

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 role 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 15.2% 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 \$4.683 trillion, topping \$4 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

Harald Øverby, Jan Arild Audestad



Ecommerce For Manufacturers An Overview:

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