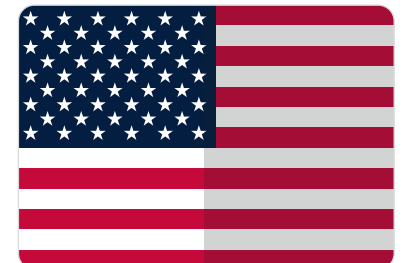


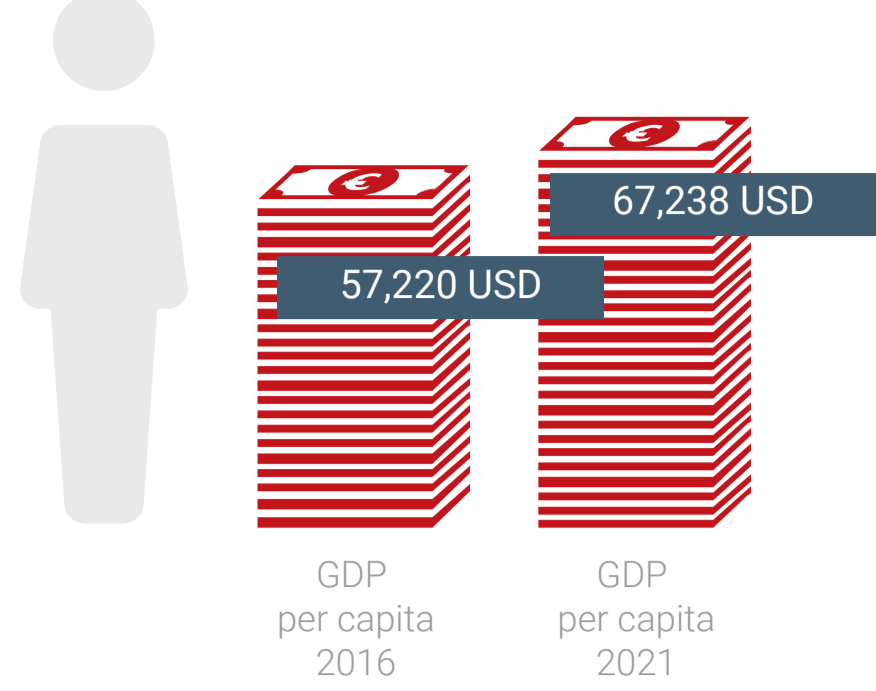
Insights into the growth of the United States eCommerce market with payment methods, target audiences, marketing, social media, economy and logistics all profiled



Economy

Home to **323 million people**, with a **total GDP of \$17.9 trillion USD**. **GDP per capita** is currently at **57,220 USD**. This should reach **67,238 USD** by **2021**.

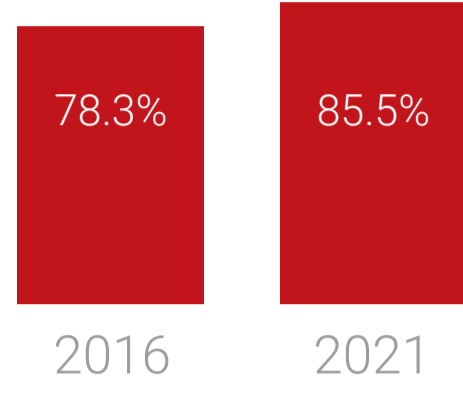
THE US IS IN THE TOP 20 RICHEST COUNTRIES ACCORDING TO THE WORLD BANK RANKINGS.



