

Of the top US retailers, Apple expects the strongest holiday ecommerce sales

Article

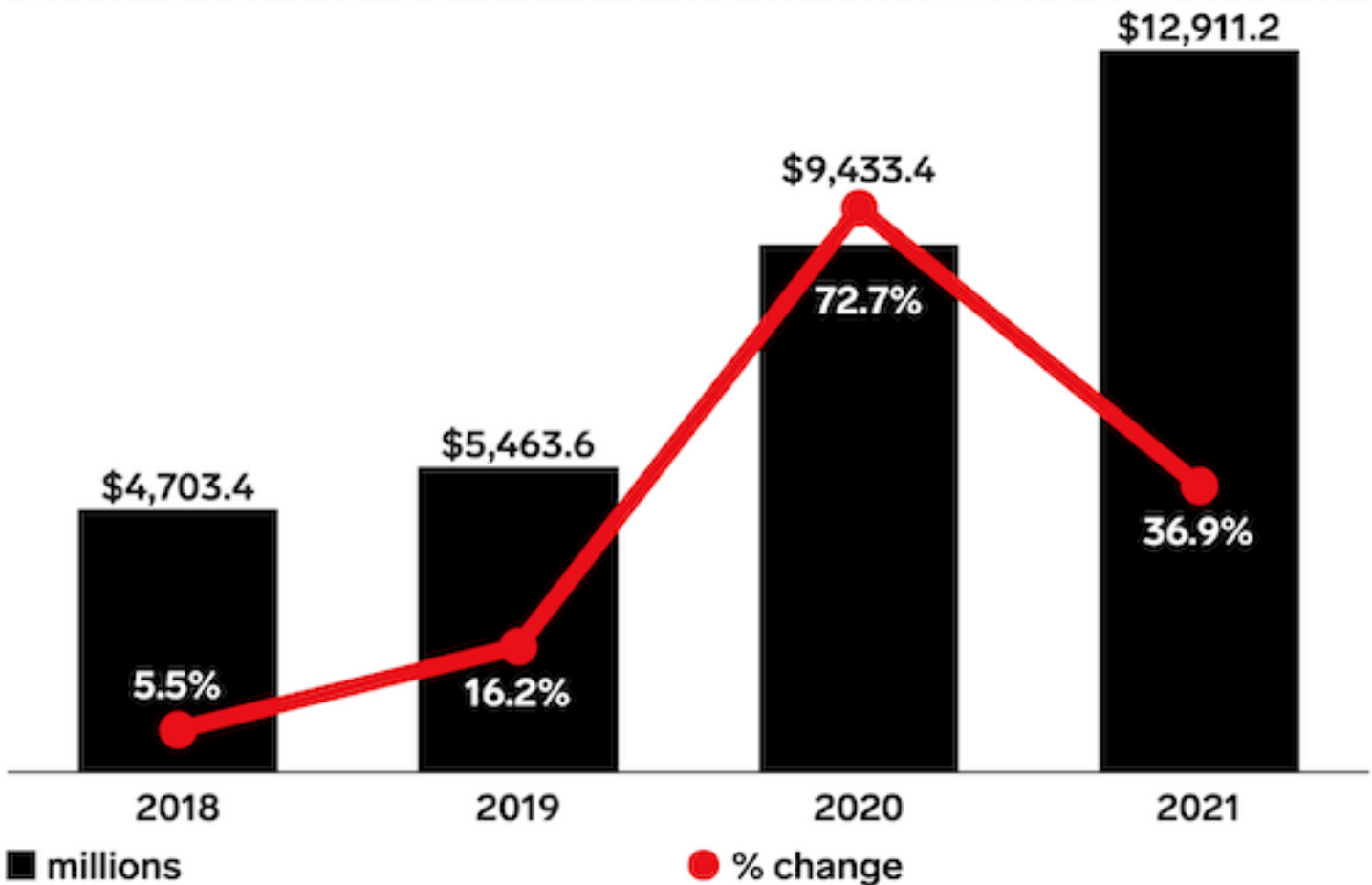
While **Amazon** has the largest share of holiday ecommerce sales this year at **41.9%**, **Apple** will post the strongest growth at **36.9%**. These sales will be driven by the new iPhone 13, Apple

Watch, and iPads that were released prior to Q4.

Apple is the only top retailer besides Amazon that will grow its share of holiday ecommerce sales this year. We expect Apple's share to reach **6.1%**, right behind **Walmart's 6.8%** share.

Apple US Retail Holiday Ecommerce Sales, 2018-2021

millions, % change



Note: represents the gross value of products or services sold on Apple.com (browser or app) in November and December, regardless of the method of payment or fulfillment; includes iTunes and online store retail sales; excludes travel and event tickets
Source: eMarketer, October 2021

1057850061070

InsiderIntelligence.com

Dive deeper:

- The top **six** retailers with the highest ecommerce sales during the holiday season will represent **63.0%** of total US holiday ecommerce sales and **14.0%** of total US ecommerce sales this year.
- Total holiday ecommerce sales for those **six** retailers surpassed **\$100 billion** last year due to a pandemic-driven surge in online shopping. Their ecommerce sales will grow stronger than overall holiday ecommerce this year (**17.5%**) to reach **\$133.24 billion**.