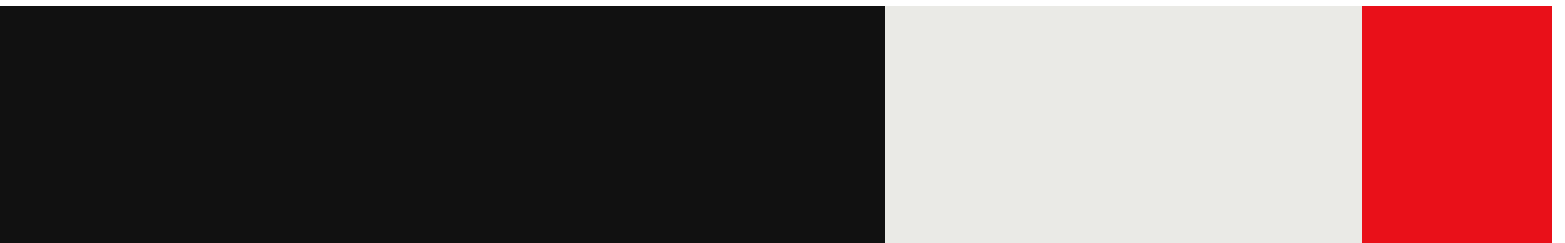


Multichannel ecommerce sales pick up speed over nonstore retailers

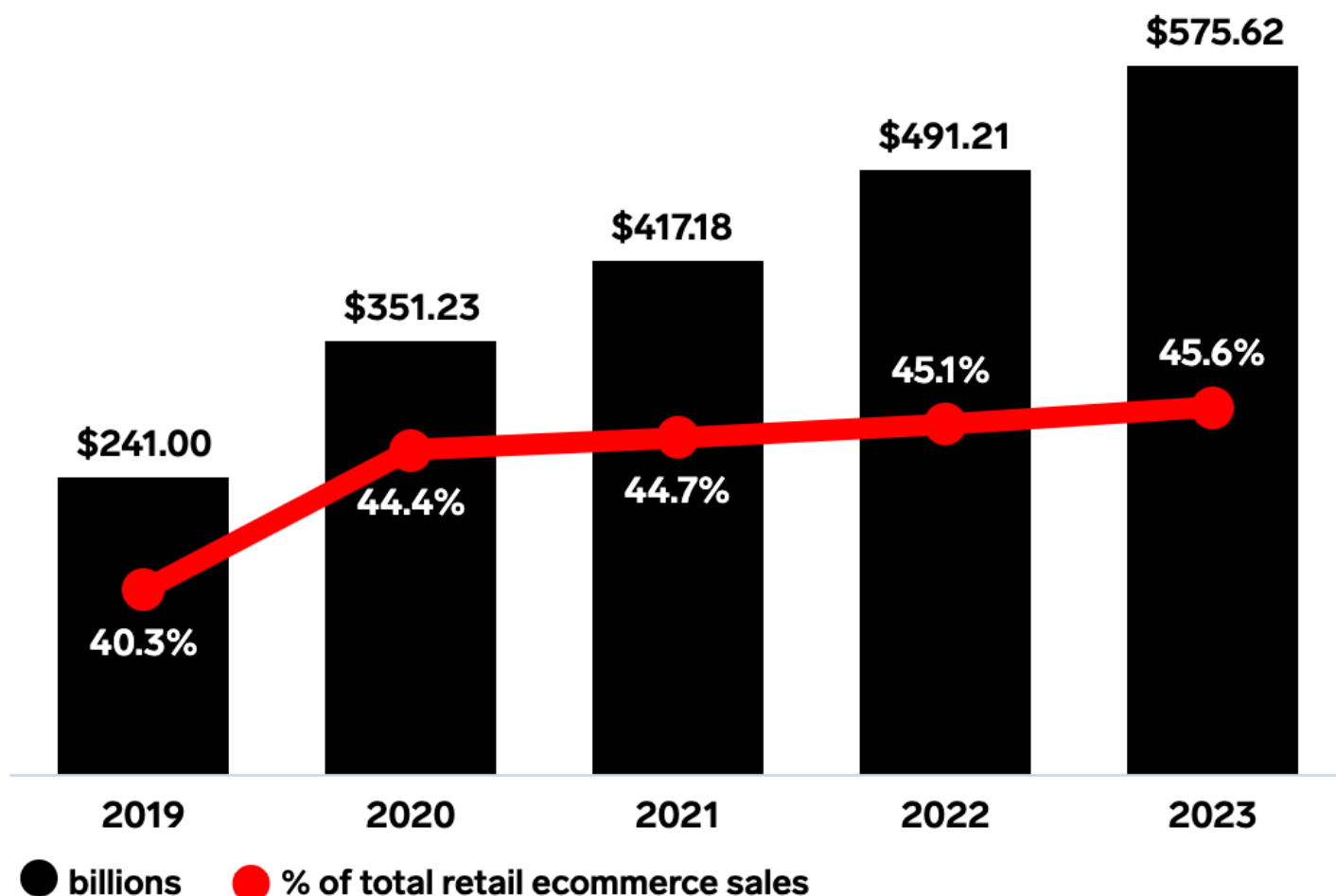
Article



The forecast: After a spike in growth in 2020, multichannel ecommerce sales will continue to grow faster than nonstore ecommerce and take up increasingly larger shares of the total ecommerce market.

