



The State of the eCommerce Industry - US - January 2020

Report Price: £3695 | \$4995 | €4400

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

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



"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

Buy this report now

Visit store.mintel.com

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

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**
- **Definition**

EXECUTIVE SUMMARY

- **Overview**

Figure 1: How often consumers shop online compared to last year, November 2019

- **Emerging Impacts of 2020: The blend of online and offline worlds**

- **Market Size and Forecast**

Figure 2: Total US sales and fan chart forecast of eCommerce Market, at current prices, 2014-24

- **Four elements critical to the success of ecommerce**

- **Element One: Seamless Shopping**

- **Element Two: Convenience**

- **Element Three: Personalization**

- **Element Four: Emerging Technology**

- **Driving future purchases**

Figure 3: Driving future purchases, November, 2019

- **What it means**

THE MARKET – WHAT YOU NEED TO KNOW

- **The ecommerce market sees expansion for years to come**
- **New tech, new shopping habits**
- **Shopping anytime from anywhere**

MARKET SIZE AND FORECAST

- **eCommerce sees rapid growth**

Figure 4: Total US sales and fan chart forecast of eCommerce Market, at current prices, 2014-24

Figure 5: Total US retail ecommerce sales and forecast, at current prices, 2014-24

MARKET FACTORS

- **Emerging Technology**
- **Internet Accessibility**
- **Analyst Perspective**

INDUSTRY INFLUENCES

- **Amazon being Amazon**
- **DTC challenges the typical retail model**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

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

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



EMERGING IMPACTS OF 2020

- **New delivery methods could help smaller business even out the playing field**
- **The blending of online and offline worlds**

THE CONSUMER – WHAT YOU NEED TO KNOW

- **Seamlessness is the name of the game**
- **Convenience at (no) price**
- **eCommerce must get personal**

THE ECOMMERCE SHOPPER PROFILE

- **eCommerce grows steadily**

Figure 6: How often consumers shop online compared to last year, November 2019

- **As younger consumers gain more spending power, they're buying more goods online**

Figure 7: Online shopping frequency compared to last year, by age, November 2019

- **Consumers leverage online and offline activities along their shopping journey**

Figure 8: Where consumers buy goods, November 2019

Figure 9: Where consumers buy goods, November 2019

ELEMENT ONE: SEAMLESS SHOPPING

- **Attitudes toward shopping online**
- **Easy to find products, not so easy to trust the unknown**
- **One bad interaction leaves a bad taste in consumers' mouths**

Figure 10: Attitudes toward purchasing online, November 2019

Figure 11: Attitudes toward purchasing online by online shopping frequency, November 2019

ELEMENT TWO: CONVENIENCE

- **Most & least important factors when shopping online**
- **Consumers want convenience without the price tag**

Figure 12: Most important factors, any rank, November 2019

Figure 13: Most important factors, by rank, November 2019

- **Consumers want to feel secure in their purchase**

Figure 14: Most important factors, by online shopping frequency, November 2019

Figure 15: Allbirds storytelling

Figure 16: Nike storytelling

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

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

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



DELIVERY ATTITUDES AND CONSIDERATIONS

- Convenience matters from start to finish**

Figure 17: Attitudes toward delivery and shipping, November 2019

- Parents look for an ecommerce partner**

Figure 18: Attitudes toward delivery and shipping, by parents vs non-parents, November 2019

Figure 19: Primary.com

ELEMENT THREE: PERSONALIZATION

- Attitudes toward Personalization**

- Personalization helps consumers sift through the noise**

Figure 20: Attitudes toward online personalization, November 2019

- Personalization increases consumer reach**

Figure 21: TURF Analysis – Attitudes toward online personalization, November 2019

- Recommend products that keep consumers in the loop**

Figure 22: Attitudes toward online personalization, by online shopping frequency, November 2019

ATTITUDES TOWARD PROMOTIONAL ACTIVITIES

- Promotions can provide consumers personalized content**

Figure 23: Attitudes towards promotional activities, by age, November 2019

ELEMENT FOUR: EMERGING TECH

- Impact of Mobile**

- Mobile is the cornerstone for delivering tech-based brand experiences**

Figure 24: Snapchat and Adidas partnership

Figure 25: Mobile Activity, November 2019

- Smartphones allow all consumers to connect to ecommerce**

Figure 26: Mobile activity, by HHI, November 2019

ATTITUDES TOWARD BIG TECH

- Overall, Big Tech resonates positively with consumers**

Figure 27: Attitudes toward Big Tech, November 2019

- Generations view Big Tech through different lenses**

Figure 28: Attitudes toward Big Tech, by generation, November 2019

Figure 29: Amazon Four Star Store

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

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

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



FUTURE BEHAVIORS AND CONSIDERATIONS

- eCommerce needs to continue to push boundaries on the basics**
Figure 30: Driving future purchases, November, 2019
- Free shipping is the key to consumers' hearts**
Figure 31: TURF Analysis – Driving future purchases, November 2019
- Less-frequent shoppers have not seen the benefits of ecommerce**
Figure 32: Driving future purchases, by online shopping frequency
- Everyday I'm shopping online**
Figure 33: Future expectations, November 2019
Figure 34: Imperfect Foods Delivery Window
- Everyday products will help reach more consumers**
Figure 35: TURF Analysis – Future expectations, November 2019
- Younger Millennials look forward to the future of ecommerce**
Figure 36: Future expectations, by generation, November 2019
- Don't ignore the less-frequent shoppers**
Figure 37: Future expectations, by online shopping frequency, November 2019

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- Data sources**
- Fan chart forecast**
- Consumer survey data**
- Abbreviations and terms**
- Abbreviations**

APPENDIX – THE MARKET

Figure 38: Total US retail ecommerce sales and forecast, at current prices, 2014-24

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

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



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster.

Our purpose is to help businesses and people grow. To find out how we do that, visit mintel.com.