

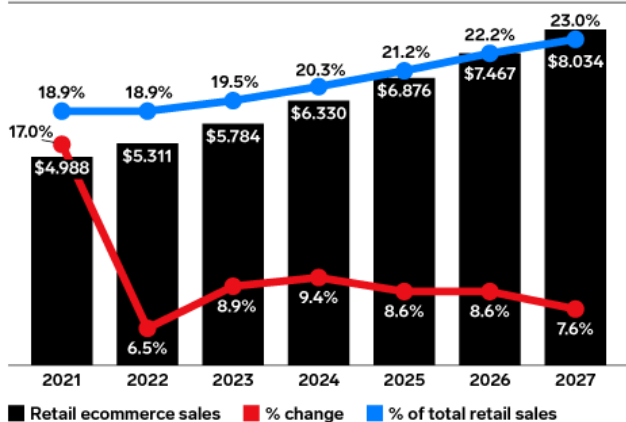
Ecommerce growth worldwide will pick up before tapering off

Article

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Retail Ecommerce Sales Worldwide, 2021-2027

trillions, % change, and % of total retail sales



Note: includes products or services ordered using the internet, regardless of the method of payment or fulfillment; excludes travel and event tickets, payments such as bill pay, taxes, or money transfers, restaurant sales, food services and drinking place sales, gambling and other vice goods sales

Source: Insider Intelligence | eMarketer, June 2023

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Insider Intelligence | eMarketer

Key stat: Ecommerce sales growth worldwide is poised to increase by 8.9% in 2023 after increasing by 6.5% in 2022, according to our forecast. While this growth trend will continue in 2024—reaching 9.4%—ecommerce sales growth worldwide will fall to 8.6% in 2025.

Beyond the chart:

- The increased growth projections for this year and next indicate **stability in the global ecommerce market** after a period of uncertainty, according to our analyst Ethan Cramer-Flood.
- Looking ahead, we expect ecommerce to continue to grow and consistently surpass total retail growth worldwide by several percentage points each year until the end of our forecast period in 2027.
- This comeback will be led by improvements in big markets like Western Europe, North America, and China, but developing markets in Latin America, Southeast Asia, and India will also drive ecommerce growth worldwide.

Use this chart:

- Use newly stable trendlines to inform long-term decision-making.
- Understand ecommerce as a segment of overall retail.

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Methodology: Estimates are based on the analysis of data from other research firms and government agencies, historical trends, reported and estimated revenues of major online retailers, consumer online buying trends, and macro-level economic conditions.