

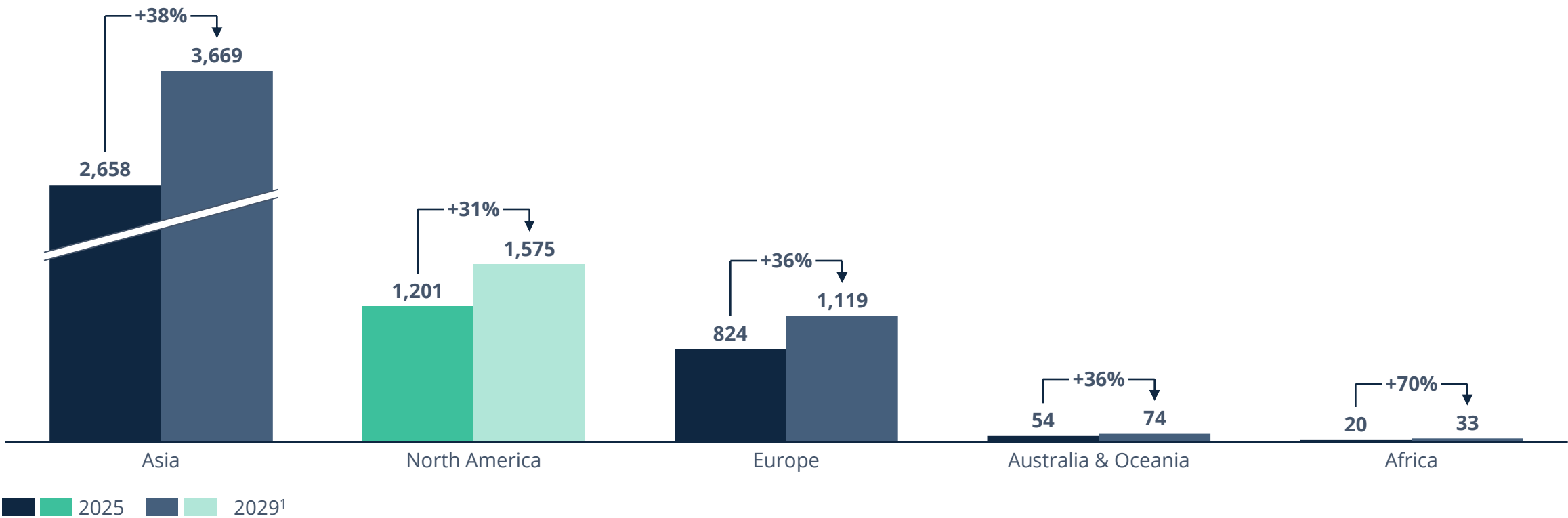
E-Commerce in North America 2026



ECDB

With a Growth of 31% Between 2025 and 2029, Growth in North America Is Behind Growth Levels in Asia and Europe

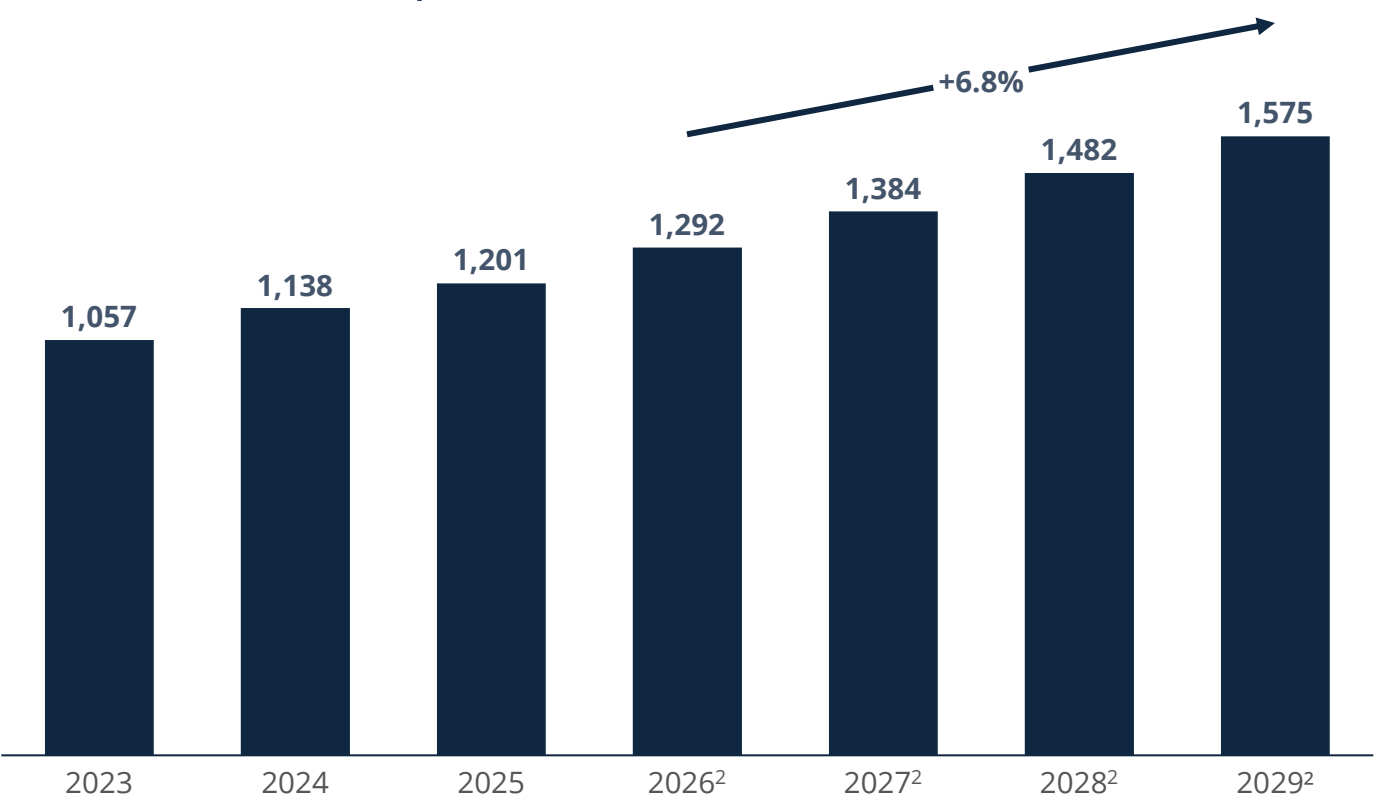
Global e-commerce revenue growth¹ in 2025 and 2029, in billion US\$



