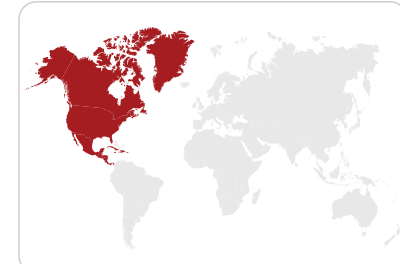


Insights into the growth of North American eCommerce

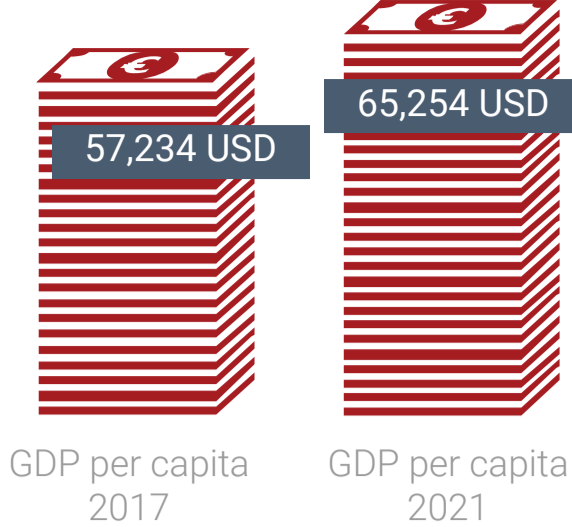
Economy, online shopper profiles, logistics, payment methods and marketing



Economy

Home to 357 million people.

GDP per capita is currently 57,234 USD and expected to reach 65,254 by 2021.

