

How much are we shopping on our smartphones, solving for identity, and where is 5G?

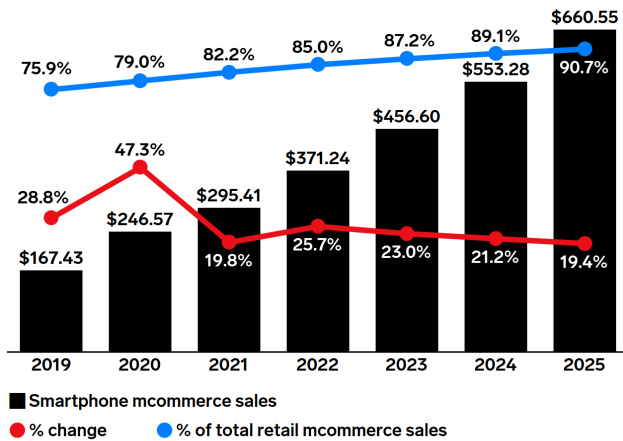
Audio

On today's episode, we discuss how much Americans shop on their smartphones, what's encouraging them to shop more, and what's holding them back. We then talk about what to

make of Apple's battle with Epic Games, where 5G has gone, and how advertisers are handling looming third-party cookie changes. Tune in to the discussion with eMarketer principal analyst at Insider Intelligence Yory Wurmser.

Smartphone Mcommerce Sales in the US, 2019-2025

billions, % change, and % of total retail mcommerce sales



Note: includes products or services ordered using the internet via smartphones, regardless of the method of payment or fulfillment; excludes travel and event tickets, payments such as bill pay, taxes, or money transfers, food services and drinking place sales, gambling, and other vice goods sales
Source: eMarketer, May 2021

T11558 eMarketer | InsiderIntelligence.com

Subscribe to the "Behind the Numbers" podcast on [SoundCloud](#), [Apple Podcasts](#), [Pandora](#), [Spotify](#), or [Stitcher](#).

Drive business growth with VTEX Commerce Platform.

We help companies in retail, manufacturing, wholesale, groceries, consumer packaged goods and other verticals to sell more, operate more efficiently, scale seamlessly and deliver remarkable customer experience. [Check out how Motorola, Stanley Black & Decker, L'Oréal and other brands are growing with us.](#)