2 | Notes: (1) Forecast. Market revenue represents B2C sales of physical goods including VAT. It excludes B2B sales, C2C sales, returns, compensation for damaged or missing goods, any discounts granted and services. Data shown is using current exchange rates.
Sources: ECDB, as of March 2026

Growing With an Annual Rate of 6.8%, the North American E-Commerce Market Is Forecast to Hit US\$1.575 Trillion in 2029

E-Commerce revenue development in North America, in billion US\$



North American eCommerce revenues entered the US\$1 trillion threshold in 2023, having outgrown the pandemic period and **reaching market revenues of US\$1.057 trillion.**

Forecasts for the subsequent years predict steady growth, at a compound annual growth rate (CAGR 2026-2029) of 6.8%, which is set to result in a market volume of US\$1.575 trillion by 2029.

With an expected **increase of 7.6% in 2026**, North American e-commerce contributes to the global market's growth rate of 8.6%. It stays below the growth rates of Asia and Europe, which see higher increases due to ongoing development and room for growth in the overall e-commerce sector.

This contrast highlights the **maturity of the North American market**, where incremental innovation and consumer demand are the main engines of growth, rather than the structural gains seen in emerging regions.

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Sources: ECDB, as of March 2026

Identify Where Growth Is Actually Happening

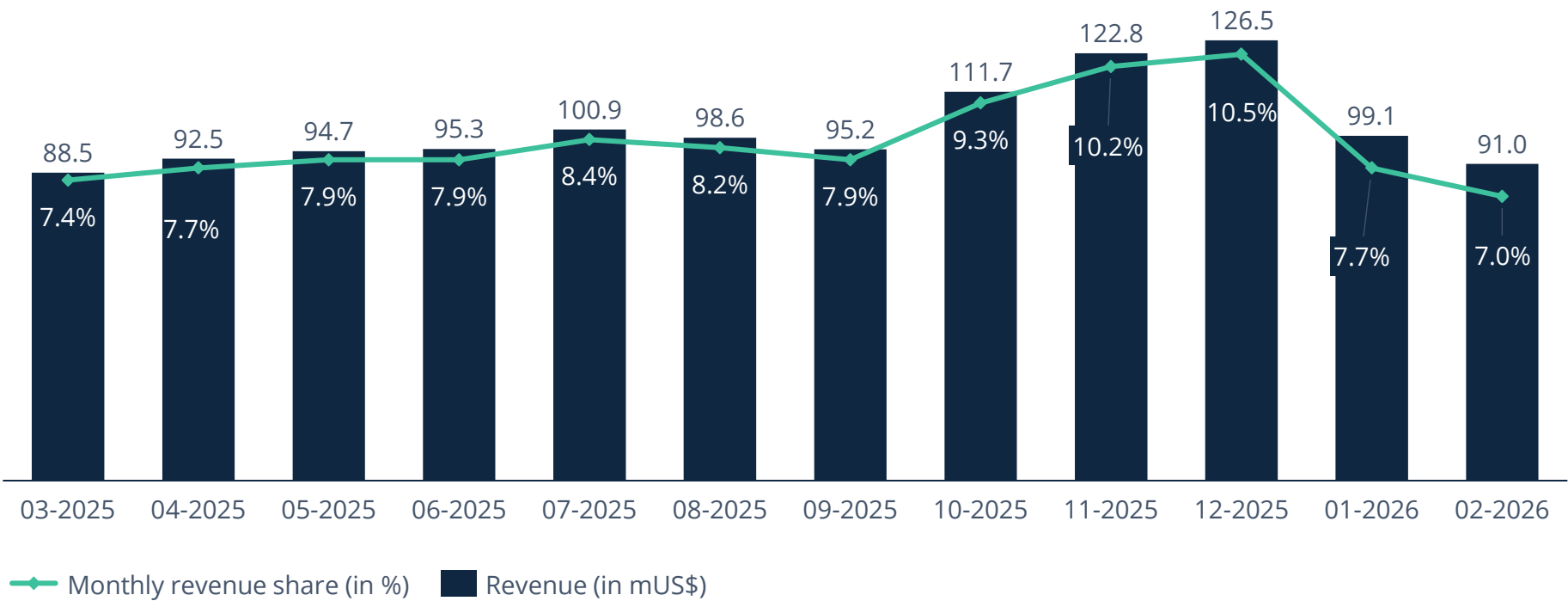
- ✓ Assess any retailer or market before you commit to a strategic direction
- ✓ Spot where momentum is building so you can focus on where it counts
- ✓ Brief your stakeholders backed by structured market intelligence

