

Best Buy will be the only top US retailer to see ecommerce sales drop in 2021

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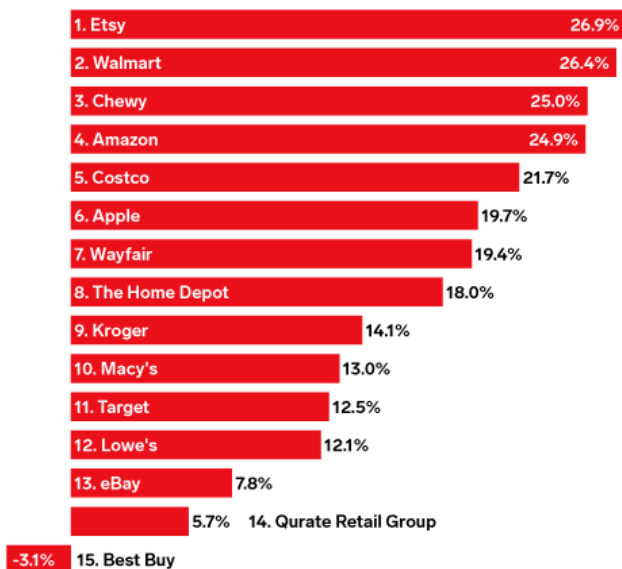
e recently updated our top 10 list of US retailers by ecommerce sales, but this time, we extended our ranking to the top 15. Together, these 15 companies will account for

72.3% of ecommerce sales in the US this year, up 10.5 percentage points from 2019, largely due to growth seen by Amazon and Walmart.

Eight of the 15 top retailers will outpace the US retail ecommerce sales growth rate of 17.9% in 2021. Most of these eight retailers have one thing in common: They capitalized on pandemic-induced spending on home improvement, online grocery, and pet care while offering consumers convenient fulfillment options, great prices, or both.

Top 15 Companies in the US, Ranked by Retail Ecommerce Sales Growth, 2021

% change



Note: represents the gross value of products or services sold on the website of each company listed (via browser or app), regardless of the method of payment or fulfillment
Source: eMarketer, May 2021

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Three of the top 15 retailers will post ecommerce sales growth of at least 25.0%, with Amazon coming in just under, at 24.9%.

While almost all of the top 15 saw a sales surge in 2020, only a handful—including Etsy, Amazon, and Costco—will see continued growth at higher levels than they did in 2019.

eBay and Qurate Retail Group are at the bottom of the pack in terms of growth, though they are both experiencing a big turnaround from 2019. Best Buy, affected by the reduced demand for electronics, will actually see its ecommerce sales decline in 2021, albeit after two years of strong growth.

To explore our latest US ecommerce forecasts and the pandemic's continued impact on retail sales, Insider Intelligence subscribers can read our recent report:

Report by Suzy Davidkhanian Jul 08, 2021

US Ecommerce Forecast 2021

