

# Top retailers see ecommerce sales growth this year on top of record- breaking sales in 2020

Article

**The forecast:** The rebound of in-store shopping in the US has been stronger this year than we initially anticipated in April. Despite this, most of the top retailers still managed to achieve

ecommerce growth this year, with the **top 15** reaching more than **\$648 billion** in sales.

# Top 15 Companies in the US, Ranked by Retail Ecommerce Sales, 2021

*billions*

Amazon

**\$376.57**

Walmart

**\$60.57**

eBay

**\$38.81**

Apple

**\$37.07**

The Home Depot

**\$19.92**

Target

**\$18.62**

Best Buy

**\$16.82**

Costco Wholesale

**\$14.36**

The Kroger Co.

**\$12.84**

Wayfair

**\$12.14**

Chewy

\$8.93

Macy's

\$8.40

Etsy

\$7.84

Lowe's

\$8.16

Qurate Retail Group

\$7.92

*Note: Represents the gross value of products or services sold on the website of each company listed (via browser or app), regardless of the method of payment or fulfillment; excludes travel and event tickets. Amazon excludes Amazon Web Services (AWS) sales, advertising services and credit card agreements. Apple includes iTunes and online store retail sales. eBay excludes Stub Hub sales and travel and event tickets. Chewy includes sales from the Autoship subscription program. Data prior to 2019 includes ecommerce sales from Etsy.com only. Qurate Retail Group data for 2018 includes ecommerce sales from QVC.com, HSN.com and zulily.com; data prior to 2018 is for QVC only. Walmart includes retail ecommerce sales from Sam's Club and third-party sales from its marketplace; excludes travel and event tickets. eMarketer benchmarks its retail ecommerce sales figures against US Department of Commerce data, for which the last full year measured was 2020.*

*Source: eMarketer, October 2021*

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- For the **top 10** retailers, ecommerce growth will slow to **16.7%** this year versus last year's record high (**51.0%**). The two-year stack growth for these **10** retailers is expected to reach **76.2%** this year.
- As more US consumers received the vaccine and the number of coronavirus cases declined in Q2, shoppers flocked **back to physical stores** and shifted their spending to brick-and-mortar from ecommerce sites, per Digitalcommerce360.com.