

## Online Shopping - US - May 2018

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"While purchases made online comprise a small portion of total retail sales, e-commerce continues to grow at staggering rates with no end in sight. Even many retailers that are struggling overall report their e-commerce business as a bright spot."

– **Diana Smith, Associate Director - Retail & Apparel**

This report looks at the following areas:

- Onward and upward
- Still less than 10%
- Old habits die young
- Price can break old habits
- Grocery lags behind

US online retail sales are set to exceed half a trillion dollars this year (\$504.1 billion) and grow approximately 80% to reach \$905 billion by 2022. By that time, mobile's share of e-commerce will likely comprise the majority and consumers' percentage of purchases conducted online versus in-store will be closer to being evenly split as digitally native (younger) generations comprise a higher proportion of the population. By all accounts, Amazon will remain the dominant behemoth in the space as it continues to grow its Prime membership program beyond its current 100 million members worldwide. An interesting trend to watch is the blending of digital and physical: brick and mortar retailers investing in e-commerce and m-commerce (mobile commerce) and pure play retailers expanding to open physical stores or spaces.

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### DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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