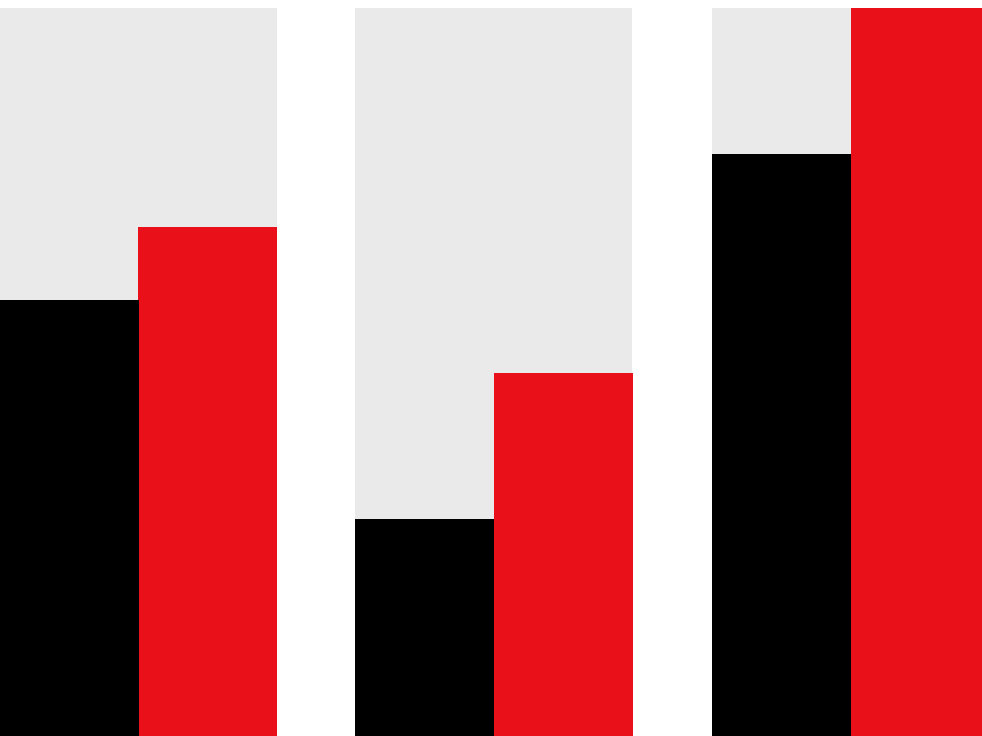


# US Retail and Ecommerce Snapshot

April 2021

Total retail sales have remained surprisingly resilient in the face of the coronavirus pandemic, high unemployment, and economic uncertainty. Ecommerce played a large role in this growth, as consumers relied on online channels for safe and convenient shopping. The pandemic will have lasting impacts on the way consumers shop, what they are buying online and where. eMarketer has created this infographic Snapshot of the US retail market, which includes our figures for total sales, ad spending, and shoppers and buyers by device, to help marketers in the retail ecosystem understand their customers and competitors.



