

Getting RealReal about Recommerce

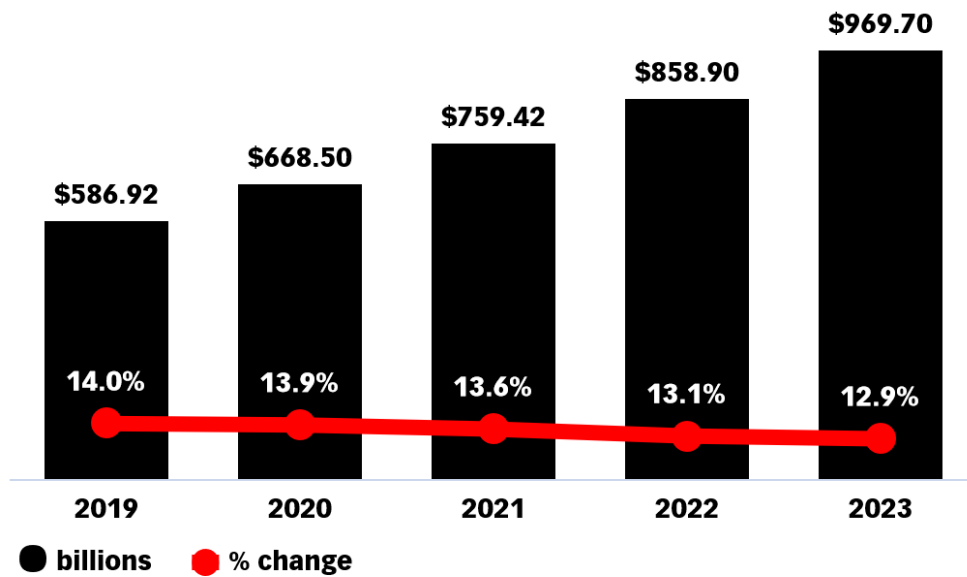
AUDIO |

eMarketer Editors

eMarketer principal retail analyst Andrew Lipsman explains why second-hand shopping is bouncing back, and gives the most important takeaways from Walmart, Macy's and J.C. Penney's Q2 financials. He also explains how much ratings and reviews affect a company's revenue, which US stores are closing down the fastest and who people are most likely to trust for shopping recommendations.

Retail Ecommerce Sales

US, 2019-2023



Source: eMarketer, May 2019

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