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Revenues Stabilized Mid-Year, **Peaked at US\$126.5 Billion in December**, and Declined to US\$91.0 Billion in February

Monthly revenues and shares in North America in the last 12 months, in billion US\$ and %



Revenues peaked in **December 2025 at US\$126.5 billion (10.5%)**, before declining to a **low of US\$91.0 billion (7.0%) in February 2026**.

Stabilization occurred mid-year, when revenues were between US\$92.5 billion and US\$100.9 billion.

March 2025 was the lowest month in the past 12 months, when revenues declined to US\$88.5 billion.

The clear seasonal trends are driven by holiday shopping.

Generating US\$276 Billion, Electronics Was North America’s Best-Selling E-Commerce Category in 2025

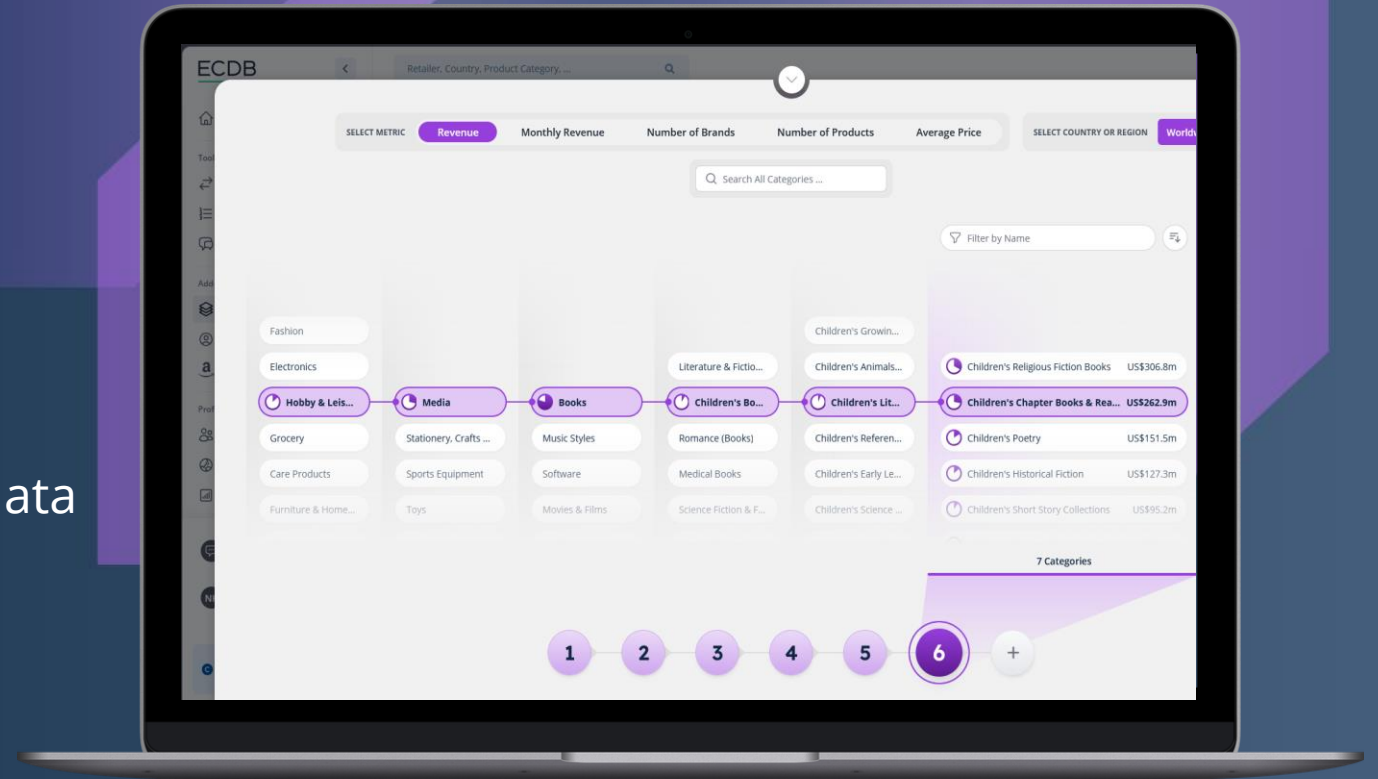
E-Commerce revenue split in North America in 2025, in billion US\$

