

## **United States E-Commerce Market Report and Forecast 2024-2032**

Market Report | 2024-04-16 | 143 pages | EMR Inc.

### **AVAILABLE LICENSES:**

- Single User License \$2999.00
- Five User License \$3999.00
- Corporate License \$4999.00

### **Report description:**

United States E-Commerce Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the United States e-commerce market size reached a value of USD 670.40 billion in 2023. Aided by technological advancements, changing consumer behaviours, and the increasing penetration of internet and mobile devices, the market is projected to further grow at a CAGR of 8.60% between 2024 and 2032 to reach a value of USD 1415.13 million by 2032.

E-commerce in the United States has transformed the retail landscape, offering consumers unparalleled convenience, variety, and accessibility. The shift towards digital shopping has been accelerated by factors such as the COVID-19 pandemic, which necessitated social distancing and encouraged online shopping habits that are likely to persist long-term. This shift is further supported by the growing confidence in online payment systems and the enhanced logistics and delivery infrastructure across the country.

The proliferation of smartphones and high-speed internet has led to a surge in mobile commerce, contributing to the United States e-commerce market growth. Retailers are optimising their websites for mobile devices and developing apps to make online shopping more accessible and user-friendly. American consumers are increasingly valuing the convenience and flexibility offered by online shopping. The desire for a wide range of products, competitive pricing, and the ability to shop anytime, anywhere, is driving more consumers to choose e-commerce over traditional retail channels.

As per the United States e-commerce market analysis, social media platforms have become powerful tools for brands to engage with consumers, showcase their products, and facilitate direct purchases. The integration of e-commerce functionalities into social media is creating new shopping avenues and driving sales. Innovations in logistics and delivery, including same-day delivery services and easy returns, have significantly enhanced the online shopping experience. Companies are investing in sophisticated logistics solutions to ensure fast and reliable delivery, which is a crucial factor in customer satisfaction and retention.

The increasing adoption of smart speakers and voice assistants like Amazon Alexa, Google Assistant, and Apple Siri has given rise to voice commerce in the e-commerce market in the United States. Consumers are using voice commands to search for products, check prices, and make purchases. This trend emphasises the need for businesses to optimise their content for voice search and consider voice shopping functionality in their e-commerce strategy.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Omnichannel retailing provides a seamless shopping experience across various channels, including online platforms, mobile apps, and physical stores. This approach allows consumers to interact with a brand in multiple ways, enhancing convenience and customer satisfaction. As per the United States e-commerce market outlook, retailers are leveraging technology to integrate these channels, ensuring consistency in the shopping experience.

Subscription services and enhanced loyalty programs are becoming popular for retaining customers and ensuring a steady revenue stream. From subscription boxes to premium memberships offering exclusive benefits, these models provide convenience for consumers and foster brand loyalty. Many brands are bypassing traditional retail channels and selling directly to consumers through their e-commerce platforms, which contributes to the United States e-commerce market expansion. The D2C model allows brands to gather valuable customer data, control the customer experience, and increase margins. This trend is particularly pronounced among startups and niche brands.

AR and VR technologies are transforming online shopping by enabling immersive experiences. AR allows customers to visualise products in their own space or on themselves before making a purchase, effectively bridging the gap between the physical and digital shopping worlds. VR, on the other hand, can create entirely virtual stores for customers to explore. These technologies enhance customer engagement and can significantly reduce return rates by helping consumers make more informed decisions, and further propel the United States e-commerce market share.

#### Market Segmentation □

The market can be divided based on type, transaction type, and region.

#### Market Breakup by Type

- Apparels
- Footwear and Accessories
- Home Appliances
- Books
- Cosmetics
- Groceries
- Others

#### Market Breakup by Transaction Type

- B2C
- B2B
- C2C
- Others

#### Market Breakup by Region

- New England
- Mideast
- Great Lakes
- Plains
- Southeast
- Southwest
- Rocky Mountain
- Far West

#### Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the global xx market. Some of the major players explored in the report by Expert Market Research are as follows:

- Amazon.com, Inc.
- Walmart Inc.
- Apple Inc.
- The Kroger Co.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- []The Home Depot, Inc.
- []Target Brands, Inc.
- []Costco Wholesale Corporation
- []BEST BUY
- []eBay Inc.
- []Macys.com,
- []Others

#### About Us

Acquire unparalleled access to critical industry insights with our comprehensive market research reports, meticulously prepared by a team of seasoned experts. These reports are designed to equip decision-makers with an in-depth understanding of prevailing market trends, competitive landscapes, and growth opportunities.

