

What Insider Intelligence Analysts Expect in 2021: The convergence of media and commerce

AUDIO

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eMarketer principal analyst Andrew Lipsman, research analyst Daniel Keyes, and senior forecasting analyst at Insider Intelligence Cindy Liu discuss what they're paying attention to in 2021 and why: same-day delivery, what's next for consumer packaged goods and grocery ecommerce, autonomous checkout, reimagining brick-and-mortar, and the convergence of media and commerce.

US Retail Ecommerce and Total Retail Sales, Q3 2019-Q3 2020

| | Q3 2019 | Q4 2019 | Q1 2020 | Q2 2020 | Q3 2020 |
|--|-----------------|-----------------|-----------------|-----------------|-----------------|
| Retail ecommerce sales (billions) | \$153.22 | \$156.58 | \$160.41 | \$211.60 | \$209.53 |
| —% change vs. prior quarter | 4.7% | 2.2% | 2.4% | 31.9% | -1.0% |
| —% change vs. same period of prior year | 17.3% | 16.6% | 14.8% | 44.5% | 36.7% |
| —% of total retail sales | 11.2% | 11.3% | 11.8% | 16.1% | 14.3% |
| Total retail sales (trillions) | \$1.373 | \$1.380 | \$1.364 | \$1.311 | \$1.469 |
| —% change vs. prior quarter | 1.0% | 0.5% | -1.1% | -3.9% | 12.0% |
| —% change vs. same period of prior year | 3.8% | 3.8% | 2.1% | -3.5% | 7.0% |

Note: figures are unadjusted; excludes financial brokers and dealers, ticket sales agencies and travel

Source: US Department of Commerce, "Quarterly Retail E-commerce Sales, 3rd Quarter 2020," Nov 19, 2020

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