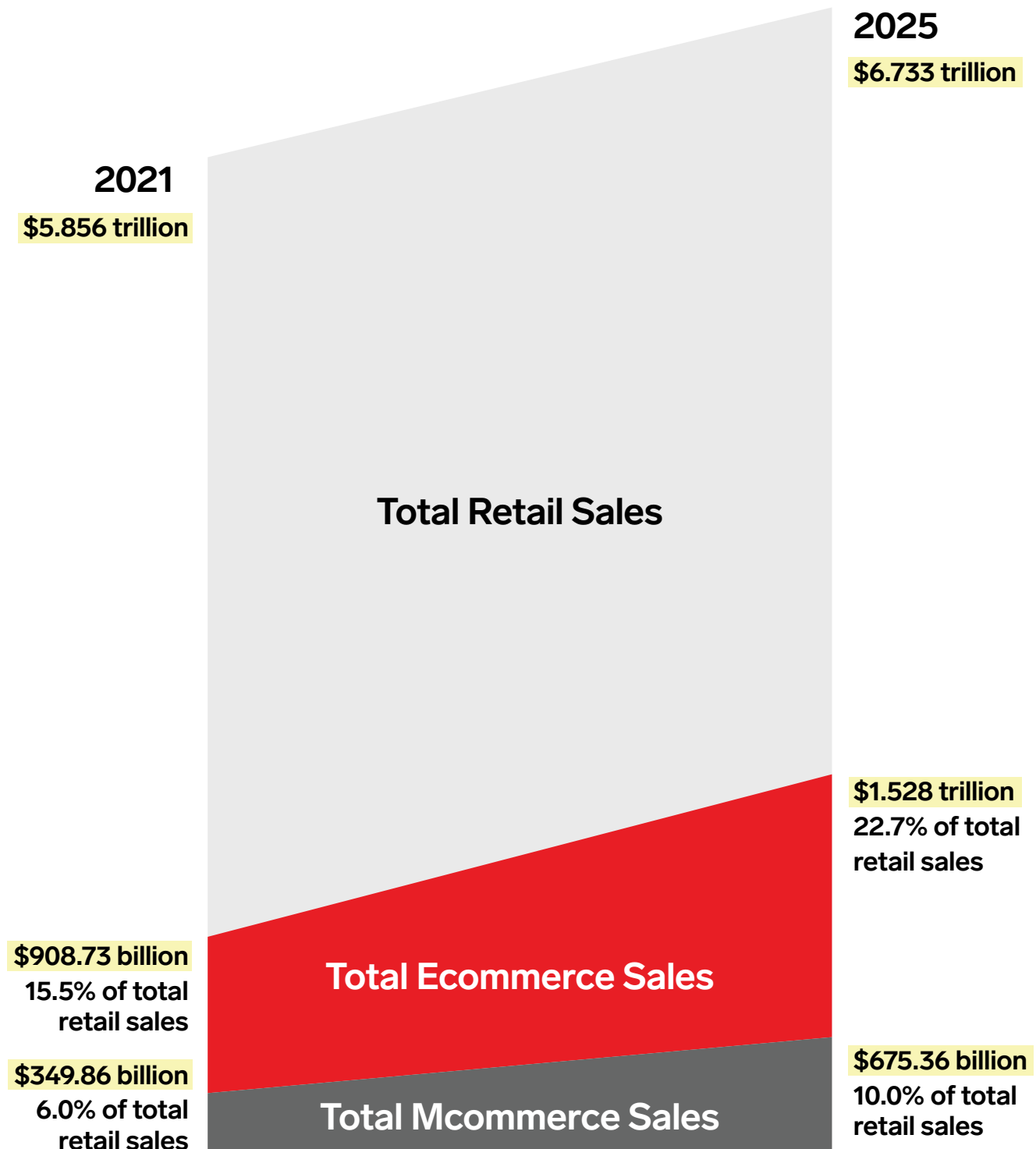
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# Sizing the US Retail Market, Online and Offline

Total retail sales continue to increase steadily, thanks in large part to digital commerce. Ecommerce is expected to grow rapidly and will continue to represent a growing portion of total sales\*, rising from 15.5% in 2021 to 22.7% by 2025. And while mobile will still account for a small 6% of all retail in 2021, by 2025, its share will represent 10.0% of the total.