Our high-quality, data-driven analysis provides the essential framework for organisations seeking to make informed and strategic decisions in an increasingly complex and rapidly evolving business environment. By investing in our market research reports, you can ensure your organisation remains agile, proactive, and poised for success in today's competitive market.

Don't miss the opportunity to elevate your business intelligence and strengthen your strategic planning. Secure your organisation's future success by acquiring one of our Expert Market Research reports today.

\*We at Expert Market Research always strive to provide you with the latest information. The numbers in the article are only indicative and may be different from the actual report.

#### Table of Contents:

- 1 Preface
- 2 Report Coverage - Key Segmentation and Scope
- 3 Report Description
  - 3.1 Market Definition and Outlook
  - 3.2 Properties and Applications
  - 3.3 Market Analysis
  - 3.4 Key Players
- 4 Key Assumptions
- 5 Executive Summary
  - 5.1 Overview
  - 5.2 Key Drivers
  - 5.3 Key Developments
  - 5.4 Competitive Structure
  - 5.5 Key Industrial Trends
- 6 Market Snapshot
- 7 Opportunities and Challenges in the Market
- 8 North America E-Commerce Market Overview
  - 8.1 Key Industry Highlights
  - 8.2 North America E-Commerce Historical Market (2018-2023)
  - 8.3 North America E-Commerce Market Forecast (2024-2032)
  - 8.4 North America E-Commerce Market Breakup by Region
    - 8.4.1 United States
    - 8.4.2 Canada
- 9 United States E-Commerce Market Overview
  - 9.1 Key Industry Highlights
  - 9.2 United States E-Commerce Historical Market (2018-2023)
  - 9.3 United States E-Commerce Market Forecast (2024-2032)

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 10 United States E-Commerce Market by Type
  - 10.1 Apparels
    - 10.1.1 Historical Trend (2018-2023)
    - 10.1.2 Forecast Trend (2024-2032)
  - 10.2 Footwear and Accessories
    - 10.2.1 Historical Trend (2018-2023)
    - 10.2.2 Forecast Trend (2024-2032)
  - 10.3 Home Appliances
    - 10.3.1 Historical Trend (2018-2023)
    - 10.3.2 Forecast Trend (2024-2032)
  - 10.4 Books
    - 10.4.1 Historical Trend (2018-2023)
    - 10.4.2 Forecast Trend (2024-2032)
  - 10.5 Cosmetics
    - 10.5.1 Historical Trend (2018-2023)
    - 10.5.2 Forecast Trend (2024-2032)
  - 10.6 Groceries
    - 10.6.1 Historical Trend (2018-2023)
    - 10.6.2 Forecast Trend (2024-2032)
  - 10.7 Others
- 11 United States E-Commerce Market by Transaction Type
  - 11.1 B2C
    - 11.1.1 Historical Trend (2018-2023)
    - 11.1.2 Forecast Trend (2024-2032)
  - 11.2 B2B
    - 11.2.1 Historical Trend (2018-2023)
    - 11.2.2 Forecast Trend (2024-2032)
  - 11.3 C2C
    - 11.3.1 Historical Trend (2018-2023)
    - 11.3.2 Forecast Trend (2024-2032)
  - 11.4 Others
- 12 United States E-Commerce Market by Region
  - 12.1 New England
    - 12.1.1 Historical Trend (2018-2023)
    - 12.1.2 Forecast Trend (2024-2032)
  - 12.2 Mideast
    - 12.2.1 Historical Trend (2018-2023)
    - 12.2.2 Forecast Trend (2024-2032)
  - 12.3 Great Lakes
    - 12.3.1 Historical Trend (2018-2023)
    - 12.3.2 Forecast Trend (2024-2032)
  - 12.4 Plains
    - 12.4.1 Historical Trend (2018-2023)
    - 12.4.2 Forecast Trend (2024-2032)
  - 12.5 Southeast
    - 12.5.1 Historical Trend (2018-2023)
    - 12.5.2 Forecast Trend (2024-2032)