276		273		268		134		132		109		100	
Electrical Appliances	25%	Bags & Accessories	23%	Other	31%	Garden	13%	Homeware	35%	Household Care	11%	Beverages	25%
						Vehicle Parts	20%			Health Care	26%		
Consumer Electronics	75%	Footwear	32%	Toys	10%	Tools & Construction Supplies	67%	Furniture	65%	Personal Care	63%	Food	75%
				Sports Equipment	11%								
		Apparel	45%	Stationery, Crafts & Art Supplies	18%								
				Media	31%								
Electronics		Fashion		Hobby & Leisure		DIY		Furniture & Homeware		Care Products		Grocery	

From Broad Segment to Micro Niche in Seconds

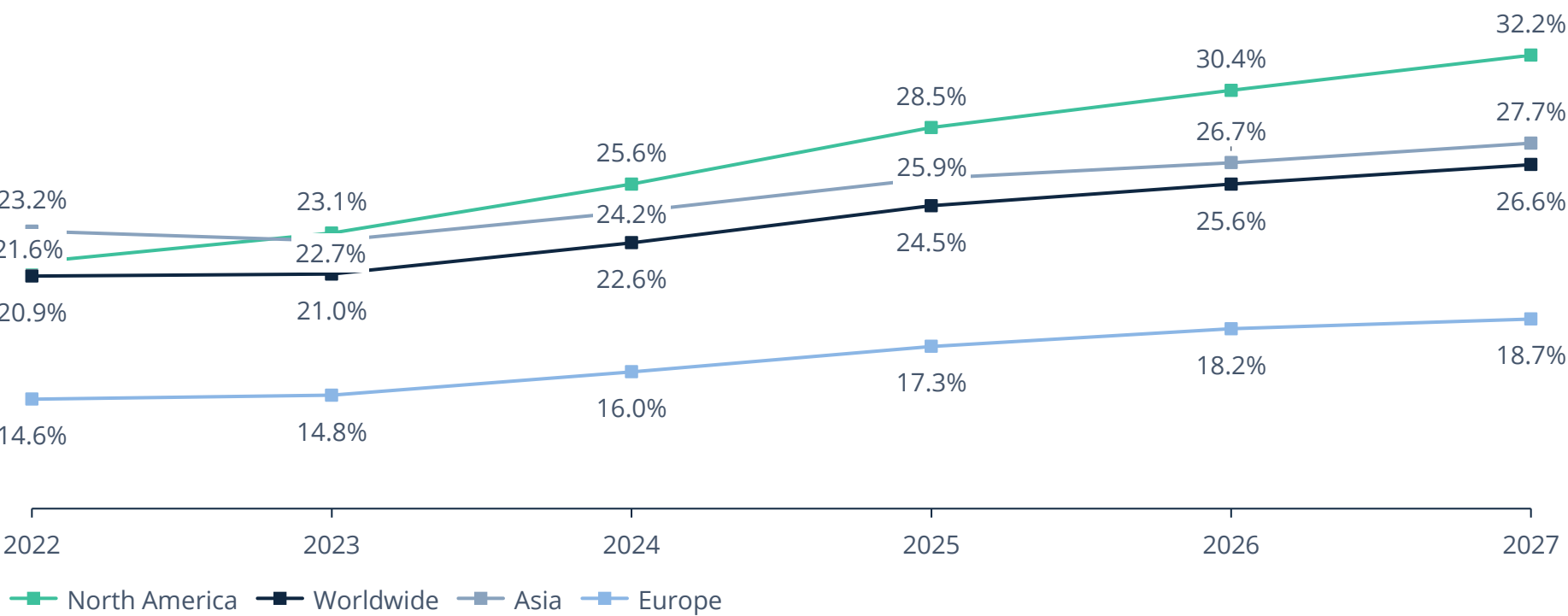
- ✓ Get a clear view of size, growth and trajectory for any market
- ✓ Reveal hidden demand pockets and overlooked market segments
- ✓ Back any product launch discussion, retailer pitch or budget review with data