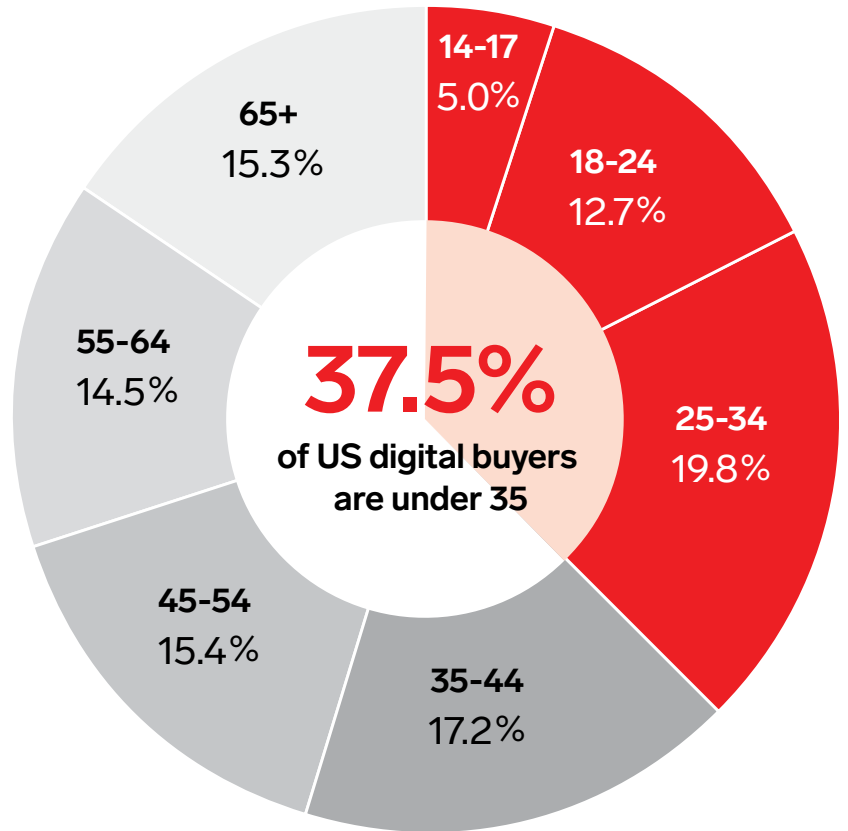


\*note: total retail sales includes automotive and gasoline station sales



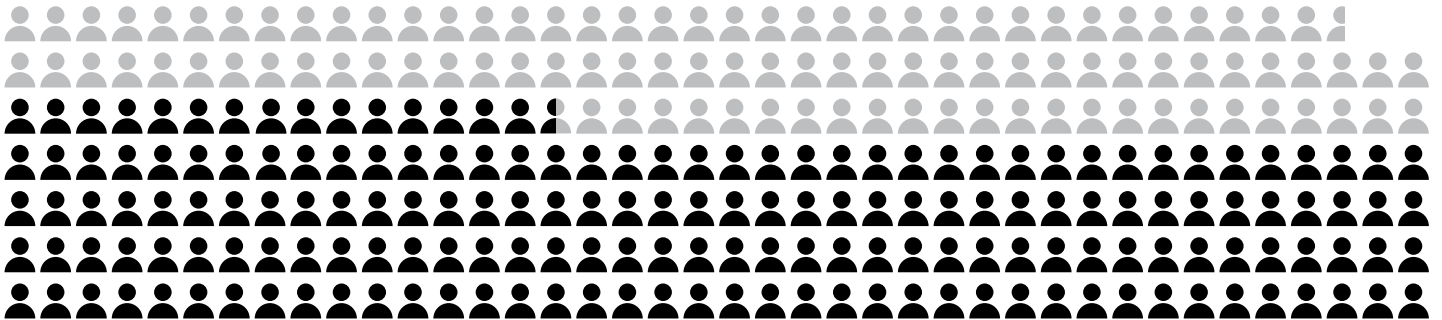
## Who's Shopping Digitally—and on Mobile?

eMarketer estimates that this year, 233.3 million people in the US ages 14 and older will browse or research products on the internet, though not necessarily making a digital purchase. Nearly 90% of that group will buy something via digital means at least once this year. By 2025, the US digital buyer population will reach 225.5 million.



