

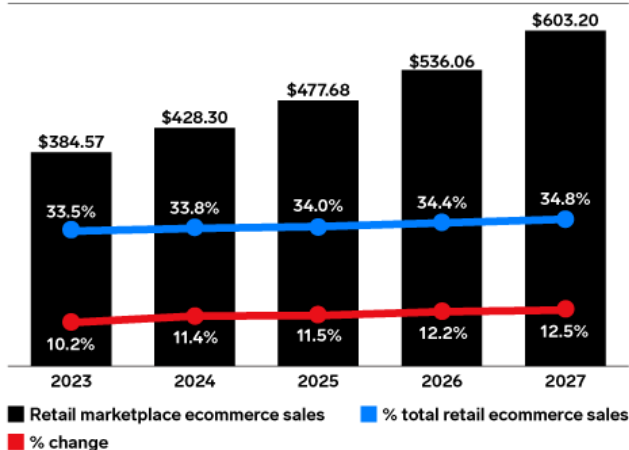
Online marketplaces will top \$600 billion in US retail sales by 2027

Article

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US Retail Marketplace Ecommerce Sales, 2023-2027

billions, % change, and % total retail ecommerce sales



Note: represents the gross value of products sold by third-party sellers on a retail marketplace platform; excludes first-party sales on these platforms; excludes travel and event tickets; excludes food services and drinking place sales

Source: eMarketer, March 2023

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eMarketer | InsiderIntelligence.com

Key stat: US retail marketplace ecommerce sales will reach \$603.20 billion in 2027, representing 34.8% of total retail ecommerce sales, per our forecast.

Beyond the chart:

- Marketplace ecommerce sales will outpace overall ecommerce sales over the next four years, according to our estimates.
- Amazon will maintain its massive lead, generating \$277.91 billion in US marketplace sales this year.
- eBay will take a distant second place with \$35.41 billion in marketplace sales, followed by Walmart Inc. (\$8.57 billion), Etsy (\$7.87 billion), and Poshmark (\$1.91 billion).

Use this chart:

- Illustrate the growth path of US retail marketplace ecommerce sales.
- Budget ad spend on digital marketplaces.

More like this:

- **Retail media ambitions fuel marketplace expansion**
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- [How ecommerce powers Amazon's success in 5 charts](#)
- [US Retail Ecommerce Marketplaces Forecast 2023](#) (Insider Intelligence subscription required)

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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.