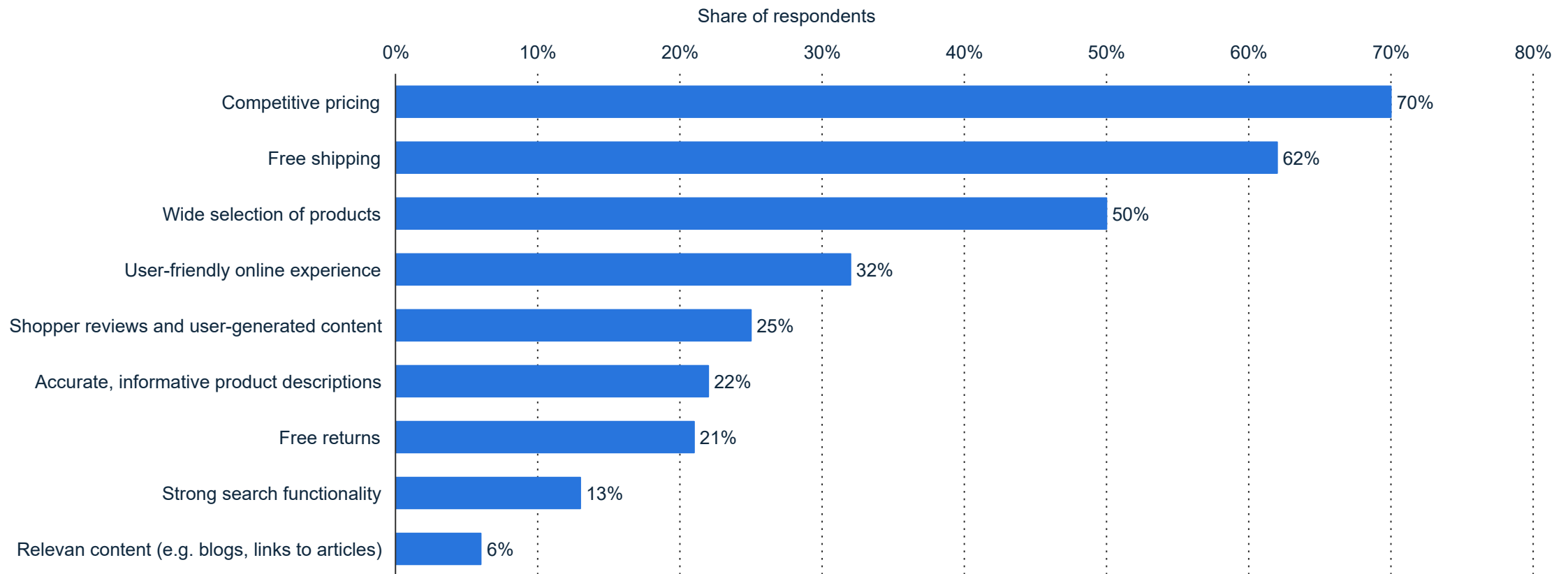
**Note(s):** United States; September to October 2019; 18 years and older; 1,053 respondents

Further information regarding this statistic can be found on [page 93](#).

**Source(s):** Retail TouchPoints; [ID 800418](#)

# When shopping online, what are the most important factors that influence you to shop at a particular retailer?

Key factors when shopping at a particular online retailer in the U.S. 2019



**Note(s):** United States; September to October 2019; 18 years and older; 1,053 respondents

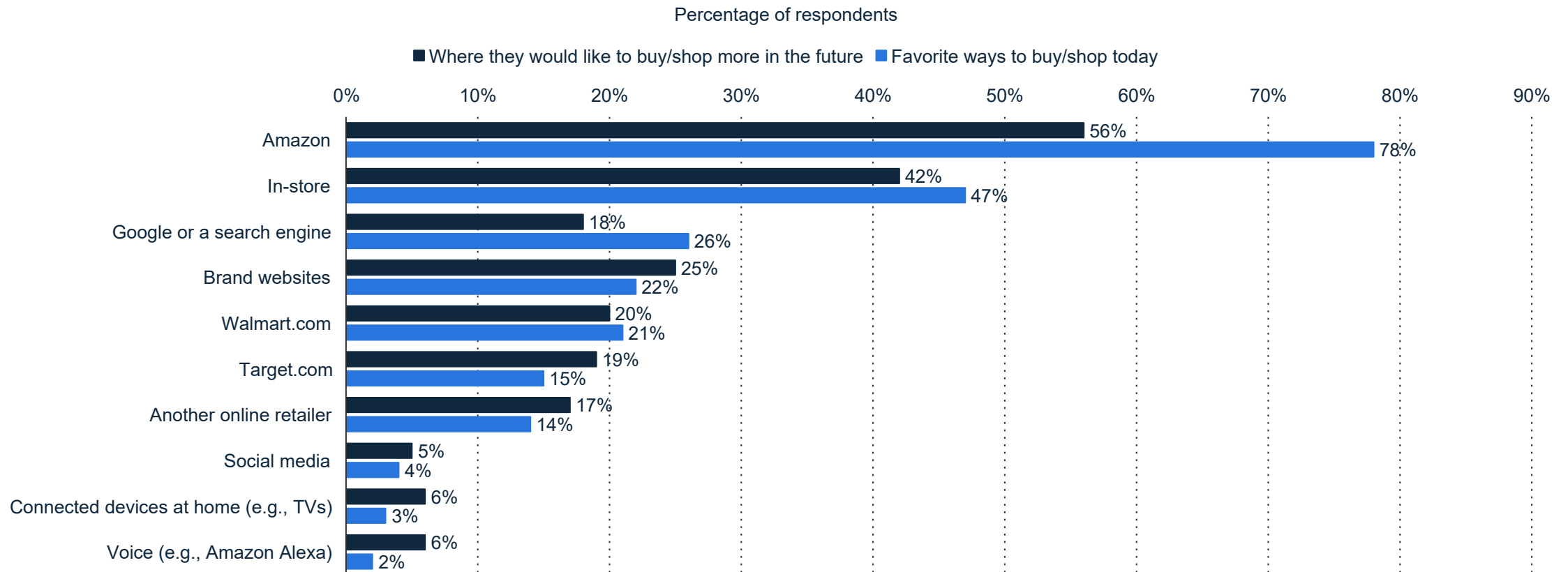
Further information regarding this statistic can be found on [page 94](#).

**Source(s):** Retail TouchPoints; [ID 800547](#)



# Favorite ways to shop online today and considerations for the future according to digital shoppers in the United States as of January 2019

## Favorite online shopping platforms in the U.S. 2019



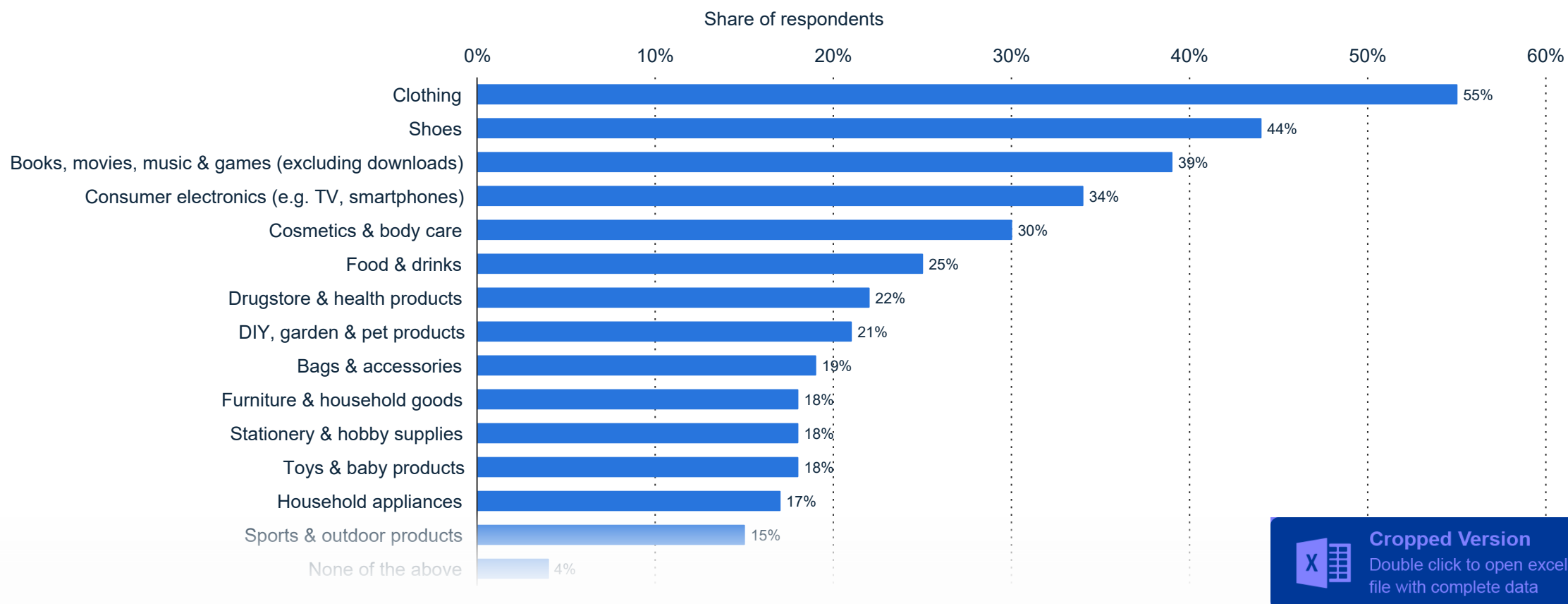
**Note(s):** United States; January 15 to 17, 2019; 18 years and older; digital shoppers who made a purchase in 2018

Further information regarding this statistic can be found on [page 95](#).

**Source(s):** Salsify; eMarketer; [ID 1019365](#)

# Which of these items have you bought online in the past 12 months?

Online purchases by category in the U.S. 2020



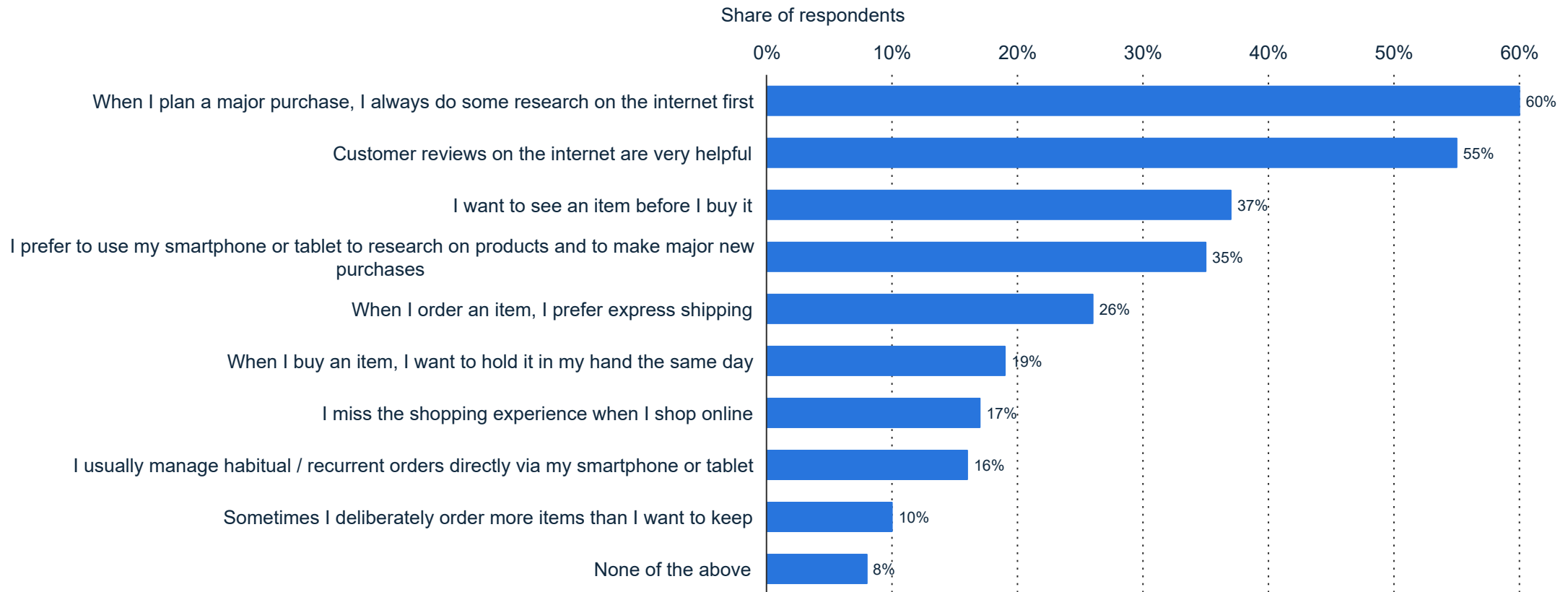
**Note(s):** United States; 13 Jul to 21 Aug 2020 and 5 Feb to 19 Mar 2020; 18-64 years; 4185 respondents

Further information regarding this statistic can be found on [page 96](#).

**Source(s):** Statista Global Consumer Survey; [ID 997093](#)

# Which of these statements on online shopping do you agree with?

Attitudes towards online shopping in the U.S. 2020



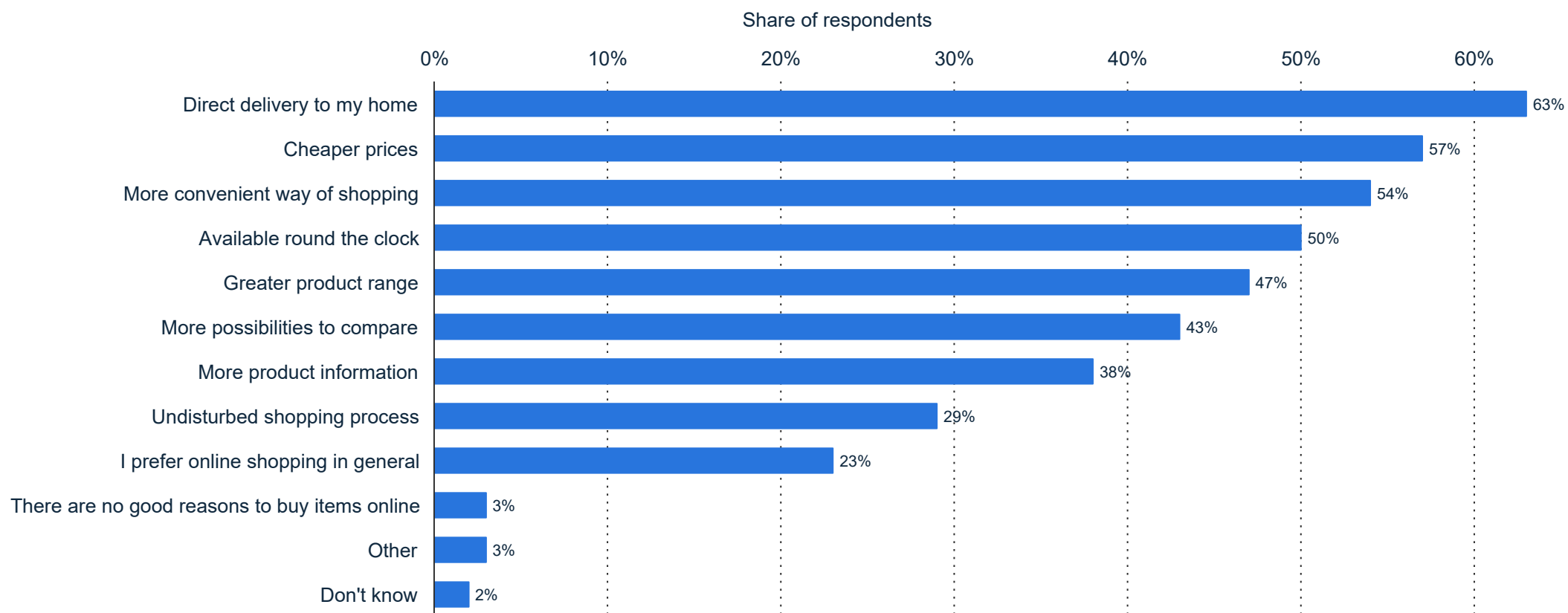
**Note(s):** United States; 13 Jul to 21 Aug 2020 and 5 Feb to 19 Mar 2020; 18-64 years; 4185 respondents

Further information regarding this statistic can be found on [page 97](#).

**Source(s):** Statista Global Consumer Survey; [ID 997187](#)

# Which of these do you consider good reasons to buy an item online?

Drivers of online purchases in the U.S. 2020



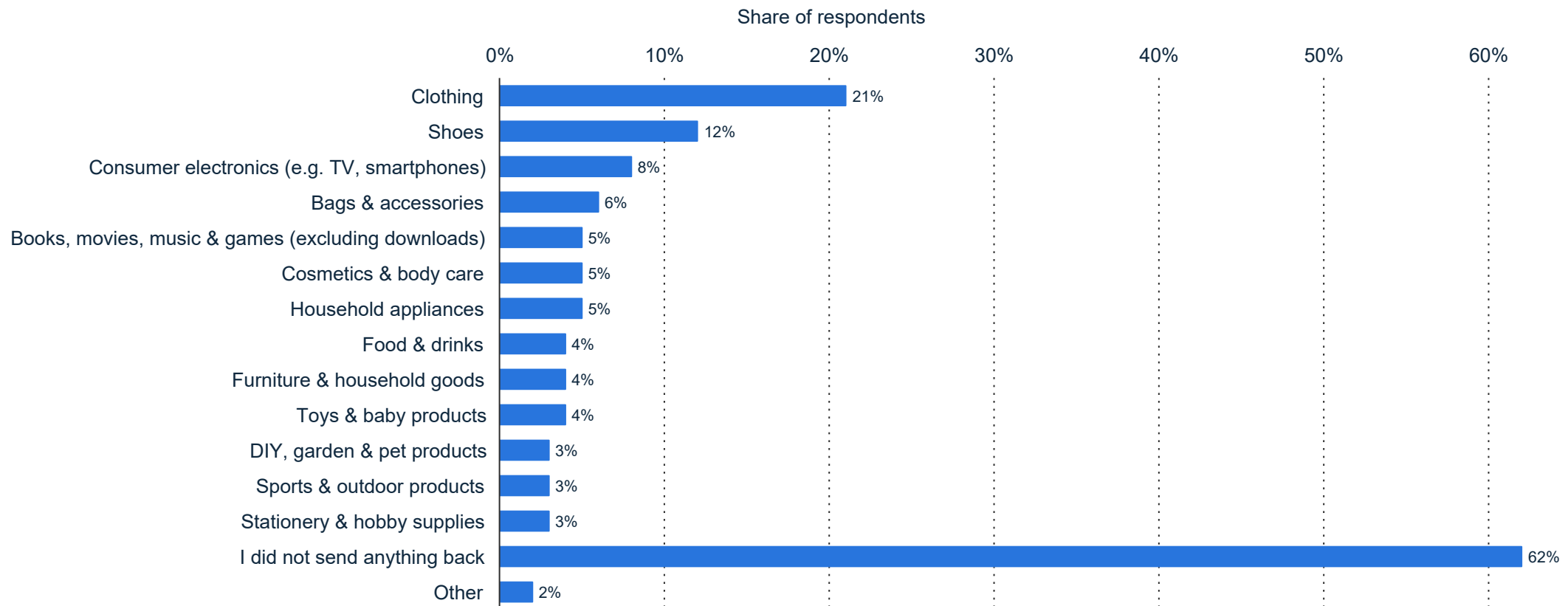
**Note(s):** United States; 13 Jul to 21 Aug 2020 and 5 Feb to 19 Mar 2020; 18-64 years; 4185 respondents

Further information regarding this statistic can be found on [page 98](#).

