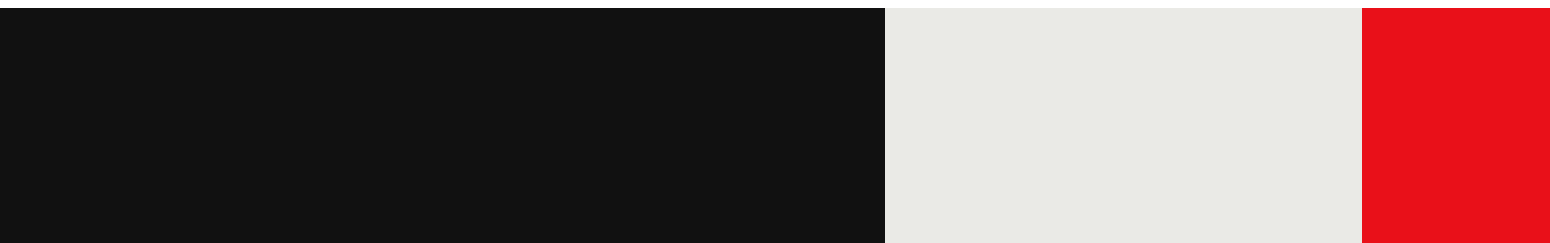



The top-performing categories and retailers of the 2021 holidays

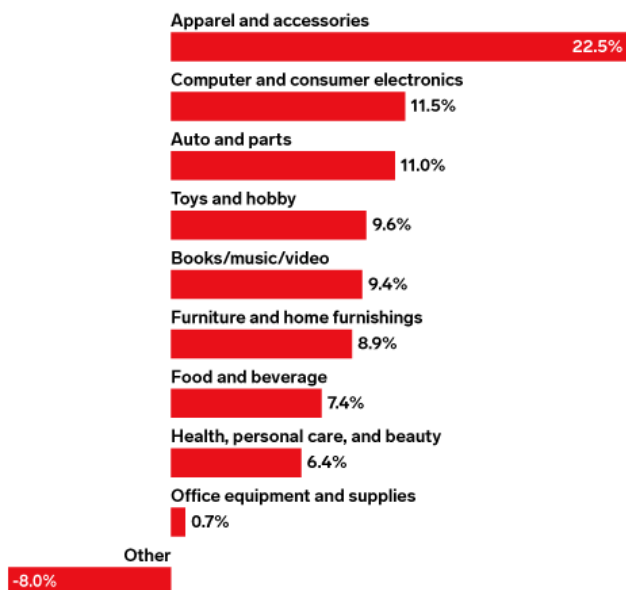
Article



The rubber band effect drove much of the top performing product categories and retail brands in 2021, as they snapped back from mid-pandemic lows. Many standout performers from the 2020 holiday season also managed to extend their gains despite the challenging comparisons.

US Holiday Season Ecommerce Sales Growth, by Product Category, 2021

billions and % change



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; sales are for Nov and Dec of each year
Source: eMarketer, Feb 2022

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Apparel and accessories was the top-gaining category due to pent-up demand. With demand reinvigorated for new wardrobes for returning to the office and social events, apparel and accessories ecommerce sales surged **22.5%** to **\$45.35 billion** to make it the **No. 1** category in terms of both growth and dollar figure. The category's propensity to rise and fall with the availability of discretionary income was also a factor.

Consumer electronics also posted above-average gains. Consumer electronics clocked **\$44.66 billion**, ceding the **No. 1** position in ecommerce sales to apparel and accessories. But category demand remained strong. **Apple's** blowout Q4 highlighted strength in iPhone, Mac, and AirPods sales, while gaming consoles, smart TVs, home audio, and smart home electronics all continued to perform.

Top 15 US Digital Retailers, Ranked by Unique Visitors, Nov & Dec 2021

millions and % change

	Unique visitors	% change vs. holiday season 2020	% change vs. holiday season 2019
1. Amazon	223.5	3%	5%
2. Walmart	139.3	3%	2%
3. eBay	100.4	3%	-5%
4. Target	83.7	-3%	-1%
5. Apple	79.7	-5%	23%
6. Etsy	67.7	-8%	16%
7. Best Buy	57.2	-10%	0%
8. The Home Depot	57.2	-4%	18%
9. Macy's	51.6	18%	11%
10. Kohl's	49.6	-16%	-21%
11. Walgreens	47.1	39%	50%
12. CVS	46.8	42%	74%
13. Ticketmaster	46.2	688%	10%
14. Lowe's	45.9	11%	39%
15. Wayfair	35.7	-25%	-10%

Source: Comscore Media Metrix Multi-Platform; Insider Intelligence calculations, Jan 25, 2022

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- **Amazon, Walmart, and eBay again topped the list.** According to Comscore, **Amazon** once again dominated online traffic rankings, with **223.5 million** average monthly visitors for November and December, up **3%** versus 2020 and **5%** versus 2019. **Walmart (139.5 million)** and **eBay (100.4 million)** were the other two to top the 100 million mark.
- **Ticketmaster and Macy's were among the pandemic rebound stories.** After plummeting in 2020 with live events virtually nonexistent, **Ticketmaster** surged **688%** last year to **46.2 million** visitors. Meanwhile, **Macy's** also made a nice comeback with an **18%** jump to **51.6 million**.
- **Some sellers benefited from the "new normal."** A few top retailers mostly maintained their massive pandemic-driven gains from 2020. While Apple, **Etsy**, and **The Home Depot** technically saw traffic declines from last year, the declines were modest and still represented substantially higher levels from 2019.
- **Lowe's gained on The Home Depot.** While The Home Depot gave back some of its 2020 gains, **Lowe's** managed to double down on its pandemic growth, rising **11%** in 2021 to bring its two-year jump to **39%**.
- **Wayfair and Kohl's lost momentum.** As early pandemic demand for home furnishings wanes, **Wayfair** is struggling to maintain traffic levels, showing double-digit declines over both 1-year and 2-year time horizons. While many department stores saw rebounding interest in 2021, **Kohl's** saw its traffic slip yet again.

Other holiday winners included Away, On Running, and Shein. Earnest Research estimated big gains for **Away** (up **79%**) after demand for travel products bounced back from the previous year. Surging fitness brand **On Running** jumped **72%**, while fast-gaining fast-fashion app **Shein** rose **103%**. Holiday power brands **Nike** (up **20%**) and **Lululemon** (up **10%**) also saw healthy gains on top of strong 2020 holiday seasons.

[Read the full report.](#)