

Insights into the growth of USA eCommerce

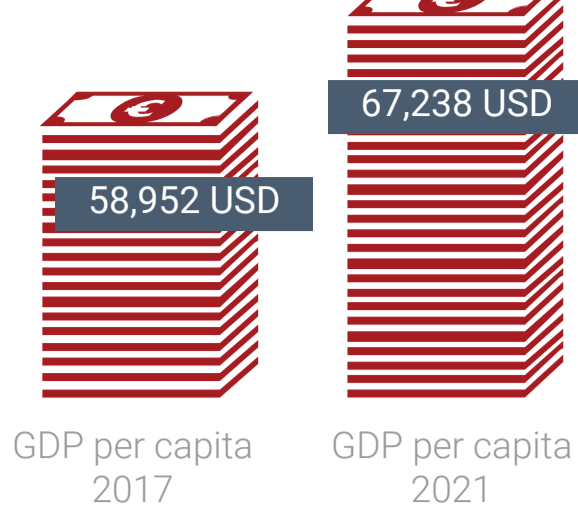
Economy, online shopper profiles, logistics, payment methods and marketing



Economy

Home to **323.13 million** people with a total GDP of **18.57 trillion USD**.

GDP per capita is currently **58,952 USD** and expected to reach **67,238 USD** by 2021.