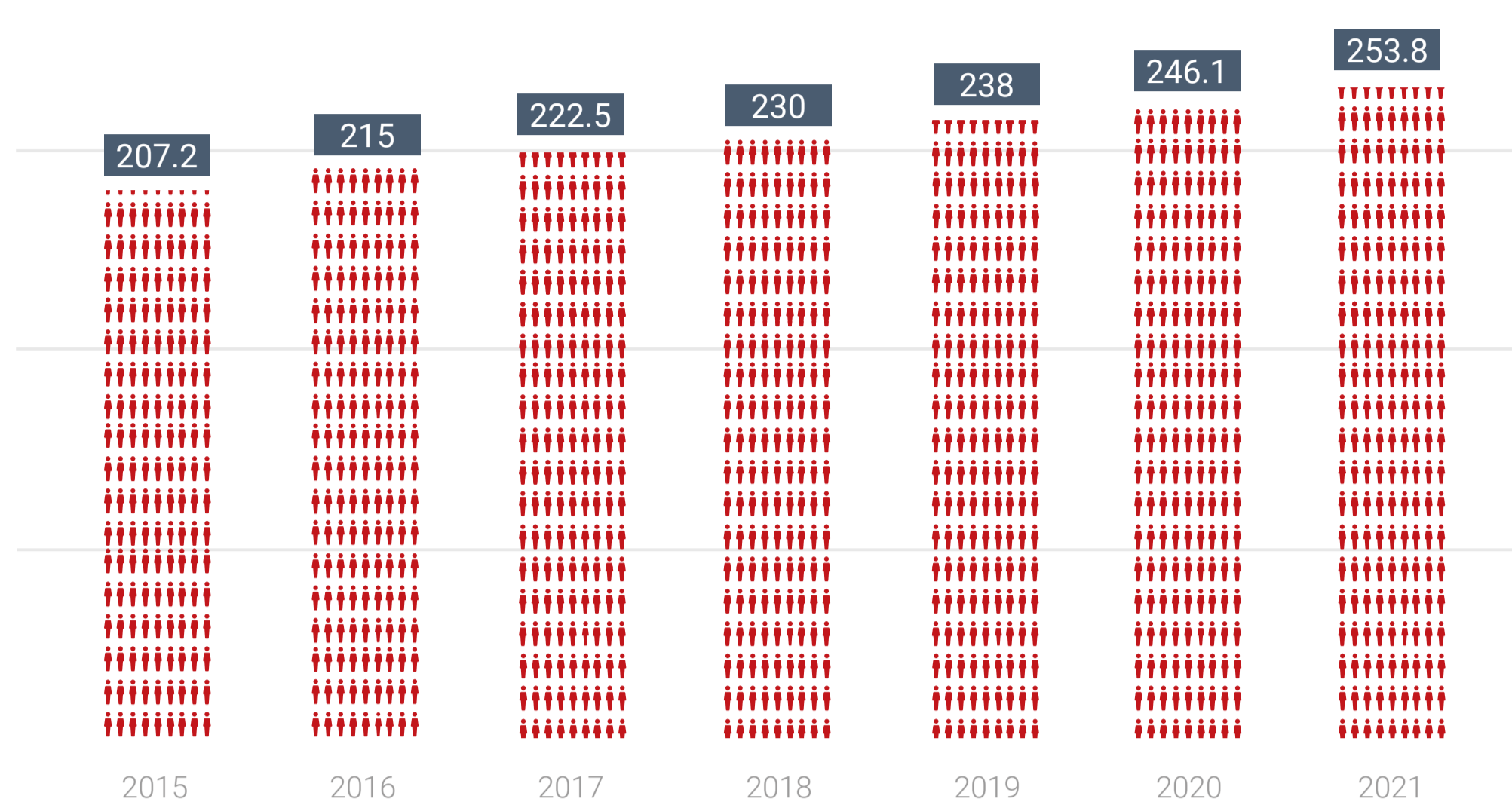


THE UNITED STATES AND CANADA REPRESENT THE BIGGEST ECOMMERCE OPPORTUNITIES

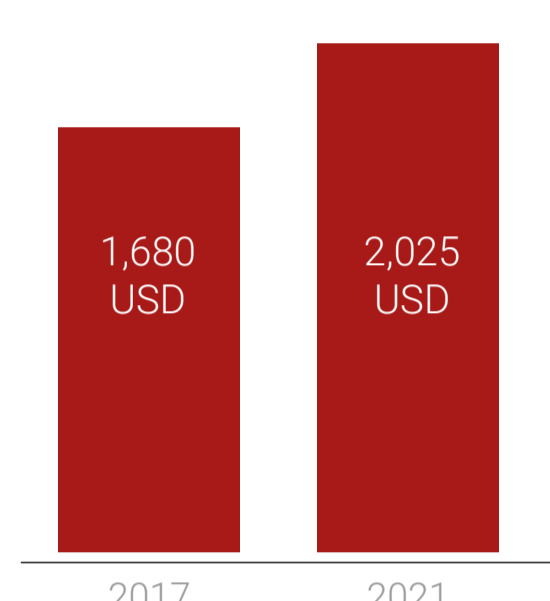
User Insights