**Source(s):** Statista Global Consumer Survey; [ID 997240](#)

# Which of these kinds of articles have you sent back after an online order in the past 12 months?

Returns of online purchases by category in the U.S. 2020



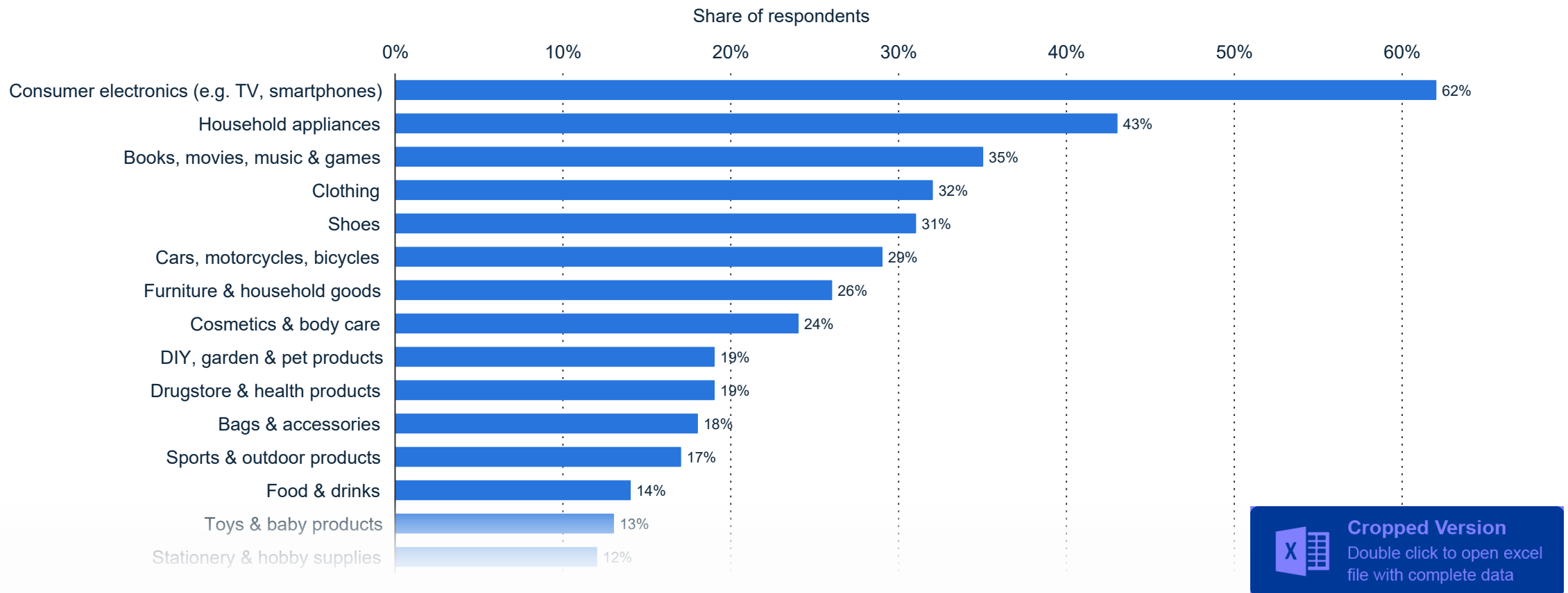
**Note(s):** United States; 13 Jul to 21 Aug 2020 and 5 Feb to 19 Mar 2020; 18-64 years; 4185 respondents

Further information regarding this statistic can be found on [page 99](#).

**Source(s):** Statista Global Consumer Survey; [ID 997235](#)

# For which of these products do you mostly look for information online rather than offline?

Online vs. offline product research by category in the U.S. 2020



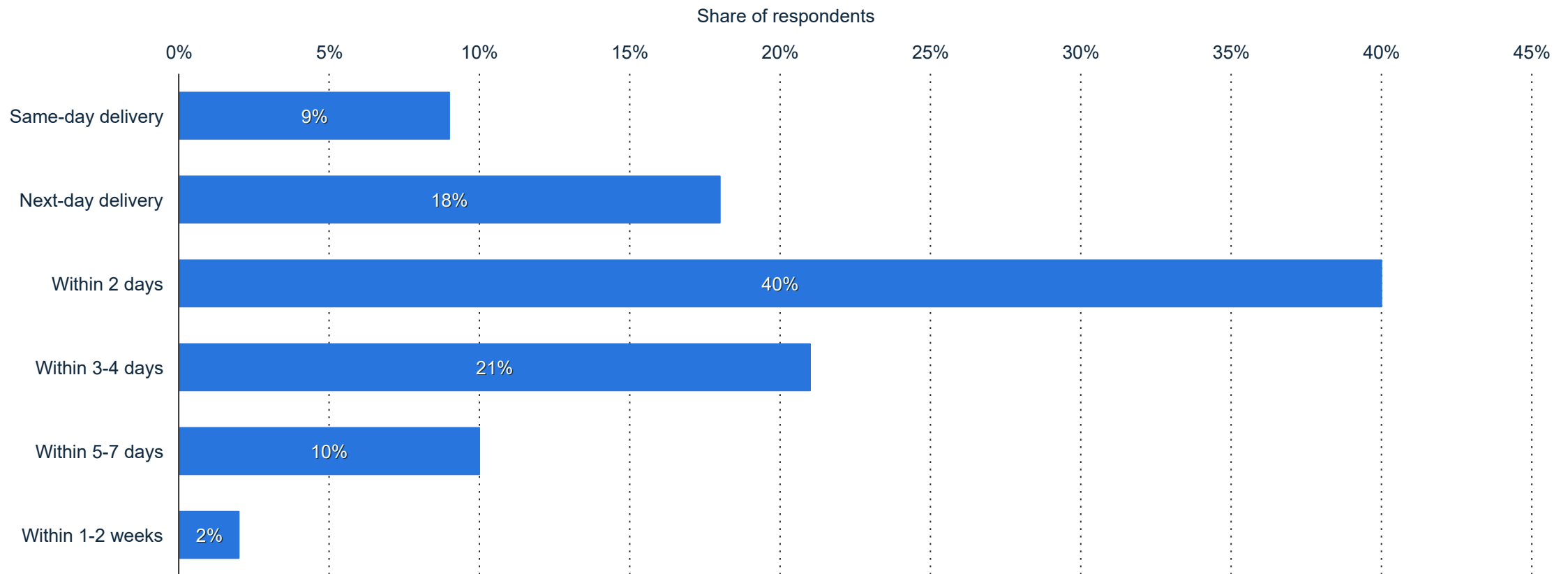
**Note(s):** United States; 13 Jul to 21 Aug 2020 and 5 Feb to 19 Mar 2020; 18-64 years; 4185 respondents

Further information regarding this statistic can be found on [page 100](#).

**Source(s):** Statista Global Consumer Survey; [ID 997249](#)

# Timeframe willing to wait for fast shipping according to U.S. consumers as of September 2019

Fast online order delivery according to U.S. consumers 2019



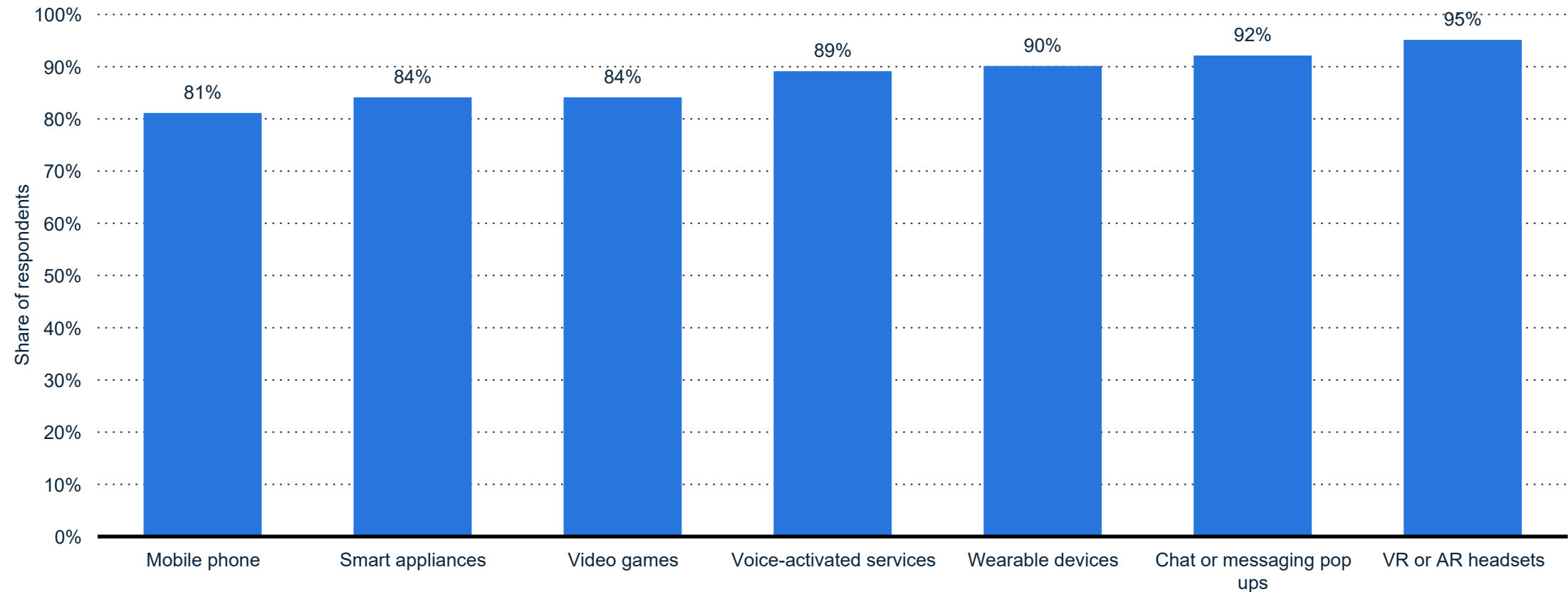
**Note(s):** United States; September 6 to 13, 2019; 4,140 respondents; holiday shoppers

Further information regarding this statistic can be found on [page 101](#).

**Source(s):** Deloitte; [ID 561768](#)

# Share of consumers in the United States who distrust shopping recommendations as of February 2019, by digital platform

U.S. consumer distrust in shopping recommendations 2019, by platform



**Note(s):** United States; February 11 to 14, 2019; 18 years and older; 1,100+ respondents

Further information regarding this statistic can be found on [page 102](#).

**Source(s):** Hill+Knowlton; Oracle; [ID 1041531](#)

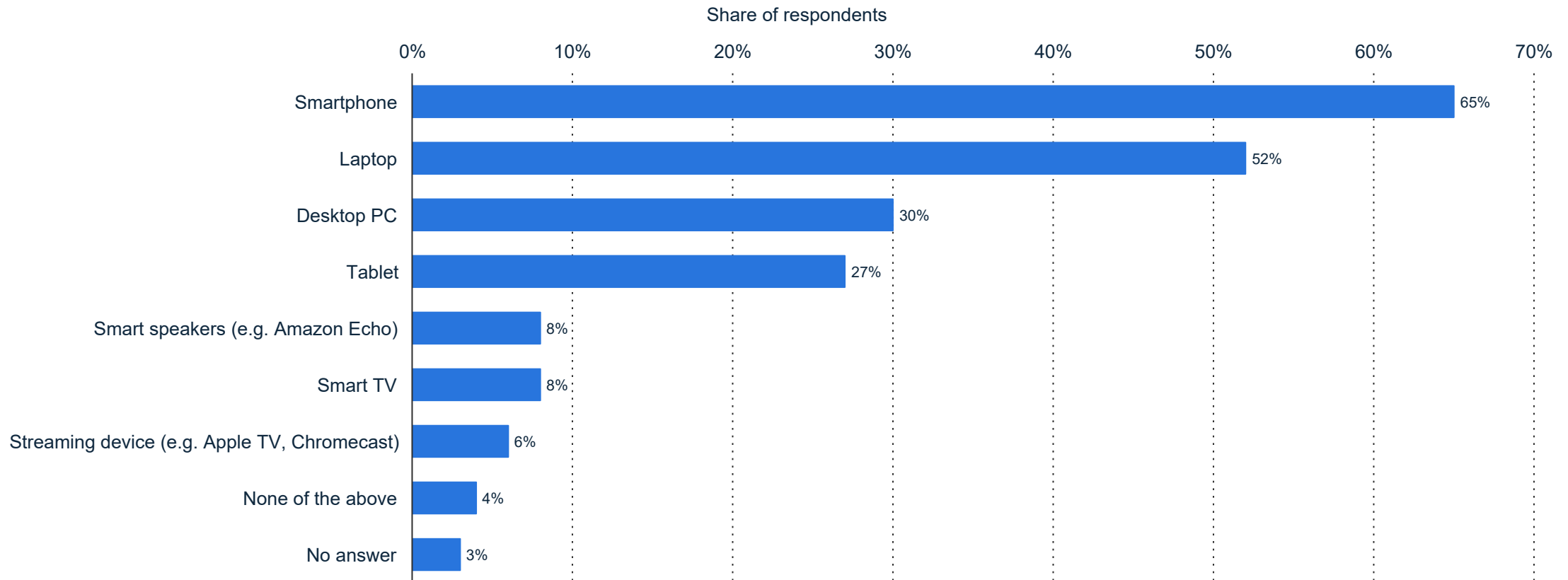


E-COMMERCE IN THE UNITED STATES

# Device usage

# Which of the following devices have you used for online shopping in the past 12 months?

Online purchases by device in the U.S. 2020



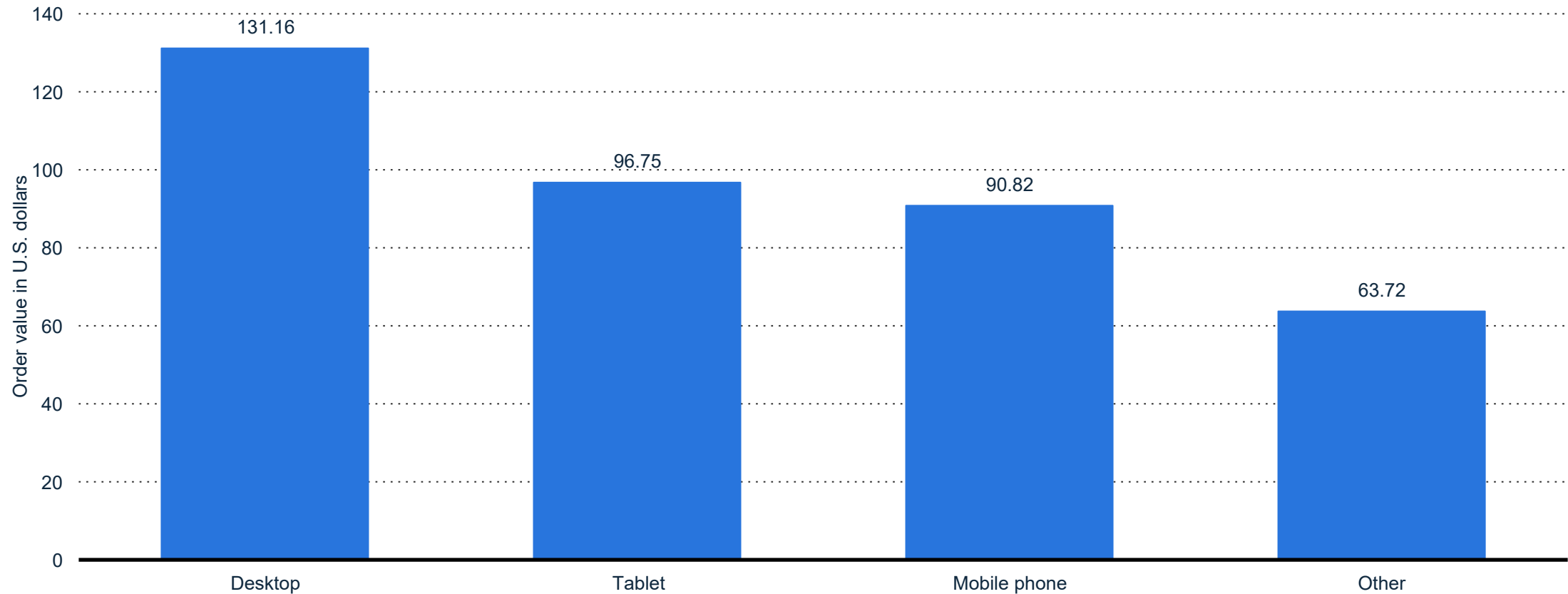
**Note(s):** United States; 13 Jul to 21 Aug 2020 and 5 Feb to 19 Mar 2020; 18-64 years; 4185 respondents

Further information regarding this statistic can be found on [page 103](#).