## Mobile Buyers as % of Population (14+)

**2021** 175.3 million 63.1% of population (14+ pop: 277.7 million) = 1M



**2025** 193.5 million 67.6% of population (14+ pop: 286.3 million)



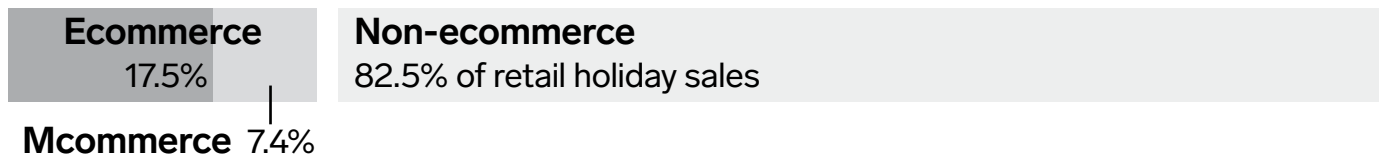


# Holiday 2020 Review and Looking Ahead to 2021 Planning

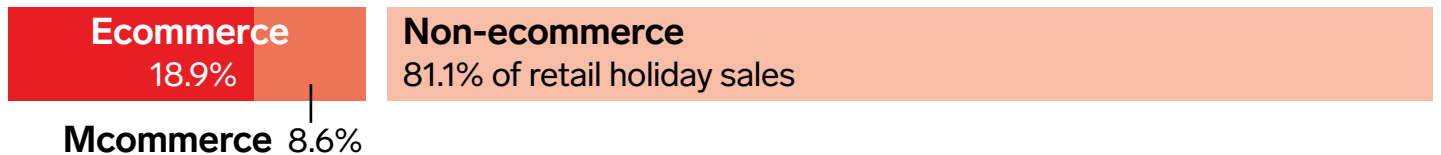
Total holiday retail spending rose 6.5% to \$1.064 trillion last year, for a surprisingly strong finish to an unpredictable year. Ecommerce rose 32.5%, driving 70% of the total gains in holiday sales. This year, we predict the overall holiday season will fall back down to more normal levels, with growth of 2.7%.

