

# Mobile commerce is more important than ever

## Article

**The trend:** Mobile commerce is driving a growing share of retail ecommerce orders.

- On Thanksgiving weekend, for example, smartphones drove 52% of online sales, up from 48% a year earlier, per Adobe Analytics. That marked the first time mobile's share topped 50%.

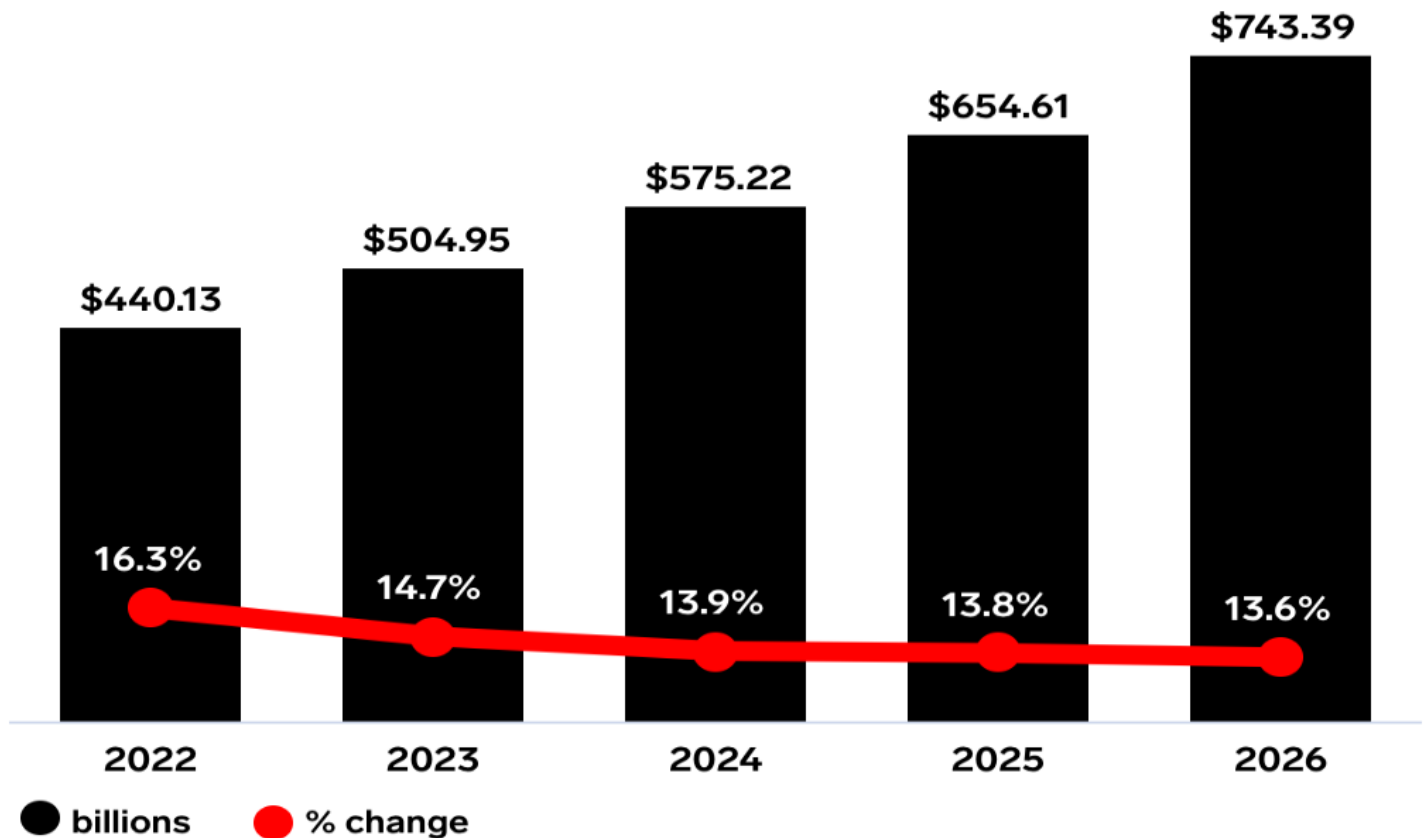
**Shifting roles:** Consumers aren't shopping with smartphones and tablets for convenience alone; mobile devices also provide more utility than computers throughout consumers' shopping journeys.

- In their homes, consumers use augmented reality tools to see how a piece of furniture may fit in their spaces or to virtually try on makeup.
- In stores, consumers use their phones to check prices and offers, as well as check product reviews and testimonials.
- On the go, consumers use mobile apps and websites to research products and make purchases.

We expect retail mcommerce sales to account for 43.4% of total retail ecommerce sales in 2023, up from 41.8% in 2022.

## Retail Mcommerce Sales

US, 2022-2026



*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, November 2022*

eMarketer | InsiderIntelligence.com

**Why it matters:** Consumers' increased use of mobile devices to shop underscores the imperative for retailers and online marketplaces to create well-designed, easy-to-use experiences for both their mobile websites and apps.