

# Here's where ecommerce sales will grow the fastest in 2022

Article

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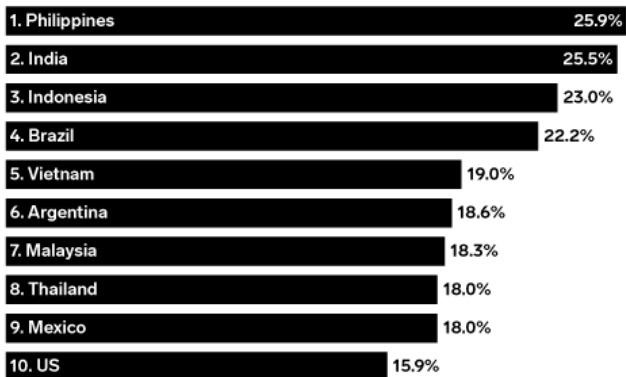
The Philippines and India will lead the world in retail ecommerce sales growth this year, with respective increases of **25.9%** and **25.5%**. Countries in Latin America and Southeast Asia will

make up most of the top 10 list, while the last spot will go to the US, the only advanced economy to slide into the rankings, with **15.9%** growth.

**Beyond the chart:** None of the Western European countries we track will see a double-digit growth rate starting this year and through the end of our forecast period in 2025. By contrast, ecommerce sales will climb at those rates in every market we break out in Latin America.

### Top 10 Countries, Ranked by Retail Ecommerce Sales Growth, 2022

% change



*Note: includes products or services ordered using the internet via any device, 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 good sales*

Source: eMarketer, Jan 2022

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