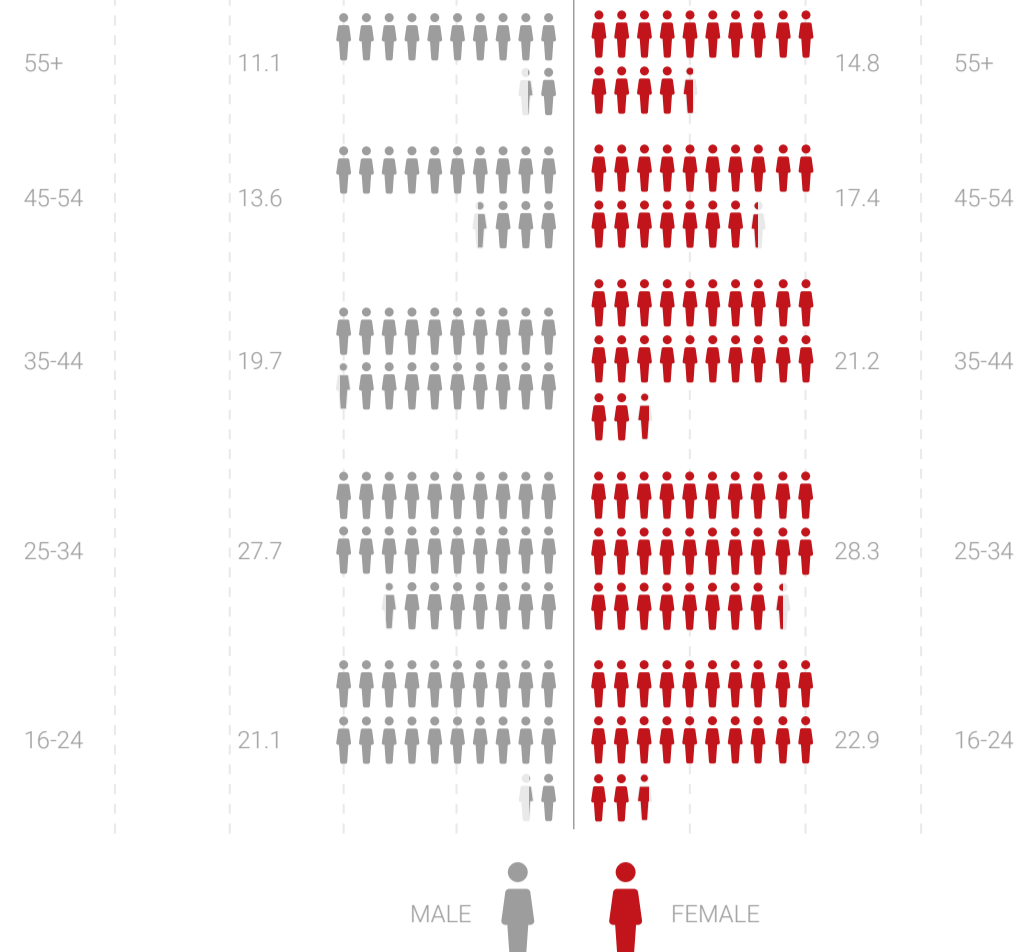
User Insights

There are currently **197.6 million eCommerce users**, with this figure reaching **230 million users** by **2021**.

