

## The State of the eCommerce Industry - US - January 2020

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

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"The eCommerce market continues to expand thanks to new technological developments that create a seamless and convenient shopping option. As consumers blend their shopping journey between online and offline actions, even online retailers need to be present in physical stores in some way."

- **Katie Yackey, eCommerce Analyst**

This report looks at the following areas:

- **Emerging Impacts of 2020: The blend of online and offline worlds**
- **Four elements critical to the success of eCommerce**
- **Driving future purchases**

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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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New delivery methods could help smaller business even out the playing field

The blending of online and offline worlds

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## The Consumer – What You Need to Know

Seamlessness is the name of the game

Convenience at (no) price

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Abbreviations

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