Multichannel Retailer Ecommerce Retail Sales

US, 2019-2023



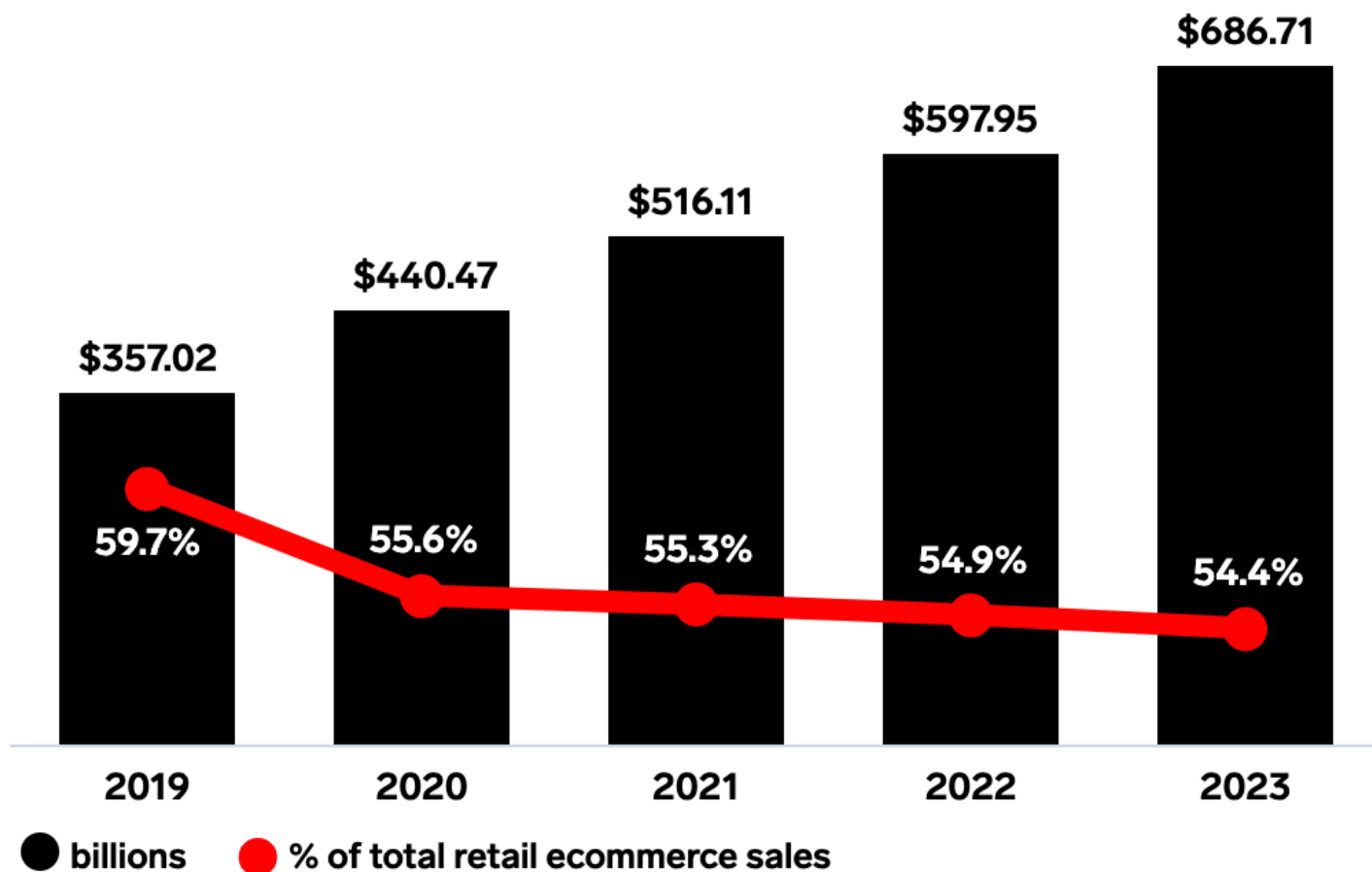
Source: eMarketer, May 2021

eMarketer | InsiderIntelligence.com

- Insider Intelligence projects US nonstore ecommerce sales will grow by 17.2% to reach \$516.11 billion in 2021, taking up 55.3% of total ecommerce sales.
- The rest of the market will be taken up by US multichannel ecommerce sales, which will grow an estimated 18.8% to reach \$417.18 billion in 2021.

Nonstore Retailer Ecommerce Sales

US, 2019-2023



Source: eMarketer, May 2021

eMarketer | InsiderIntelligence.com

Looking ahead: Forecasters expect multichannel sales to make up close to 46% of all ecommerce sales by 2023, up from 40.3% in 2019. That said, nonstore retailers will still dominate over 54% of the market, with sales approaching \$687 billion.

Subscribers can read more about ecommerce trends in [Insider Intelligence's 2021 Retail Forecast](#).