**Source(s):** Statista Global Consumer Survey; [ID 997098](#)

## Average value of online shopping orders in the United States as of 2nd quarter 2020, by device (in U.S. dollars)

U.S. average online shopping order value 2020, by device



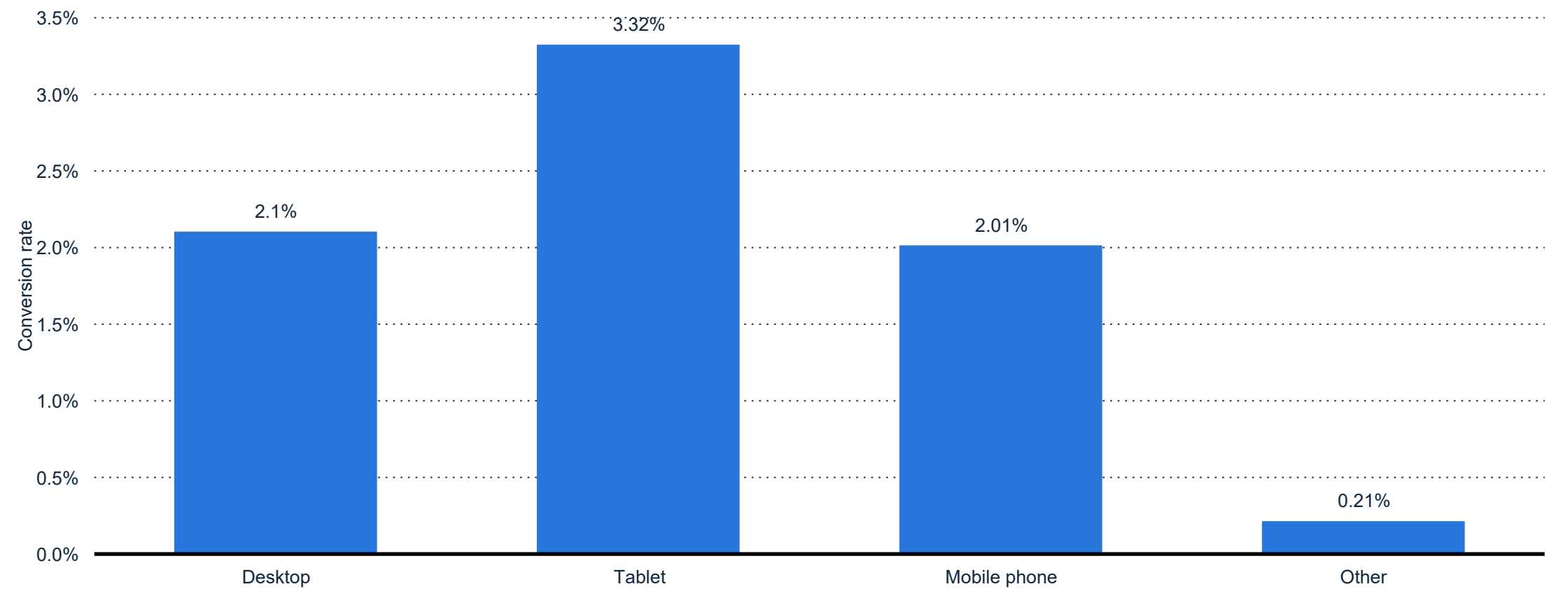
**Note(s):** United States; Q2 2020

Further information regarding this statistic can be found on [page 104](#).

**Source(s):** Monetate; Kibo; [ID 439516](#)

# Conversion rate of online shoppers in the United States as of 2nd quarter 2020, by device

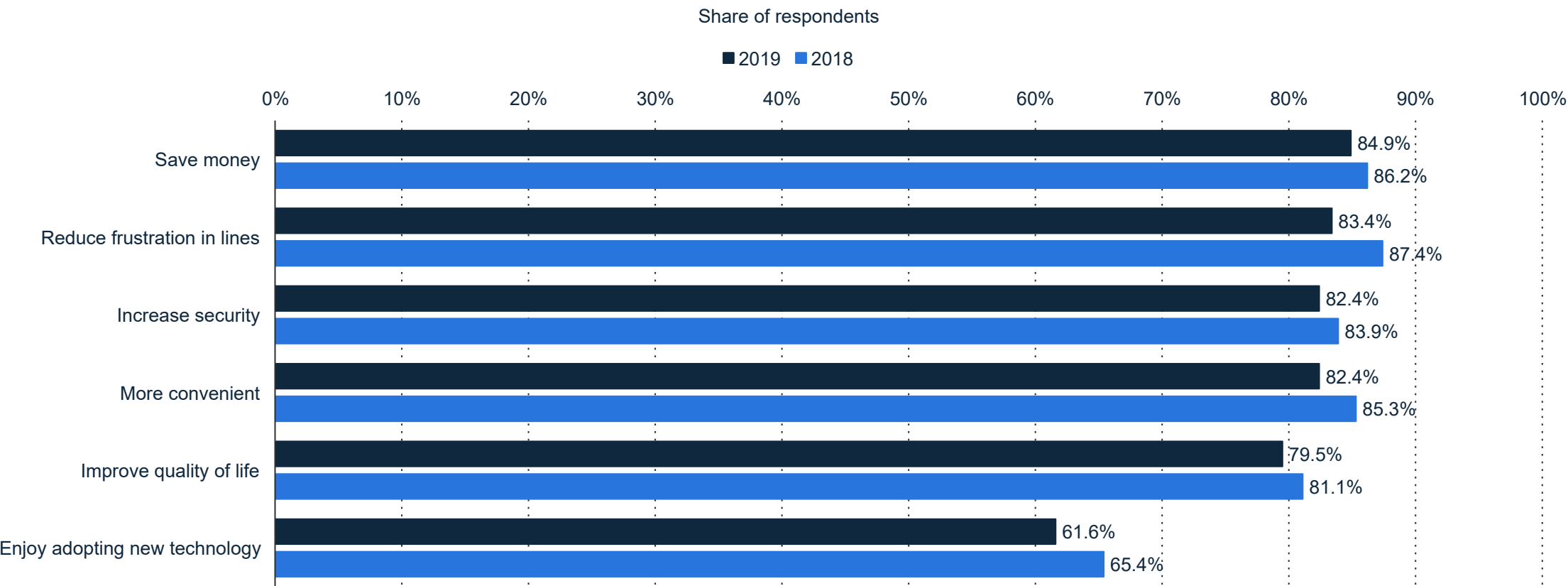
U.S. online shopper conversion rate 2020, by device



**Note(s):** United States; Q2 2020  
Further information regarding this statistic can be found on [page 105](#).  
**Source(s):** Monetate; Kibo; [ID 234884](#)

# Share of consumers in the United States citing selected reasons for their interest in new connected commerce experiences in 2018 and 2019

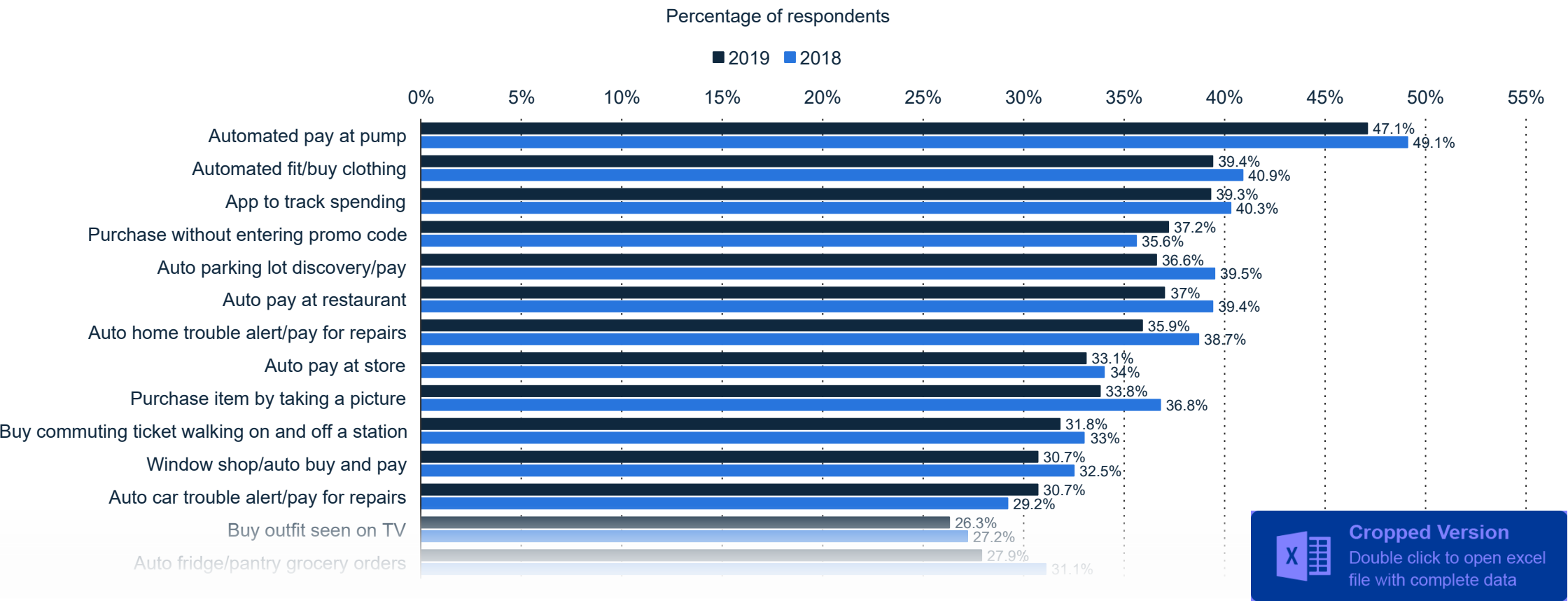
Reasons U.S. consumers express interest in new connected commerce experiences 2019



**Note(s):** United States; 2018 and 2019; 5,050 respondents; consumers who owned one or more connected devices, regardless of whether they possessed a smartphone  
Further information regarding this statistic can be found on [page 106](#).  
**Source(s):** PYMNTS; [ID 1060880](#)

# Interest of consumers in the United States in new connected commerce experiences in 2018 and 2019

U.S. consumer interest in connected commerce experiences 2019



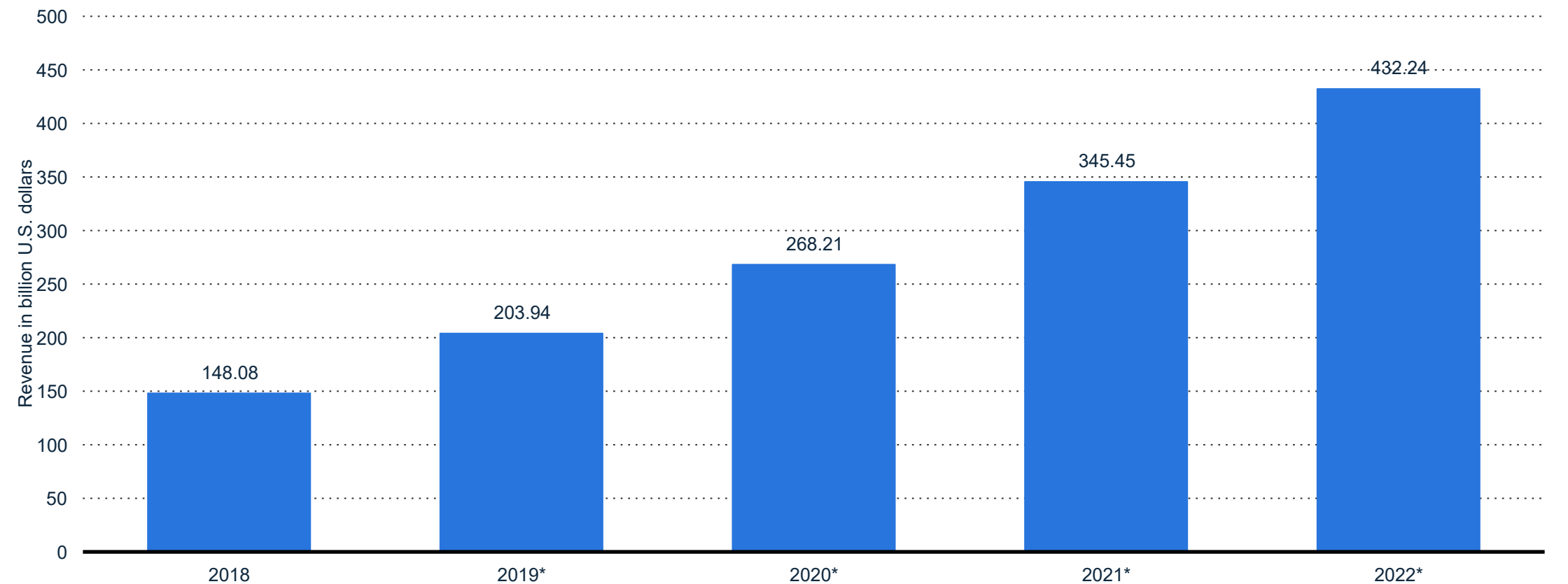
**Note(s):** United States; 2018 and 2019; 5,050 respondents; consumers who owned one or more connected devices, regardless of whether they possessed a smartphone  
Further information regarding this statistic can be found on [page 107](#).  
**Source(s):** PYMNTS; [ID 1060923](#)

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# Mobile commerce

# Retail m-commerce sales via smartphone in the United States from 2018 to 2022 (in billion U.S. dollars)

U.S. smartphone retail m-commerce revenue 2018-2022

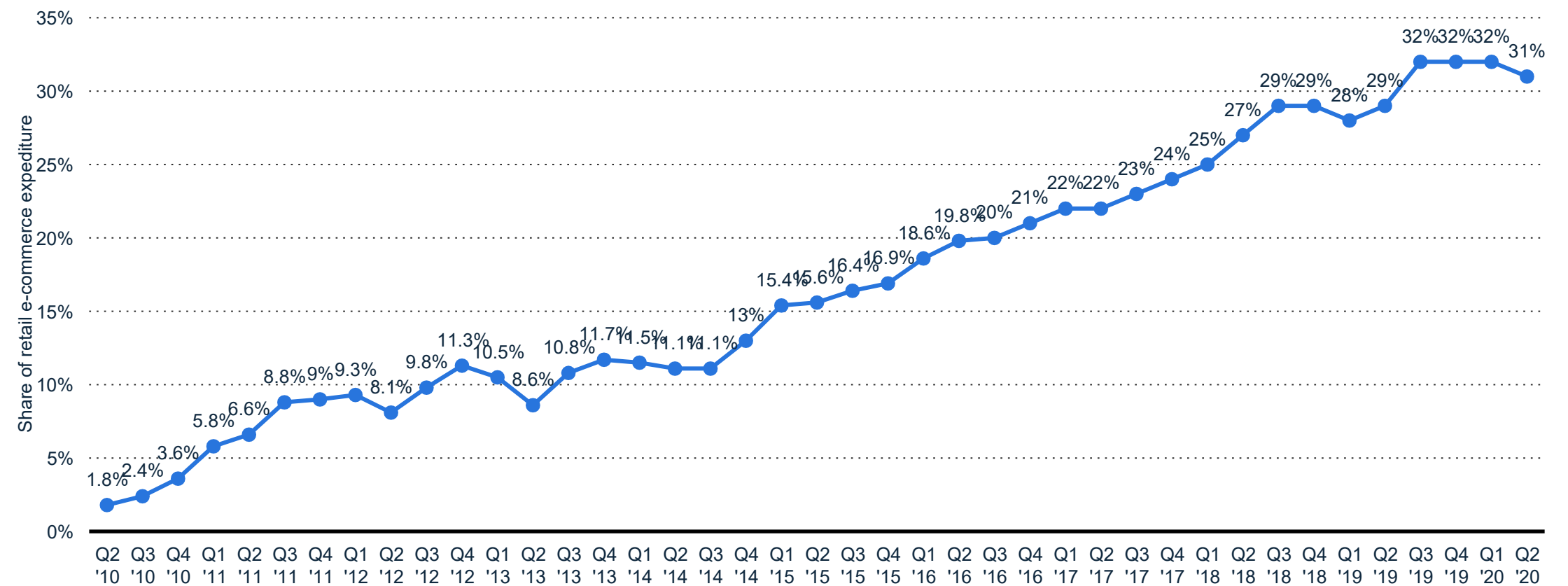


**Note(s):** United States; 2018  
Further information regarding this statistic can be found on [page 108](#).  
**Source(s):** eMarketer; Various sources (Digital Media Solutions); [ID 276636](#)



# M-commerce share of total digital commerce spending in the United States from 2nd quarter 2010 to 2nd quarter 2020

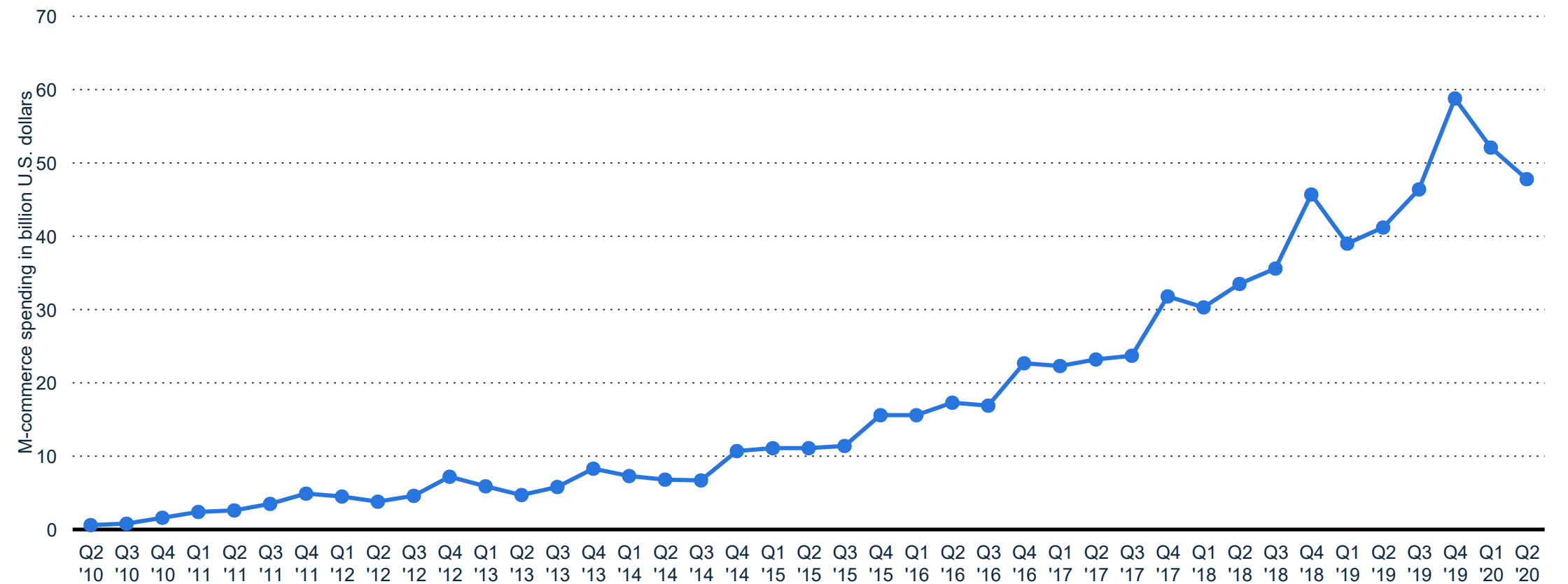
Share of U.S. mobile e-commerce spending 2010-2020



