

3 new things in retail: Growth in US ecommerce and mcommerce channels, and Latin America tops retail ecommerce growth for 2021

Article

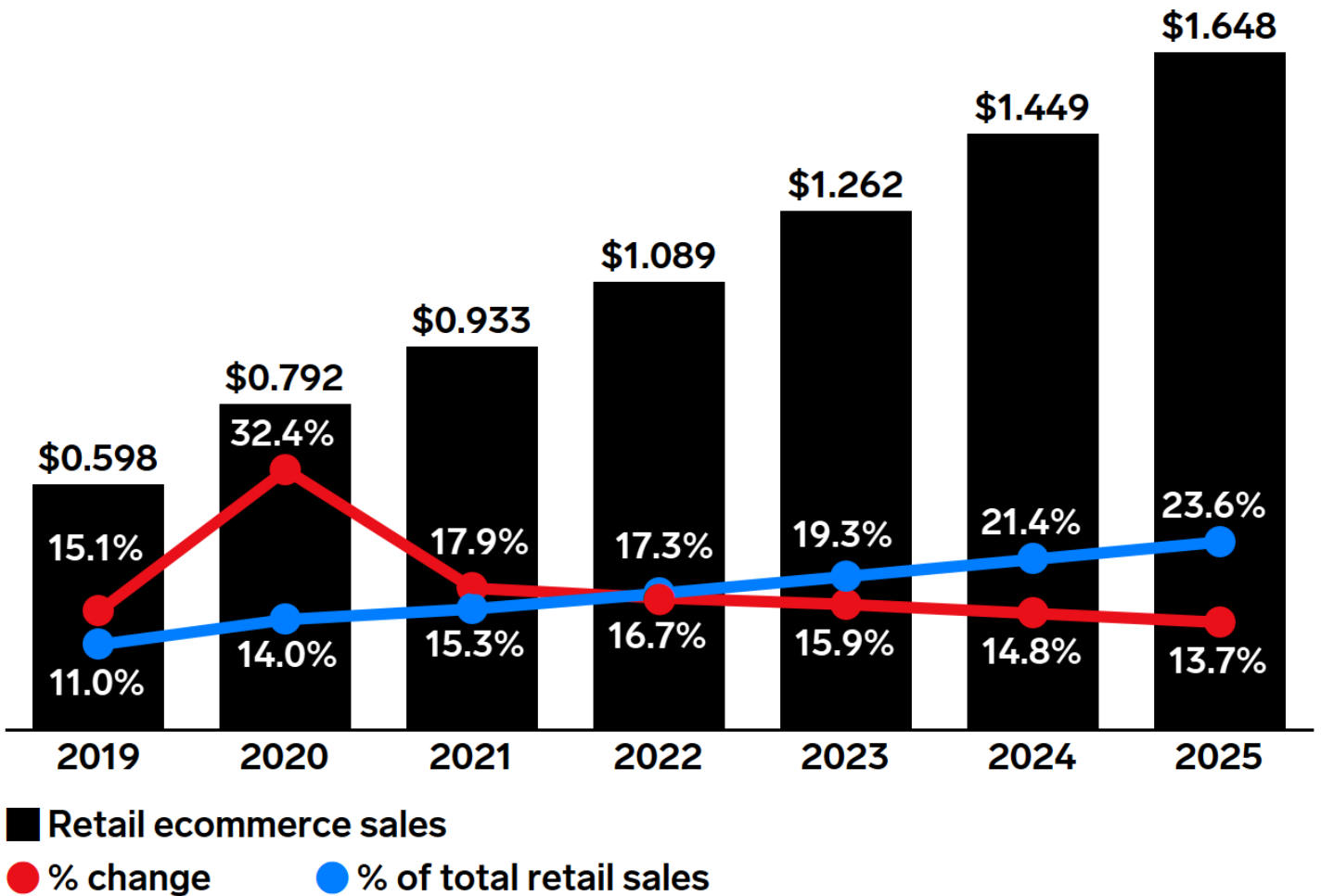


1. US retail ecommerce sales continue to climb toward \$1 trillion

US ecommerce sales are projected to continue double-digit growth, up **179%** in 2021 to **\$933.30 billion**. We project ecommerce sales will surpass **\$1 trillion** in 2022 and make up over **20%** of total retail sales by 2024.