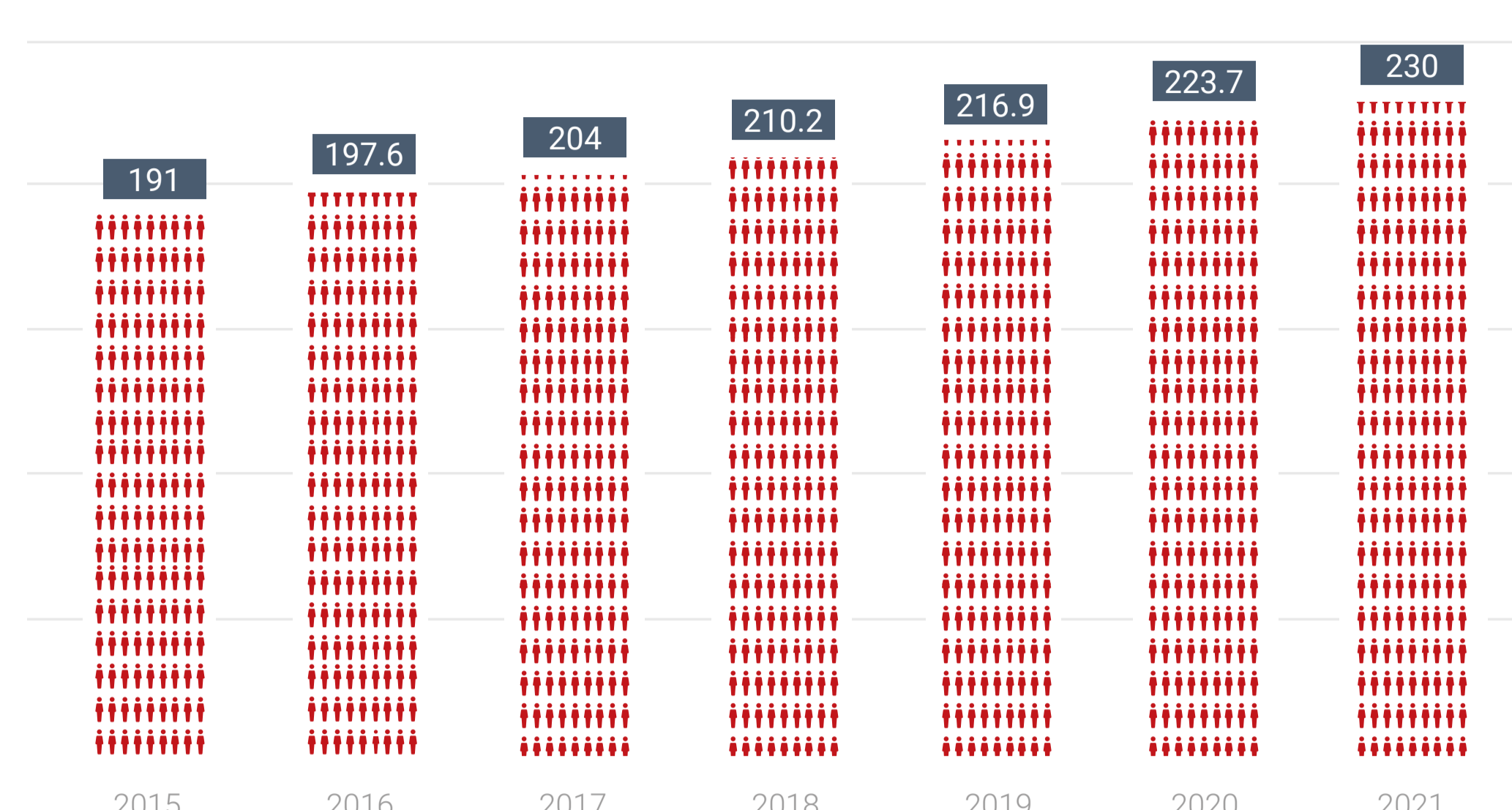


USA IS RANKED AS THE 2ND RICHEST COUNTRY BY THE WORLD BANK GDP PER CAPITA RANKINGS

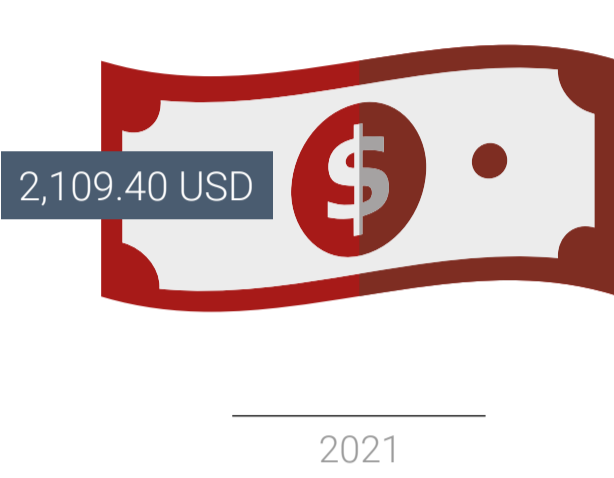
User Insights

There are currently **203.96 million eCommerce users** in the US, with an additional **26.09 million users** to be shopping online by 2021.

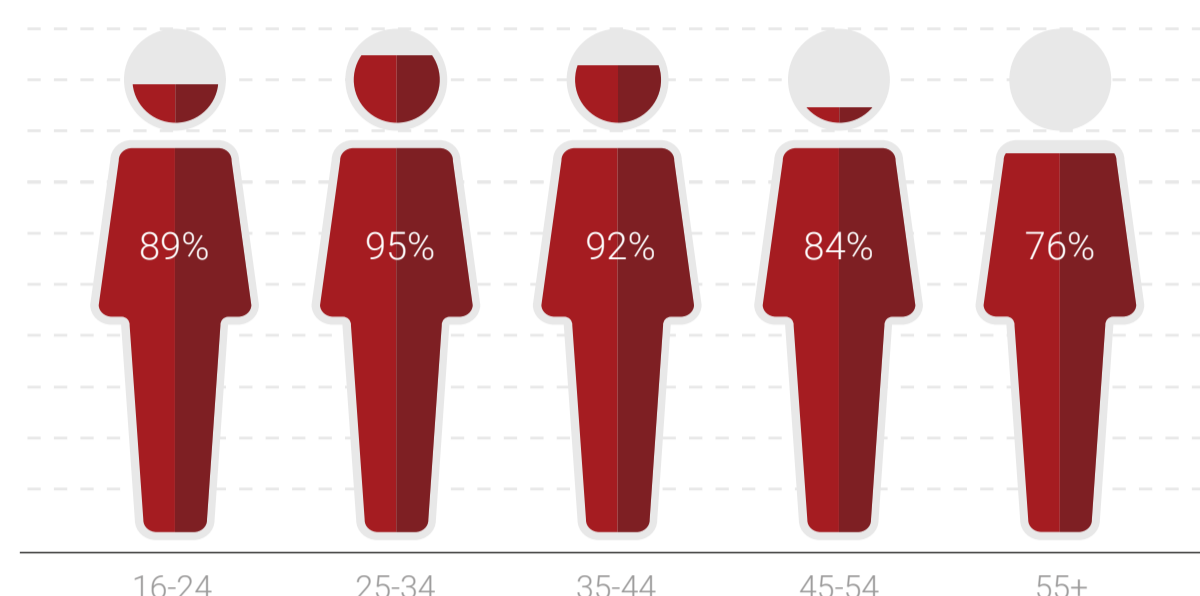
NUMBER OF ONLINE SHOPPERS (IN MILLIONS)



THE AVERAGE USER SPENDS ONLINE



DAILY INTERNET USAGE RATE BY AGE GROUPS IN 2017

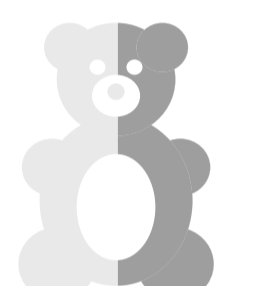


Shopping Categories

Total eCommerce revenue across all product categories is **353.69 billion USD**, expected to reach **485.27 billion USD** by 2021.