**Note(s):** United States; Q2 2010 to Q2 2020  
Further information regarding this statistic can be found on [page 109](#).  
**Source(s):** comScore; [ID 252621](#)

# Mobile e-commerce spending in the United States from 2nd quarter 2010 to 2nd quarter 2020 (in billion U.S. dollars)

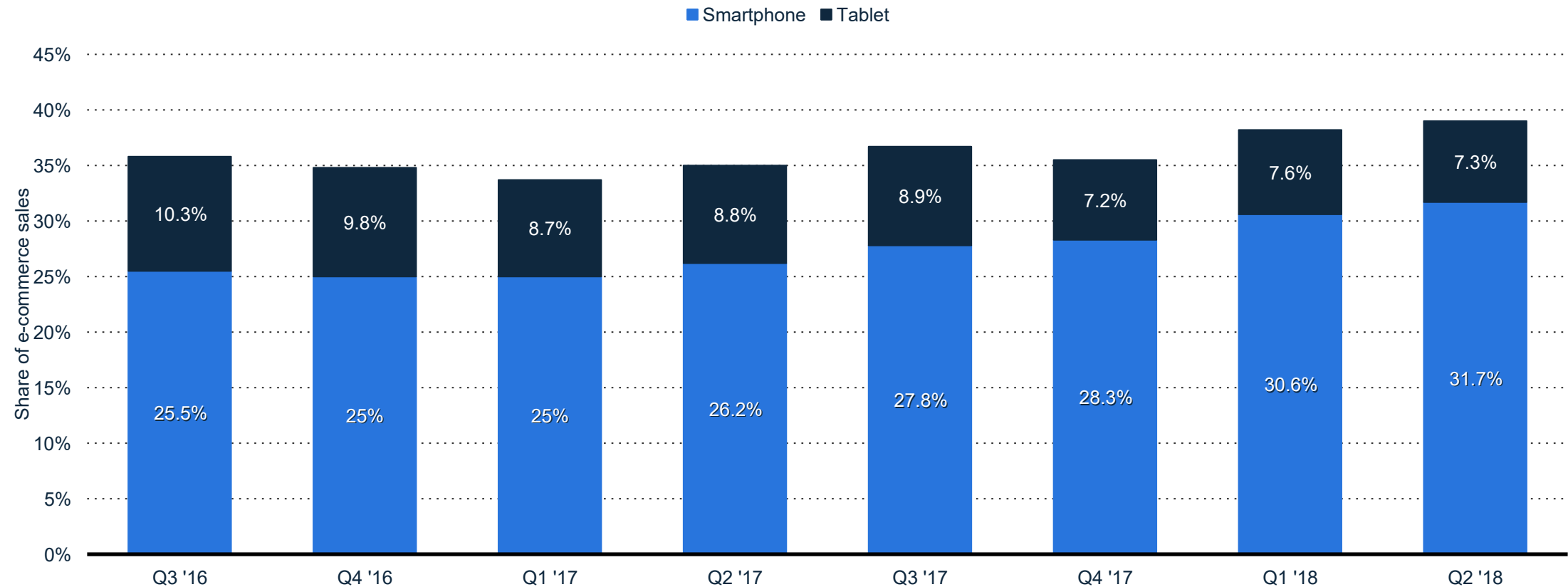
Quarterly U.S. mobile e-commerce spending 2010-2020



**Note(s):** United States; Q2 2010 to Q2 2020; smartphones and tablets  
Further information regarding this statistic can be found on [page 110](#).  
**Source(s):** comScore; [ID 268439](#)

# U.S. mobile retail commerce sales as percentage of total e-commerce transactions from 3rd quarter 2016 to 2nd quarter 2018, by device

U.S. mobile retail e-commerce transactions share 2016-2018, by device



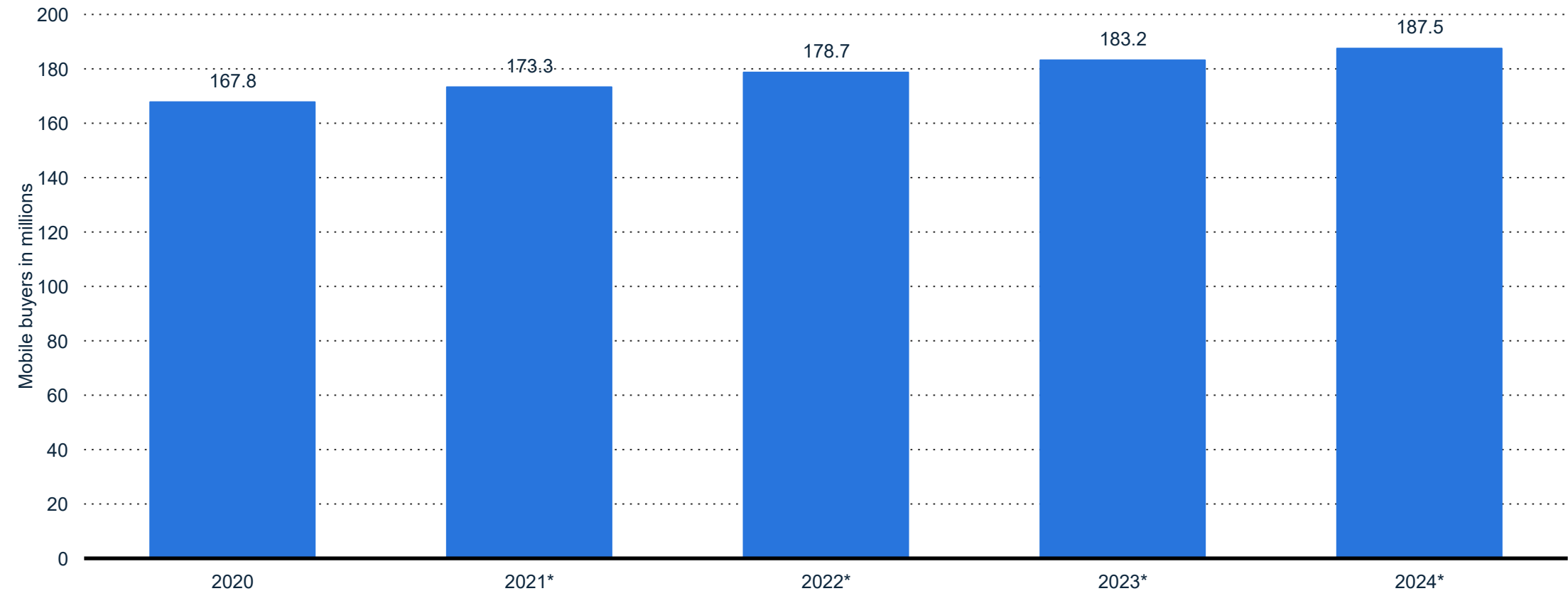
**Note(s):** United States; Q3 2016 to Q2 2018; excluding apps, sales weighted

Further information regarding this statistic can be found on [page 111](#).

**Source(s):** Criteo; [ID 250228](#)

# Number of mobile buyers in the United States from 2020 to 2024 (in millions)

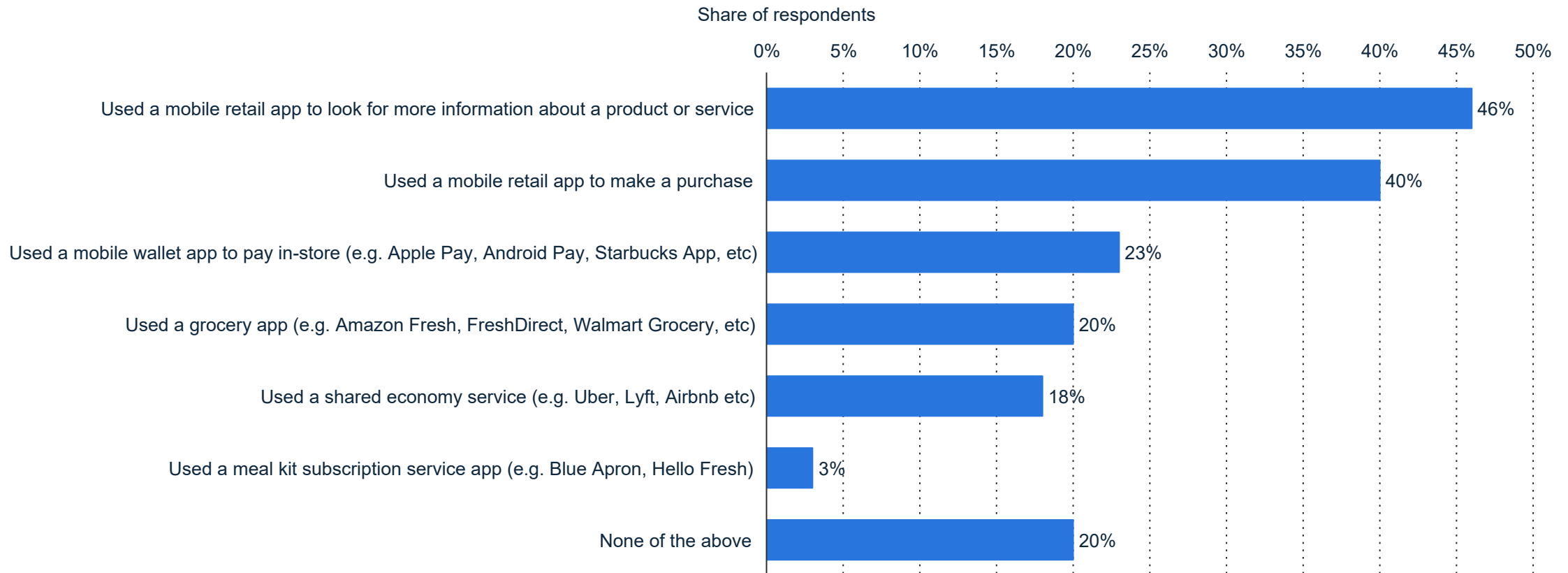
Number of mobile buyers in the United States 2020-2024



**Note(s):** United States; 2020; 14 years and older  
Further information regarding this statistic can be found on [page 112](#).  
**Source(s):** eMarketer; [ID 241471](#)

# Share of mobile device owners in the United States who have performed select mobile shopping activities via app in the past month as of December 2019

U.S. mobile users shopping activities via app 2019



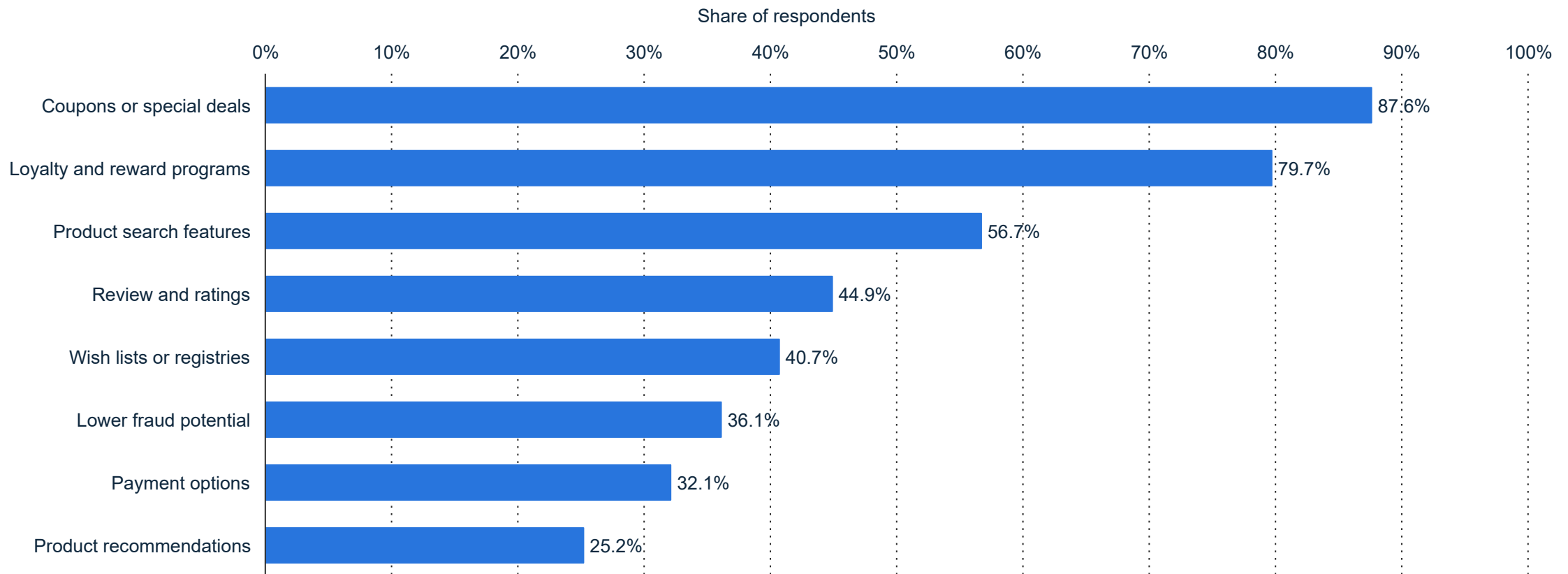
**Note(s):** United States; December 2019; smartphone and tablet owners; in the past month

Further information regarding this statistic can be found on [page 113](#).

**Source(s):** eMarketer; Bizrate Insights; [ID 183701](#)

# Features that convince mobile app users in the United States to download retail apps in June 2019

Appealing features of retail apps according to U.S. consumers 2019



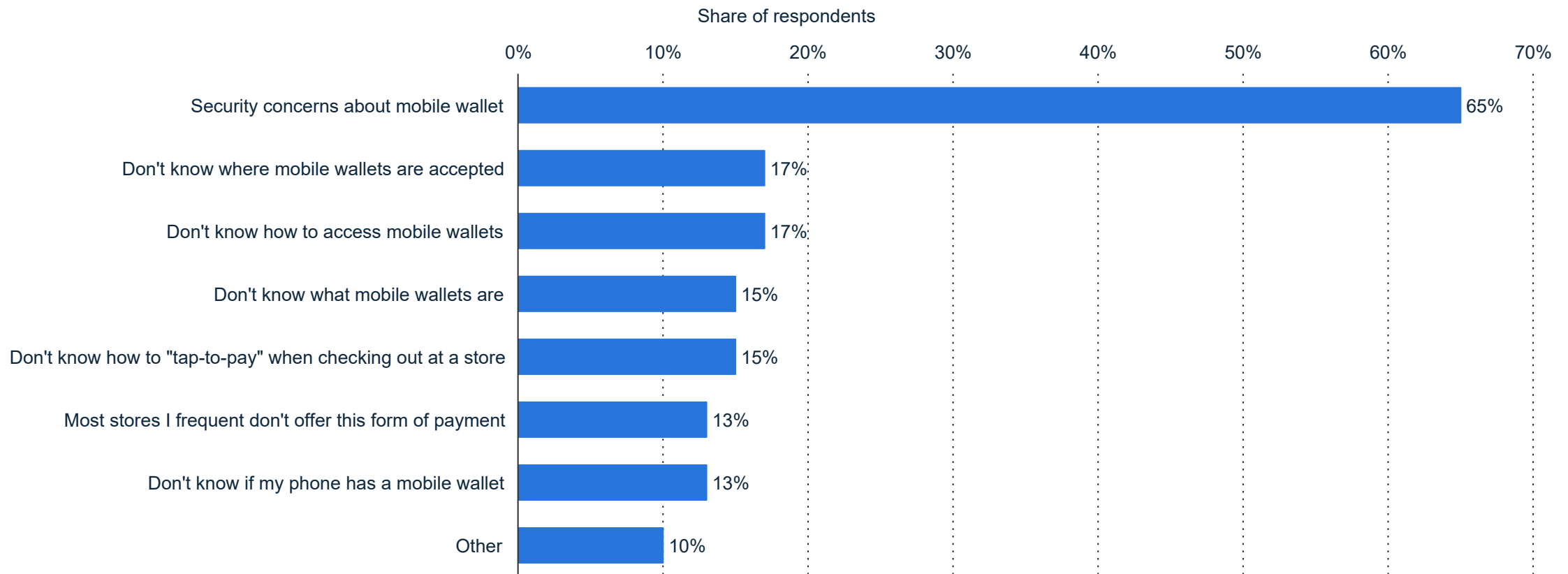
**Note(s):** United States; June 2019; 18 years and older; 1,045 respondents

Further information regarding this statistic can be found on [page 114](#).

**Source(s):** eMarketer; PYMNTS; LISNR; [ID 1100210](#)

# Barriers to digital wallet adoption according to smartphone users in the United States as of May 2019

Barriers to digital wallet adoption in the United States 2019



**Note(s):** United States; May 2019; 21 to 74 years; 1,000 respondents

Further information regarding this statistic can be found on [page 115](#).

