

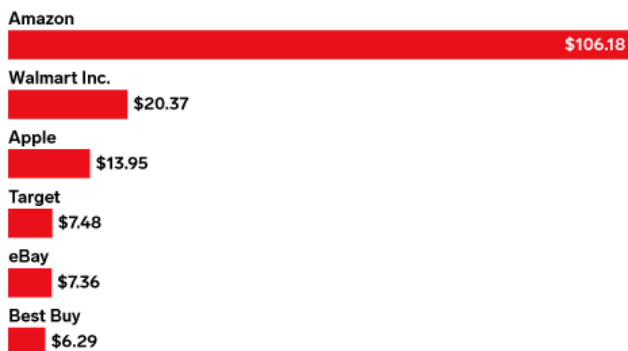
The top 6 holiday ecommerce retailers this year

Article

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US Holiday Season Retail Ecommerce Sales for Select Companies, 2023

billions



Note: represents the gross value of products or services sold on each retailer's platforms (browser or app) in Nov and Dec of each year, regardless of the method of payment or fulfillment; excludes travel and event tickets; Amazon excludes Amazon Web Services (AWS) sales, Amazon Business sales, advertising services, and credit card agreements; includes direct and marketplace sales; Walmart Inc. includes third-party sales from its marketplace; Apple includes iTunes and online store retail sales
Source: Insider Intelligence | eMarketer Forecast, June 2023

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Insider Intelligence | eMarketer

Key stat: Amazon is projected to take the lion's share of US holiday season retail ecommerce sales this year, beating out its closest competitor, Walmart, by over \$80 billion, according to our June 2023 forecast.

Beyond the chart:

- **US ecommerce sales soared on Black Friday**, rising 8.5% YoY compared with in-store sales increasing just 1.1% YoY, per Mastercard SpendingPulse.
- **Cyber Monday spending** was up 9.4% YoY, according to Adobe Analytics.
- After rapid pandemic growth, ecommerce will make up a bigger share of US retail sales this holiday season than ever before, per our June 2023 forecast.

Use this chart:

- Adjust final retail push for the 2023 holiday season.
- Recognize the role of major retailers in holiday ecommerce.

More like this:

- **3 Cyber Five stats and what they mean for retail media**
- **Lessons from Walmart, Coca-Cola on what makes an engaging holiday ad**

- Brands will continue to embrace TikTok this holiday season
- Tips to help retailers reach Gen Alpha, Gen Z, and beyond this holiday season

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.