

# Retail in Transition: Future E-commerce Opportunities in North America

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## E-COMMERCE EMERGES AS THE DEFAULT SETTING

In 2020, North America passes Asia Pacific in share of goods bought online

Growth in North America driven by pandemic-induced shifts in behaviour

Case study: Amazon cements its status as the “everything store”

Category spotlight: Food and drink e-commerce comes into its own

Case study: Instacart emerges as an indispensable service provider

## HOW SHOPPING BEHAVIOURS CONTINUE TO EVOLVE

E-commerce gains ground across every product category in 2020

Gains in m-commerce users more subdued than e-commerce as a whole

Consumer spotlight: Younger consumers are leading the digital shift

Shopping behaviours also evolve in other ways as a result of the crisis

Trend: Ubiquitous kerbside pick-up will be a legacy of the pandemic

Case study: Loblaw profits by expanding kerbside pick-up service

## IDENTIFYING E-COMMERCE GROWTH OPPORTUNITIES

Identifying the markets most primed for sustained e-commerce growth

E-commerce growth possible through optimisation rather than expansion

Consumer electronics appears ripe for e-commerce sales growth

Mobile phones category accounts for a third of unmet potential in the US

Case study: Best Buy makes decisive pivots to capture more online spend

North American e-commerce sales set to grow by USD566 million by 2025

Apparel and fashion to drive projected e-commerce sales growth

Case study: Nordstrom makes digital strides but faces an uncertain future

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## About Euromonitor International

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