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North America Has the Highest Online Share Compared to Asia and Europe, as Well as the Worldwide Average

E-Commerce online share in North America

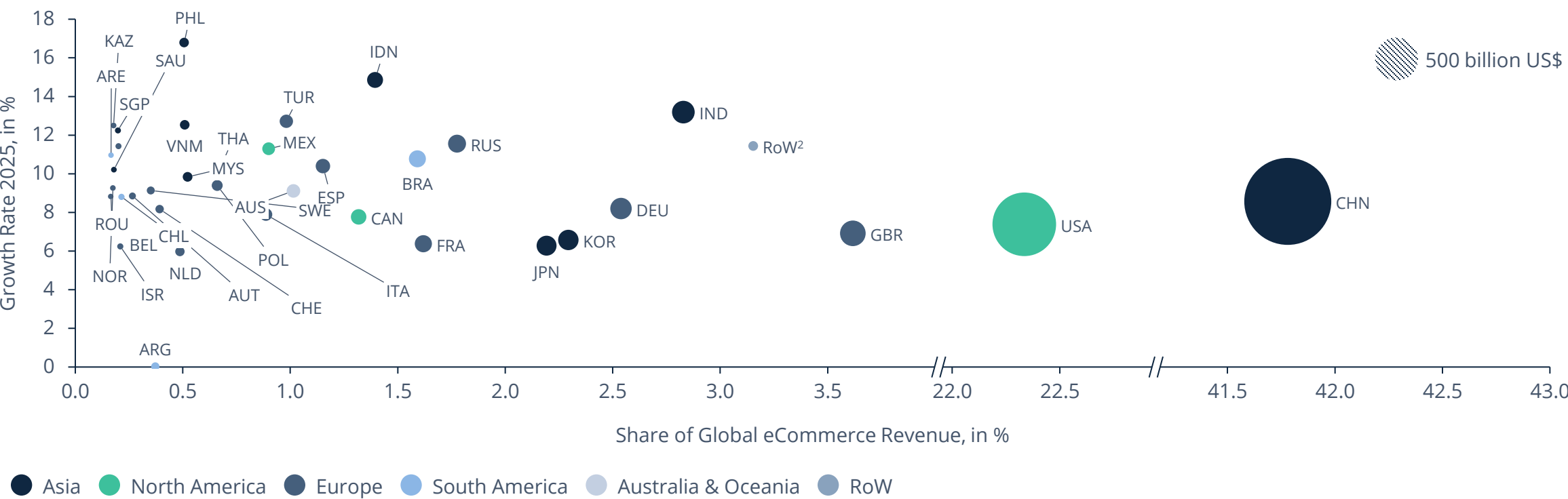


In the North American retail market, the online share is **30.4% in 2026** and **will increase to 32.2% by 2027**.

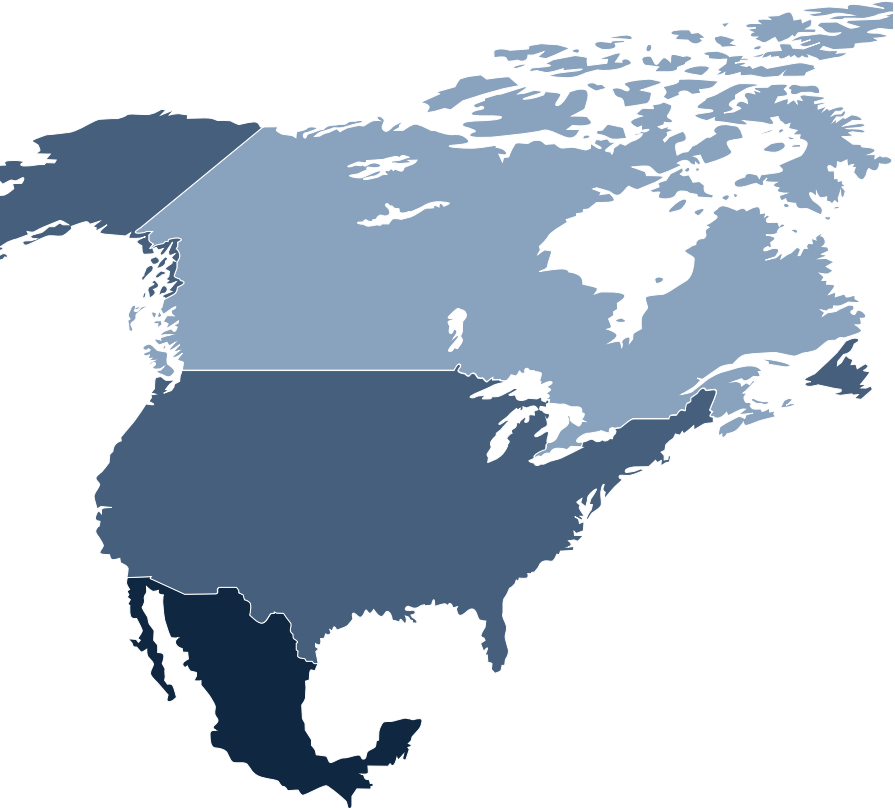
This puts the online share **above the global average** and also above the level in regions such as Asia and Europe.