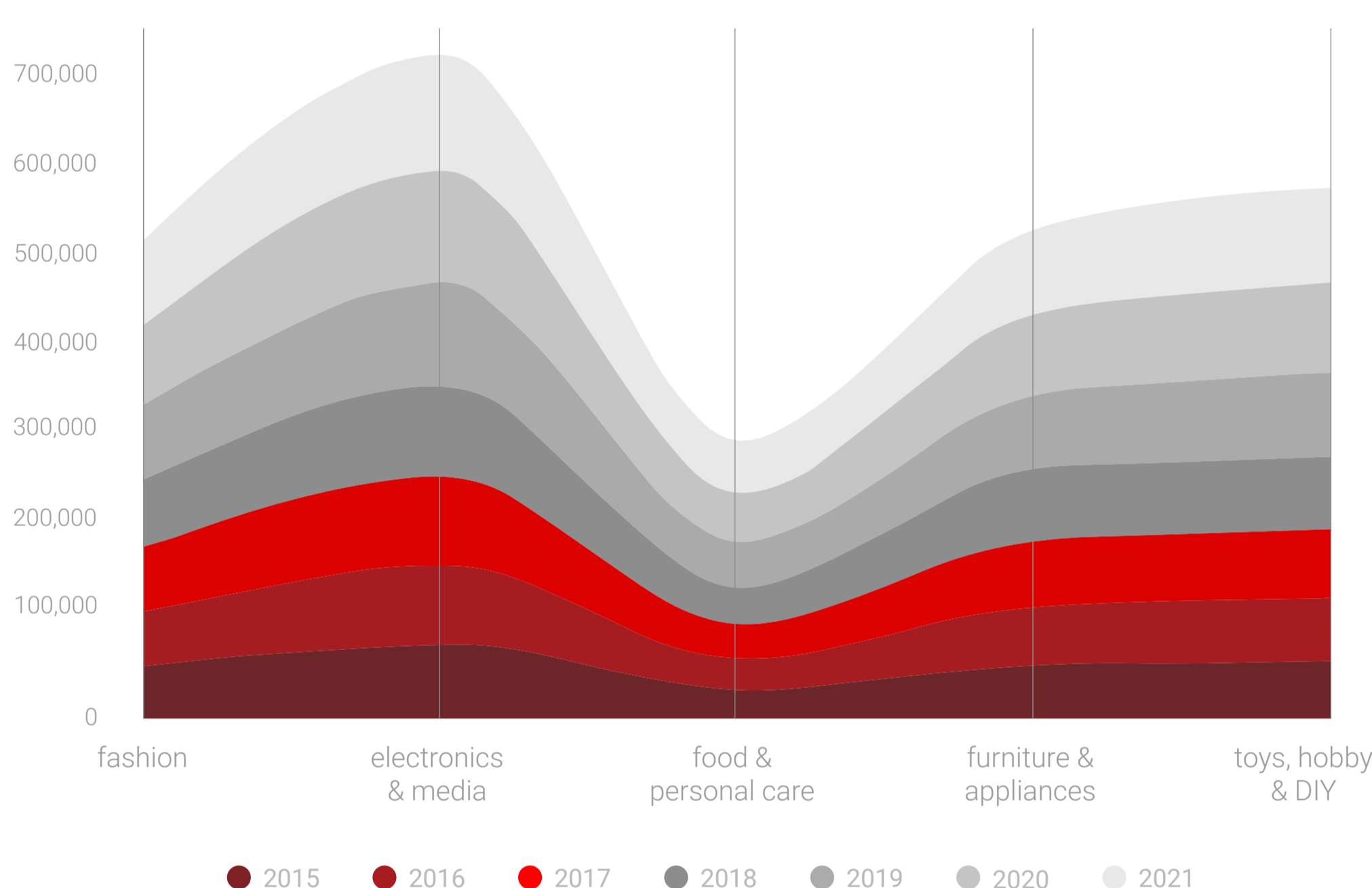


Electronics & Media is currently the leading product category, accounting for **95.62 billion USD** market share.



Toys, Hobby & DIY is second, accounting for **76.48 billion USD**.

PROJECTED ECOMMERCE REVENUE PER YEAR BY MARKET SEGMENT (IN MILLIONS USD)



Logistics & Infrastructure



In 2016, USA was ranked **10th** in the World Bank Logistics ranking.

