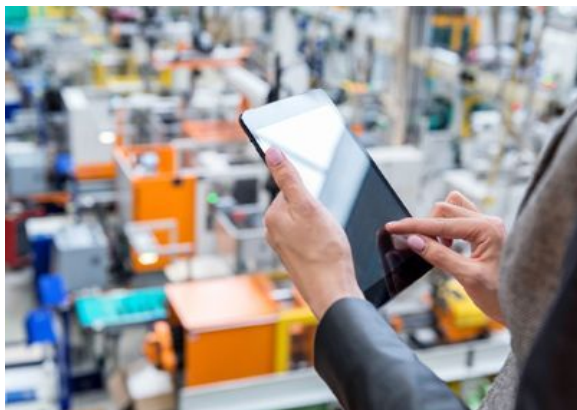


## The State of the eCommerce Industry - US - January 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"The eCommerce industry is reaching a pivotal point heading into 2019. Online sales are growing faster than overall retail sales as online shopping becomes more routine. Building trust, offering unique products that stand out, and ensuring an easy delivery and returns process are three key pillars to succeeding in eCommerce in 2019."  
- Matt Lindner, Senior eCommerce Analyst

This report looks at the following areas:

- eCommerce shows no sign of slowing down
- Free shipping and returns have become table stakes
- More products draw in more online shoppers
- Maintain an active online presence to build trust
- Consumables are set to gain ground in 2019 and beyond
- Social media is essential to selling to younger online shoppers

**BUY THIS  
REPORT NOW**

**VISIT:**  
[store.mintel.com](http://store.mintel.com)

**CALL:**  
EMEA  
+44 (0) 20 7606 4533

Brazil  
0800 095 9094

Americas  
+1 (312) 943 5250

China  
+86 (21) 6032 7300

APAC  
+61 (0) 2 8284 8100

**EMAIL:**  
[reports@mintel.com](mailto:reports@mintel.com)

### DID YOU KNOW?

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

# The State of the eCommerce Industry - US - January 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Table of Contents

### Overview

What you need to know  
Scope

### Executive Summary

Overview  
eCommerce shows no sign of slowing down  
Free shipping and returns have become table stakes  
More products draw in more online shoppers  
Maintain an active online presence to build trust  
Consumables are set to gain ground in 2019 and beyond  
Social media is essential to selling to younger online shoppers  
What it means

### What We Learned in 2018

Online product discovery isn't always intentional  
Shipping costs can lose – and win back – an online sale  
Shoppers have a largely transactional relationship with Amazon  
Online hasn't replicated the experience of seeing something in person  
Shoppers value post-purchase communication from retailers  
User generated content builds trust

### The Industry – What You Need to Know

eCommerce is growing much faster than overall retail  
Consumables present an opportunity  
The paths to purchase can start anywhere on any device

### Industry Size and Forecast

Online sales forecast to approach \$900 billion by 2023  
Figure 1: Total US online retail sales and fan chart forecast with best- and worst-case scenarios, at current prices, 2013-23  
Figure 2: Total US online retail sales and forecast, at current prices, 2013-23  
eCommerce growth outpaces total retail sales growth  
Figure 3: Estimated quarterly total US retail sales growth vs online sales growth, by quarter, Q3 2017-Q3 2018  
Figure 4: Estimated quarterly total US retail sales vs online sales, Q3 2017-Q3 2018

### Analyst Perspective

Everyday essentials have room for growth  
Figure 5: How consumers buy products (by category) – Any online, November 2018  
AR to become more of a reality  
Increasingly connected consumers drive the industry

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)  
**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094  
Americas +1 (312) 943 5250 | China +86 (21) 6032 7300  
APAC +61 (0) 2 8284 8100 |  
**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# The State of the eCommerce Industry - US - January 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Connected consumers result in savvier online shoppers  
 Blurring lines between in-store and online creates opportunities  
 Don't discount the power of rural America

## Key Trends – What You Need to Know

Amazon and Walmart lead the way  
 Prime Day inspires others to get in on the action  
 Social media creates more shopping moments  
 Physical stores will serve more online shoppers  
 Retailers will partner up to drive online – and offline – business

## Industry Influencers

Amazon  
 Figure 6: Online shopping frequency, by retailer/website type, April 2018

Walmart  
 Google  
 Facebook and Pinterest

## Online Shopping Events

Singles' Day gains ground in the US  
 Figure 7: American Apparel Singles' Day marketing email, November 2018

Black Friday and Cyber Monday generate record setting sales  
 Figure 8: Shoe Carnival Cyber Monday marketing email, November 2018

Prime Day gives Amazon and others a boost  
 Figure 9: Amazon Prime Day marketing email, July 2018

Wayfair rolls out Way Day  
 Figure 10: Wayfair Way Day promotional email, April 2018

## Biggest Impacts of 2018

Social shopping  
 Instagram  
 Pinterest  
 Snapchat  
 Prime Wardrobe  
 Joining forces  
 Amazon and Kohl's  
 Kroger and Walgreens  
 L'Oreal buys ModiFace

## What Will Impact in 2019

Physical stores will play a greater role  
 Retailers will seek out more partnerships and acquisitions  
 One-click ordering will be more accessible

**BUY THIS  
 REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)  
**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094  
 Americas +1 (312) 943 5250 | China +86 (21) 6032 7300  
 APAC +61 (0) 2 8284 8100 |  
**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# The State of the eCommerce Industry - US - January 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- Retailers will focus more on promotional sales “events”
- Online grocery will continue to expand
- Packaging will become more efficient
- Social media will create more purchasing moments
- Take a picture, find a product, make a purchase
- Shoppers will have more voice-activated shopping options