China and the United States Are by Far the Biggest E-Commerce Markets, Making Up More Than Two-Thirds of the Global Industry

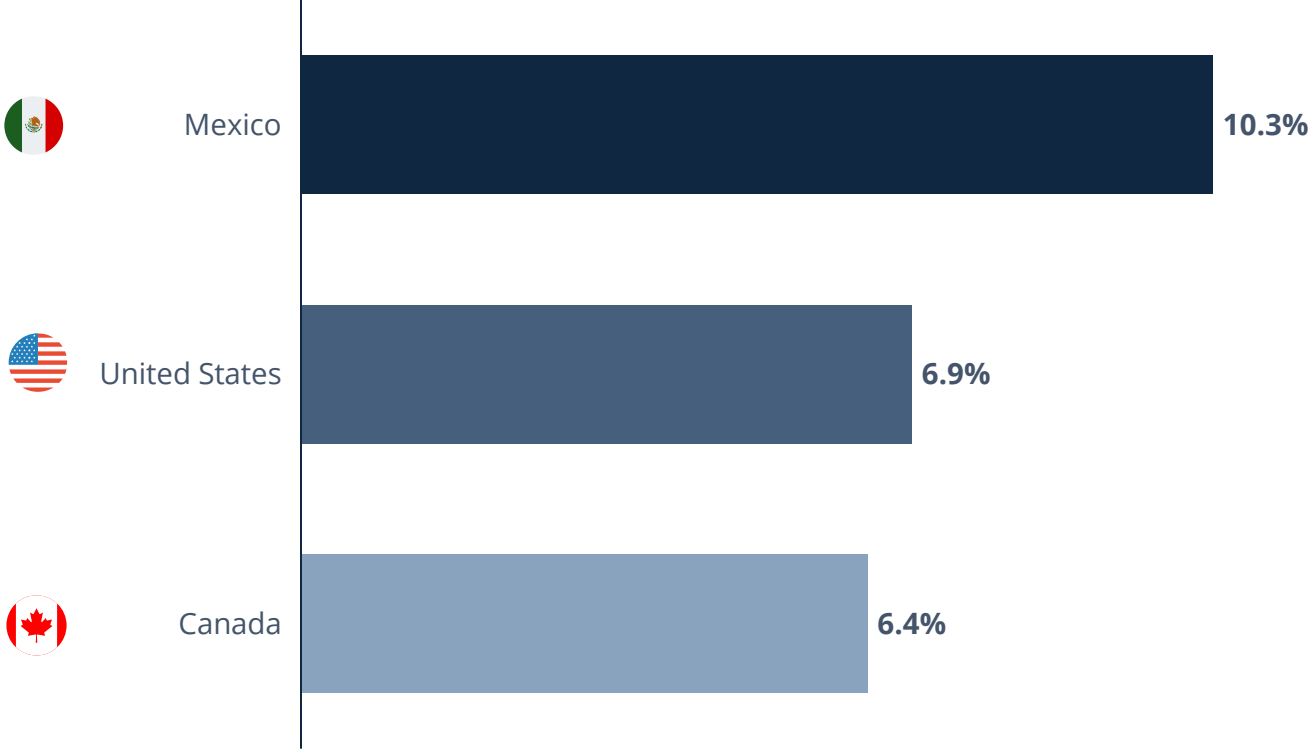
E-Commerce revenue of selected countries in 2025 relative to growth rate and share of global e-commerce market, in US\$ billion



Between 2025 and 2029, Mexico Is Projected to Have the Most Revenue Growth in North America



North American countries by CAGR¹ from 2025–2029²



Build the Ranking That Drives Your Next Decision

- ✓ Assess potential partners, qualify leads or size a market
- ✓ See where volume is concentrated and where growth is happening
- ✓ Filter for retailers and export the ranking for use in your next meeting