## Retail Holiday Season Sales

**2020** \$1.064 trillion



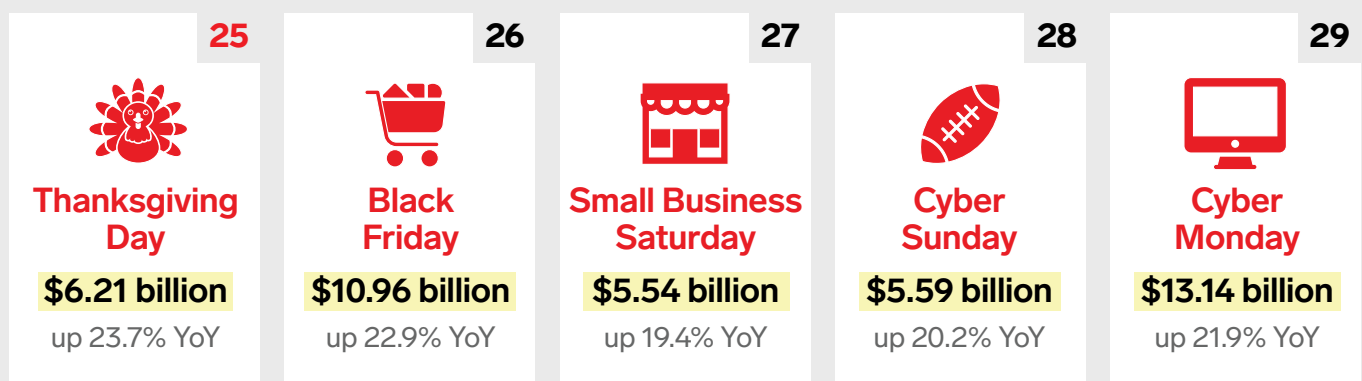
**2021** \$1.093 trillion

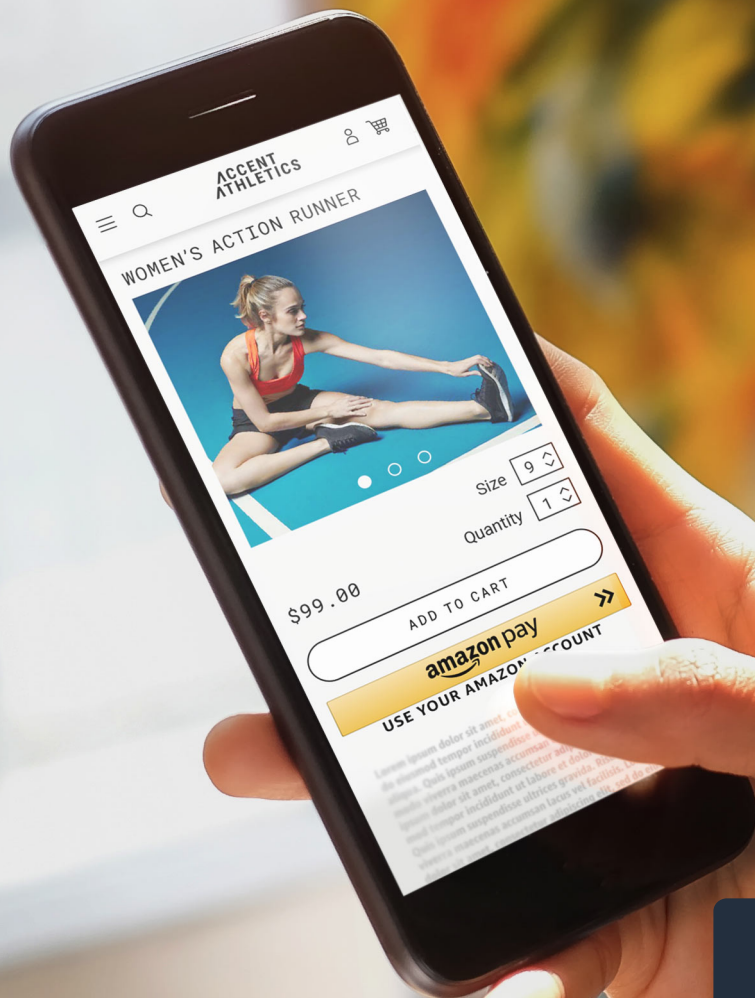


## Cyber Five 2021 Predictions

In 2020, we saw sales on the big Cyber 5 days fall flat as consumers shifted their spending forward to avoid “shippageddon” delivery delays. However, we predict that sales will revert back to these tentpole days this year, with both Black Friday and Cyber Monday surpassing more than \$10 billion in sales.

### November 2021





## More than just a checkout button

"The increase we're seeing in sales conversions from Amazon Pay versus other payment methods is wild, but it's really not crazy when you think about all the information that is pre-filled with Amazon Pay, and everything is ready to go for the customer."

**Houtan Fanisalek**  
CTO, Felix Gray

**amazon pay**

## Make it easy for hundreds of millions of Amazon customers to check out on your site.

Let's go beyond just speed and convenience. Amazon Pay offers a safe and secure checkout experience backed by Amazon's technology, innovation and robust risk management services. For merchants, Amazon Pay can help reduce the leading causes of cart abandonment, while also making it easier than ever to

integrate voice commerce, optimize for mobile shoppers, and more. For consumers, Amazon Pay allows anyone with an Amazon account to quickly, simply, and securely check out within your brand's website.