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 12.6 Southwest
  - 12.6.1 Historical Trend (2018-2023)
  - 12.6.2 Forecast Trend (2024-2032)
- 12.7 Rocky Mountain
  - 12.7.1 Historical Trend (2018-2023)
  - 12.7.2 Forecast Trend (2024-2032)
- 12.8 Far West
  - 12.8.1 Historical Trend (2018-2023)
  - 12.8.2 Forecast Trend (2024-2032)
- 13 Market Dynamics
  - 13.1 SWOT Analysis
    - 13.1.1 Strengths
    - 13.1.2 Weaknesses
    - 13.1.3 Opportunities
    - 13.1.4 Threats
  - 13.2 Porter's Five Forces Analysis
    - 13.2.1 Supplier's Power
    - 13.2.2 Buyer's Power
    - 13.2.3 Threat of New Entrants
    - 13.2.4 Degree of Rivalry
    - 13.2.5 Threat of Substitutes
  - 13.3 Key Indicators for Demand
  - 13.4 Key Indicators for Price
- 14 Competitive Landscape
  - 14.1 Market Structure
  - 14.2 Company Profiles
    - 14.2.1 Amazon.com, Inc.
      - 14.2.1.1 Company Overview
      - 14.2.1.2 Product Portfolio
      - 14.2.1.3 Demographic Reach and Achievements
      - 14.2.1.4 Certifications
    - 14.2.2 Walmart Inc.
      - 14.2.2.1 Company Overview
      - 14.2.2.2 Product Portfolio
      - 14.2.2.3 Demographic Reach and Achievements
      - 14.2.2.4 Certifications
    - 14.2.3 Apple Inc.
      - 14.2.3.1 Company Overview
      - 14.2.3.2 Product Portfolio
      - 14.2.3.3 Demographic Reach and Achievements
      - 14.2.3.4 Certifications
    - 14.2.4 The Kroger Co.
      - 14.2.4.1 Company Overview
      - 14.2.4.2 Product Portfolio
      - 14.2.4.3 Demographic Reach and Achievements
      - 14.2.4.4 Certifications
    - 14.2.5 The Home Depot, Inc.

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

- 14.2.5.1 Company Overview
- 14.2.5.2 Product Portfolio
- 14.2.5.3 Demographic Reach and Achievements
- 14.2.5.4 Certifications
- 14.2.6 Target Brands, Inc.
  - 14.2.6.1 Company Overview
  - 14.2.6.2 Product Portfolio
  - 14.2.6.3 Demographic Reach and Achievements
  - 14.2.6.4 Certifications
- 14.2.7 Costco Wholesale Corporation
  - 14.2.7.1 Company Overview
  - 14.2.7.2 Product Portfolio
  - 14.2.7.3 Demographic Reach and Achievements
  - 14.2.7.4 Certifications
- 14.2.8 BEST BUY
  - 14.2.8.1 Company Overview
  - 14.2.8.2 Product Portfolio
  - 14.2.8.3 Demographic Reach and Achievements
  - 14.2.8.4 Certifications
- 14.2.9 eBay Inc.
  - 14.2.9.1 Company Overview
  - 14.2.9.2 Product Portfolio
  - 14.2.9.3 Demographic Reach and Achievements
  - 14.2.9.4 Certifications
- 14.2.10 Macys.com,
  - 14.2.10.1 Company Overview
  - 14.2.10.2 Product Portfolio
  - 14.2.10.3 Demographic Reach and Achievements
  - 14.2.10.4 Certifications
- 14.2.11 Others
- 15 Key Trends and Developments in the Market

#### List of Key Figures and Tables

1. North America E-Commerce Market: Key Industry Highlights, 2018 and 2032
2. United States E-Commerce Market: Key Industry Highlights, 2018 and 2032
3. United States E-Commerce Historical Market: Breakup by Type (USD Trillion), 2018-2023
4. United States E-Commerce Market Forecast: Breakup by Type (USD Trillion), 2024-2032
5. United States E-Commerce Historical Market: Breakup by Transaction Type (USD Trillion), 2018-2023
6. United States E-Commerce Market Forecast: Breakup by Transaction Type (USD Trillion), 2024-2032
7. United States E-Commerce Historical Market: Breakup by Region (USD Trillion), 2018-2023
8. United States E-Commerce Market Forecast: Breakup by Region (USD Trillion), 2024-2032
9. United States E-Commerce Market Structure

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

## United States E-Commerce Market Report and Forecast 2024-2032

Market Report | 2024-04-16 | 143 pages | EMR Inc.

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User License	\$2999.00
	Five User License	\$3999.00
	Corporate License	\$4999.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

☐ \*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-06-24"/>
		Signature	<input type="text"/>

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com