

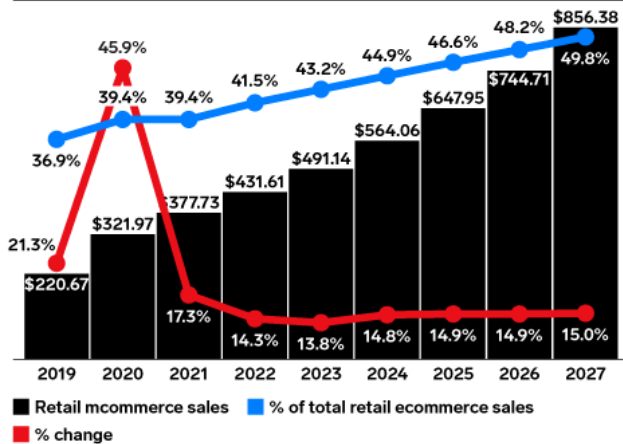
Mcommerce will grow healthily, boosting ecommerce along the way

Article

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US Retail Mcommerce Sales, 2019-2027

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, restaurant sales, food services and drinking place sales, gambling and other vice goods sales
Source: Insider Intelligence | eMarketer, June 2023

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Insider Intelligence | eMarketer

Key stat: Mcommerce will account for almost half (49.8%) of US ecommerce sales by 2027, according to our forecast.

Beyond the chart:

- Mcommerce growth has slowed since its pandemic peak in 2020, but growth remains firmly in the double digits, per our forecast.
- Shopping on mobile apps is on the rise; 65.5% of US smartphone users will use mobile shopping apps this year.
- Temu and Shein are boosting US mcommerce, but Amazon still dominates the US mobile shopping app landscape in terms of daily usage.

Use this chart:

- Determine mobile advertising strategy.
- Assess mobile sales strategy.

More like this:

- [US Mcommerce 2023](#) (Insider Intelligence subscription required)
- [US retail ecommerce sales will see increasing growth through 2027](#)

- What marketers need to know about mcommerce in 5 charts
- Gen Z will push US mcommerce toward the tipping point for online sales

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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 of major online retailers, consumer online buying trends, and macro-level economic conditions.