

Holiday ecommerce sales will see double-digit growth, as shopping begins earlier in the season

Article

The forecast: Holiday ecommerce sales will rise **14.4%** this year, with online channels comprising **18.4%** of all spending this November and December.

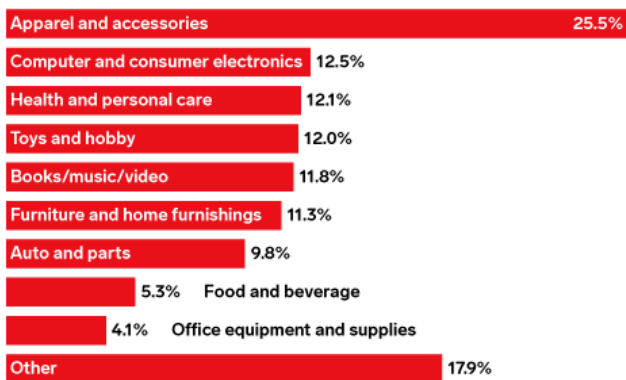
With inventory constraints top of mind, consumers will likely start their holiday shopping early. We estimate that November sales excluding Cyber Five will grow **15%**.

Several categories are driving this growth:

- **Apparel and accessories** will lead the pack with **25.5%** growth, fueled by the return of in-person events. Discretionary categories like jewelry, luxury, and accessories will make a big comeback this year.
- **Consumer electronics** will be the second-fastest-growing category at **12.5%**, fueled by new devices, such as the iPhone 13 and **Amazon Fire TV Omni Series**, and strong demand for wearables. Meanwhile, categories like computers and monitors may experience some fatigue. **Best Buy** cautioned in its August earnings call that the computing category may experience low demand but is seeing growth in other areas like home theater and appliances.
- While **personal care and health** continue to see strong demand this year, the **12.1%** growth in **cosmetics and beauty** will elevate this category. In particular, Amazon's Holiday Beauty Hall event in October likely sparked early deals and could drive further demand.

US Holiday Season Ecommerce Sales Growth, by Product Category, 2021

% change vs. prior year



Note: 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 using the internet, regardless of the payment method or fulfillment; retail ecommerce sales are for Nov and Dec of each year

Source: eMarketer, Sep 2021

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