

Homeshopping in the US

March 2022

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Homeshopping in the US - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Homeshopping sales growth slows in 2021 but remains strong by historic standards

Mail-order pharmacies command the lion's share of US homeshopping sales

1-800-Flowers is emblematic of the US homeshopping space as a whole

PROSPECTS AND OPPORTUNITIES

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