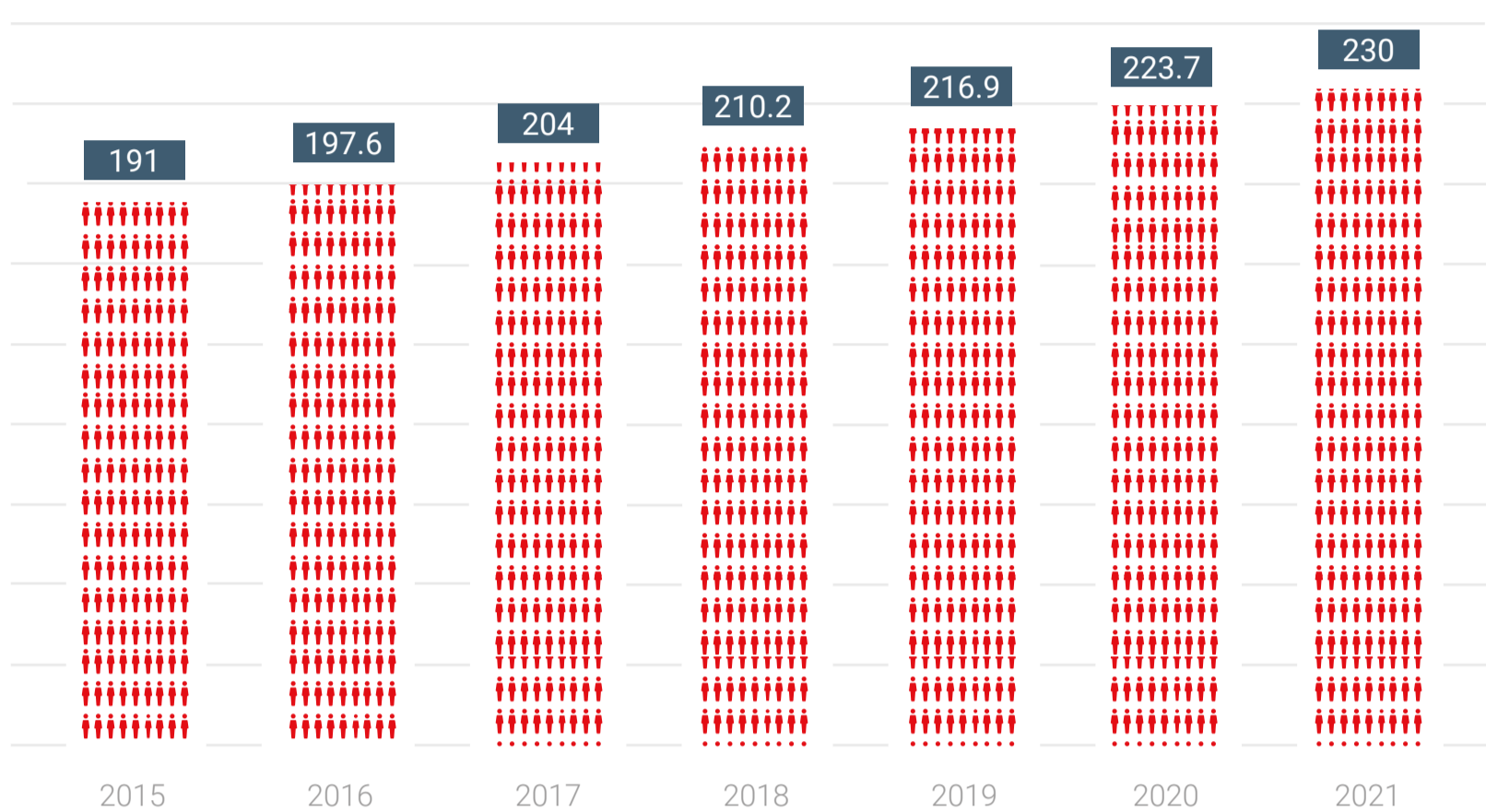
78.3% of the United States' population shops online, with this expected to reach **85.5%** by **2021**.



