

Click-and-Collect Sales will Jump 60% As Demand for Frictionless Commerce Accelerates

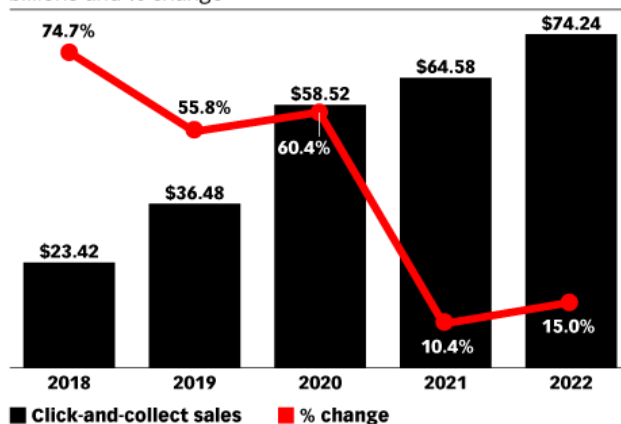
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US click-and-collect sales are seeing a sharp rise amid the pandemic, and we expect them to total \$58.52 billion this year. That's a roughly 60% increase, considerably higher than our previous estimate of 38.6%.

US Click-and-Collect Sales, 2018-2022

billions and % change



■ Click-and-collect sales ■ % change

Note: includes products or services ordered using the internet (regardless of payment method) for pickup in a store or a locker in a retail or pickup hub location; 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, May 2020

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Consumers will likely stick with click-and-collect options post-pandemic because of convenience. We expect click-and-collect sales to continue growing throughout the end of the forecast period, reaching \$74.24 billion by 2020.

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