

The global ecommerce share breakdown

Article

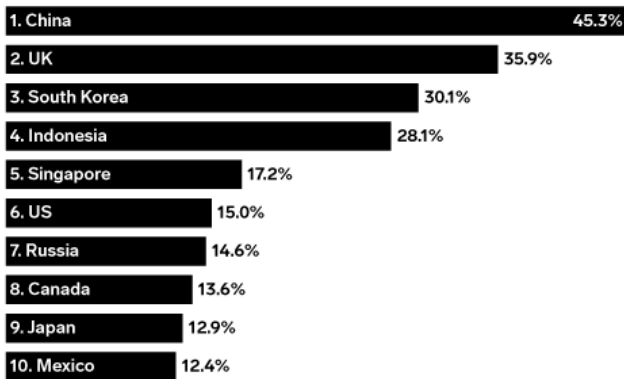


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China leads the world in retail ecommerce share, with **45.3%** of the country's retail sales occurring online this year. The UK will take the No. 2 spot, with a **35.9%** share, followed by South Korea, where **30.1%** of retail sales will be via ecommerce.

Top 10 Countries, Ranked by Retail Ecommerce Share of Total Retail Sales, 2022

% of total retail sales



Note: Includes products or services ordered using the internet via any device, 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, June 2022

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eMarketer | InsiderIntelligence.com

Beyond the chart: Not only does China have the highest online sales share, but it also has the largest ecommerce market in the world, hitting **\$2.879 trillion** this year.

The US will be the only other country to see digital sales reach the trillions this year, at **\$1.050 trillion**. That said, ecommerce will make up only **15.0%** of total retail sales, as US shoppers are slower to adopt online shopping habits.

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