USER BY AGE GROUPS AND GENDER IN THE ECOMMERCE MARKET (IN MILLIONS) IN 2016

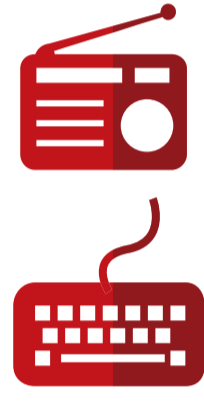


NUMBER OF USERS (IN MILLIONS)



Shopping Categories

Total eCommerce revenue across all product categories is **322 billion USD**, expected to reach **485 billion USD** by **2021**.

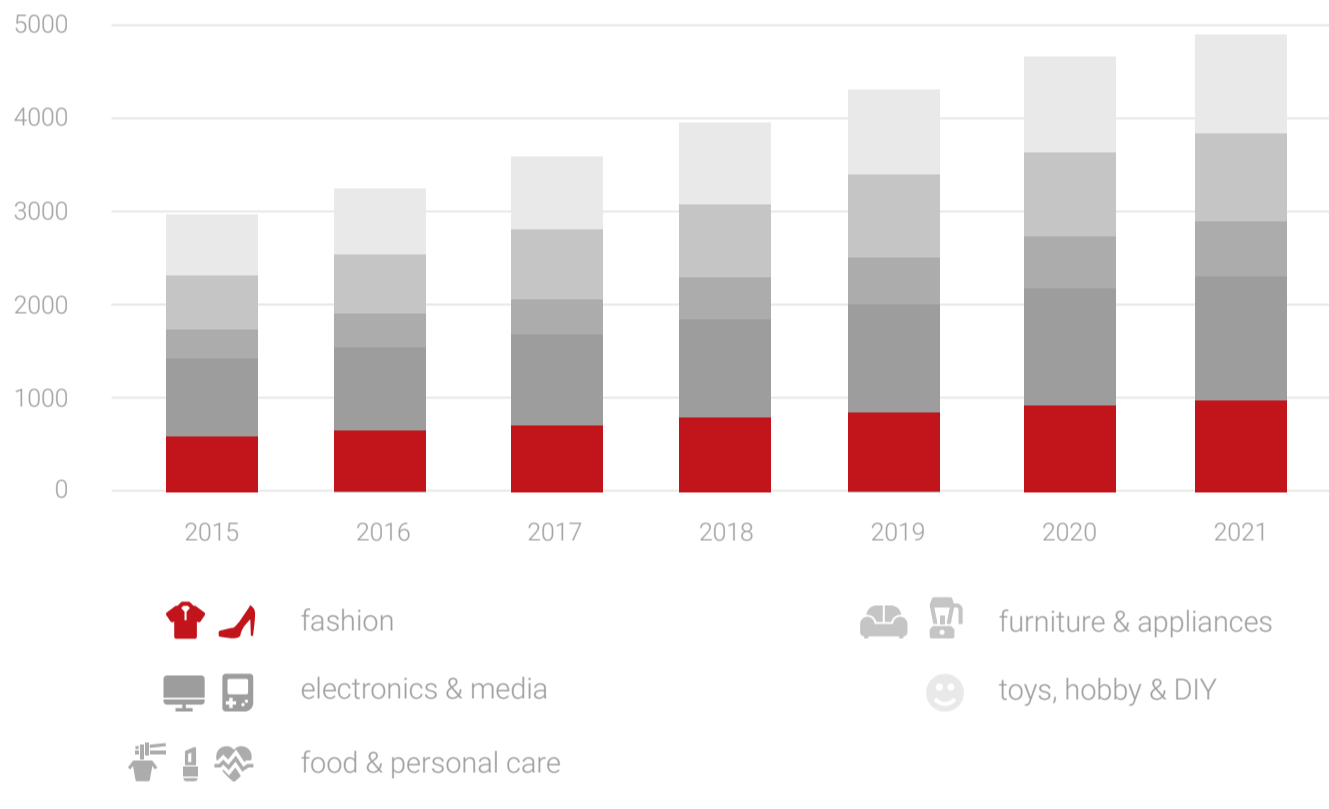


Electronics is currently the leading product category, accounting for **88.6 billion USD**.



Toys and Hobby account for **69.6 billion USD**, with clothing accounting for **63.3 billion USD** of the total revenue.

PROJECTED ECOMMERCE REVENUE PER YEAR BY MARKET SEGMENT



Where does USA buy from?

China supplies the United States with **432 billion USD** in imports. Other key import partners are **Canada (331 billion USD)**, **Mexico (291 billion USD)**, **Japan (128 billion USD)** and **Germany (121 billion USD)**.



Preferred Online Payment Methods

43% of online payments are made via **credit/charge card**, with **debit card** accounting for **30%** of the market.



Paypal is an important alternate preferred online payment method.

Logistics & Infrastructure

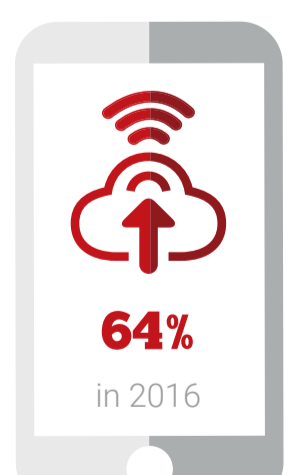
84% of Finland's population reside in **urban areas**, this coupled with **excellent logistics** mean that cross border retail is relatively easy.



The United States is ranked **10th** in the world by the **World Bank** for logistics.

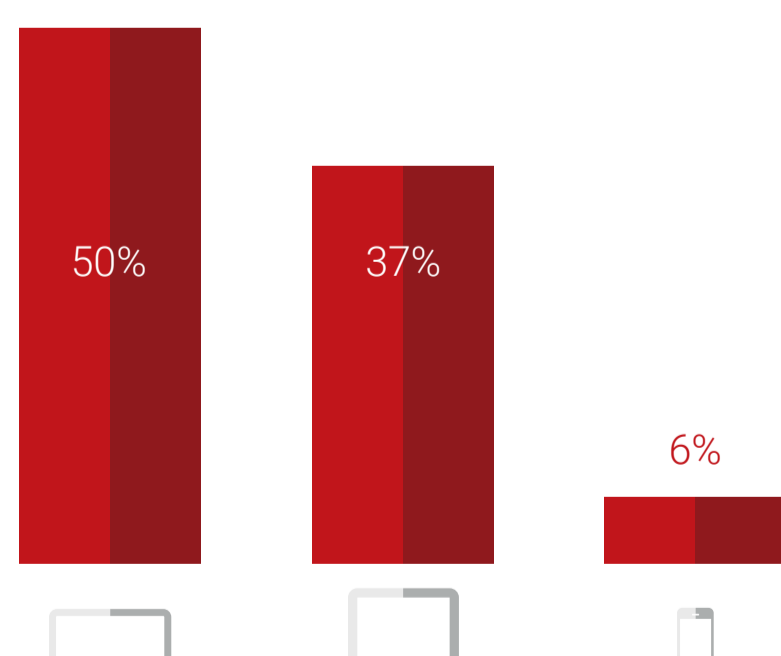
Device Usage

Internet penetration is currently at **82%**, and should reach **86%** by **2021**.