**Source(s):** Vibes; eMarketer; [ID 306828](#)

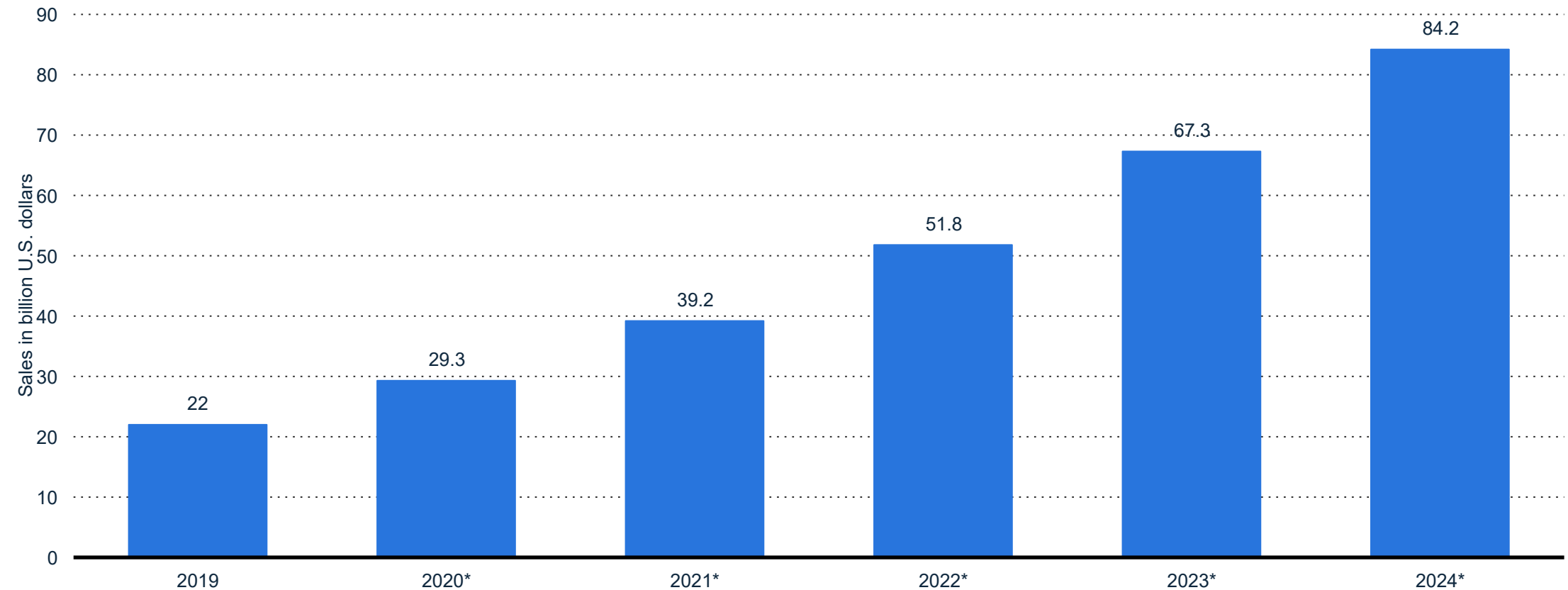
E-COMMERCE IN THE UNITED STATES

# Social commerce



# Social commerce sales in the United States from 2019 to 2024 (in billion U.S. dollars)

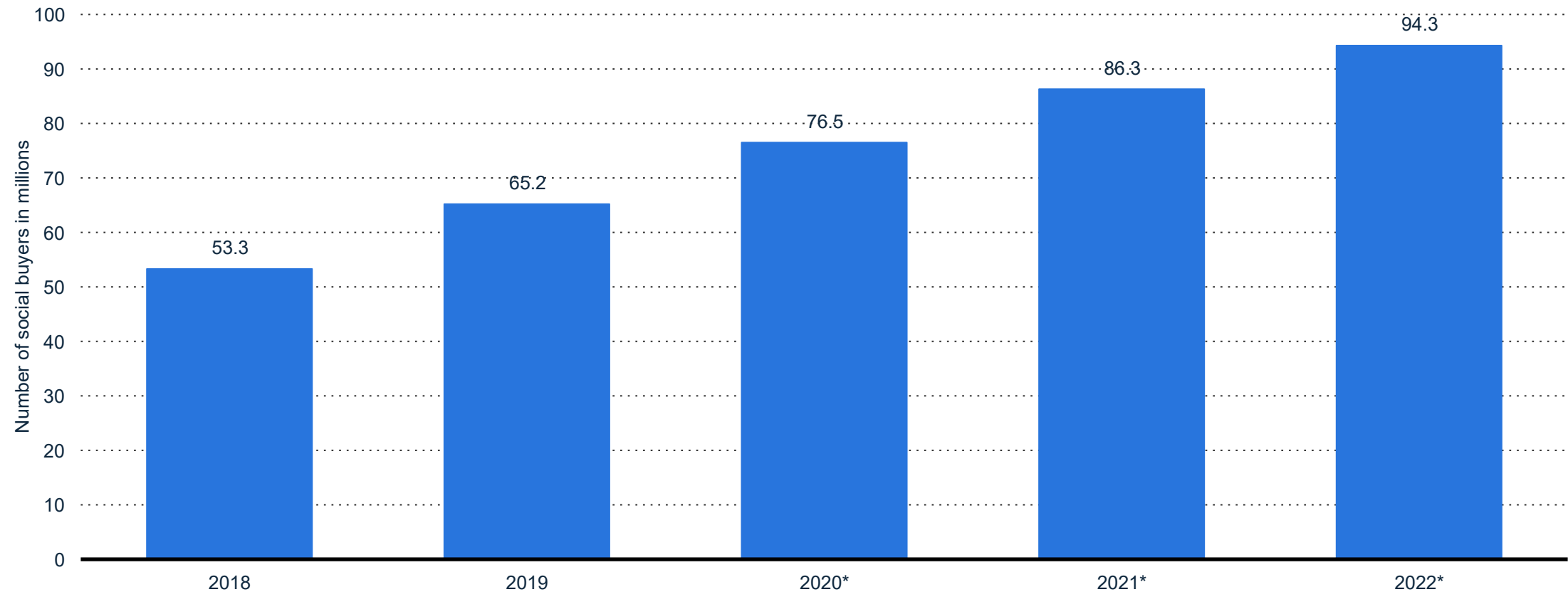
U.S. social commerce revenue 2019-2024



**Note(s):** United States; 2019; all values are estimates  
Further information regarding this statistic can be found on [page 116](#).  
**Source(s):** Business Insider; TechNavio; [ID 277045](#)

# Number of social buyers in the United States from 2018 to 2022 (in millions)

Number of U.S. social buyers 2018-2022



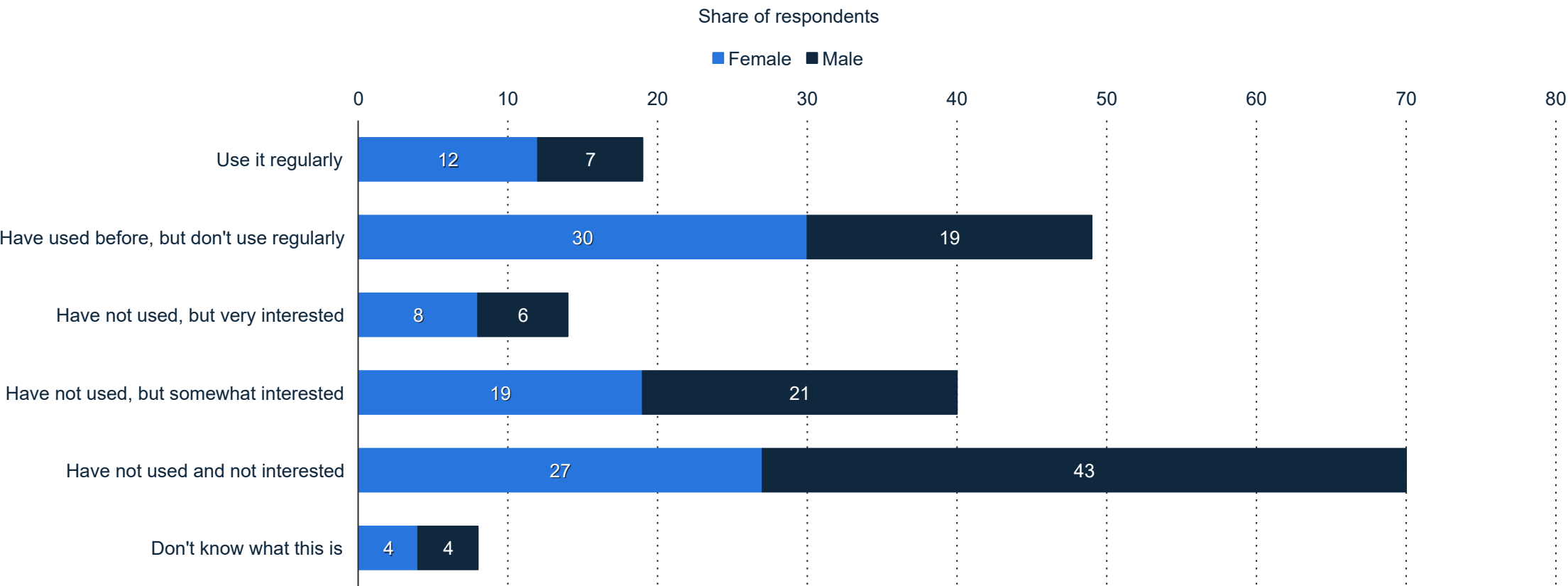
**Note(s):** United States; 2018 to 2019; 14 years and older

Further information regarding this statistic can be found on [page 117](#).

**Source(s):** eMarketer; [ID 1120128](#)

# Share of internet users in the United States who are interested in purchasing products through social media as of August 2019, by gender

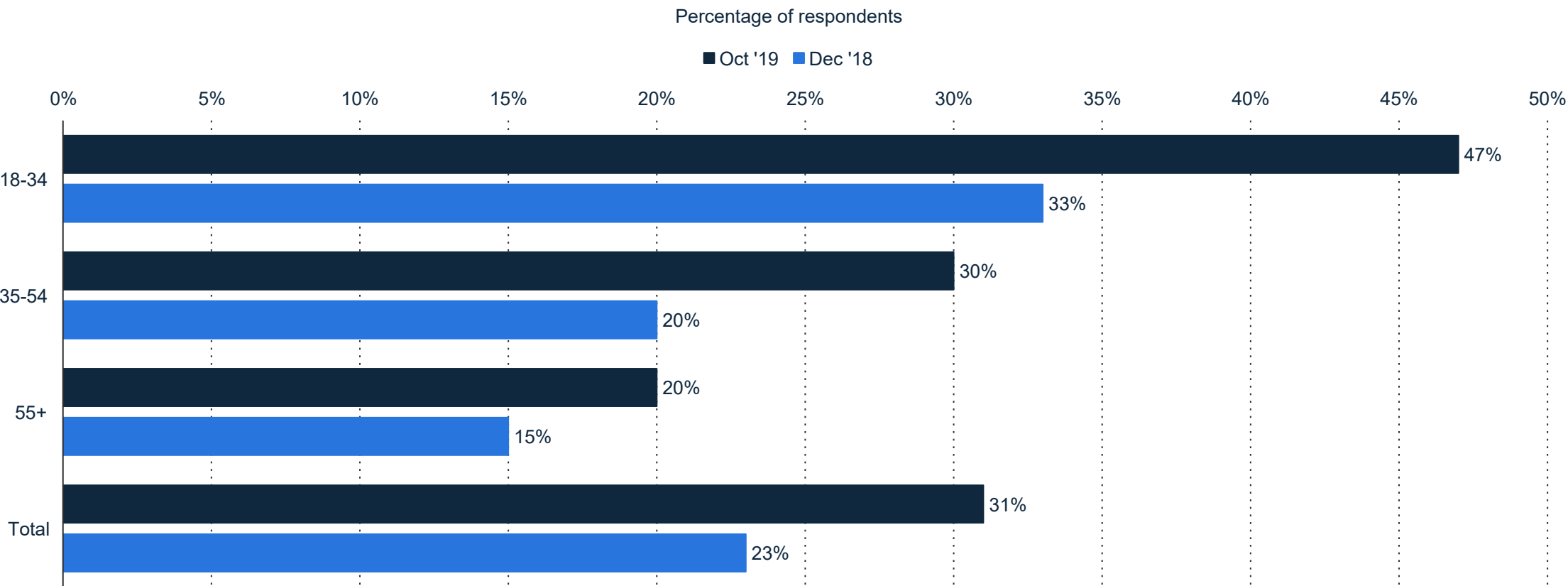
U.S. interest in purchasing items via social commerce 2019, by gender



**Note(s):** United States; August 2019; 18-65 years  
Further information regarding this statistic can be found on [page 118](#).  
**Source(s):** Bizrate Insights; eMarketer; [ID 1103314](#)

# Share of internet users in the United States who have engaged in social commerce in October 2019, by age group

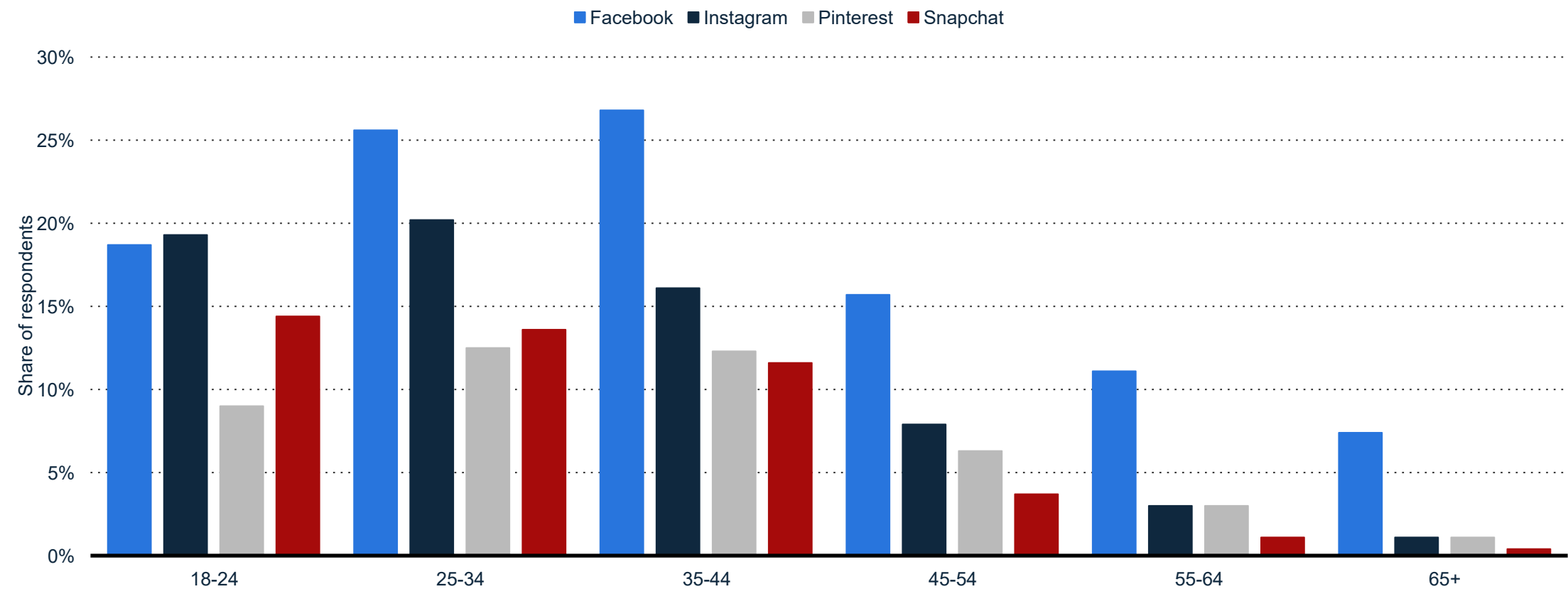
U.S. online user social commerce penetration 2018-2019, by age group



**Note(s):** United States; December 2018 and October 2019; 18 years and older  
Further information regarding this statistic can be found on [page 119](#).  
**Source(s):** eMarketer; Bizrate Insights; [ID 269426](#)

# Share of online consumers in the United States who regularly use "shop now" options on select social media in 2019, by age group

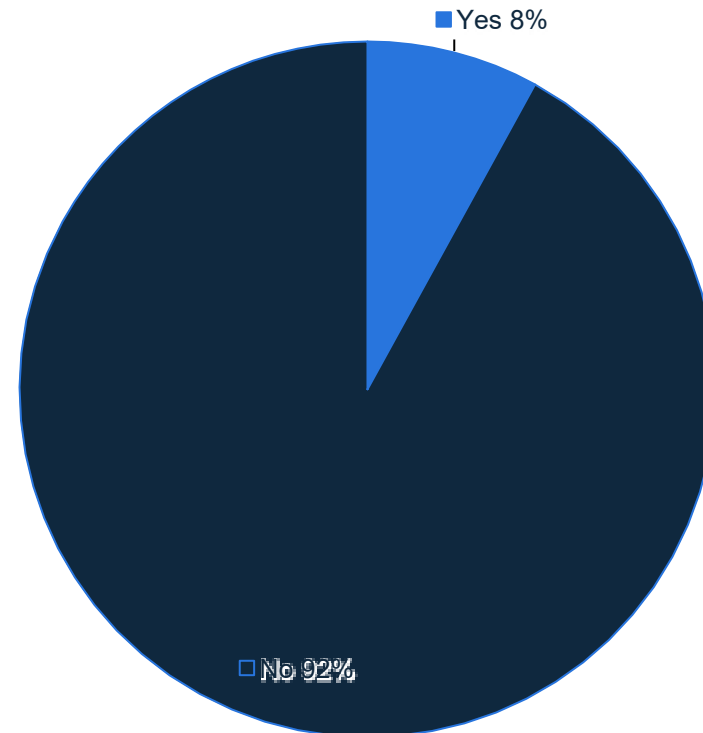
Regular "shop now" usage via social in the U.S. 2019, by age group



**Note(s):** United States; 2019; 18 years and older; 7,000 respondents  
Further information regarding this statistic can be found on [page 120](#).  
**Source(s):** Prosper Insights & Analytics; Stores; [ID 292224](#)

# Have you ever purchased an item directly through Instagram?

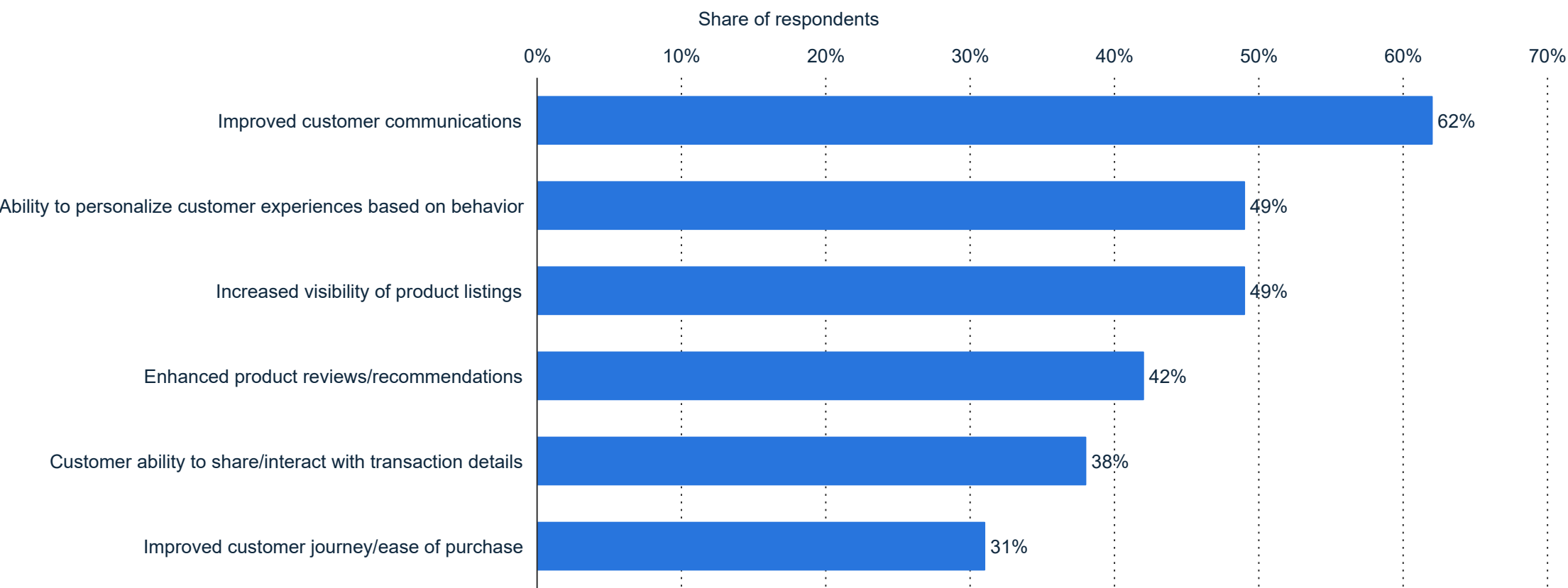
U.S. users who have purchased directly through Instagram 2019