Retail Ecommerce Sales in the US, 2019-2025

trillions, % change, and % of total retail sales



Note: 2019-2025 CAGR=18.4%; 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, food services and drinking place sales, gambling, and other vice goods sales
 Source: eMarketer, May 2021

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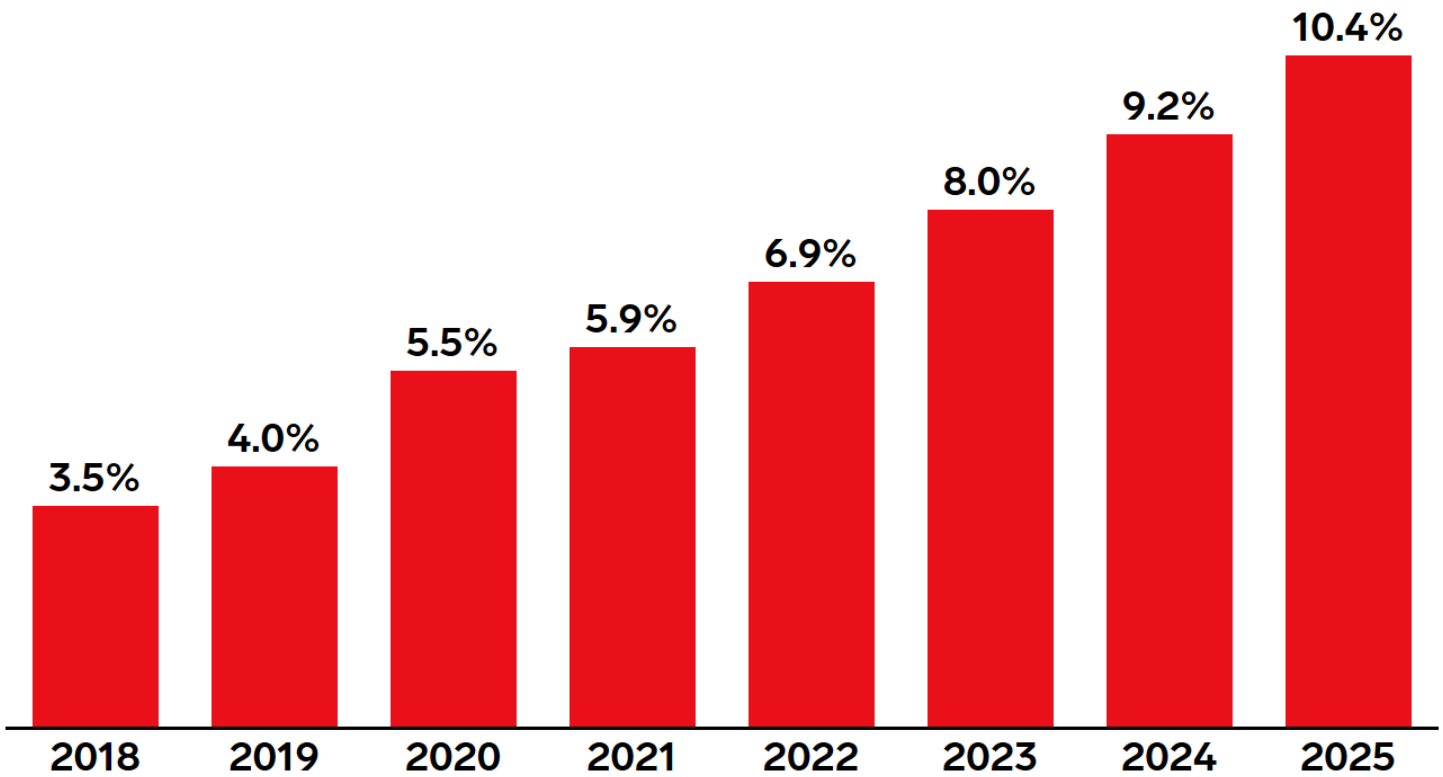
2. Mcommerce will double its share of retail sales by 2025

Although the pandemic accelerated the shift to mcommerce, its rapid growth will not end with the return to normal. If anything, people are more willing to try mcommerce innovations than they were two years ago.

