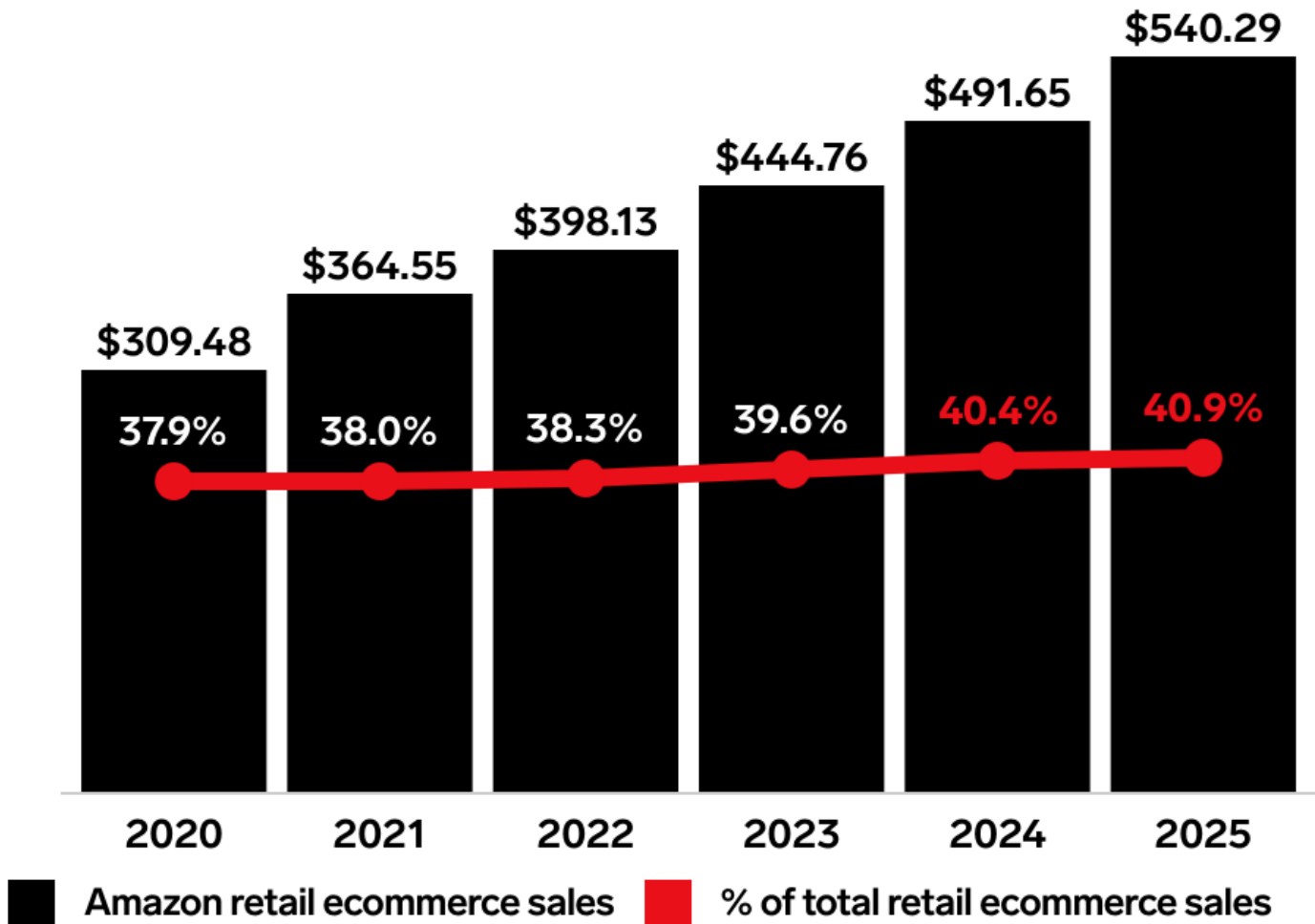


# Amazon will surpass 40% of US ecommerce sales this year, despite competition in grocery, home improvement

Article

# Amazon Will Surpass 40% of US Ecommerce Sales in 2024

billions in US Amazon retail ecommerce sales and % of total retail ecommerce sales, 2020-2025



Note: represents the gross value of products or services sold on amazon.com (browser or app), regardless of the method of payment or fulfillment; excludes travel and event tickets, Amazon Web Services (AWS) sales, advertising services, and credit card agreements; includes direct and marketplace sales; excludes Amazon Business sales  
Source: EMARKETER Forecast, Feb 2024

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**Key stat:** [Amazon](#) will account for 40.4% of US retail ecommerce sales or a total of \$491.65 billion this year, according to our February 2024 forecast.

## Beyond the chart:

- Despite its ecommerce dominance, Amazon will make up just 6.6% of US retail sales, per our forecast. Amazon's retail share will grow to 7.0% in 2025 as more spending goes to ecommerce.
- Over the next two years, Amazon's market share will increase in 8 out of 10 product categories, per our forecast. Those two remaining categories are home improvement (due to established home-improvement retailers) and auto (due to Tesla and Carvana).
- Among major US retailers, only Walmart is growing its ecommerce sales faster than Amazon at 13.6% compared with Amazon's 10.5%. **Walmart** has Amazon outpaced in digital grocery specifically, which could pose an increasing threat to Amazon as the category matures.

## Use this chart:

- Demonstrate Amazon's ecommerce dominance.
- Emphasize the power of selling and advertising on Amazon.

## More like this:

- **Marketplaces lose share in places where US shoppers start their shopping journeys**
- **How seamless payments, social commerce, and loyalty apps are driving mcommerce growth**
- **The top 10 ecommerce sites in the US**
- **How big will Amazon get?**