



Euromonitor
International

Digital Shopper (E-Commerce Goods and Services) in the US

June 2026

Digital Shopper (E-Commerce Goods and Services) in the US

EXECUTIVE SUMMARY

2025 Development

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Digital Shopper (E-Commerce Goods and Services)

INDUSTRY PERFORMANCE

Walmart Expands Next-Day Delivery in Attempt to Challenge Amazon's Dominance

Chart 2 - US Third-Party Marketplaces Grow More Competitive

TikTok Shop Transforms Social Shopping with Real-Time Discovery

Chart 3 - TikTok Shop and the Rise of Social Commerce

Smaller Players Struggle as Marketplace Competition Intensifies

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Kroger and Giant to Embrace Third-Party Delivery to Boost Convenience

Agentic AI Adoption Accelerates as Trust Barriers Diminish

TikTok Shop to Drive Social Commerce Surge as Discovery Transforms Purchasing

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

E-COMMERCE (GOODS AND SERVICES) BY MERCHANT TYPE

Retail E-Commerce

Foodservice E-Commerce

Travel E-Commerce

Mobility E-Commerce

Ticketed Entertainment E-Commerce

Streaming Services E-Commerce

Bill Payments E-Commerce

E-COMMERCE (GOODS AND SERVICES) BY DEVICE AND PLATFORM

E-Commerce by Device

M-Commerce by Platform

E-COMMERCE (GOODS AND SERVICES) BY FULFILLMENT MODEL

Retail E-Commerce: Delivery Vs Click-And-Collect

Retail E-Commerce: Third-Party Delivery

Consumer Foodservice E-Commerce: Delivery Vs Click-And-Collect

Consumer Foodservice E-Commerce: Third-Party Delivery

EMERGING BUSINESS MODELS

Social Commerce (S-Commerce)

Livestreaming E-Commerce

Marketplace Retail E-Commerce

Direct-To-Consumer (DTC) Retail E-Commerce

ECONOMIC CONTEXT

Chart 8 - Economic Context for Digital Shopper (E-Commerce Goods and Services)

Chart 9 - Real GDP Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Digital Shopper (E-Commerce Goods and Services)

Chart 12 - Population 2020-2030

Chart 13 - Population by Generation 2025

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