

Key statistics associated with e-commerce industry

This slide provides glimpse of key statistics associated with the US e-commerce industry in terms of total e-commerce sales and total e-commerce category growth in the US. It helps get valuable insights into trends in the economy, ongoing market trends, demographics, and the rate of consumer expenditures.

US Retail Sales By Segment, 2019-2025 (in Trillions)



US Retail Sales Growth, By Category, 2021, % Change



US E-Commerce Sales

- In 2021, US e-commerce sales climbed 12.3% (up from 11.7% predicted in January 2021) to \$133.36 billion.
- This increases e-commerce's proportion of overall US retail sales to 15.3%, up from 14.8% the previous year.
- E-commerce will account for 20% of global retail sales by 2024.

Retail E-Commerce Category Growth

- In the US, e-commerce accounted for 13.2% of total retail sales in 2021. Over the last two years, the fastest growing category of e-commerce sales has been:
- In 2021, total retail sales grew 7.9% to \$6.683 trillion, topping \$6 trillion for the first time.
 - Apparel and accessories (up 28.7%) and home furnishings (up 11.4%) are the two fastest-growing categories.
 - Online sales account for around one-third of total sales in both categories; those industries will also contribute to overall e-commerce growth.

Ecommerce For Manufacturers An Overview

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Ecommerce For Manufacturers An Overview:

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Table of Contents Ecommerce For Manufacturers An Overview

1. Understanding the eBook Ecommerce For Manufacturers An Overview
 - The Rise of Digital Reading Ecommerce For Manufacturers An Overview
 - Advantages of eBooks Over Traditional Books
2. Identifying Ecommerce For Manufacturers An Overview
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Ecommerce For Manufacturers An Overview
 - User-Friendly Interface
4. Exploring eBook Recommendations from Ecommerce For Manufacturers An Overview
 - Personalized Recommendations
 - Ecommerce For Manufacturers An Overview User Reviews and Ratings
 - Ecommerce For Manufacturers An Overview and Bestseller Lists
5. Accessing Ecommerce For Manufacturers An Overview Free and Paid eBooks
 - Ecommerce For Manufacturers An Overview Public Domain eBooks
 - Ecommerce For Manufacturers An Overview eBook Subscription Services
 - Ecommerce For Manufacturers An Overview Budget-Friendly Options
6. Navigating Ecommerce For Manufacturers An Overview eBook Formats

- ePub, PDF, MOBI, and More
- Ecommerce For Manufacturers An Overview Compatibility with Devices
- Ecommerce For Manufacturers An Overview Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Ecommerce For Manufacturers An Overview
 - Highlighting and Note-Taking Ecommerce For Manufacturers An Overview
 - Interactive Elements Ecommerce For Manufacturers An Overview
- 8. Staying Engaged with Ecommerce For Manufacturers An Overview
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Ecommerce For Manufacturers An Overview
- 9. Balancing eBooks and Physical Books Ecommerce For Manufacturers An Overview
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Ecommerce For Manufacturers An Overview
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Ecommerce For Manufacturers An Overview
 - Setting Reading Goals Ecommerce For Manufacturers An Overview
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Ecommerce For Manufacturers An Overview
 - Fact-Checking eBook Content of Ecommerce For Manufacturers An Overview
 - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
- 14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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