

ECOMMERCE COUNTRY FACTSHEET

# USA

Population - 329 million  
Capital - Washington DC  
Currency - US Dollar  
Main language - English



431,647m  
USD

The eCommerce revenue amounted to 431,647m USD in USA 2020

74.1%

With a share of 74.1% the eCommerce market generated the highest revenue in the American digital sector for 2020

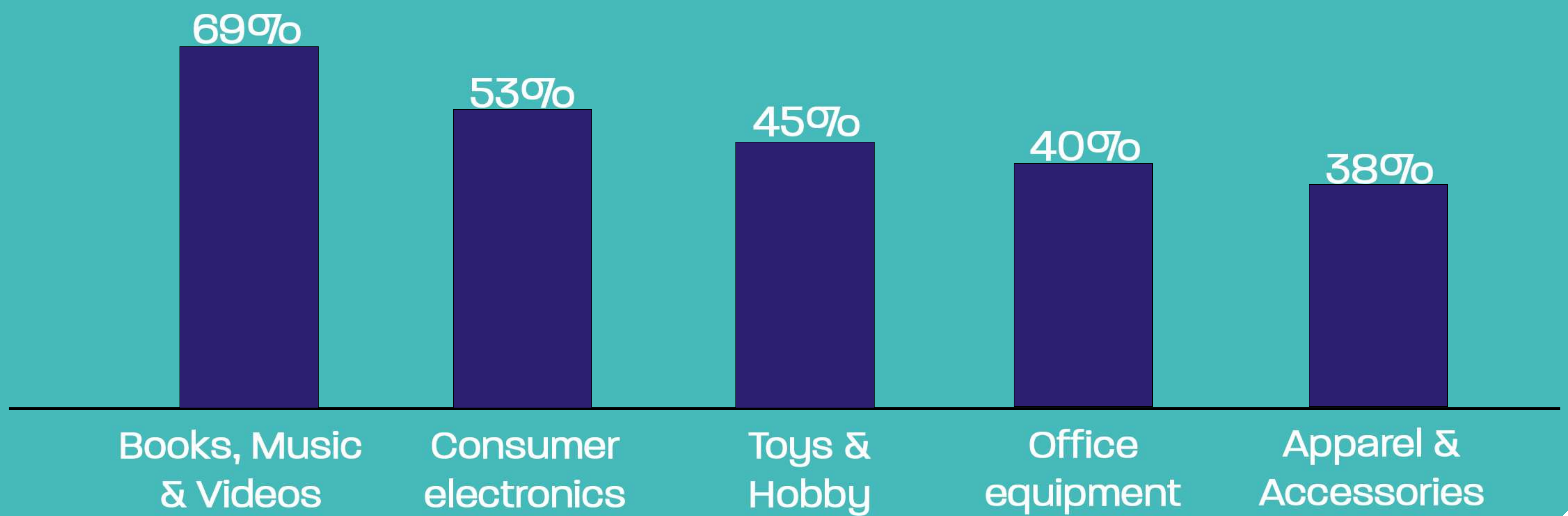
5.5%

American eCommerce revenues are expected to have a positive annual growth on average of 5.5% by 2025

563,387m  
USD

The American eCommerce market is expected to reach a market volume of 563,387 USD by 2025

## Sectors American consumers are most interested in...



## The most successful online shops are...

- \* Amazon.com
- \* Walmart.com
- \* BestBuy.com

Other retailers include; Homedepot.com, Target.com & Apple.com

## Shipping methods offered by leading online retailers...

- \* USPS (US Postal Service)
- \* UPS
- \* Self Collection

Other shipping & Courier Services include: FedEx & DHL

200bn  
USD

The retail eCommerce sales in America has increased in excess of 200bn USD since 2009

5,676.7m

Total eCommerce sales for Macy's.com in America 2020 was more than 5.6 million

80.4%

The predicted digital buyer penetration of America is expected to increase to 80.4% by 2025