

US retail mcommerce sales will remain strong through 2025, with most taking place on smartphones

Article

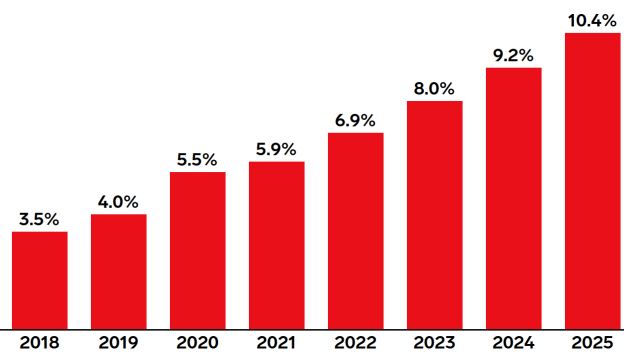
For more insights and key statistics on the biggest trends in today's most disruptive industries, [subscribe to our Chart of the Day newsletter](#).

In 2021, smartphone mcommerce will generate **\$295.41 billion** in US sales, equaling **82.2%** of total retail mcommerce sales.

This figure will continue growing through 2025, when it will reach **\$660.55 billion** and represent **90.7%** of total US retail mcommerce sales.

Retail Mcommerce Sales Share in the US, 2018-2025

% of total retail sales



Note: 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, May 2021

T11556

eMarketer | InsiderIntelligence.com

More like this:

- Report: [Mcommerce Forecast 2021](#)
- Article: [Mcommerce to double its share of retail sales by 2025](#)
- Article: [3 new things in retail: Growth in US ecommerce and mcommerce channels, and Latin America tops retail ecommerce growth for 2021](#)