

Top 10 Ecommerce Retailers Will Grow Their Market Share to 60.1% in 2020

ARTICLE | JULY 15, 2020

Cindy Liu

The retail divide among top performers and the rest of the market has been amplified by the coronavirus pandemic.

According to our most recent forecast, the top 10 US ecommerce players will collectively grow their share of the overall ecommerce market to 60.1% in 2020. That’s up from 58.2% last year, as consumers shift toward retailers of essential goods and brands they can count on for reliable delivery and fulfillment.

Top 10 US Companies, Ranked by Retail Ecommerce Sales Growth, 2017-2020

% change

	2017	2018	2019	2020
1. Walmart	47.2%	38.3%	35.8%	27.0%
2. Wayfair	36.1%	41.1%	35.0%	27.0%
3. Target	28.9%	32.1%	28.1%	24.0%
4. Costco	26.3%	28.1%	19.4%	19.0%
5. Home Depot	22.0%	24.3%	21.3%	18.5%
6. Amazon	24.9%	19.7%	19.1%	17.2%
7. Best Buy	21.8%	10.8%	15.6%	14.2%
8. Apple	35.9%	16.4%	13.3%	10.0%
9. Macy's	13.1%	11.3%	10.0%	8.5%
10. eBay	5.7%	3.5%	-6.5%	-5.0%

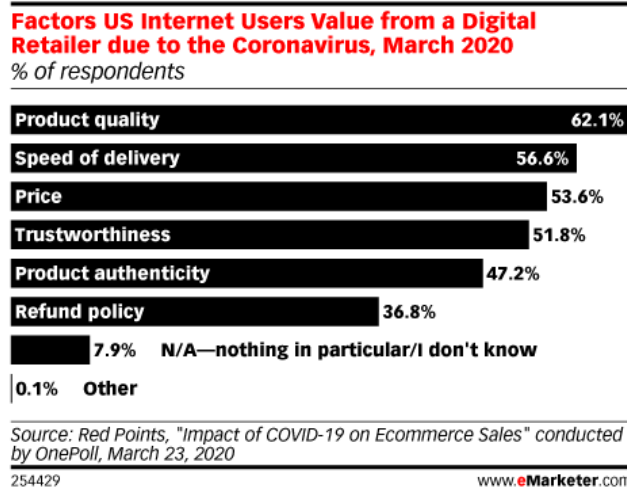
Note: represents the gross value of products or services sold (browser or app), regardless of the method of payment or fulfillment; excludes travel and event tickets

Source: eMarketer, Feb 2020

252943

www.eMarketer.com

During times of uncertainty, it's no surprise that many consumers look for tried-and-true offerings, which are often found when shopping at large retailers. Per a March 2020 survey from tech firm Red Points, majorities of US internet users said product quality (62.1%), speed of delivery (56.6%), price (53.6%) and trustworthiness (51.8%) were the factors of digital retail they valued during the pandemic.

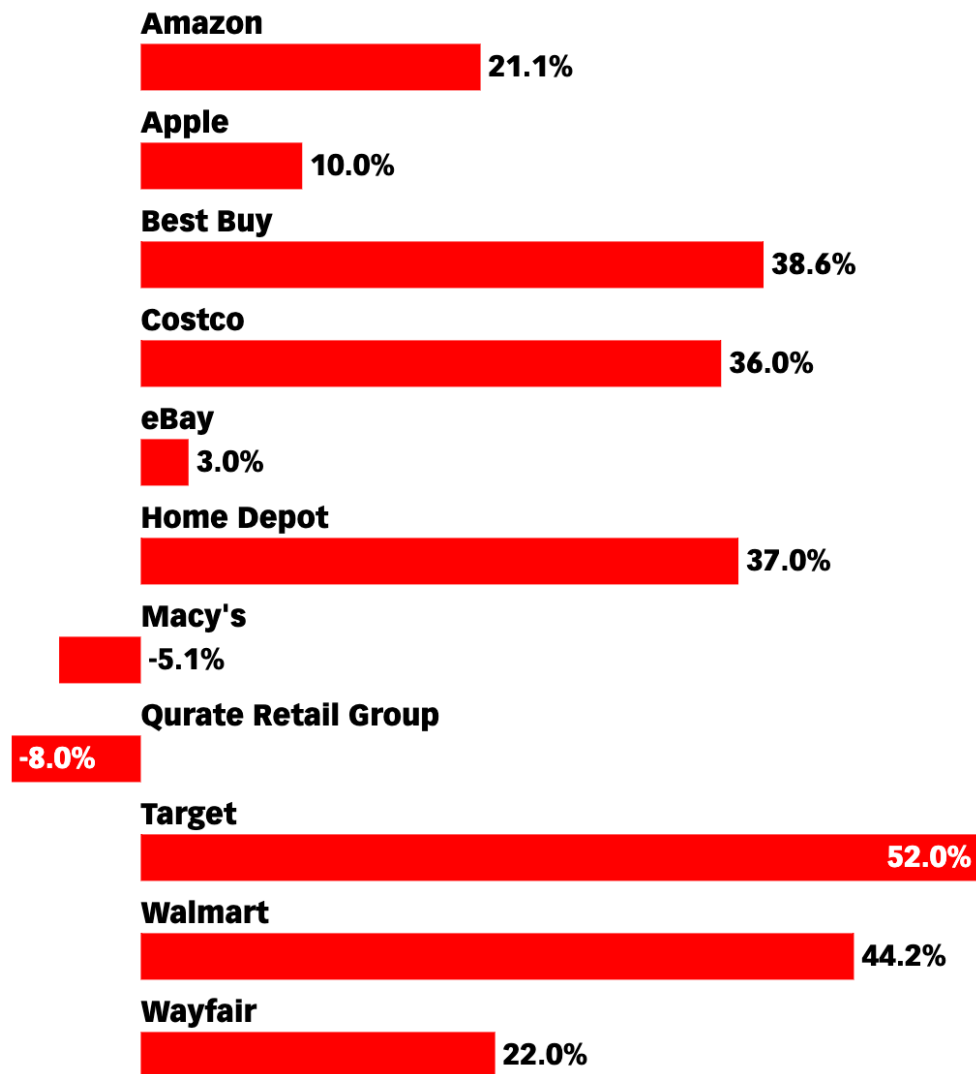


Many large retailers possess a notable presence in ecommerce and are better positioned to capitalize on their existing online practices. Over the past few months, consumers have increasingly turned to Amazon and big-box chains such as Walmart, Target and Costco. Each of these companies has had its online sales surge during the pandemic.

We expect the top 10 ecommerce retailers to grow their ecommerce sales at above-average rates, collectively increasing by 21.8% this year and outpacing the growth of the overall market (18.0%).

Amazon will maintain its No. 1 position as it increases its ecommerce market share from 37.0% in 2019 to 38.0% by year-end. Walmart—the strength of its anticipated growth rate of 44.2%—will surpass eBay for the No. 2 position with 5.8% market share, up from 4.7% last year.

Top 10 Retail Ecommerce Sales Growth, by Company US, 2020, % change



Source: eMarketer, May 2020

www.eMarketer.com

Best Buy, Costco, The Home Depot and Target are also positioned for above-average ecommerce growth, ranging from 36.0% to 52.0%.