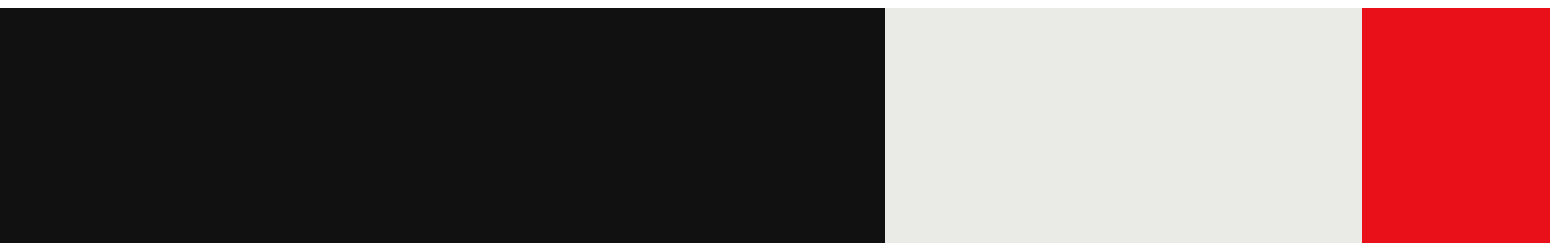



# Holiday ecommerce will grow at the fastest rate since 2021

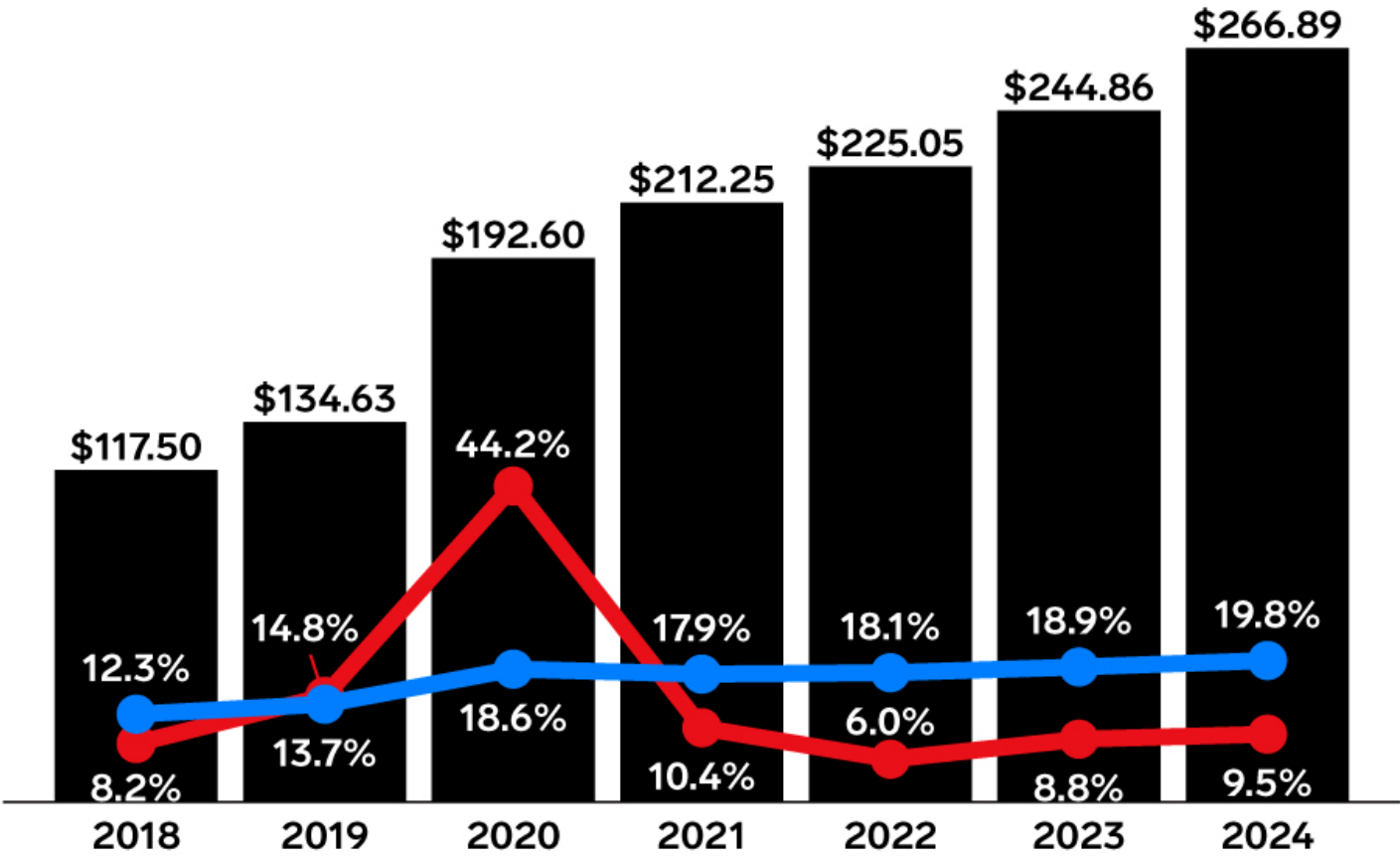
Article



**Online sales will also accelerate to close out 2024.** Holiday ecommerce sales will rise 9.5% YoY, a pace not seen in the past two years, and total online sales for November and December will reach \$266.89 billion.

# US Retail Ecommerce Holiday Season Sales, 2018-2024

billions, % change, and % of total retail holiday season sales



- Retail ecommerce holiday season sales
- % change
- % of total retail holiday season sales

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

Source: EMARKETER Forecast, July 2024

286769



**Holiday ecommerce penetration will reach a new peak in 2024.** Holiday retail ecommerce sales will account for 19.8% of total holiday retail sales. This represents holiday ecommerce’s largest jump in share since 2020.

**Digital sales will get a boost from mobile shopping during the holidays.** Mcommerce retail sales will total \$140.65 billion during the 2024 holiday season, up 13.4% YoY.

**US Retail Mcommerce Holiday Season Sales, 2020-2024**

billions, % change, and % of total retail ecommerce holiday season sales



Note: sales are for Nov and Dec of each year; includes products or services ordered using the internet via mobile devices, regardless of the method of payment or fulfillment; includes sales on tablets; excludes travel and event tickets, payments such as bill pay, taxes, or money transfers, food services and drinking place sales, gambling and other vice goods sales  
Source: EMARKETER Forecast, July 2024

286770



- **Mcommerce now accounts for over half of online sales during the holidays.** After crossing the 50% threshold in 2023, mobile sales will add more than 2 percentage points to its penetration rate, reaching 52.7% in 2024, well above the full-year share of 44.6%.
- **Mobile shopping is the key driver of holiday ecommerce growth.** Retail sales on mobile devices will account for more than three-quarters (75.6%) of the net increase in holiday ecommerce sales, or \$16.66 billion of the \$22.03 billion incremental rise in online sales.
- **But as mcommerce matures, its growth rate is slowing.** The 2024 growth rate will be somewhat lower than last year’s 14.5%, suggesting that the channel will reach parity with overall ecommerce in the coming years.

Read the full report, [US Holiday Shopping 2024](#).

