

Most US adults shop online at least once a week

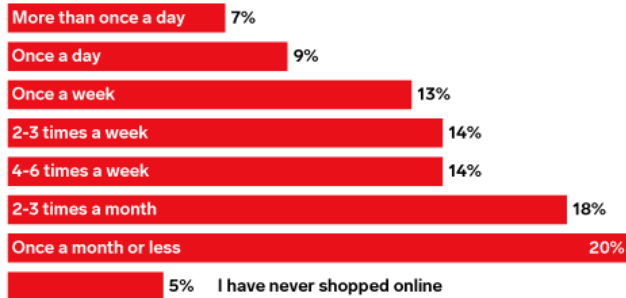
Article

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More than **half** of US adults shop online at least once a week, and **16%** do so at least once a day. Overall, online shopping is on the rise and moving to mobile.

How Frequently Do US Consumers Shop Online?

% of respondents, May 2022



Note: ages 18+

Source: Jungle Scout, "Consumer Trends Report: Q2 2022," June 23, 2022

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Beyond the chart: US retail ecommerce sales will top **\$1 trillion** for the first time this year, per our forecast. Growth will accelerate slightly in each of the next few years after slowing down following a major jump in 2020. Next year, **40.0%** of US ecommerce sales will take place on mobile devices, and that share will continue to increase.

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