

Which of the biggest ecommerce companies will grow the fastest in 2023?
















Article

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Despite bankruptcy rumors, Carvana will grow faster than any other top 15 ecommerce company in the US both this year and next year, according to our forecast. In second place this year is Chewy, signaling the strength of category-focused retailers.

Top 15 US Retail Ecommerce Companies, by Growth, 2023 & 2024

% change

	2023	2024
 CARVANA	14.5%	22.7%
 chewy	11.0%	9.2%
 Walmart	10.9%	11.3%
 amazon	9.9%	11.7%
 Kroger	9.0%	10.3%
 COSTCO WHOLESALE	8.9%	11.2%
 LOWE'S	8.8%	10.3%
	8.7%	9.8%
 TARGET	7.3%	9.5%
 BEST BUY	6.0%	8.2%
 HOME DEPOT	5.6%	6.7%
 Etsy	5.5%	8.1%
 macys	-1.5%	5.0%
 ebay	-2.2%	-1.1%
 wayfair	-2.5%	3.8%

Note: represents the gross value of products or services sold on the referenced retailer site (browser or app), regardless of the method of payment or fulfillment; excludes travel and event tickets; Amazon excludes Amazon Web Services (AWS) sales, Amazon Business sales, advertising services, and credit card agreements; includes direct and marketplace sales; Apple includes iTunes and online store retail sales
Source: eMarketer, Feb 2023

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Beyond the chart: Total sales share figures tell a different story. Amazon will once again hold first place by a wide margin in 2023, with 37.6% of US retail ecommerce sales compared with the 6.4% of No. 2 Walmart Inc. Amazon has lost share since last year, but that will change in 2024, when its share will increase to 38.0%.

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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 from company reports, consumer online buying trends, and macro-level economic conditions.