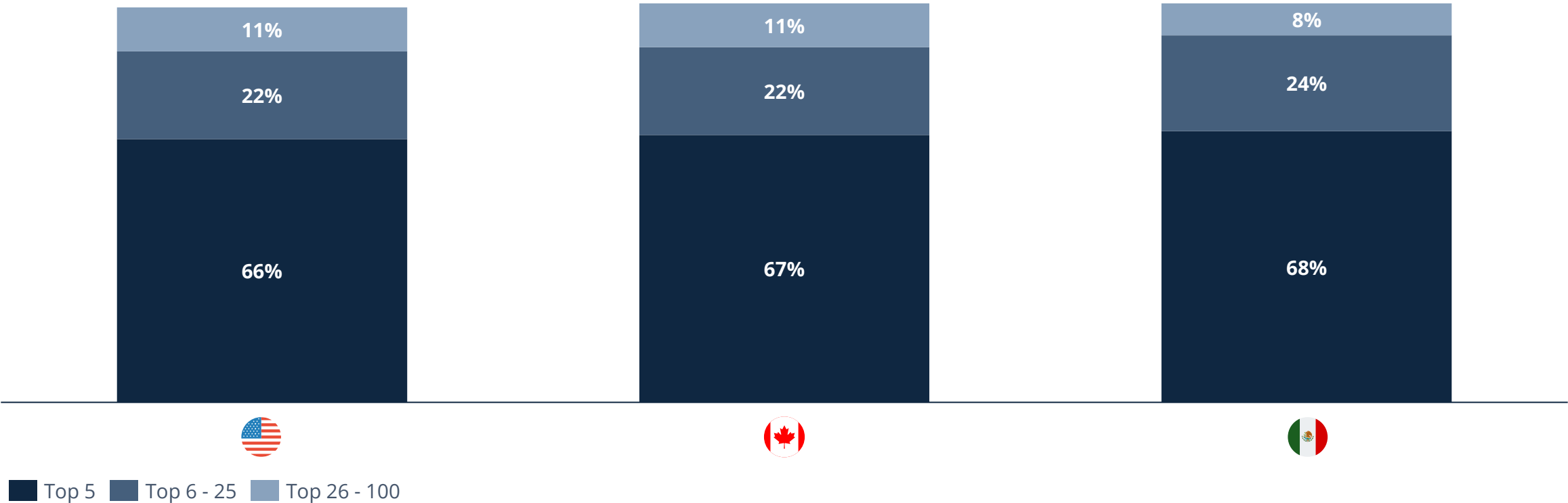
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The screenshot displays the 'Top E-Commerce Stores Worldwide' dashboard. It includes a search bar, filters for 'SELECT ENTITY' (Retailers, Stores, Companies), 'SELECT MARKET' (Country or Region, Worldwide), and 'PRODUCT CATEGORY' (All categories). Below these are various filter tabs like 'Specialist', 'Total GMV', 'Gross ADV', 'Marketplace Activity', 'Payment Provider', 'Shipping Provider', 'Shop Software', 'Cross-border Activity', 'Headquarter', and 'Store Type'. The main table lists the top 8 e-commerce stores with their rank, store name, and various performance metrics.

Compare	Rank	Store	Filtered GMV	Total GMV	Total GMV Growth	Total 1P Net Sales	Total 3P GMV	Main Country	Main Category
☐	1 (1)	pinduoduo.com PDD Holdings, Inc.	US\$715,249.3m 100.0%	US\$715,249.3m	↑ 25.4%	—	US\$715,249.3m	Greater China 100.0%	Grocery 24.2%
☐	2 (2)	taobao.com Alibaba Group Holding, Ltd.	US\$541,947.2m 100.0%	US\$541,947.2m	↑ 7.0%	—	US\$541,947.2m	Greater China 95.0%	Fashion 35.0%
☐	3 (3)	tmall.com Alibaba Group Holding, Ltd.	US\$527,095.8m 100.0%	US\$527,095.8m	↑ 6.8%	US\$12,644.0m	US\$512,830.8m	Greater China 97.2%	Fashion 41.0%
☐	4 (4)	douyin.com Bytedance, Ltd.	US\$509,009.8m 100.0%	US\$509,009.8m	↑ 33.5%	—	US\$509,009.8m	Greater China 100.0%	Fashion 33.8%
☐	5 (5)	jd.com JD.com, Inc.	US\$505,734.5m 100.0%	US\$505,734.5m	↑ 0.9%	US\$121,047.3m	US\$368,951.0m	Greater China 99.5%	Electronics 45.0%
☐	6 (6)	amazon.com Amazon.com, Inc.	US\$405,884.2m 100.0%	US\$405,884.2m	↑ 8.5%	US\$147,588.8m	US\$250,488.0m	United States 97.2%	Electronics 38.3%
☐	7 (7)	kwaijiaodian.com Chengdu Kuaijia Technology Co., Ltd.	US\$193,064.8m 100.0%	US\$193,064.8m	↑ 16.6%	—	US\$193,064.8m	Greater China 100.0%	Fashion 55.0%
☐	8	walmart.com	US\$189,926.7m	US\$189,926.7m	↑ 10.0%	US\$79,228.1m	US\$76,657.0m	United States	Fashion

The North American E-Commerce Markets Are Highly Concentrated – Top 5 Stores Generate More Than 60% of the Top 100’s GMV

Distribution of Total GMV among the top 100 stores by GMV in North America in 2025



Retailers Are Aggregated Online Store Operators; Amazon Remains on Top of All North American E-Commerce Markets