US retail mcommerce sales grew at **41.4%** in 2020 and will grow another **15.2%** in 2021, to reach \$359.32 billion. **Annual sales should nearly double between now and 2025.**

Retail Mcommerce Sales Share in the US, 2018-2025

% of total retail sales



Note: includes products or services ordered using the internet via mobile devices, regardless of the method of payment or fulfillment; includes sales on tablets; 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

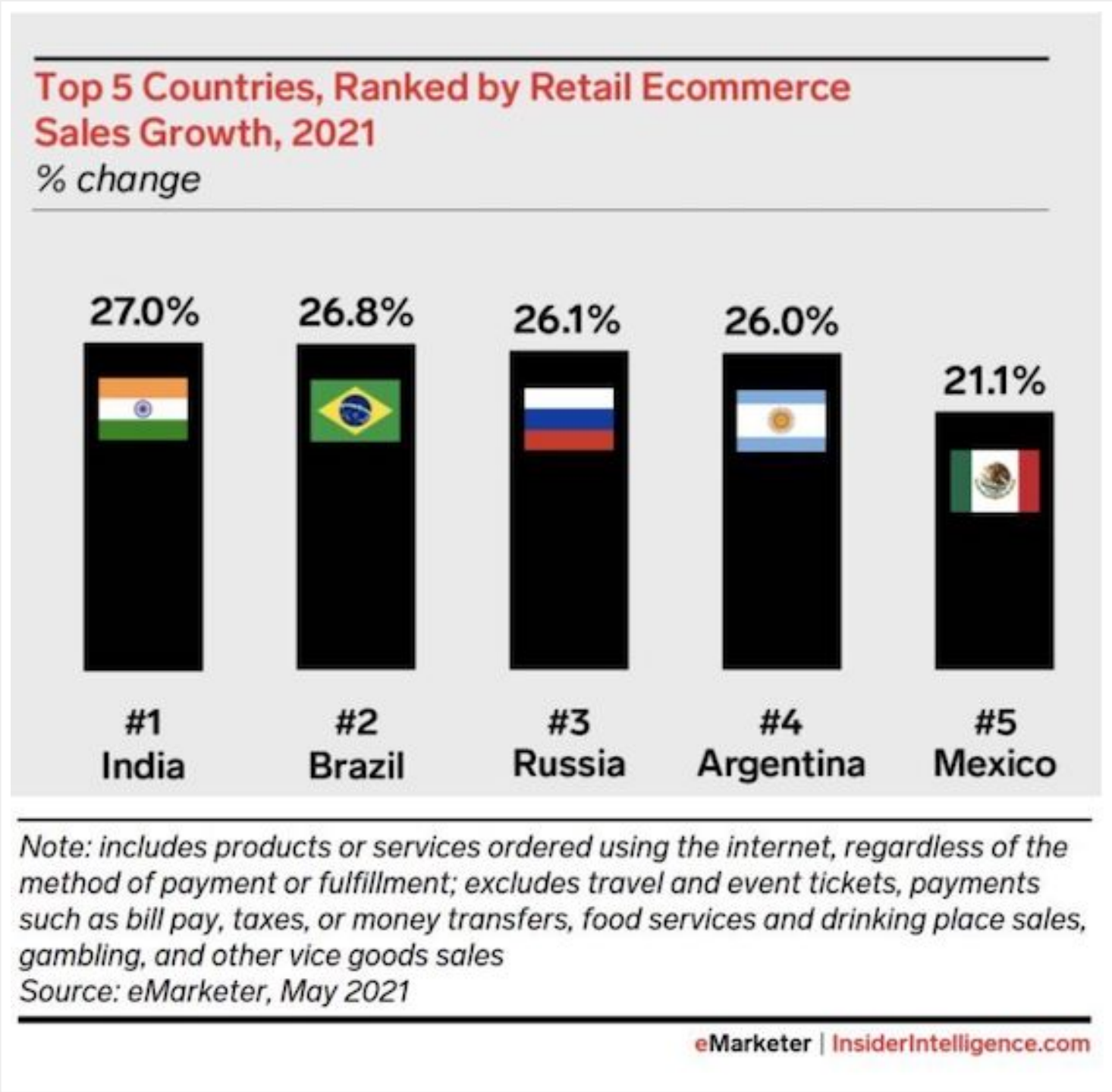
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3. Top 5 countries for retail ecommerce sales growth in 2021

This year, Latin America will continue to hold its No. 1 spot as the world's fastest-growing regional retail ecommerce market, at **25.6%**, before ceding it to the Middle East and Africa in

2022. Brazil, Argentina, and Mexico will each maintain a spot in this year's top five fastest-growing retail ecommerce markets.



The region's wider embrace of ecommerce partly stems from the fact that two of its economic powerhouses—São Paulo, Brazil, and Buenos Aires, Argentina—have been under

some of the longest government-mandated lockdowns worldwide since March 2020.

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