There are currently 223 million eCommerce users in North America, with 30 million new users expected to shop online by 2021.

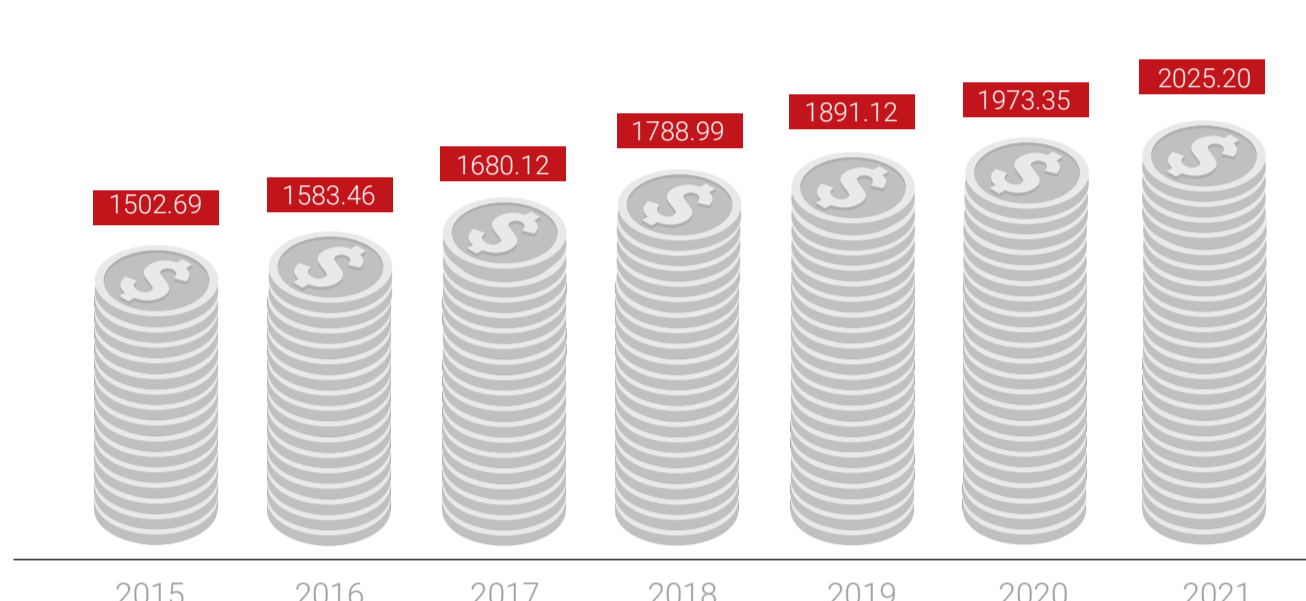
NUMBER OF USERS (IN MILLIONS)



