

Mcommerce is the powerhouse of US ecommerce

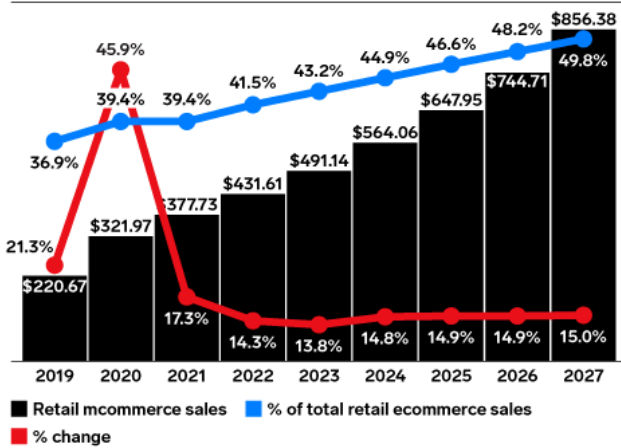
Article

- **Mcommerce is driving most of the growth in online sales.** Of the \$96.87 billion extra spent on ecommerce in the US this year, mcommerce will contribute 61.4%. The channel hasn't escaped the wider slowdown in ecommerce, but sales via mobile devices are still growing at twice the rate of sales via desktop devices.

- **We forecast mcommerce sales will rise 13.8% in 2023 to \$491.14 billion.** That's compared to 6.1% growth in laptop and desktop ecommerce sales. Growth will accelerate next year—when mcommerce sales will surpass \$500 billion for the first time.

US Retail Mcommerce Sales, 2019-2027

billions, % change, and % of total retail ecommerce sales



Note: includes products or services ordered using the internet via mobile devices, regardless of the method of payment or fulfillment; includes sales on tablets; excludes travel and event tickets, payments such as bill pay, taxes, or money transfers, restaurant sales, food services and drinking place sales, gambling and other vice goods sales
Source: Insider Intelligence | eMarketer, June 2023

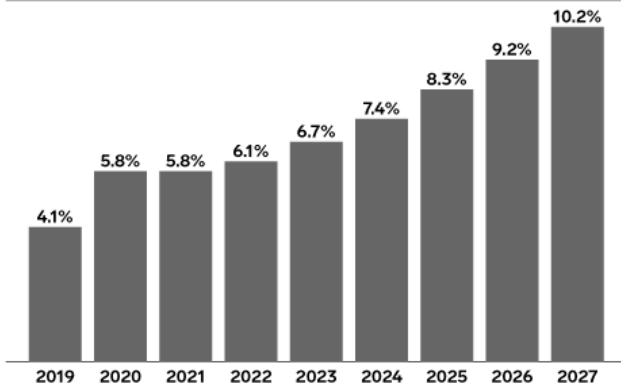
282958

Insider Intelligence | eMarketer

- **In five years, almost half of all US online sales will be made via mobile devices.** Mcommerce will have a 43.2% share of ecommerce sales by the end of 2023—and that share will reach 49.8% by 2027. Mobile is also gaining share of overall retail: By 2027, 10% of all US retail sales will be made via mobile devices.

US Retail Mcommerce Sales Share, 2019-2027

% of total retail sales



Note: includes products or services ordered using the internet via mobile devices, regardless of the method of payment or fulfillment; includes sales on tablets; excludes travel and event tickets, payments such as bill pay, taxes, or money transfers, restaurant sales, food services and drinking place sales, gambling and other vice goods sales
Source: Insider Intelligence | eMarketer, June 2023

282774

Insider Intelligence | eMarketer

- **Retailers need to adopt a mobile-first approach.** As the balance shifts in the ecommerce market, retailers need to put mobile front and center of their strategies. They should leverage data-driven insights to offer personalized, convenient shopping experiences—and prioritize in-store mobile integration—to cater to the fast-evolving needs of mobile-savvy consumers.

Report by Carina Perkins Aug 31, 2023

US Mcommerce 2023