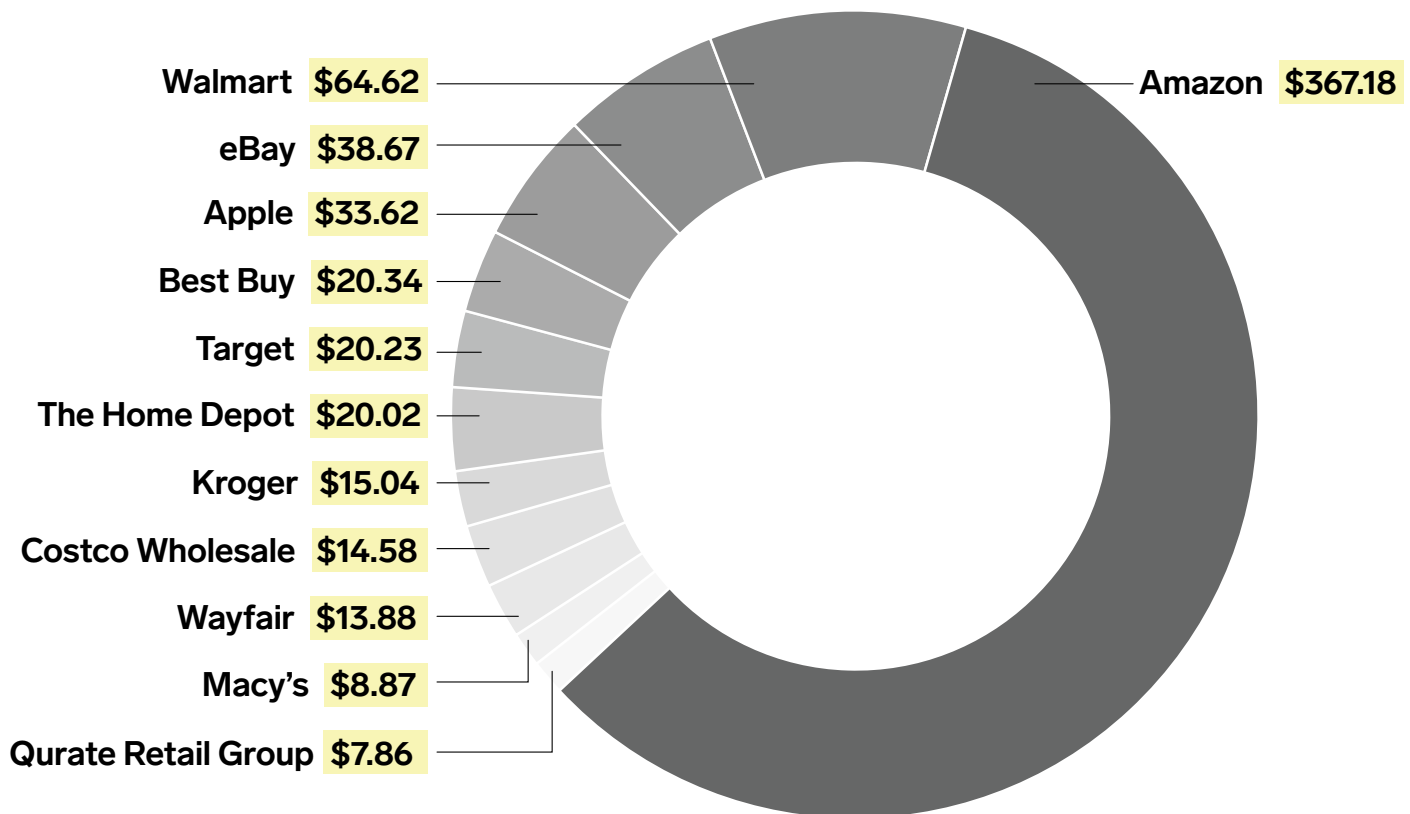
**Grow your business with Amazon Pay**



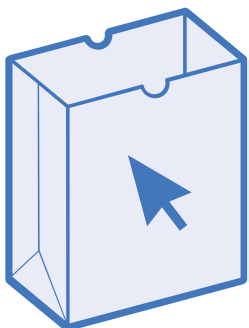
# Where and What Digital Shoppers Are Buying

In 2020, three retailers saw ecommerce sales grow by triple digits as pandemic-driven online shopping surged throughout the year—Target (140.8%), Best Buy (135.6%), and Kroger (103.1%). However, Amazon continues to dominate, representing over 40% of all ecommerce sales in 2021.

