


US click-and-collect sales growth slowed in 2021; will rebound in 2022

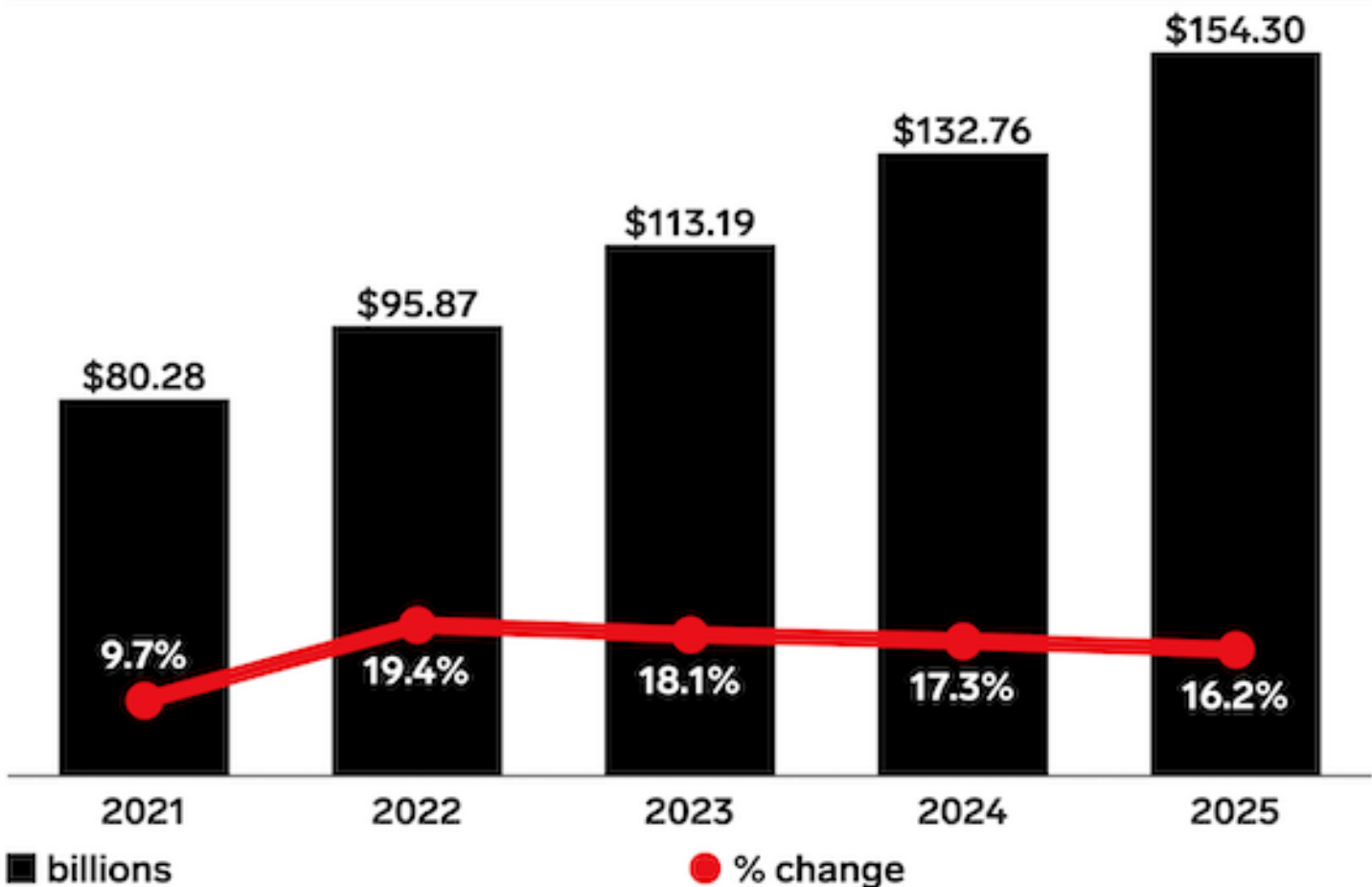
Article



The forecast: After more than doubling in 2020, US click-and-collect sales growth slowed to **9.7%** in 2021, totaling **\$80.28** billion in sales.

US Click-and-Collect Sales, 2021-2025

billions, % change



Note: includes products or services ordered using the internet (regardless of payment method) for pickup in a store or a locker in a retail or pickup hub location; excludes travel and event tickets, payments such as bill pay, taxes or money transfers, food services and drinking place sales, gambling and other vice good sales. Pickup locations include secured lockers, curbside pickup and in-store collection points; excludes orders picked up at a post office.

Source: eMarketer, December 2021

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Dive deeper:

- Growth of click-and-collect sales will return to double digits in 2022, hitting 19.4% before dropping to 16.2% in 2025.

- Click and collect's share of all ecommerce sales in 2021 was **8.7%**, which will increase to **9.6%** by 2025.
- The number of new click-and-collect users will continue rising through 2025. Last year, **58.1%** of all internet users used a click-and-collect service once, up from **56.7%** in 2019, equivalent to more than **5 million** first-time users. This figure will increase **3.8%** this year, adding another **5.6 million** buyers.