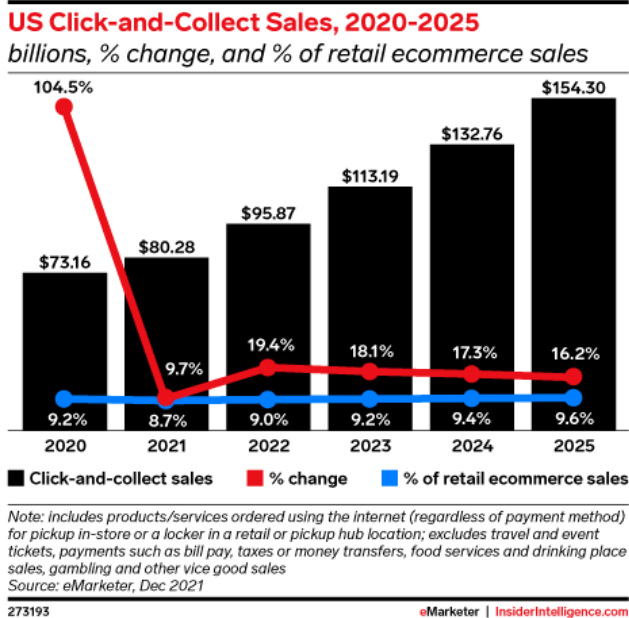


US click-and-collect sales experience strong growth, but mostly on par with overall retail and ecommerce

Article

Click and collect is set for a strong year in the US, both in terms of sales growth and increases in total buyers. However, the era in which click-and-collect options were dramatically shifting the dynamics of both ecommerce and in-store shopping appears to have ended.

US click-and-collect buyers will spend **\$15.59 billion** more in 2022 than they did in 2021. This will help tick click and collect's share of ecommerce back up to **9.0%**. Two years ago, that figure was **9.2%**.



Next year, click-and-collect sales will cross the **\$100 billion** mark, a threshold that we originally thought would be passed this year. Brick-and-mortar's incredible **18.5%** rebound in 2021 took the wind out of click and collect's sails. Overall ecommerce also grew well last year (**14.5%**) and will continue to this year (**14.1%**), stemming the tide of click and collect stealing share from legacy ecommerce.

Given the general decline in click and collect's pace of growth, the enduring strength of delivery-based ecommerce, and the resurgence of in-store shopping, it appears that click and collect has become a status quo option. Its share of spending has nearly reached equilibrium.

[Read the full report.](#)