

Mobile E-Commerce (Goods) in the US

March 2022

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Mobile E-Commerce (Goods) in the US - Category analysis

KEY DATA FINDINGS

2021 DEVELOPMENTS

Mobile e-commerce's share of total US online sales continues to shoot upwards

Target demonstrates to its competitors how to successfully integrate loyalty into a mobile app

Shein catapults into the top tier of apparel and footwear e-commerce retailers in the US

PROSPECTS AND OPPORTUNITIES

Mobile e-commerce sales will constitute the majority of online sales in the US by 2026

Tablets will continue their long slide into irrelevance

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Ultrafast delivery changes the definition of convenience

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