**Note(s):** United States; December 2019; 13 years and older; 1,804 respondents; Instagram users  
Further information regarding this statistic can be found on [page 121](#).  
**Source(s):** CivicScience; [ID 1090287](#)

# Benefits that retailers in North America most associate with social commerce as of 4th quarter 2019

North American retailers associated benefits with social commerce Q4 2019



**Note(s):** North America; Q4 2019  
Further information regarding this statistic can be found on [page 122](#).  
**Source(s):** eMarketer; Various sources (Slickdeals; eTail); WBR Insights; [ID 1121603](#)

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# References



# Retail e-commerce revenue in the United States from 2017 to 2024 (in million U.S. dollars)

United States: retail e-commerce revenue 2017-2025

## Source and methodology information

Source(s)	Statista Digital Market Outlook; Statista
Conducted by	Statista Digital Market Outlook
Survey period	n.a.
Region(s)	United States
Number of respondents	n.a.
Age group	n.a.
Special characteristics	n.a.
Published by	Statista
Publication date	March 2021
Original source	Statista Digital Market Outlook
Website URL	<a href="#">visit the website</a>
Notes:	<i>The eCommerce market encompasses the sale of physical goods via a digital channel to a private end user (B2C). Incorporated in this definition are purchases via desktop computer (including notebooks and laptops) as well as purchases via mobile devices such as smartphones and tablets. The following a [...] For more information visit our Website</i>

## Description

Revenue from e-commerce in the United States amounted to 431.6 billion U.S dollars in 2020. The Statista Digital Market Outlook estimates that by 2025, revenue will increase to 563.4 billion dollars.

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# Retail e-commerce sales including digital services in the United States from 2014 to 2024 (in billion U.S. dollars)

United States: retail e-commerce sales 2014-2024

## Source and methodology information

Source(s)	eMarketer
Conducted by	eMarketer
Survey period	2014 to 2020
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	eMarketer
Publication date	October 2020
Original source	emarketer.com
Website URL	<a href="#">visit the website</a>
Notes:	<i>* Forecast 2014 to 2017 data from previous publications. Includes products or services ordered using the internet via any device, regardless of the method of payment or fulfillment; excludes travel and event tickets.</i>

## Description

In 2021, retail e-commerce sales including digital services are projected to amount to almost 843.15 billion U.S. dollars, representing a 6.1 percent increase from the previous year. The slight decline in growth due to the coronavirus-related economic downturn in the United States. However, growth of U.S. retail e-commerce revenues is projected to accelerate to an annual rate of 12.3 percent in 2024.

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# Total and e-commerce value of retail sales in the United States in 2018, by business (in million U.S. dollars)

## Total retail and e-commerce sales in the United States 2018, by business

### Source and methodology information

Source(s)	US Census Bureau
Conducted by	US Census Bureau
Survey period	2018
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	US Census Bureau
Publication date	May 2020
Original source	2018 E-stats report, U.S. Retail Trade Sales, table 4
Website URL	<a href="#">visit the website</a>
Notes:	<i>Estimates include data for businesses with or without paid employees and are subject to revision. *S - Estimate does not meet publication standards because of high sampling variability (coefficient of variation is greater than 30%), poor response quality (total quantity response rate is less than 50 [...]) For more information visit our Website</i>

### Description

In 2018, clothing and clothing accessories stores generated 10.98 billion U.S. dollars through retail e-commerce sales, up from 9.37 billion U.S. dollars in the previous year. This represents a 17.1 percent year-over-year growth. E-commerce accounted for 4.1 percent of U.S. retail sales in the clothing accessories segment.

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# Retail e-commerce sales in the United States from 1st quarter 2009 to 4th quarter 2020 (in million U.S. dollars)

## Quarterly U.S. e-commerce retail sales 2009-2020

### Source and methodology information

Source(s)	US Census Bureau
Conducted by	US Census Bureau
Survey period	Q1 2009 to Q4 2020
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	Estimates are adjusted for seasonal variation, but not for price changes. Total sales estimates are also adjusted for trading-day differences and moving holidays.
Published by	US Census Bureau
Publication date	February 2021
Original source	Quarterly Retail E-commerce Sales in the United States
Website URL	<a href="#">visit the website</a>
Notes:	<i>*Preliminary **Revised estimates Estimates are based on data from the Monthly Retail Trade Survey and administrative records. Unless otherwise specified, all estimates are revised based on the 2014 Annual Retail Trade Survey and the final results from the 2012 Economic Census.</i>

### Description

In the last quarter of 2020, adjusted U.S. retail e-commerce sales amounted to over 206.6 billion U.S. dollars. Retail e-commerce sales in the United States are estimated from samples used for the Monthly Retail Trade Survey and exclude online travel services, ticket sales agencies and financial brokers. Online retail sales currently account for one tenth of total retail and approximately 5 percent of annual e-commerce revenue in the United States. The largest B2C e-commerce merchandise category is clothing and clothing accessories, including footwear. Online retail refers to customers buying goods or services from a seller online. Some online retailers are based on brick-and-mortar stores, whereas others are purely online retailing corporations. Most notable examples for online-based companies are market leaders Amazon and eBay. Prerequisites for online shopping are an internet connection and a valid method of payment. After purchasing, products are usually shipped to a designated address, picked up in-store or made available for digital distribution. Online retail provides 24 hours access to customers, as well as the possibility to shop around with ease and compare prices. Online retail sites often feature customer-written reviews in addition to the standard product information.

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# Quarterly share of e-commerce sales of total U.S. retail sales from 1st quarter 2010 to 3rd quarter 2020

Share of e-commerce sales in total U.S. retail sales 2010-2020

## Source and methodology information

Source(s)	US Department of Commerce; US Census Bureau
Conducted by	US Department of Commerce
Survey period	Q1 2010 to Q3 2020
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	adjusted data
Published by	US Department of Commerce; US Census Bureau
Publication date	November 2020
Original source	Quarterly Retail E-commerce Sales in the United States
Website URL	<a href="#">visit the website</a>
Notes:	<i>*Preliminary Estimates are based on data from the Monthly Retail Trade Survey and administrative records. Unless otherwise specified, all estimates are revised based on the 2014 Annual Retail Trade Survey and the final results from the 2012 Economic Census</i>

## Description

In the third quarter of 2020, the share of e-commerce in total U.S. retail sales was 14.3 percent, up from 11.1 percent from the corresponding quarter in the previous year. As of that quarter, retail e-commerce sales in the United States amounted to over 209.5 billion U.S. dollars. Retail e-commerce in the United States In 2018, the reported total value of retail trade e-commerce sales in the United States amounted to 519 billion U.S. dollars - impressive, but a figure which paled in comparison to the total annual retail trade value of 5.27 trillion U.S. dollars. In 2018, e-commerce accounted for 9.9 percent of total retail sales in the United States , up from 9.1 percent during the previous year. Online shopping is utilized among all age groups. According to January 2019 data, digital purchases were most common among Millennial internet users with a penetration rate of 84.8 percent. Mobile commerce is also growing in popularity with consumers increasingly turning to their smartphone for mobile shopping activities and using mobile shopping apps. During a February 2019 survey, 57 percent of respondents stated that they had used a mobile retail app to look for more information about a product or a service.

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# Retail e-commerce sales CAGR in the United States from 2017 to 2024, by product category

## U.S. retail e-commerce sales CAGR 2017-2024, by product category

### Source and methodology information

Source(s)	Statista; Statista Digital Market Outlook
Conducted by	Statista Digital Market Outlook
Survey period	2017 to 2024
Region(s)	United States
Number of respondents	n.a.
Age group	n.a.
Special characteristics	n.a.
Published by	Statista
Publication date	January 2020
Original source	Digital Market Outlook
Website URL	<a href="#">visit the website</a>
Notes:	<i>The eCommerce market encompasses the sale of physical goods via a digital channel to a private end user (B2C). Incorporated in this definition are purchases via desktop computer (including notebooks and laptops) as well as purchases via mobile devices such as smartphones and tablets. The following a [...] For more information visit our Website</i>

### Description

This statistic shows the compound annual growth rate of selected retail e-commerce categories in the United States from 2017 to 2024. During this period of time, the CAGR of the e-retail fashion segment is projected to amounted to 3.3 percent.

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# Average retail e-commerce revenue per user in United States from 2017 to 2024 (in U.S. dollars)

## Retail e-commerce ARPU in United States 2017-2024

### Source and methodology information

Source(s)	Statista
Conducted by	Statista
Survey period	2020
Region(s)	United States
Number of respondents	n.a.
Age group	n.a.
Special characteristics	n.a.
Published by	Statista
Publication date	December 2019
Original source	Digital Market Outlook
Website URL	<a href="#">visit the website</a>
Notes:	<i>The e-commerce market includes the sale of physical goods via a digital channel to a private end user (B2C). This comprises purchases via desktop computer (including notebooks and laptops) as well as purchases via mobile devices such as smartphones and tablets. The main sales channels are cross-bran [...] For more information visit our Website</i>

### Description

The graph presents the average retail e-commerce revenue per user in United States in 2017, and provides a forecast until 2024. According to the Digital Market Outlook, e-commerce ARPU in United States is expected to grow to 1,763.7 U.S. dollars per user in 2024. Statista's Digital Market Outlook offers forecasts, detailed market insights and essential performance indicators of the most significant areas in the Digital Economy, including various digital goods and services for 150 countries worldwide. The forecast is adjusted for the expected impact of COVID-19.

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# E-commerce share of total retail revenue in the United States as of May 2020, by product category

Online share of total U.S. retail revenue in 2020, by product category

## Source and methodology information

Source(s)	eMarketer
Conducted by	eMarketer
Survey period	May 2020
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	eMarketer
Publication date	September 2020
Original source	emarketer.com
Website URL	<a href="#">visit the website</a>
Notes:	<i>n.a.</i>

## Description

This statistic shows the e-commerce share of total retail revenue in the United States as of May 2020, sorted by product category. According to the findings, digital sales accounted for 62.7 percent of retail revenues in the books, music, and video segment.

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# Market concentration among the Top 1000 e-retailers in the United States 2018

Market concentration in e-commerce in the U.S. 2018

## Source and methodology information

Source(s)	ecommerceDB.com
Conducted by	ecommerceDB.com
Survey period	2019
Region(s)	United States
Number of respondents	n.a.
Age group	n.a.
Special characteristics	n.a.
Published by	ecommerceDB.com
Publication date	December 2019
Original source	ecommerceDB
Website URL	<a href="#">visit the website</a>
Notes:	<i>The e-commerce market encompasses the sale of physical goods via a digital channel to a private end user (B2C). Incorporated in this definition are purchases via desktop computer (including notebooks and laptops) as well as purchases via mobile devices such as smartphones and tablets. The following [...] For more information visit our Website</i>

## Description

The U.S. eCommerce market is a little more concentrated than the German eCommerce Market. The Top 3 players in the U.S. are amazon.com, walmart.com and apple.com. Those three stores generated US\$87.1 million in 2018 which equals 27% of the U.S. eCommerce Market. amazon.com alone accounted for 2018 19.8% of the market volume. Compared to 2017 the market concentration has not changed noticeably. The same top 3 companies have also accounted for 27% of the market share in 2017 growing at the same speed as the U.S. eCommerce Market. Measure of concentration A common measure for market concentration is the market share. The higher the market share of the largest companies the more concentrated is the market. Usually the share of the top 3 players indicates the level of concentration in a market. Because of the internationality of eCommerce and the dominance of global players like amazon.com the concentration is typically high. The ongoing growth of the market makes it easier for newcomers to enter.

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# U.S. customer satisfaction with online retail from 2000 to 2020 (index score)

ACSI - U.S. customer satisfaction with online retail as of 2020

## Source and methodology information

Source(s)	ACSI
Conducted by	ACSI
Survey period	2000 to 2020
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	ACSI
Publication date	March 2021
Original source	theacsi.org
Website URL	<a href="#">visit the website</a>
Notes:	<i>According to the source, the whole e-commerce sector is comprised of not only e-retail, but also includes online brokerage, and online travel companies. The ACSI indexes are multivariable components measured by several questions. The questions assess customer evaluations of the determinants of each [...] For more information visit our Website</i>

## Description

This timeline shows the customer satisfaction with e-retail over the years, as measured in the American Customer Satisfaction Index (ACSI) score. In 2020, customer satisfaction with electronic retail decreased from 81 to 78 points.

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# Which of these online shops have you bought something from in the past 12 months?

Online purchases by brand in the U.S. 2020

## Source and methodology information

Source(s)	Statista Global Consumer Survey
Conducted by	Statista
Survey period	13 Jul to 21 Aug 2020 and 5 Feb to 19 Mar 2020
Region(s)	United States
Number of respondents	4185
Age group	18-64 years
Special characteristics	n.a.
Published by	Statista
Publication date	November 2020
Original source	Statista Global Consumer Survey
Website URL	<a href="#">visit the website</a>
Notes:	Multiple answers were possible.

## Description

The displayed data on online purchases by brand shows results of the Statista Global Consumer Survey conducted in the United States in 2020. Some 86 percent of respondents answered the question "Which of these online shops have you bought something from in the past 12 months?" with "Amazon".

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# Market share of leading retail e-commerce companies in the United States as of February 2020

U.S. leading e-retailers 2020, by market share

## Source and methodology information

Source(s)	eMarketer
Conducted by	eMarketer
Survey period	February 2020
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	eMarketer
Publication date	February 2020
Original source	emarketer.com
Website URL	<a href="#">visit the website</a>
Notes:	<i>Represents the gross value of products or services sold (browser or app) regardless of the method of payment or fulfillment; excludes travel and event tickets.</i>

## Description

This statistic gives information on the market share of leading retail e-commerce companies in the United States as of February 2020. During the measured period, Amazon accounted for 38.7 percent of U.S. retail e-commerce sales.

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# Top online stores in the United States in 2019, by e-commerce net sales (in million U.S. dollars)

## U.S.: Top 10 online stores

### Source and methodology information

Source(s)	ecommerceDB.com; Statista
Conducted by	Statista
Survey period	2019
Region(s)	United States
Number of respondents	n.a.
Age group	n.a.
Special characteristics	n.a.
Published by	ecommerceDB.com
Publication date	March 2021
Original source	ecommerceDB.com
Website URL	<a href="#">visit the website</a>
Notes:	<i>The e-commerce market encompasses the sale of physical goods via a digital channel to a private end user (B2C). Incorporated in this definition are purchases via desktop computer (including notebooks and laptops) as well as purchases via mobile devices such as smartphones and tablets. The following [...] For more information visit our Website</i>

### Description

Amazon.com is leading the U.S. e-commerce market, with e-commerce net sales of 73782 million U.S. dollars in 2019 generated in the U.S., followed by Walmart.com with 19613 million U.S. dollars. Third place is taken by Apple.com with revenues of 11361 million U.S. dollars. Homedepot.com is the fourth biggest online store in the U.S. with net sales of 9312 million U.S. dollars in 2019. For more information please visit ecommerceDB.com .

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# Top online stores in the Beauty segment in the U.S. in 2019, by e-commerce net sales (in million U.S. dollars)

## United States: Top 5 Beauty online stores

### Source and methodology information

Source(s)	ecommerceDB.com; Statista
Conducted by	Statista
Survey period	2019
Region(s)	United States
Number of respondents	n.a.
Age group	n.a.
Special characteristics	n.a.
Published by	ecommerceDB.com
Publication date	March 2021
Original source	ecommerceDB.com
Website URL	<a href="#">visit the website</a>
Notes:	<i>The shops that belong to the Beauty specialists group focus on the sale of care products like make-up or cream for body and face, hair products or perfumes. The e-commerce market encompasses the sale of physical goods via a digital channel to a private end user (B2C). Incorporated in this definition [...] For more information visit our Website</i>

### Description

Sephora.com is the online shop with the highest eCommerce net sales that is selling products in the Beauty e-commerce market in the U.S., with a revenue of 1041 million U.S. dollars in 2019 generated in the U.S., followed by Bathandbodyworks.com with 929 million U.S. dollars. Third place is taken by Ulta.com with 847 million U.S. dollars. Thebodyshop.com is the fourth biggest Beauty online store in the U.S. with 202 million U.S. dollars in 2019. For more information please visit ecommerceDB.com .

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# Most popular online stores in the electronics and media segment in the United States in 2018, by e-commerce net sales (in million U.S. dollars)

Electronics & media: top 10 online stores in the United States in 2018, by net sales

## Source and methodology information

Source(s)	ecommerceDB.com
Conducted by	ecommerceDB.com
Survey period	2019
Region(s)	United States
Number of respondents	n.a.
Age group	n.a.
Special characteristics	n.a.
Published by	ecommerceDB.com
Publication date	June 2019
Original source	ecommerceDB.com
Website URL	<a href="#">visit the website</a>
Notes:	<i>The e-commerce market category "Electronics &amp; Media" covers the sale via a digital channel of physical media (e.g. books, DVDs, CDs, Blu-ray discs, computer/console games), consumer electronics (e.g. TVs, DVD players) and communication devices (e.g. desktop computers, laptops, smartphones, tablets [...]) For more information visit our Website</i>

## Description

This statistic presents a ranking of the most popular online stores in the United States in the electronics and media segment in 2018, sorted by annual net e-commerce sales. For more information please visit ecommerceDB.com . In 2018, market leader amazon.com generated 34,3 billion U.S. dollars via the sale of physical goods in the category electronics and media in the United States. The online store apple.com was ranked second with a revenue of 9,8 billion U.S. dollars.