Preferred Online Payment Methods

55% of American shoppers prefer to use **credit cards** online, compared to **25%** who like **PayPal**.



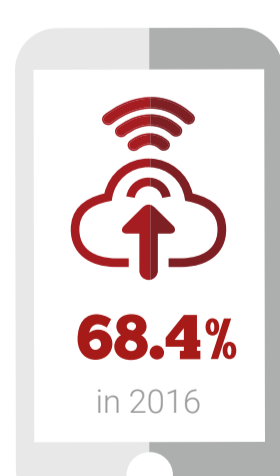
Where does America buy from?

China supplies the US with **457 billion USD** in imports. Other key import partners are **Mexico (291 billion USD)**, **Canada (288 billion USD)**, **Japan (128 billion USD)** and **Germany (122 billion USD)**.



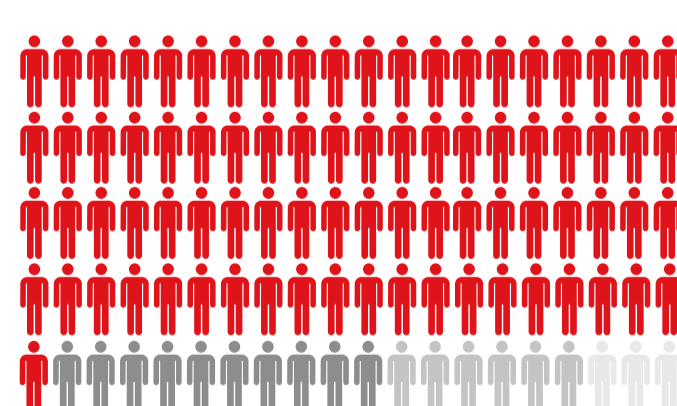
Device Usage

DEVICES USED FOR MOST RECENT ONLINE PURCHASE



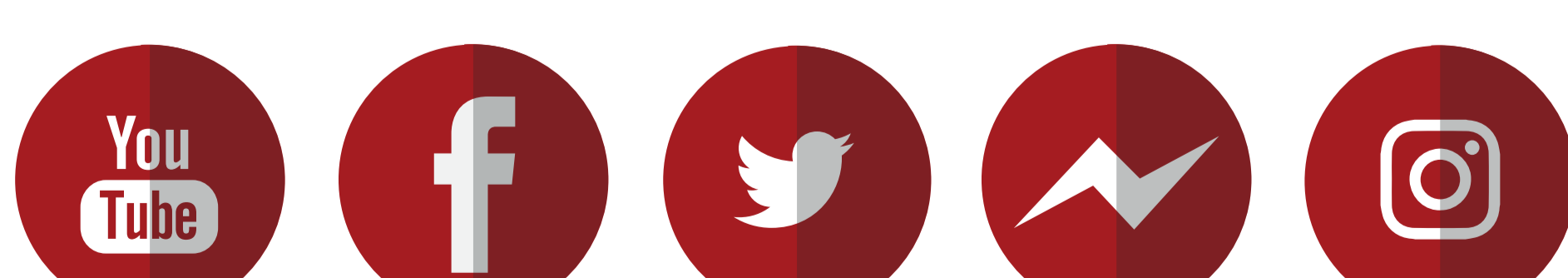
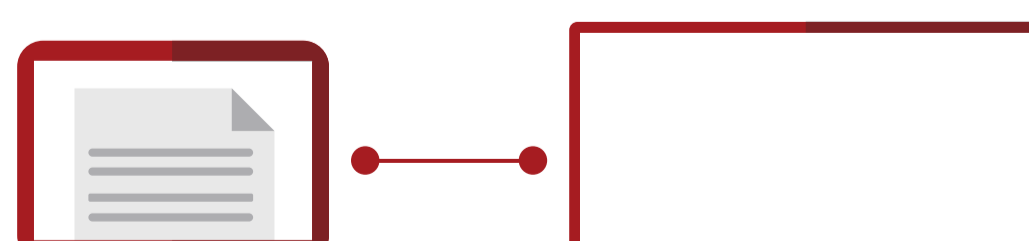
Internet penetration is currently at **83%**, and should reach **85.8%** by 2021.

Smartphone penetration is **68.4%** and is projected to grow to **78.8%** by 2021.



Marketing

Marketing spend in America has risen in recent years, as advertisers invest more in digital advertising. In 2016, **80.3 billion USD** was spent on TV advertisements in the US.



64.18% of Americans are active monthly social network users, thanks to **YouTube, Facebook, Twitter** and **Messenger**, which are the leading social networks.

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.