

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	% of 2019 spending 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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