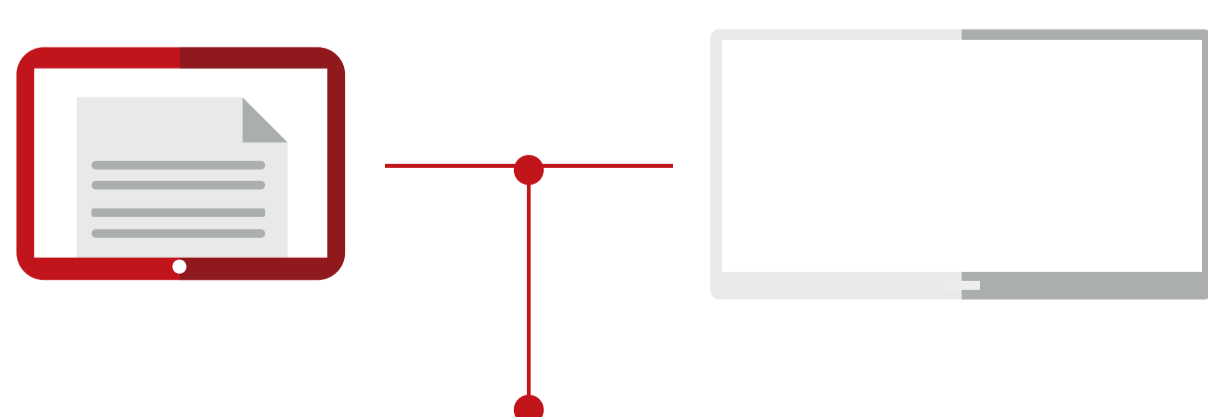


Smartphone penetration is **64%** and is projected to grow to **79%** by **2020**.

DEVICES USED FOR MOST RECENT ONLINE PURCHASE

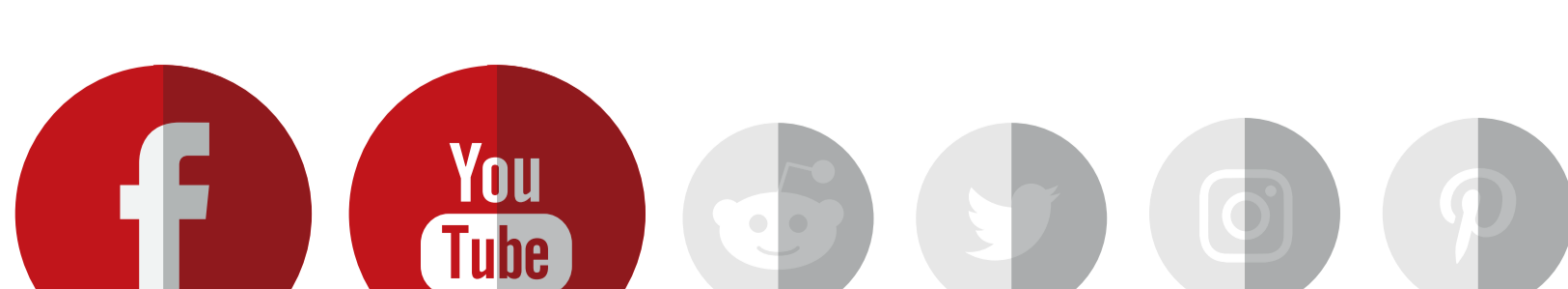


Marketing



Marketing spend has grown in recent years, with the **Internet** now the **leading channel** for marketing spend at **81.7 billion USD (2016)**. By **2019**, this is expected to reach **93.5 billion USD**, with **television** accounting for the **second biggest market spend** at **68.1 billion USD**.

The United States sees users spread across a number of different platforms. **Facebook** and **YouTube** are the most commonly used networks, while social media users also logging on to **Reddit**, **Twitter**, **Instagram** and **Pinterest**.



FOR MORE MARKET INSIGHTS, CHECK OUT THE ESHOPWORLD SERIES OF BLOGS COVERING A RANGE OF EMERGING ECOMMERCE MARKETS.

*Insights derived from eShopWorld data, Statista, WorldBank, OECD and other industry sources.