

The 5 product categories where Amazon will expand its US ecommerce foothold

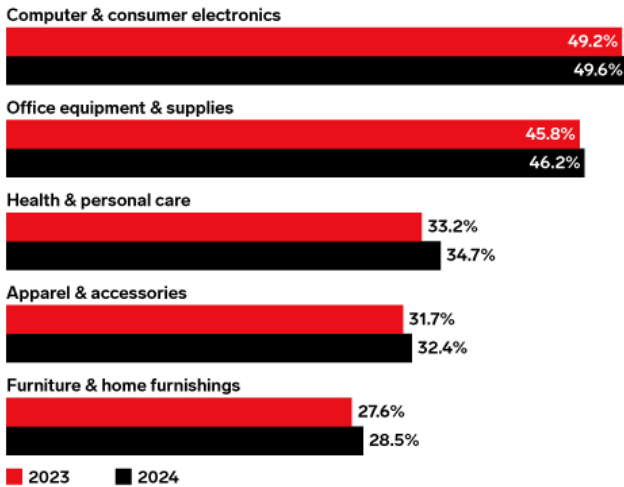
Article

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Amazon will increase its share of US ecommerce sales in five product categories next year, per our forecast. The biggest gains will be in health and personal care, furniture and home furnishings, and apparel and accessories.

Amazon's Increasing Share of US Ecommerce Product Categories, 2023 & 2024

% of total retail ecommerce sales



Note: represents the gross value of products or services sold on amazon.com (browser or app), regardless of the method of payment or fulfillment; excludes travel and event tickets, Amazon Web Services (AWS) sales, Amazon Business sales, advertising services, and credit card agreements; includes direct and marketplace sales
Source: eMarketer, Feb 2023

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Beyond the chart: Health and personal care will make up 11.0% of Amazon's total ecommerce sales in 2024, up from 7.4% in 2020, according to our "[Amazon US Ecommerce Sales by Product Category 2023](#)" report. This increase is driven by consumers purchasing more essential goods online and Amazon expanding its partnerships with major beauty brands.

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Methodology: Estimates are based on the analysis of data from other research firms and government agencies, historical trends, reported and estimated revenues from company reports, consumer online buying trends, and macro-level economic conditions.