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# Top online stores in the Fashion segment in the U.S. in 2019, by e-commerce net sales (in million U.S. dollars)

## United States: Top 10 Fashion online stores

### Source and methodology information

Source(s)	ecommerceDB.com; Statista
Conducted by	Statista
Survey period	2019
Region(s)	United States
Number of respondents	n.a.
Age group	n.a.
Special characteristics	n.a.
Published by	ecommerceDB.com
Publication date	March 2021
Original source	ecommerceDB.com
Website URL	<a href="#">visit the website</a>
Notes:	<i>The e-commerce market category "Fashion" includes the online trade of articles of clothing (for men, women, and children), shoes, and shoe care products (e.g., cleaning products) as well as accessories and bags (e.g., hats, scarves, gloves, leather bags, suitcases, purses, and briefcases). Outdoor a [...] For more information visit our Website</i>

### Description

Macys.com is leading the Fashion e-commerce market in the U.S., with e-commerce net sales of 4100 million U.S. dollars in 2019 generated in the U.S., followed by Amazon.com with 2951 million U.S. dollars. Third place is taken by Gap.com with a revenue of 2650 million U.S. dollars. Nordstrom.com is the fourth biggest Fashion online store in the U.S. with net sales of 2530 million U.S. dollars in 2019. For more information please visit [ecommerceDB.com](#) .

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# Most popular online stores in the food and personal care segment in the United States in 2018, by e-commerce net sales (in million U.S. dollars)

Food & personal care: top 10 online stores in the United States in 2018, by net sales

## Source and methodology information

Source(s)	ecommerceDB.com
Conducted by	ecommerceDB.com
Survey period	2019
Region(s)	United States
Number of respondents	n.a.
Age group	n.a.
Special characteristics	n.a.
Published by	ecommerceDB.com
Publication date	June 2019
Original source	ecommerceDB.com
Website URL	<a href="#">visit the website</a>
Notes:	<i>The e-commerce market category "Food &amp; Personal Care" contains the online trade of food and beverages (excluding baby food), as well as medicine, cosmetics, and pharmaceutical and personal care products (inclusive of prescription drugs for the private end user (B2C)). The market category also incl [...] For more information visit our Website</i>

## Description

This statistic presents a ranking of the most popular online stores in the United States in the food and personal care segment in 2018, sorted by annual net e-commerce sales. For more information please visit [ecommerceDB.com](#) . In 2018, market leader amazon.com generated 3,4 billion U.S. dollars via the sale of products from the food and personal care segment in the United States. The online store walmart.com was ranked second with a revenue of 2,1 billion U.S. dollars.

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# Most popular online stores in the toys, hobby and DIY segment in the United States in 2018, by e-commerce net sales (in million U.S. dollars)

Toys, hobby & DIY: top 10 online stores in the United States in 2018, by net sales

## Source and methodology information

Source(s)	ecommerceDB.com
Conducted by	ecommerceDB.com
Survey period	2019
Region(s)	United States
Number of respondents	n.a.
Age group	n.a.
Special characteristics	n.a.
Published by	ecommerceDB.com
Publication date	June 2019
Original source	ecommerceDB.com
Website URL	<a href="#">visit the website</a>
Notes:	<i>The e-commerce market category "Toys, Hobby &amp; DIY" includes the online trade of toys, babyware (inclusive of baby food and clothing), sport, outdoor, DIY and garden products (e.g. sports equipment, outdoor equipment, flowers, plants, tools, DIY products), as well as hobby &amp; stationery articles (e. [...]) For more information visit our Website</i>

## Description

This statistic presents a ranking of the most popular online stores in the United States in the toys, hobby and DIY segment in 2018, sorted by annual net e-commerce sales. For more information please visit ecommerceDB.com . In 2018, market leader amazon.com generated 13,9 billion U.S. dollars via the sale of products from the toys, hobby and DIY segment in the United States. The online store apmex.com was ranked second with a revenue of 3,9 billion U.S. dollars.

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# Top online stores in the Furniture & Appliances segment in the U.S. in 2019, by e-commerce net sales (in million U.S. dollars)

## United States: Top 10 Furniture & Appliances online stores

### Source and methodology information

Source(s)	ecommerceDB.com; Statista
Conducted by	Statista
Survey period	2019
Region(s)	United States
Number of respondents	n.a.
Age group	n.a.
Special characteristics	n.a.
Published by	ecommerceDB.com
Publication date	March 2021
Original source	ecommerceDB.com
Website URL	<a href="#">visit the website</a>
Notes:	<i>The e-commerce market category "Furniture &amp; Appliances" is composed of the digital sale of furniture, kitchens, and household goods (e.g., kitchen accessories, bathroom accessories, and home textiles), as well as electronic household appliances (e.g., washing machines, dishwashers, and coffee machin [...]) For more information visit our Website</i>

### Description

Amazon.com is leading the Furniture & Appliances e-commerce market in the U.S., with e-commerce net sales of 10330 million U.S. dollars in 2019 generated in the U.S., followed by Homedepot.com with 6332 million U.S. dollars. Third place is taken by Wayfair.com with a revenue of 5528 million U.S. dollars. Walmart.com is the fourth biggest Furniture & Appliances online store in the U.S. with net sales of 4707 million U.S. dollars in 2019. For more information please visit ecommerceDB.com .

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# Most popular online marketplaces in the United States in 2019, based on gross merchandise value (in billion U.S. dollars)

Leading U.S. online marketplaces 2019, by GMV

## Source and methodology information

Source(s)	Digital Commerce 360
Conducted by	Digital Commerce 360
Survey period	2019
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Digital Commerce 360
Publication date	March 2020
Original source	<a href="https://digitalcommerce360.com">digitalcommerce360.com</a>
Website URL	<a href="#">visit the website</a>
Notes:	<i>Gross merchandise value is the total value of goods sold on the marketplace. Data shown here is total global GMV from third-party merchants that sell their sites and the sale of the marketplaces' own products.</i>

## Description

This statistic presents the most popular online marketplaces in the United States in 2019, ranked by gross merchandise value. During the measured period, Amazon was ranked first in the United States with a global GMV of 339 billion U.S. dollars. Amazon and eBay also rank among the leading online marketplaces worldwide , albeit behind their Chinese competitors Taobao, Tmall and JD.com.

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# Number of digital buyers in the United States from 2017 to 2024 (in millions)

United States: number of digital buyers 2017-2024

## Source and methodology information

Source(s)	Statista; Statista Digital Market Outlook
Conducted by	Statista Digital Market Outlook
Survey period	2017 to 2020
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	number of active paying customers (or accounts); forecast adjusted for expected impact of COVID-19
Published by	Statista
Publication date	July 2020
Original source	Digital Market Outlook
Website URL	<a href="#">visit the website</a>
Notes:	<i>* Forecast</i>

## Description

In 2020, there were a total of 256 million digital buyers in the United States. This figure is projected to increase to 278.33 million online buyers in 2024. The most popular online shopping categories in the United States include fashion, and electronics & media.

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# Digital buyer penetration in the United States from 2017 to 2024

United States: digital buyer penetration 2017-2024

## Source and methodology information

Source(s)	Statista; Statista Digital Market Outlook
Conducted by	Statista Digital Market Outlook
Survey period	2017 to 2020
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	number of active paying customers (or accounts); forecast adjusted for expected impact of COVID-19
Published by	Statista
Publication date	July 2020
Original source	Digital Market Outlook
Website URL	<a href="#">visit the website</a>
Notes:	<i>* Forecast</i>

## Description

This timeline displays the share of digital buyers in the United States from 2017 to 2024. In 2020, 77.2 percent of the American population purchased goods online. This share is expected to grow to 82.2 percent in 2024.

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# Distribution of digital buyers in the United States as of February 2020, by age group

U.S. digital buyer distribution 2020, by age group

## Source and methodology information

Source(s)	eMarketer
Conducted by	eMarketer
Survey period	February 2020
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	14 years and older
Special characteristics	<i>n.a.</i>
Published by	eMarketer
Publication date	March 2020
Original source	Snapshot: US Commerce 2020
Website URL	<a href="#">visit the website</a>
Notes:	<i>Internet users who made at least one purchase via any digital channel during the calendar year, including online, mobile and tablet purchases.</i>

## Description

Millennials aged 25 to 34 years were the largest group of digital buyers in the United States. As of February 2020, this particular demographic group accounted for 20.2 percent of digital buyers in the United States. The second-largest online buyer audience were 35 to 44 year olds who accounted for 17.2 percent of U.S. digital buyers.

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# Percentage of digital buyers in the United States as of May 2020, by generation

Digital buyer reach in the U.S. 2020, by generation

## Source and methodology information

Source(s)	eMarketer
Conducted by	eMarketer
Survey period	May 2020
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	eMarketer
Publication date	August 2020
Original source	emarketer.com
Website URL	<a href="#">visit the website</a>
Notes:	<i>Source stated that digital buyers are defined as internet users who have made at least one purchase via any digital channel (including online, mobile, and tablet). Millennials: born between 1981 and 1996 Generation X: born between 1965 and 1980 Baby Boomers: born between 1946 and 1964</i>

## Description

This statistic presents the digital buyer penetration rate in the United States as of May 2020, by generation. According to the findings, online shopping was most common among Millennial internet users with a penetration rate of 86.2 percent.

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# Digital buyer penetration in the United States as of May 2019, by ethnicity

U.S. digital buyer penetration 2019, by ethnicity

## Source and methodology information

Source(s)	eMarketer
Conducted by	eMarketer
Survey period	May 2019
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	14 years and older
Special characteristics	Survey of internet users who have made at least one purchase via any digital channel during the calendar year
Published by	eMarketer
Publication date	July 2019
Original source	emarketer.com
Website URL	<a href="#">visit the website</a>
Notes:	<i>*Can be of any race**Includes Native Americans, Alaska Natives, Hawaiian and Pacific Islanders and bi- and multi-racial individuals</i>

## Description

According to May 2019, 70.6 percent of Asian internet users in the United States were digital buyers. The digital buyer penetration among white internet users was 73.1 percent, the highest among any group.

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# Channels used to purchase products according to internet users in the United States as of March 2019, by category

U.S. leading shopping channels 2019, by category

## Source and methodology information

Source(s)	Walker Sands
Conducted by	Walker Sands
Survey period	March 2019
Region(s)	United States
Number of respondents	1,600
Age group	18 years and older
Special characteristics	purchased in the past year
Published by	Walker Sands
Publication date	June 2019
Original source	The Future of Retail 2019, page 19
Website URL	<a href="#">visit the website</a>
Notes:	<i>n.a.</i>

## Description

This statistic presents the most common channels used to purchase products according to internet users in the United States as of March 2019, sorted by category. During the survey period, 35 percent of respondents stated that they had purchased clothing and apparel from retail websites in the past year.

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# Online sources where digital shoppers in the United States start searching for products as of February 2019

U.S. digital shoppers preferred online sources for product search 2019

## Source and methodology information

Source(s)	Gorilla Group; Censuswide
Conducted by	Censuswide
Survey period	January to February 2019
Region(s)	United States
Number of respondents	2,099
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Gorilla Group
Publication date	July 2019
Original source	Future Shopper Report 2019, page 43
Website URL	<a href="#">visit the website</a>
Notes:	<i>n.a.</i>

## Description

According to an February 2019 survey, Amazon was the go-to online source for online shoppers in the United States to start searching for products. Overall, 79 percent of respondents stated that they started searching for products on the e-retail platform.

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# What are the most influential resources when you are researching a potential purchase?

## U.S. influential retail research channels 2019

### Source and methodology information

Source(s)	Retail TouchPoints
Conducted by	Retail TouchPoints
Survey period	September to October 2019
Region(s)	United States
Number of respondents	1,053
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Retail TouchPoints
Publication date	October 2019
Original source	2019 Shopper Insights Survey: Mapping the Customer Journey, page 8
Website URL	<a href="#">visit the website</a>
Notes:	<i>Multiple answers were possible.</i>

### Description

An October 2019 survey of U.S. online users revealed that Amazon was regarded as the most influential resource when researching a potential purchase. According to 64 percent of respondents, the platform's broad availability of product photos and descriptions as well as user reviews made it the top choice to research a future purchase. Retailer websites were ranked second with 56 percent of respondents.

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# When shopping online, what are the most important factors that influence you to shop at a particular retailer?

Key factors when shopping at a particular online retailer in the U.S. 2019

## Source and methodology information

Source(s)	Retail TouchPoints
Conducted by	Retail TouchPoints
Survey period	September to October 2019
Region(s)	United States
Number of respondents	1,053
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Retail TouchPoints
Publication date	October 2019
Original source	2019 Shopper Insights Survey: Mapping the Customer Journey, page 5
Website URL	<a href="#">visit the website</a>
Notes:	<i>n.a.</i>

## Description

According to an October 2019 survey of U.S. online users, 70 percent of respondents stated that competitive pricing was the most important factor that influenced them to shop with a particular online retailer. A further 62 percent of respondents stated that when shopping online, free shipping was also a major consideration when picking a retailer to shop from.

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# Favorite ways to shop online today and considerations for the future according to digital shoppers in the United States as of January 2019

## Favorite online shopping platforms in the U.S. 2019

### Source and methodology information

Source(s)	Salsify; eMarketer
Conducted by	Salsify
Survey period	January 15 to 17, 2019
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	18 years and older
Special characteristics	digital shoppers who made a purchase in 2018
Published by	eMarketer
Publication date	June 2019
Original source	emarketer.com
Website URL	<a href="#">visit the website</a>
Notes:	<i>n.a.</i>

### Description

This statistic represents the results of a survey regarding digital shopping platform preferences in the United States as of January 2019, by platform. During the survey period, approximately 78 percent of the respondents stated that Amazon is their favorite way to buy and shop online. In addition, 56 percent of the respondents stated that they would prefer to purchase more from Amazon in the future.

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# Which of these items have you bought online in the past 12 months?

Online purchases by category in the U.S. 2020

## Source and methodology information

Source(s)	Statista Global Consumer Survey
Conducted by	Statista
Survey period	13 Jul to 21 Aug 2020 and 5 Feb to 19 Mar 2020
Region(s)	United States
Number of respondents	4185
Age group	18-64 years
Special characteristics	<i>n.a.</i>
Published by	Statista
Publication date	November 2020
Original source	Statista Global Consumer Survey
Website URL	<a href="#">visit the website</a>
Notes:	<i>Multiple answers were possible.</i>

## Description

The displayed data on online purchases by category shows results of the Statista Global Consumer Survey conducted in the United States in 2020. Some 55 percent of respondents answered the question "Which of these items have you bought online in the past 12 months?" with "Clothing".

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# Which of these statements on online shopping do you agree with?

Attitudes towards online shopping in the U.S. 2020

## Source and methodology information

Source(s)	Statista Global Consumer Survey
Conducted by	Statista
Survey period	13 Jul to 21 Aug 2020 and 5 Feb to 19 Mar 2020
Region(s)	United States
Number of respondents	4185
Age group	18-64 years
Special characteristics	<i>n.a.</i>
Published by	Statista
Publication date	November 2020
Original source	Statista Global Consumer Survey
Website URL	<a href="#">visit the website</a>
Notes:	<i>Multiple answers were possible.</i>

## Description

The displayed data on attitudes towards online shopping shows results of the Statista Global Consumer Survey conducted in the United States in 2020. Some 60 percent of respondents answered the question "Which of these statements on online shopping do you agree with?" with "When I plan a major purchase, I always do some research on the internet first".

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# Which of these do you consider good reasons to buy an item online?

Drivers of online purchases in the U.S. 2020

## Source and methodology information

Source(s)	Statista Global Consumer Survey
Conducted by	Statista
Survey period	13 Jul to 21 Aug 2020 and 5 Feb to 19 Mar 2020
Region(s)	United States
Number of respondents	4185
Age group	18-64 years
Special characteristics	<i>n.a.</i>
Published by	Statista
Publication date	November 2020
Original source	Statista Global Consumer Survey
Website URL	<a href="#">visit the website</a>
Notes:	<i>Multiple answers were possible.</i>

## Description

The displayed data on drivers of online purchases shows results of the Statista Global Consumer Survey conducted in the United States in 2020. Some 63 percent of respondents answered the question "Which of these do you consider good reasons to buy an item online?" with "Direct delivery to my home".

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# Which of these kinds of articles have you sent back after an online order in the past 12 months?

## Returns of online purchases by category in the U.S. 2020

### Source and methodology information

Source(s)	Statista Global Consumer Survey
Conducted by	Statista
Survey period	13 Jul to 21 Aug 2020 and 5 Feb to 19 Mar 2020
Region(s)	United States
Number of respondents	4185
Age group	18-64 years
Special characteristics	<i>n.a.</i>
Published by	Statista
Publication date	November 2020
Original source	Statista Global Consumer Survey
Website URL	<a href="#">visit the website</a>
Notes:	<i>Multiple answers were possible.</i>

### Description

The displayed data on returns of online purchases by category shows results of the Statista Global Consumer Survey conducted in the United States in 2020. Some 21 percent of respondents answered the question "Which of these kinds of articles have you sent back after an online order in the past 12 months?" with "Clothing".

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# For which of these products do you mostly look for information online rather than offline?

Online vs. offline product research by category in the U.S. 2020

## Source and methodology information

Source(s)	Statista Global Consumer Survey
Conducted by	Statista
Survey period	13 Jul to 21 Aug 2020 and 5 Feb to 19 Mar 2020
Region(s)	United States
Number of respondents	4185
Age group	18-64 years
Special characteristics	n.a.
Published by	Statista
Publication date	November 2020
Original source	Statista Global Consumer Survey
Website URL	<a href="#">visit the website</a>
Notes:	Multiple answers were possible.

## Description

The displayed data on online vs. offline product research by category shows results of the Statista Global Consumer Survey conducted in the United States in 2020. Some 62 percent of respondents answered the question "For which of these products do you mostly look for information online rather than offline?" with "Consumer electronics (e.g. TV, smartphones)".