THE AVERAGE USER SPENDS ONLINE



AVERAGE REVENUE PER USER IN USD

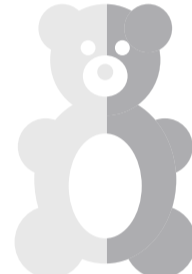


Shopping Categories

Total eCommerce revenue across all product categories is 374 billion USD, expected to reach 513 billion USD by 2021.

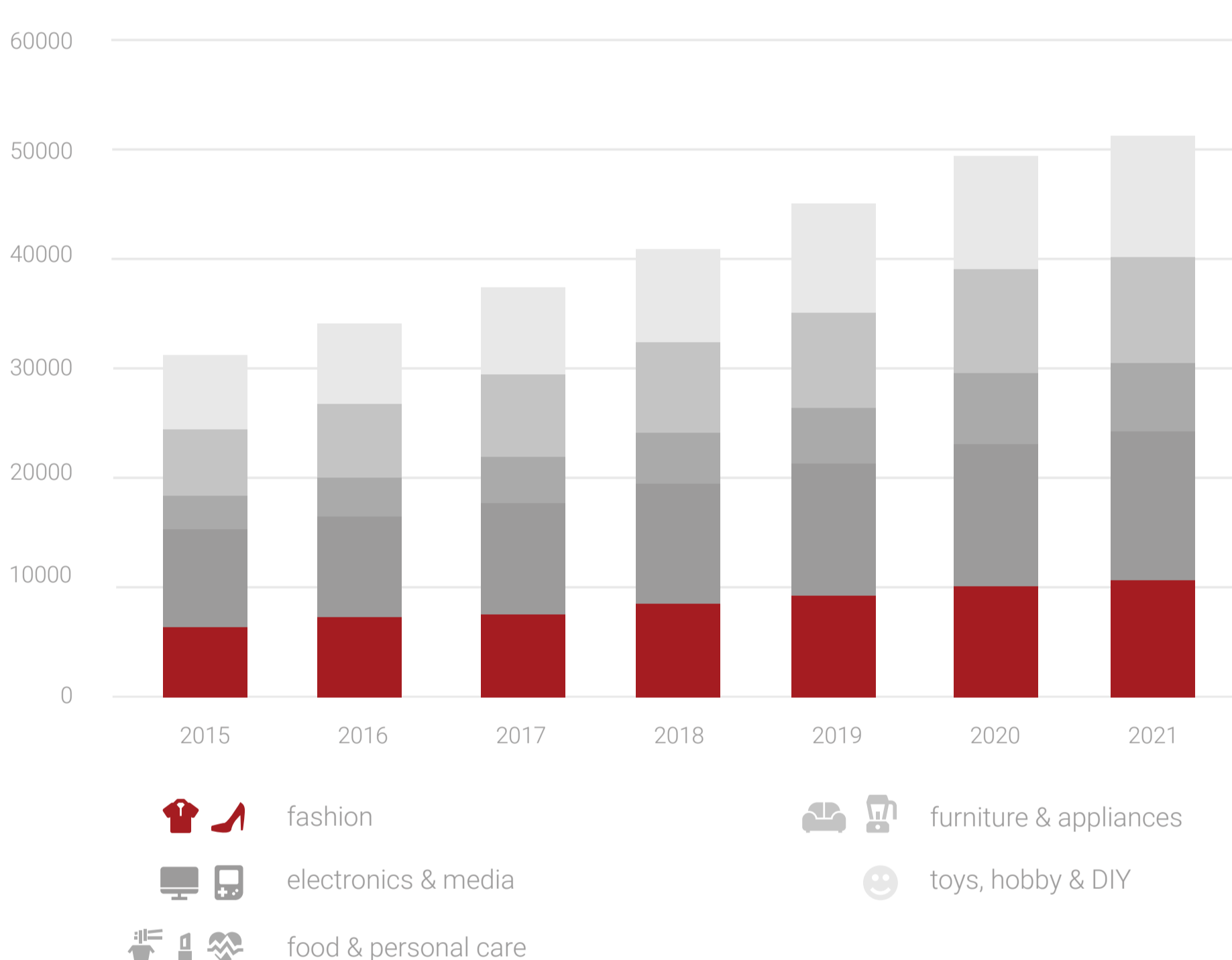


Electronics & Media is currently the leading product category, accounting for 102 billion USD market share.



Toys, Hobby & DIY is second, accounting for 80 billion USD.

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



Logistics & Infrastructure



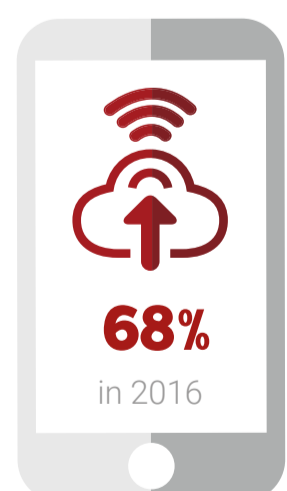
The World Bank rates North American logistics highly, with the region scoring 3.96 in the 2016 LPI index.

Preferred Online Payment Methods

74% of online shoppers selected credit card among their preferred online payment options. 38% said they used a digital payments system such as PayPal or Alipay. Gift Cards, Debit Cards and Direct Debits were all popular alternative methods of online payment.



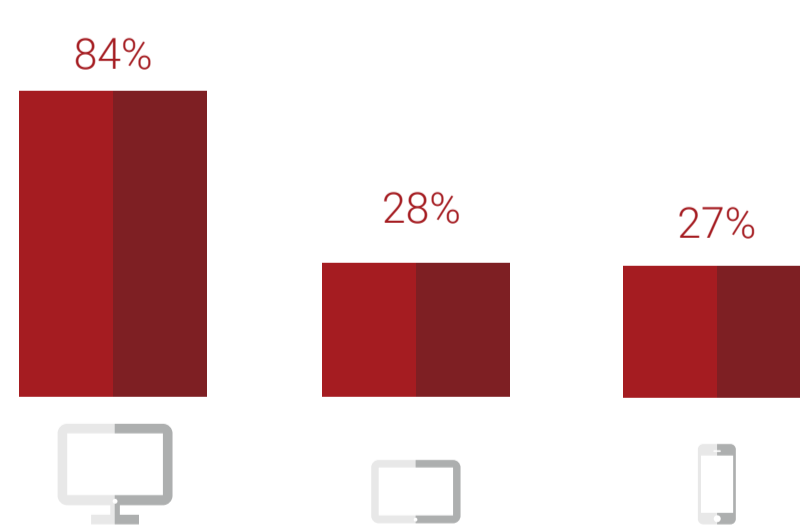
Device Usage



Internet penetration is currently at 83%, and should reach 86% by 2021.

Smartphone penetration is 68% and is projected to grow to 78% by 2021.

DEVICES USED FOR MOST RECENT ONLINE PURCHASE



Marketing

Digital advertising has grown steeply in recent years to reach 94 billion USD. This is expected to reach 121 billion USD by 2021. Social media advertising accounts for 18 billion USD of the current spend, with search advertising leading the market spend at 34 billion USD. Search advertising is expected to reach 44 billion USD by 2021.



70% of North Americans currently use social media, this will grow to 71% by 2021. Popular networks across the region include Facebook, Youtube, Instagram, and Twitter.

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.