How Stores Are Designed Around a Customer's Lifestyle

AUDIO

eMarketer Editors

eMarketer principal analyst Andrew Lipsman discusses how stores are adapting to their customers' lifestyles, why Target saw a rush of back-to-school shoppers, how consumers feel about shopping at Best Buy and more.

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US Total Retail Sales, by Segment, 2018 & 2019
billions, % change and % of total

	2018	2019	% change	% of total 2019 spending	% of 2019 growth contribution
Brick-and-mortar/in-store	$4,800.65	$4,888.04	1.8%	89.3%	55%
Ecommerce*	$514.84	$586.92	14.0%	10.7%	45%
Desktop/laptop	$311.00	$324.27	4.3%	5.9%	8%
—Smart speaker	$1.37	$2.03	47.8%	0.0%	0%
Mobile	$203.84	$262.65	28.9%	4.8%	37%
—Smartphone	$145.72	$199.28	36.8%	3.6%	34%
—Tablet	$56.52	$61.68	9.1%	1.1%	3%
—Other mobile	$1.60	$1.69	5.7%	0.0%	0%
Total	**$5,315.49**	**$5,474.96**	**3.0%**	**100.0%**	**100%**

Note: excludes travel and event tickets, payments such as bill pay, taxes or money transfers, food services and drinking place sales, gambling and other vice good sales; *includes products or services ordered using the internet, regardless of the method of payment or fulfillment
Source: eMarketer, May 2019

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