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# Timeframe willing to wait for fast shipping according to U.S. consumers as of September 2019

## Fast online order delivery according to U.S. consumers 2019

### Source and methodology information

Source(s)	Deloitte
Conducted by	Deloitte
Survey period	September 6 to 13, 2019
Region(s)	United States
Number of respondents	4,140
Age group	n.a.
Special characteristics	holiday shoppers
Published by	Deloitte
Publication date	October 2019
Original source	2019 Deloitte Holiday Survey - Insights, page 9
Website URL	<a href="#">visit the website</a>
Notes:	<i>"When you opt for free shipping/fast shipping, how long are you willing to wait to receive your product?"</i>

### Description

During a September 2019 survey, 40 percent of responding U.S. holiday shoppers stated that they were willing to wait for two days for orders delivered via fast shipping. A total of 18 percent were willing to wait to receive their products the next day when paying for fast shipping options.

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# Share of consumers in the United States who distrust shopping recommendations as of February 2019, by digital platform

U.S. consumer distrust in shopping recommendations 2019, by platform

## Source and methodology information

Source(s)	Hill+Knowlton; Oracle
Conducted by	Hill+Knowlton
Survey period	February 11 to 14, 2019
Region(s)	United States
Number of respondents	1,100+
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Oracle
Publication date	July 2019
Original source	One Size Doesn't Fit All, page 13
Website URL	<a href="#">visit the website</a>
Notes:	<i>n.a.</i>

## Description

According to data from a February 2019 survey of internet users in the United States, 95 percent of consumers were skeptical of shopping recommendations or online advertising shown on VR or AR headsets. It was also found that 81 percent of respondents distrusted ads delivered on mobile phones.

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# Which of the following devices have you used for online shopping in the past 12 months?

Online purchases by device in the U.S. 2020

## Source and methodology information

Source(s)	Statista Global Consumer Survey
Conducted by	Statista
Survey period	13 Jul to 21 Aug 2020 and 5 Feb to 19 Mar 2020
Region(s)	United States
Number of respondents	4185
Age group	18-64 years
Special characteristics	<i>n.a.</i>
Published by	Statista
Publication date	November 2020
Original source	Statista Global Consumer Survey
Website URL	<a href="#">visit the website</a>
Notes:	<i>Multiple answers were possible.</i>

## Description

The displayed data on online purchases by device shows results of the Statista Global Consumer Survey conducted in the United States in 2020. Some 65 percent of respondents answered the question "Which of the following devices have you used for online shopping in the past 12 months?" with "Smartphone".

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# Average value of online shopping orders in the United States as of 2nd quarter 2020, by device (in U.S. dollars)

U.S. average online shopping order value 2020, by device

## Source and methodology information

Source(s)	Monetate; Kibo
Conducted by	Monetate; Kibo
Survey period	Q2 2020
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Kibo
Publication date	August 2020
Original source	Monetate EQ2 2020, page 17
Website URL	<a href="#">visit the website</a>
Notes:	<i>n.a.</i>

## Description

This statistic provides information on the average order value of U.S. online shopping orders in the second quarter of 2020, differentiated by the type of device from which the order was made. During that quarter, online orders which were placed from a desktop computer had an average value of 131.16 U.S. dollars.

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# Conversion rate of online shoppers in the United States as of 2nd quarter 2020, by device

## U.S. online shopper conversion rate 2020, by device

### Source and methodology information

Source(s)	Monetate; Kibo
Conducted by	Monetate; Kibo
Survey period	Q2 2020
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Kibo
Publication date	August 2020
Original source	Monetate EQ2 2020, page 14
Website URL	<a href="#">visit the website</a>
Notes:	<i>n.a.</i>

### Description

This statistic provides data on the conversion rate of U.S. online shoppers in the second quarter of 2020, sorted by device. During this period, 3.32 percent of e-commerce website visits via tablet devices were converted into purchases, fown from the same quarter of the previous year.

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# Share of consumers in the United States citing selected reasons for their interest in new connected commerce experiences in 2018 and 2019

## Reasons U.S. consumers express interest in new connected commerce experiences 2019

### Source and methodology information

Source(s)	PYMNTS
Conducted by	PYMNTS
Survey period	2018 and 2019
Region(s)	United States
Number of respondents	5,050
Age group	n.a.
Special characteristics	consumers who owned one or more connected devices, regardless of whether they possessed a smartphone
Published by	PYMNTS
Publication date	September 2019
Original source	How We Will Pay 2019 Edition, page 35
Website URL	<a href="#">visit the website</a>
Notes:	Multiple answers were possible.

### Description

According to 2019 survey data, 84.9 percent of U.S. connected device users stated that they were interested in new connected commerce experiences to possibly save money. A further 82.4 percent of respondents were willing to try shopping through connected devices such as smartphones or smartwatches as it was more convenient.

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# Interest of consumers in the United States in new connected commerce experiences in 2018 and 2019

## U.S. consumer interest in connected commerce experiences 2019

### Source and methodology information

Source(s)	PYMNTS
Conducted by	PYMNTS
Survey period	2018 and 2019
Region(s)	United States
Number of respondents	5,050
Age group	<i>n.a.</i>
Special characteristics	consumers who owned one or more connected devices, regardless of whether they possessed a smartphone
Published by	PYMNTS
Publication date	September 2019
Original source	How We Will Pay 2019 Edition, page 36
Website URL	<a href="#">visit the website</a>
Notes:	<i>n.a.</i>

### Description

A total of 47.1 percent of U.S. connected device owners stated that automated pay at pump was of highest interest when asked about their interest in new connected commerce experiences. During the 2019 survey period, it was also found that 39.4 percent of respondents were open to automated fitting or buying clothing. Connected commerce refers to purchases via all kind of connected devices including smartphones or voice commerce through smart speakers. One of the most popular reasons to try out connected commerce was saving money.

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# Retail m-commerce sales via smartphone in the United States from 2018 to 2022 (in billion U.S. dollars)

U.S. smartphone retail m-commerce revenue 2018-2022

## Source and methodology information

Source(s)	eMarketer; Various sources (Digital Media Solutions)
Conducted by	eMarketer
Survey period	2018
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Various sources (Digital Media Solutions)
Publication date	April 2019
Original source	digitalmediasolutions.com
Website URL	<a href="#">visit the website</a>
Notes:	<i>*Forecast Includes products or services ordered using the internet via smartphones, regardless of the method of payment or fulfillment. Excludes travel and event ticket sales.</i>

## Description

This statistic shows the mobile retail commerce revenue via smartphones in the United States from 2018 to 2022. In 2021, the source projects smartphone retail commerce sales to surpass 345 billion US dollars, up from 148 billion U.S. dollars in 2018.

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# M-commerce share of total digital commerce spending in the United States from 2nd quarter 2010 to 2nd quarter 2020

Share of U.S. mobile e-commerce spending 2010-2020

## Source and methodology information

Source(s)	comScore
Conducted by	comScore
Survey period	Q2 2010 to Q2 2020
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	comScore
Publication date	October 2020
Original source	2020 State of Retail Preview, page 8
Website URL	<a href="#">visit the website</a>
Notes:	<i>n.a.</i>

## Description

During the second quarter of 2020, it was found that 31 percent of all digital e-commerce dollars in the United States were spent via mobile devices. Mobile retail spending amounted to over 47.8 billion U.S. dollars during that period. Mobile shopping - additional information The quick development of the online shopping market has allowed buyers, retailers and manufacturers to break down physical distances between one another on an unprecedented level. It has never been easier for an Australian farmer to browse the online store of an industrious grandmother knitting Alpaca wool socks in the Peruvian mountains or for a small-town American teenager to buy a prom gown from a Chinese manufacturer and to receive it within days. According to recent data, the total value of retail e-commerce sales worldwide amounted to 3.5 trillion U.S. dollars in 2019 and is projected to grow to 6.5 trillion U.S. dollars in 2023. Another trend, permitting users to shop anytime anywhere, is quickly catching up: online shopping. In the first quarter of 2019, mobile e-commerce spending reached 39 billion U.S. dollars in the United States alone. Mobile devices are becoming more and more important during the shopping process. During a February 2019 survey of U.S. mobile owners, 57 percent of respondents stated that they had used a mobile retail app to look for more information about a product or a service and a further 51 percent had purchased something via mobile. However, only 28 percent of respondents stated that they had used a mobile wallet to pay in-store, indicating a reluctance to fully commit to mobile payment services. U.S. smartphone users cited security concerns as the most common barrier to digital wallet adoption , followed by not knowing where mobile wallets were accepted.

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# Mobile e-commerce spending in the United States from 2nd quarter 2010 to 2nd quarter 2020 (in billion U.S. dollars)

## Quarterly U.S. mobile e-commerce spending 2010-2020

### Source and methodology information

Source(s)	comScore
Conducted by	comScore
Survey period	Q2 2010 to Q2 2020
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	smartphones and tablets
Published by	comScore
Publication date	October 2020
Original source	2020 State of Retail Preview, page 9
Website URL	<a href="#">visit the website</a>
Notes:	<i>Data prior to Q1 2018 is from previous publications.</i>

### Description

This statistic shows the mobile e-commerce spending in the United States from the first quarter of 2011 to the second quarter of 2020. In most recent quarter, mobile e-commerce spending reached 47.8 billion U.S. dollars. In the most recent quarter, mobile commerce accounted for 31 percent of retail e-commerce spending .

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# U.S. mobile retail commerce sales as percentage of total e-commerce transactions from 3rd quarter 2016 to 2nd quarter 2018, by device

U.S. mobile retail e-commerce transactions share 2016-2018, by device

## Source and methodology information

Source(s)	Criteo
Conducted by	Criteo
Survey period	Q3 2016 to Q2 2018
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	excluding apps, sales weighted
Published by	Criteo
Publication date	August 2018
Original source	Criteo Global Commerce Review United States Q2 2018, page 2
Website URL	<a href="#">visit the website</a>
Notes:	<i>Sales weighted: summary metric which is influenced by the volume of transactions generated by each retailer. Data is based on individual browsing and purchasing data from over 5,000 retailers, in more than 80 countries. Q2 2018.</i>

## Description

This statistic gives information on the percentage of U.S. mobile retail commerce sales as share of e-commerce transactions, by device. In the second quarter of 2018, 31.7 percent of all e-commerce transactions were generated via smartphone.

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# Number of mobile buyers in the United States from 2020 to 2024 (in millions)

Number of mobile buyers in the United States 2020-2024

## Source and methodology information

Source(s)	eMarketer
Conducted by	eMarketer
Survey period	2020
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	14 years and older
Special characteristics	<i>n.a.</i>
Published by	eMarketer
Publication date	July 2020
Original source	emarketer.com
Website URL	<a href="#">visit the website</a>
Notes:	<i>*Forecast The source defines mobile buyers as mobile device users who have made at least one purchase via any device within the past year.</i>

## Description

In 2024, approximately 187.5 million U.S. users will have made at least one purchase via web browser or mobile app on their mobile device, up from 167.77 mobile U.S. buyers in 2020. Currently, mobile buyers account for 60.9 of the U.S. population.

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# Share of mobile device owners in the United States who have performed select mobile shopping activities via app in the past month as of December 2019

U.S. mobile users shopping activities via app 2019

## Source and methodology information

Source(s)	eMarketer; Bizrate Insights
Conducted by	Bizrate Insights
Survey period	December 2019
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	smartphone and tablet owners; in the past month
Published by	eMarketer
Publication date	February 2020
Original source	emarketer.com
Website URL	<a href="#">visit the website</a>
Notes:	<i>Multiple answers were possible.</i>

## Description

This survey shows the share of mobile device owners in the United States who have performed select mobile shopping activities via app in the past month. During the December 2019 survey, 46 percent of respondents stated that they had used a mobile retail app to look for more information about a product or a service.

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# Features that convince mobile app users in the United States to download retail apps in June 2019

## Appealing features of retail apps according to U.S. consumers 2019

### Source and methodology information

Source(s)	eMarketer; PYMNTS; LISNR
Conducted by	PYMNTS; LISNR
Survey period	June 2019
Region(s)	United States
Number of respondents	1,045
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	eMarketer
Publication date	September 2019
Original source	emarketer.com
Website URL	<a href="#">visit the website</a>
Notes:	<i>n.a.</i>

### Description

A June 2019 study of U.S. consumers shows that 87.6 percent of respondents were likely to download a mobile app for shopping if coupons or special deals were offered as an app feature. Also, 79.7 percent of respondents would download mobile shopping apps if offered loyalty and reward programs as an app feature.

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# Barriers to digital wallet adoption according to smartphone users in the United States as of May 2019

## Barriers to digital wallet adoption in the United States 2019

### Source and methodology information

Source(s)	Vibes; eMarketer
Conducted by	Vibes
Survey period	May 2019
Region(s)	United States
Number of respondents	1,000
Age group	21 to 74 years
Special characteristics	<i>n.a.</i>
Published by	eMarketer
Publication date	September 2019
Original source	emarketer.com
Website URL	<a href="#">visit the website</a>
Notes:	<i>n.a.</i>

### Description

As of May 2019, 65 percent of smartphone owners in the United States were still reluctant to try out mobile wallets due to security reasons. Not knowing where mobile wallets were accepted was another common barrier to adoption.

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# Social commerce sales in the United States from 2019 to 2024 (in billion U.S. dollars)

U.S. social commerce revenue 2019-2024

## Source and methodology information

Source(s)	Business Insider; TechNavio
Conducted by	Business Insider; TechNavio
Survey period	2019
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	all values are estimates
Published by	Business Insider
Publication date	December 2019
Original source	businessinsider.com
Website URL	<a href="#">visit the website</a>
Notes:	<i>*Forecast</i>

## Description

In 2019, social commerce sales in the United States were estimated at 22 billion U.S. dollars. As social media's influence continues to increase, U.S. social commerce is projected to reach 84.2 billion U.S. dollars in 2024 and accounting for 7.8 percent of U.S. retail e-commerce sales.

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# Number of social buyers in the United States from 2018 to 2022 (in millions)

Number of U.S. social buyers 2018-2022

## Source and methodology information

Source(s)	eMarketer
Conducted by	eMarketer
Survey period	2018 to 2019
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	14 years and older
Special characteristics	<i>n.a.</i>
Published by	eMarketer
Publication date	May 2020
Original source	emarketer.com
Website URL	<a href="#">visit the website</a>
Notes:	<i>*Forecast Social network users have made at least one purchase via any social channel, including links and transactions on the platform itself, during the calendar year, including online, mobile and tablet purchases</i>

## Description

In 2019, the number of social buyers in the United States was 65.2 million. Social buyers were social network users who had made a purchase via a social platform in the calendar year. In 2022, it is projected that the number of social buyers in the United States will grow to 94.3 million.

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# Share of internet users in the United States who are interested in purchasing products through social media as of August 2019, by gender

U.S. interest in purchasing items via social commerce 2019, by gender

## Source and methodology information

Source(s)	Bizrate Insights; eMarketer
Conducted by	Bizrate Insights
Survey period	August 2019
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	18-65 years
Special characteristics	<i>n.a.</i>
Published by	eMarketer
Publication date	November 2019
Original source	emarketer.com
Website URL	<a href="#">visit the website</a>
Notes:	<i>Figures may not add up to 100 percent due to rounding.</i>

## Description

As of August 2019, 12 percent of female internet users in the United States stated that they were interested in purchasing products through social media and used this feature regularly. Additionally, a further 30 percent of female online users had purchased something via social but did not do so regularly. For male users, 7 percent purchased through social media regularly and 43 percent never used the feature and were not interested in doing so.

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# Share of internet users in the United States who have engaged in social commerce in October 2019, by age group

U.S. online user social commerce penetration 2018-2019, by age group

## Source and methodology information

Source(s)	eMarketer; Bizrate Insights
Conducted by	Bizrate Insights
Survey period	December 2018 and October 2019
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	eMarketer
Publication date	December 2019
Original source	emarketer.com
Website URL	<a href="#">visit the website</a>
Notes:	<i>Use regularly OR have used before, but don't use regularly Social commerce is defined as clicking on an item viewed on social median then buying that item online</i>

## Description

As of October 2019, it was found that 47 percent of U.S. internet users aged 18 to 34 years had purchased an item online after clicking on it on social media. This age group had the highest social commerce engagement rate amongst all online users in the United States. The total social commerce penetration rate among U.S. internet users was 31 percent.

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# Share of online consumers in the United States who regularly use "shop now" options on select social media in 2019, by age group

Regular "shop now" usage via social in the U.S. 2019, by age group

## Source and methodology information

Source(s)	Prosper Insights & Analytics; Stores
Conducted by	Prosper Insights & Analytics
Survey period	2019
Region(s)	United States
Number of respondents	7,000
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Stores
Publication date	November 2019
Original source	Stores Magazine December 2019, page 50
Website URL	<a href="#">visit the website</a>
Notes:	<i>The source does not provide information regarding the exact date of survey.</i>

## Description

"Shop now" options on social media have become increasingly popular among online consumers in the United States. In 2019, more than a quarter of U.S. online consumers aged 25 to 34 had regularly made purchases via "shop now" options on Facebook. Instagram is also a popular platform as users are directed towards purchases in the middle of their regular social feed. Over 20 percent of respondents stated that they regularly used direct shopping links on Instagram.

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# Have you ever purchased an item directly through Instagram?

U.S. users who have purchased directly through Instagram 2019

## Source and methodology information

Source(s)	CivicScience
Conducted by	CivicScience
Survey period	December 2019
Region(s)	United States
Number of respondents	1,804
Age group	13 years and older
Special characteristics	Instagram users
Published by	CivicScience
Publication date	December 2019
Original source	civicscience.com
Website URL	<a href="#">visit the website</a>
Notes:	<i>n.a.</i>

## Description

A December 2019 survey of U.S. Instagram users revealed that eight percent of responding users of the social media platform had ever purchased an item directly through Instagram. The usage of "shop now" options on social media was generally highest among internet users aged 25 to 34 years, with Instagram being no exception to this.

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# Benefits that retailers in North America most associate with social commerce as of 4th quarter 2019

North American retailers associated benefits with social commerce Q4 2019

## Source and methodology information

Source(s)	eMarketer; Various sources (Slickdeals; eTail); WBR Insights
Conducted by	WBR Insights; Various sources (Slickdeals; eTail)
Survey period	Q4 2019
Region(s)	North America
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	eMarketer
Publication date	May 2020
Original source	emarketer.com
Website URL	<a href="#">visit the website</a>
Notes:	<i>n.a.</i>

## Description

The benefit most associated with social commerce by North American retailers was having improved customer communications. During a fourth quarter 2019 survey, 62 percent of responding retailers stated that this was a positive aspect of social commerce. The ability to personalize customer behavior experience based on behavior was ranked second with 49 percent.

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