## The Consumer – What You Need to Know

- Current behaviors
- Brands need to have extensive digital footprints to build trust
- Cost and trust are top-of-mind
- Small screens provide opportunities for product discovery
- Apps lag far behind mobile websites in popularity
- In-store pickup and faster delivery can set online retailers apart
- Attitudes toward promotions and personalization
- Younger online shoppers check out new retailers during online sales
- Too many promotional emails can be a turnoff
- Shoppers would rather their experience be personalized based on their own history
- Future behaviors
- Shopping online for everyday essentials is catching on
- Give shoppers more control over when they receive orders

## The eCommerce Shopper

- Almost everyone shops online  
Figure 11: Online shopping frequency, November 2018
- Online shopping is a habit for many  
Figure 12: Change in online shopping compared to last year, by online shopping frequency, November 2018
- Who is shopping more online compared to last year  
Figure 13: Change in online shopping compared to last year, by key demographics, November 2018  
Figure 14: Change in online shopping compared to last year, by annual household income, November 2018

## Attitudes toward Shopping Online

- Ease: online shoppers feel like they can find what they’re looking for  
Figure 15: Ease of finding products online, by generations, November 2018
- Shopping preferences: brand variety draws in more online shoppers  
Figure 16: Online retailer shopping preference, November 2018
- Building trust: smaller retailers must be easy to find online  
Figure 17: Trust in brands and online retailers, November 2018

## What Online Shoppers Value

- Online shoppers are cost conscious  
Figure 18: Factors most important when shopping online, November 2018

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)  
**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094  
 Americas +1 (312) 943 5250 | China +86 (21) 6032 7300  
 APAC +61 (0) 2 8284 8100 |  
**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# The State of the eCommerce Industry - US - January 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Trust is almost as important as easy returns

Older shoppers are more likely to prioritize product selection

Figure 19: Factors most important when shopping online – Product selection vs reviews, by generation, November 2018

A human connection is not as important to online shoppers

Figure 20: Factors least important when shopping online, November 2018

## The Impact of Mobile

Most people own smartphones and many use them to shop online

Figure 21: Devices used to browse and buy online, October 2018

Retail smartphone apps haven't caught on with most shoppers

Figure 22: Attitudes toward and usage of smartphones for online shopping, November 2018

A good smartphone shopping experience is key to reaching younger women

Figure 23: Smartphone shopping activities, by gender and age, November 2018

Parents are more likely to use mobile apps while in-store

Figure 24: In-store mobile app usage, by parental status, November 2018

iGens and Millennials are key to turning the tide when it comes to using mobile apps

Figure 25: Mobile app shopping preference, by generation, November 2018

## Attitudes toward Promotional Activity

Familiarity beats the unknown during major online sales

Figure 26: Attitudes toward online promotional activity, November 2018

iGens and Millennials are more open to checking out new retailers during sales

Figure 27: Attitudes toward online promotional activity – Select items, by generation, November 2018

Beware of too much of a good thing with email marketing

Figure 28: Attitudes toward marketing emails, November 2018

Products in subject lines are key to reaching older online shoppers

Figure 29: Attitudes toward email subject lines – Product vs sale, by generation November 2018

## Attitudes toward Personalization

Personalize online based on a shopper's history, not their name

Figure 30: Desire to be shown products based on past behaviors, by household income, November 2018

Most shoppers don't like being addressed by name in promotional emails

Figure 31: Attitudes toward personalization in marketing emails, by gender and age, November 2018

Introduce products that similar shoppers have bought to appeal to younger women

Figure 32: Desire to be shown products based on what similar people have purchased/looked at, by gender and age, November 2018

Show dads what people who live near them are buying and looking at

Figure 33: Desire to be shown products based on what nearby people have purchased/looked at, by gender and parental status, November 2018

## Last-mile Considerations

Free returns and free shipping are must-haves

Figure 34: Important factors when deciding whether or not to buy online, November 2018

Combine free and fast shipping and returns for broadest appeal

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# The State of the eCommerce Industry - US - January 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 35: TURF analysis – Attitudes toward delivery options, November 2018

Delivery speed: younger online shoppers don't want to wait

Figure 36: Importance of delivery speed in online purchasing decisions, by generation, November 2018

Pickup: dads are more likely to prioritize online order pickup

Figure 37: Importance of delivery speed in online purchasing decisions, by gender and parental status, November 2018

Shoppers in less-populated areas interested in more options

Figure 38: Importance of same day delivery and curbside pickup when deciding to buy online, by area, November 2018

Don't forget the packaging

Figure 39: Packaging concerns as a deterrent to buying online, November 2018

## Future Behaviors

Parents expect to shop more online

Figure 40: Future online shopping expectations, by gender and parental status, November 2018

Frequent online shoppers want more control over deliveries

Figure 41: Future online order delivery expectations, by change in online shopping compared to last year, November 2018

Millennials are more likely to expect AR features

Figure 42: Future online shopping expectations, by generation, November 2018

## Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Direct marketing creative

Abbreviations and terms

Abbreviations

Terms

TURF analysis – Methodology

Figure 43: Table – TURF analysis – Attitudes toward delivery options, November 2018

## Appendix – The Industry

Figure 44: Total US online retail sales and forecast, at inflation-adjusted prices, 2013-23

BUY THIS  
REPORT NOW

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)