

Explore the world with Lengow

UNITED STATES



324M

total
population



88%

total
internet penetration



224M

total
online shoppers



\$453BN

total ecommerce
sales 2017



16%

growth %
year over year



75M

consumers have bought
from a foreign site

\$190BN

is the total value of
transactions from U.S.
consumers on
Amazon.com

44%

of U.S. ecommerce sales
in 2017 went to Amazon

67%

of Millennials and 56%
of Gen Xers prefer
to shop online rather
than in-store

M Market

- The US is the world leader in cross-border ecommerce imports and exports; the most trusted cross-border market.
- Ecommerce represented 13% of total retail sales in 2017.
- 44% of online sales went through the dominant ecommerce giant, Amazon in 2017, and Amazon's market share is still growing.
- BI Intelligence predicts that US buyers' online spending will reach \$632 billion in 2020.
- The market will most likely grow for a few more years and become stable afterwards, but it will still be a very strong and safe market.

C Consumers

- American online shoppers mainly buy from the UK, followed by China, Canada, and Hong Kong.
- Toys, Hobby & DIY is the largest segment, with Clothing, Shoes and Accessories following.
- 67% of Millennials and 56% of Gen Xers prefer to shop online rather than in-store. They spend nearly half of their time (up to six hours) shopping online each week.
- Price (87%), shipping cost and speed (80%) and discount offers (71%) are the three most important factors that determine where American buyers shop.

T Tips

- Given the huge ecommerce competition in this region, detailed planning with specific target marketing and countermeasures for shopping cart abandonment would be helpful.
- Demand for same-day delivery is growing. 1 in 4 US shoppers would consider abandoning the shopping cart if there is not an option of same-day delivery. However, the acceptable average wait time is four days.
- Customer loyalty and brand awareness have been the key drivers of Amazon's success.

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