## Top Retail Ecommerce Retailers (Billions)



## Grocery Ecommerce Sales



**\$112.89 billion**  
up 17.8% from 2020

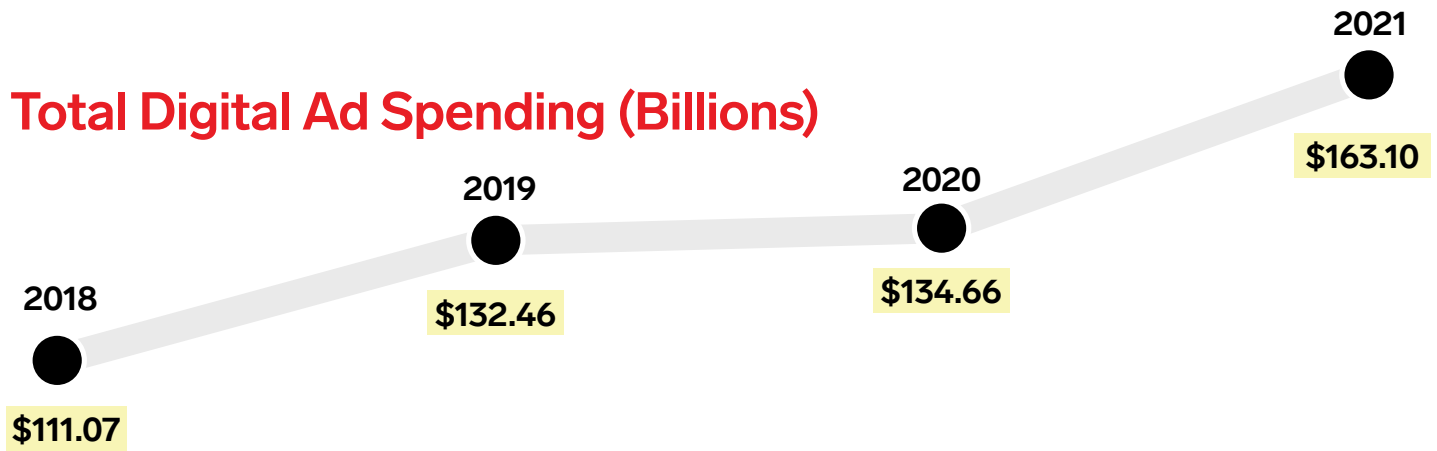
Grocery ecommerce was the biggest category winner of the pandemic, **rising 54% in 2020**. Online sales represented 7.4% of total spending on grocery, and that share will rise to 8.5% in 2021.



## Retailers Spend Big on Digital Ads

The retail industry is the biggest digital ad spender in the US—by a significant margin. In 2021, 21.8% of all US digital ad spending will come from retail. This is up from last year, as the industry is expected to grow at a faster rate than overall digital ad spending.

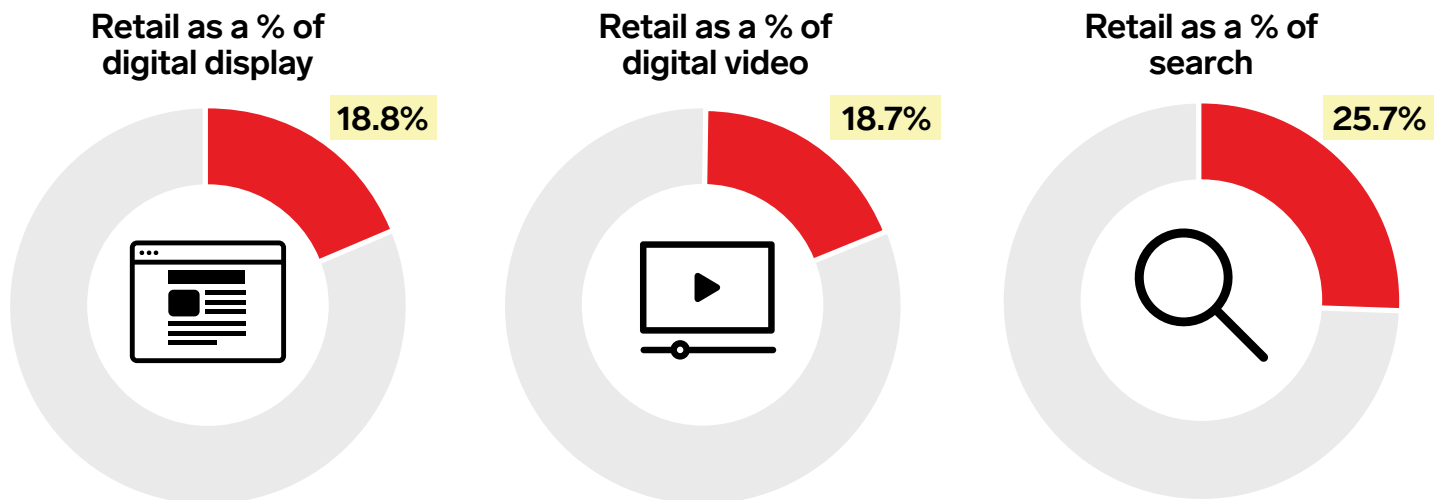
### Total Digital Ad Spending (Billions)



### Retail Industry Digital Ad Spending (Billions)



### Retail Share of 2021 Digital Ad Spending by Format





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