


Ecommerce shoppers are moving to mobile

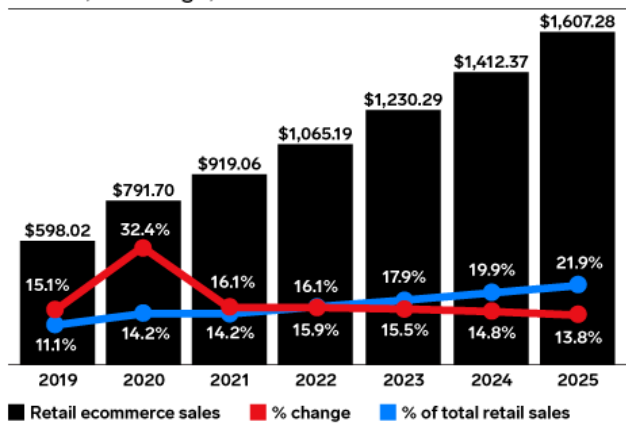
Article



US retail ecommerce sales will exceed \$1 trillion for the first time this year as the flexibility and convenience customers found during the pandemic sticks. Spend shifting online will drive double-digit ecommerce spending growth: Average spend per digital buyer will grow at an 11.6% compound annual growth rate (CAGR) between 2022 and 2025 to reach nearly \$7,000, versus a 1.9% CAGR for the number of total digital buyers.

US Retail Ecommerce Sales, 2019-2025

billions, % change, and % of total retail sales



Note: includes products or services ordered using the internet, regardless of the method of payment or fulfillment; 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

Source: eMarketer, Oct 2021

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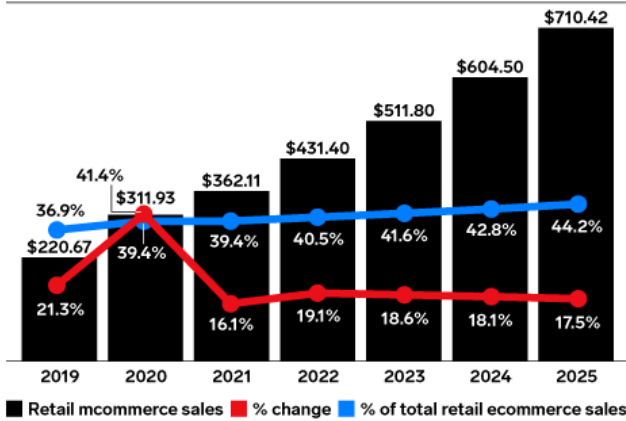
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While ecommerce volume will continue growing across channels, it will do so at uneven rates:

- **Desktop and laptop retail ecommerce growth will decelerate as the segment bleeds share.** Growth in this segment will lag ecommerce overall through 2025.
- **Instead, customers will buy more on mobile, which will exceed 4 in 10 retail ecommerce dollars for the first time this year.** Rising time spent on mobile will trickle into shopping. The biggest beneficiary will be smartphones, which will make up **85.0%** of mcommerce sales this year.

US Retail Mcommerce Sales, 2019-2025

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), food services and drinking place sales, gambling, and other vice goods sales

Source: eMarketer, Oct 2021

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To align with usage trends, checkout providers will double down on optimizing the mobile payments experience. PC-based ecommerce volume still exceeds mobile's, so providers won't eschew it entirely. But in 2022, they'll focus resources on developing mobile offerings beyond one-click buy buttons. Providers will streamline checkout processes through services like mobile browser extensions that target shoppers' preferred channels, tighter super app integrations, and new tech like shoppable video.

Read the full report.

Report by Jaime Toplin Feb 08, 2022

Payment Channels and Transaction Types



