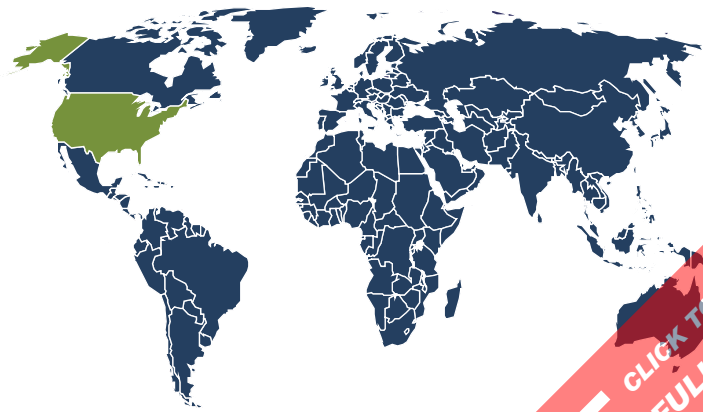




Freedonia Focus Reports  
US Collection

# E-Commerce: United States

July 2016



## Highlights

### Market Environment

Historical Trends | Key Economic Indicators | Retail Overview  
Legal and Regulatory Factors

### Segmentation and Forecasts

Merchandise Lines

### Industry Structure

Industry Composition and Characteristics | Companies Cited

### Resources



## ABOUT THIS REPORT

### Scope & Method

This report forecasts US e-commerce retail sales in US dollars to 2020. Total sales are segmented by merchandise line in terms of:

- clothing and accessories
- electronics and appliances
- multimedia and software
- furniture and furnishings
- health and beauty
- recreation goods
- office equipment and supplies
- food, beer, and wine
- other merchandise, such as collectibles, hardware, and jewelry
- nonmerchandise receipts.

For the purposes of this report, e-commerce refers to sales arranged over the Internet, including mobile (m-commerce). Payment may or may not be made via the Internet. This report excludes business-to-business (B2B) sales of new and used merchandise, as well as spending on multimedia streaming services. Electronic activities of the agriculture, construction, and mining sectors, as well as non-merchant wholesalers and parts of the service sector are also excluded.

To illustrate historical trends, total sales and the various segments are provided in annual series from 2005 to 2015.

This report quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or  $r^2$ . The most stable data series relative to the trend carries an  $r^2$  value of 1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading suppliers, are covered in this report. A full outline of report items by page is available in the [Table of Contents](#).

## Sources

*E-Commerce: United States* (FF90043) represents the synthesis and analysis of data from various primary, secondary, macroeconomic, and demographic sources including:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- national, regional, and international non-governmental organizations
- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other reports and studies by The Freedonia Group.

Specific sources and additional resources are listed in the [Resources](#) section of this publication for reference and to facilitate further research.

## Industry Codes

The topic of this report is related to the following industry codes:

NAICS/SCIAN 2007		SIC	
North American Industry Classification System		Standard Industry Codes	
454111	Electronic Shopping	5961	Catalog and Mail-Order Houses
454112	Electronic Auctions		

## Copyright & Licensing

The full report is protected by copyright laws of the United States of America and international treaties. The entire contents of the publication are copyrighted by The Freedonia Group.

## Table of Contents

Section	Page
About This Report .....	i
Highlights.....	1
Market Environment .....	2
Historical Trends .....	2
Chart 1   US E-Commerce Retail Sales Trends, 2005-2015 .....	2
Key Economic Indicators .....	3
Table 1   Key Indicators for US E-Commerce Retail Sales; 2005, 2015, 2020 .....	3
Retail Overview .....	4
Chart 2   US Retail Sales by Type; 2005-2015, 2020 (US\$ bil) .....	4
Legal & Regulatory Factors .....	7
Segmentation & Forecasts.....	9
Merchandise Lines.....	9
Chart 3   US E-Commerce Retail Sales by Merchandise Line; 2005-2015, 2020 (US\$ mil) .....	9
Clothing & Accessories.....	10
Electronics & Appliances.....	12
Multimedia & Software.....	13
Furniture & Furnishings.....	14
Health & Beauty.....	15
Recreation Goods.....	17
Office Equipment & Supplies.....	18
Food, Beer & Wine.....	18
Other Merchandise.....	19
Nonmerchandise Receipts.....	20
Chart 4   US E-Commerce Retail Sales by Merchandise Line Share; 2005-2015, 2020 (%) .....	21
Industry Structure.....	22
Industry Composition & Characteristics.....	22
Table 2   US Leading E-Commerce Industry Participants.....	22
Companies Cited .....	23
Resources .....	24

To return here, click on any Freedonia logo or the Table of Contents link in report footers.  
 PDF bookmarks are also available for navigation.

## RESOURCES

### The Freedonia Group

[www.freedoniagroup.com](http://www.freedoniagroup.com)

#### Related Industry Studies

*3312 World Housing*, July 2015

[see study contents](#)

#### Related Focus Reports

*Apparel: United States*

[see report contents](#)

*Computers & Peripherals: United States*

[see report contents](#)

*Communication Services: United States*

[see report contents](#)

*Demographics: United States*

[see report contents](#)

*Furniture: United States*

[see report contents](#)

*Housing: United States*

[see report contents](#)

*Macroeconomy: United States*

[see report contents](#)

*Pharmaceuticals: United States*

[see report contents](#)

*Recreation: United States*

[see report contents](#)

*Software: United States*

[see report contents](#)

#### Freedonia Custom Research

[see capabilities](#)

### Trade Publications

*Adweek*

[www.adweek.com](http://www.adweek.com)

*Apparel Magazine*

<http://apparel.edgl.com>

*Beverage World*

[www.beverageworld.com](http://www.beverageworld.com)

*Internet Retailer*

[www.internetretailer.com](http://www.internetretailer.com)

*Retailing Today*

[www.retailingtoday.com](http://www.retailingtoday.com)

*EcommerceBytes*

[www.ecommercebytes.com](http://www.ecommercebytes.com)

*E-Commerce Times*

[www.ecommercetimes.com](http://www.ecommercetimes.com)

*Home Furnishings News*

[www.hfnmag.com](http://www.hfnmag.com)

*TWICE*

[www.twice.com](http://www.twice.com)

### Agencies & Associations

Alcohol and Tobacco Tax and Trade Bureau

[www.ttb.gov](http://www.ttb.gov)

American Apparel & Footwear Association

[www.wewear.org](http://www.wewear.org)

Home Furnishings Association

[www.nahfa.org](http://www.nahfa.org)

National Retail Federation

<http://nrf.com>

National Sporting Goods Association

[www.nsga.org](http://www.nsga.org)

Toy Industry Association

[www.toyassociation.org](http://www.toyassociation.org)

United States Census Bureau

[www.census.gov](http://www.census.gov)

United States Consumer Product Safety Commission

[www.cpsc.gov](http://www.cpsc.gov)

United States Federal Trade Commission

[www.ftc.gov](http://www.ftc.gov)

**Environmental Impact.** Please consider the environment before printing this report. Freedonia Focus Report collections feature environmentally friendly products distributed entirely via electronic channels.