

The state of ecommerce conversion rates

Article



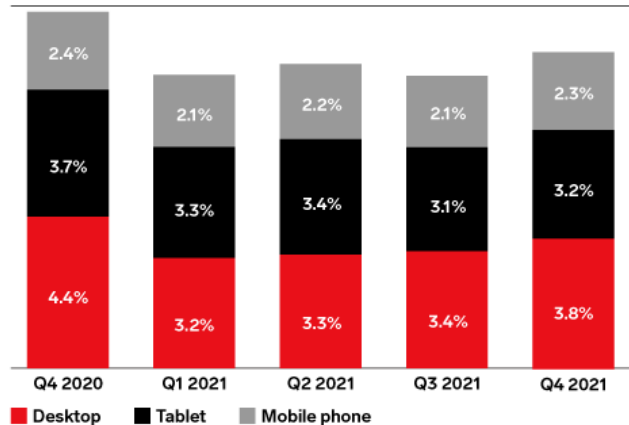
For more insights and key statistics on the biggest trends in today's most disruptive industries, [subscribe to our Chart of the Day newsletter](#).

In the US, desktop computers had the highest ecommerce conversion rate of any device during Q4 2021, at **3.8%**. Tablets followed with a **3.2%** conversion rate, while mobile phones registered a substantially lower rate of **2.3%**.

Beyond the chart: That quarter, **67%** of online shopping sessions in the US took place on mobile phones, while **31%** occurred on desktops. Add-to-cart rates were between **12.5%** and

13.5%, depending on device, but shoppers abandoned their carts **77.5%** of the time. Ultimately, trends stayed fairly consistent throughout 2021: Desktop shopping was more likely to pay off for retailers, while mobile brought in more window shoppers.

US Retail Ecommerce Conversion Rates, by Device, Q4 2020-Q4 2021



Note: represents activity on Kibo Commerce's network, broader industry metrics may vary
Source: Kibo Commerce, "Ecommerce Quarterly Benchmarks Q4 2021," March 17, 2022

274210

eMarketer | InsiderIntelligence.com

More like this:

- Report: [Ad Measurement 2022](#)
- Article: [Buy with Prime pushes Amazon further into checkout solutions for sellers](#)
- Article: [D2C brands Harry's and ThirdLove look for new paths for growth](#)