

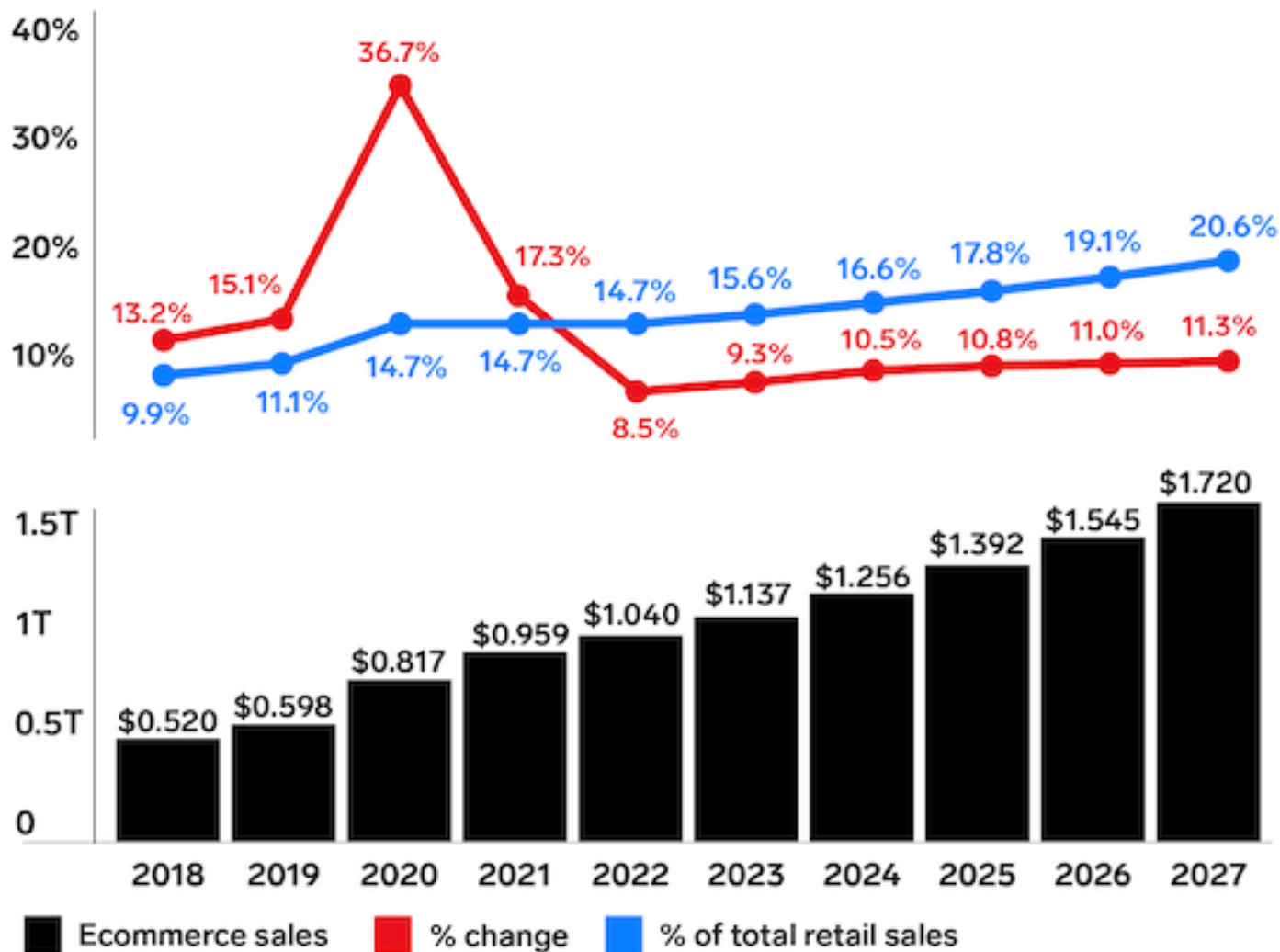
US retail ecommerce sales will see increasing growth through 2027

Article

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US Retail Ecommerce Sales, 2018-2027

trillions, % change, and % of total retail sales



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

Source: Insider Intelligence | eMarketer, June 2023

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Insider Intelligence | eMarketer

Key stat: US retail ecommerce sales will reach \$1.720 trillion by 2027, hitting a milestone of more than 20% of overall retail sales, according to our forecast.

Beyond the chart:

- Retail ecommerce sales in the US will see steady growth over the next several years, maintaining an increase of more than 10% every year from 2024 through 2027, the end of our forecast period.
- Essential categories are driving ecommerce growth this year, with food and beverage sales rising by 20.0% and health and personal care rising by 18.9%, per our forecast. However, sales growth in many retail categories has resulted from inflation rather than increased unit purchases.
- Ecommerce gains are also driven by budget-conscious consumers searching for deals, causing them to go online to compare prices.

Use this chart:

- Engage consumers on channels that reflect how they shop and buy.

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