



Freedonia Focus Reports
US Collection

E-Commerce: United States

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About This Report

Scope

This report forecasts to 2024 US e-commerce retail sales in nominal US dollars for electronic shopping (e-shopping) and mail-order houses. Sales are segmented by merchandise line in terms of:

- apparel and accessories
- electronics and appliances
- furniture and furnishings
- multimedia and software
- health, beauty, and drug
- recreation goods
- food and beverages
- office equipment and supplies
- other merchandise such as collectibles, hardware, and jewelry
- nonmerchandise receipts such as advertising, commissions, customer support, and shipping and handling

This report also shows forecasts for e-commerce retail sales by type of establishment, specifically:

- e-shopping and mail-order houses
- motor vehicle dealers and parts stores
- clothing and accessory stores
- food and beverage stores
- general hardware stores
- recreation goods stores
- electronics and appliance stores
- other establishments such as furniture and home furnishings stores, health and personal care stores, and general merchandise stores

To illustrate historical trends, e-commerce retail sales, total retail sales, and the various segments are provided in annual series from 2009 to 2019.

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,

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construction, and mining sectors, as well as non-merchant wholesalers and parts of the service sector are also excluded.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading companies, 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, such as:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- intergovernmental organizations
- proprietary national consumer survey data
- 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

Table 6 | NAICS & SIC Codes Related to E-Commerce

NAICS/SCIAN 2017		SIC	
North American Industry Classification System		Standard Industrial Classification	
454110	Electronic Shopping and Mail-Order Houses	5961	Catalog and Mail-order Houses

Source: US Census Bureau

Freedonia Methodology

The Freedonia Group, a subsidiary of MarketResearch.com, has been in business for more than 30 years and in that time has developed a comprehensive approach to data analysis that takes into account the variety of industries covered and the evolving needs of our customers.

Every industry presents different challenges in market sizing and forecasting, and this requires flexibility in methodology and approach. Freedonia methodology integrates a variety of quantitative and qualitative techniques to present the best overall picture of a

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market's current position as well as its future outlook: When published data are available, we make sure they are correct and representative of reality. We understand that published data often have flaws either in scope or quality, and adjustments are made accordingly. Where no data are available, we use various methodologies to develop market sizing (both top-down and bottom-up) and then triangulate those results to come up with the most accurate data series possible. Regardless of approach, we also talk to industry participants to verify both historical perspective and future growth opportunities.

Methods used in the preparation of Freedonia market research include, but are not limited to, the following activities: comprehensive data mining and evaluation, primary research, consensus forecasting and analysis, ratio analysis using key indicators, regression analysis, end use growth indices and intensity factors, purchase power parity adjustments for global data, consumer and end user surveys, market share and corporate sales analysis, product lifespan analysis, product or market life cycle analysis, graphical data modeling, long-term historical trend analysis, bottom-up and top-down demand modeling, and comparative market size ranking.

Freedonia 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.

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Resources

The Freedonia Group

Freedonia Industry Studies

Global E-Commerce

Global E-Commerce Packaging

Global Corrugated Boxes

Freedonia Focus Reports

Apparel: United States

Bed & Bath Furnishings: United States

Data Processing & Hosting: United States

Demographics: United States

E-Commerce: Canada

Furniture: United States

Internet Content & Search: United States

Macroeconomy: United States

Motion Pictures & Video: United States

Software: United States

Toys & Games: United States

Freedonia Custom Research

Packaged Facts

Amazon Strategies and The Amazon Shopper

Global Food E-Commerce

Meal Kits: Trends and Opportunities in the US

Walmart as Omnichannel Competitor

Trade Publications

Adweek

Apparel Magazine

Beverage Industry

Digital Commerce 360

Retailing Today

EcommerceBytes

E-Commerce Times

Home Furnishings News

TWICE

Agencies & Associations

Alcohol and Tobacco Tax and Trade Bureau

American Apparel & Footwear Association

Home Furnishings Association

National Retail Federation

National Sporting Goods Association

Toy Association

United States Census Bureau

United States Consumer Financial Protection Bureau

United States Consumer Product Safety Commission

United States Federal Communications Commission

United States Federal Trade Commission