

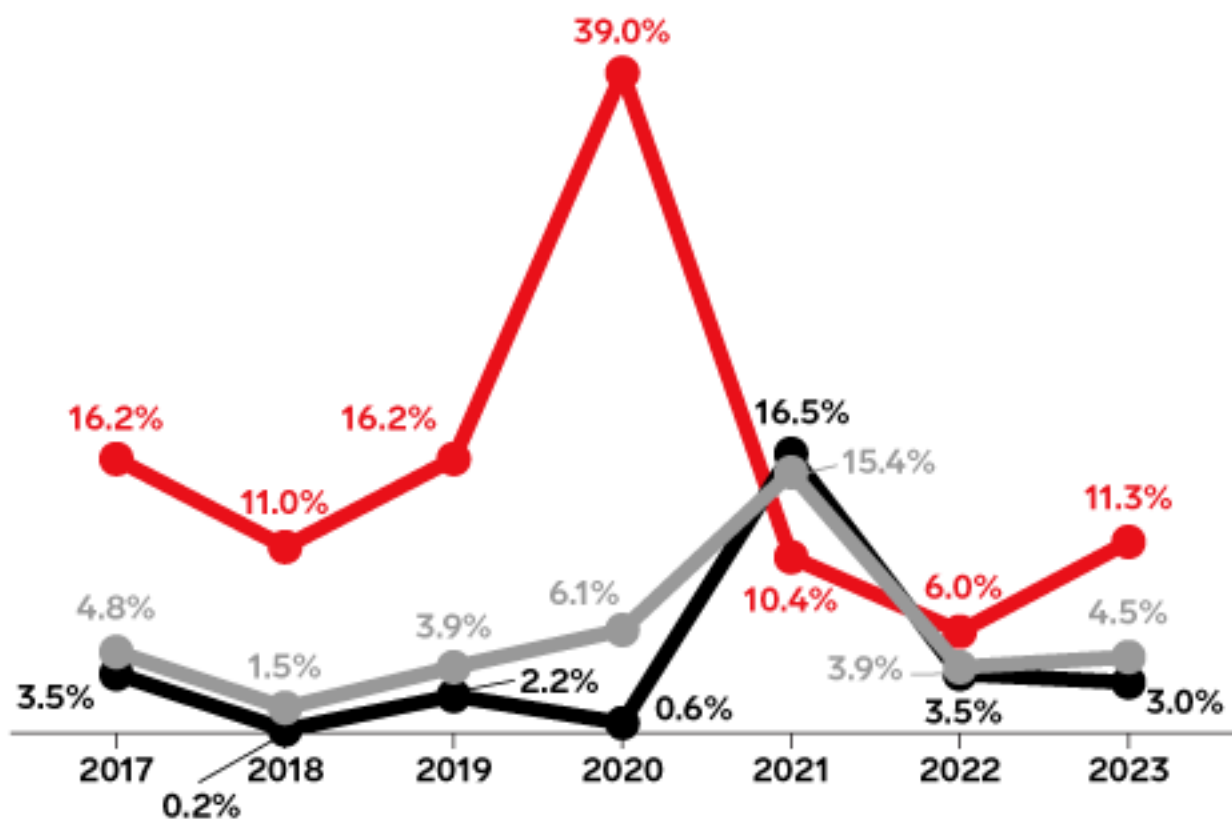
# US holiday ecommerce retail sales growth will return to double digits this year after slowing in 2022

Article

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# US Retail Ecommerce, Non-Ecommerce, and Total Retail Holiday Season Sales Growth, 2017-2023

% change



- Retail ecommerce holiday season sales growth
- Retail non-ecommerce holiday season sales growth
- Total retail holiday season sales growth

*Note: sales are for Nov and Dec of each year; excludes travel and event tickets, payments such as bill pay, taxes, or money transfers, food services and drinking place sales, gambling and other vice goods sales; retail ecommerce holiday season sales includes products or services ordered using the internet, regardless of the method of payment or fulfillment; retail non-ecommerce holiday season sales excludes products or services ordered using the internet*

Source: Insider Intelligence | eMarketer, June 2023

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Insider Intelligence | eMarketer

**Key stat:** This year, US holiday retail sales growth will align more closely with rates seen pre-pandemic, with ecommerce returning to double-digit growth at 11.3% YoY, according to our June forecast.

**Beyond the chart:**

- US holiday retail sales will total \$1.317 trillion this year, per our June forecast.
- Although brick-and-mortar stores will claim more than 80% of US holiday retail sales in 2023, ecommerce sales are growing faster.
- Ecommerce growth is being bolstered by the rising adoption of mcommerce, which will account for nearly 50% of total US holiday ecommerce sales this year.
- Mcommerce is the fastest-growing channel this holiday season, seeing 14.8% YoY growth.

**Use this chart:**

- Ensure your holiday marketing strategy offers online deals and promotions.
- Make a case for greater investment in digital.

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- [Holiday Shopping 2023](#) (Insider Intelligence subscription required)
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- [How Walmart, Trader Joe's, and Target boost holiday impulse purchases](#)