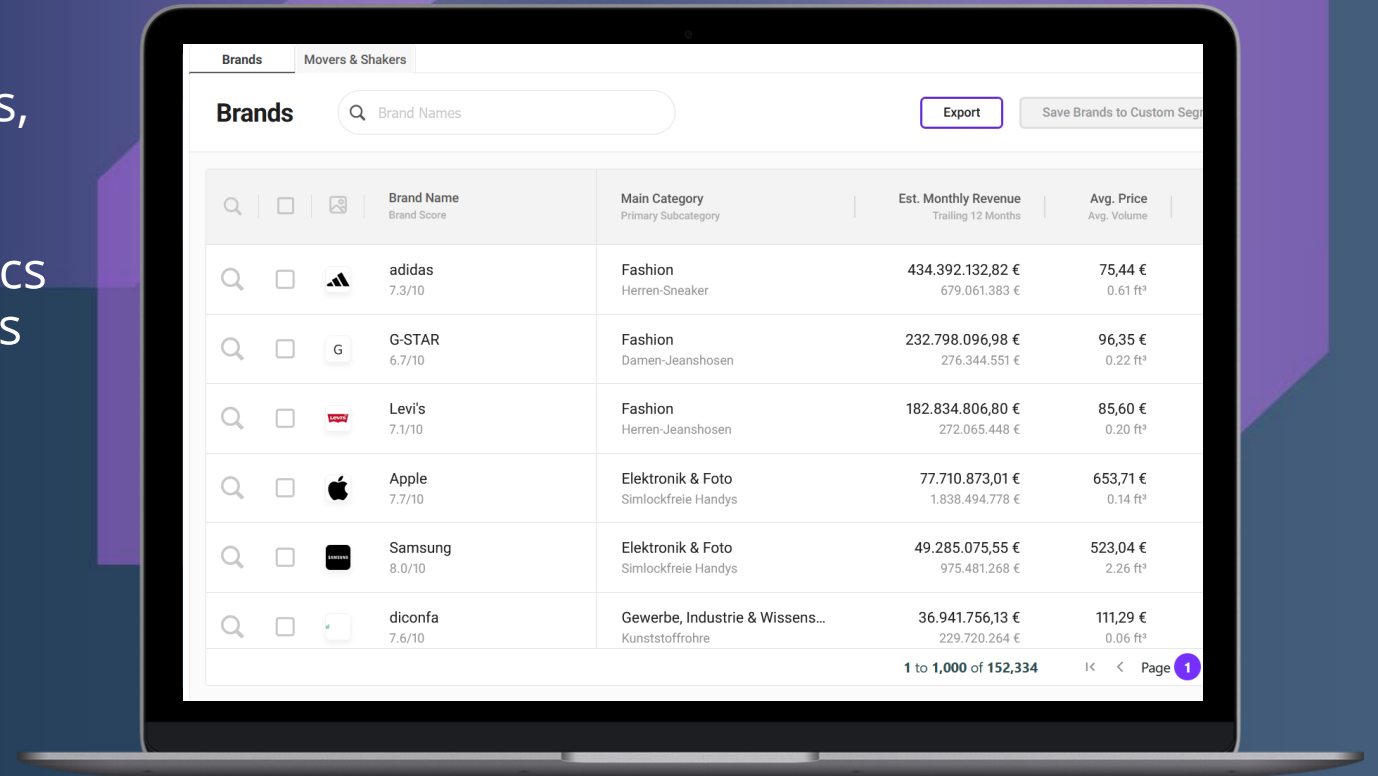
Top retailers by total GMV in North American countries in 2025, in million US\$



Get in Control of Your Amazon Business

- ✓ See the full breakdown of direct sales, authorized and unauthorized sellers
- ✓ Track products, sellers, and dynamics across categories in 12 marketplaces
- ✓ Spot trends before they become problems with daily updated data

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The screenshot shows the ECDB Brands interface on a laptop screen. The interface has a top navigation bar with 'Brands' and 'Movers & Shakers' tabs. Below the navigation bar is a search bar labeled 'Brands' with a search icon and a placeholder 'Brand Names'. To the right of the search bar are buttons for 'Export' and 'Save Brands to Custom Segments'. The main content area is a table with columns for 'Brand Name', 'Main Category', 'Est. Monthly Revenue', and 'Avg. Price'. The table lists several brands including adidas, G-STAR, Levi's, Apple, Samsung, and diconfa, along with their respective categories, revenue, and average prices. The table is paginated, showing '1 to 1,000 of 152,334' items.

Brands		Movers & Shakers	
Brands		Brand Names	
		Export	Save Brands to Custom Segments
Brand Name	Main Category	Est. Monthly Revenue	Avg. Price
Brand Score	Primary Subcategory	Trailing 12 Months	Avg. Volume
adidas 7.3/10	Fashion Herren-Sneaker	434.392.132,82 € 679.061.383 €	75,44 € 0.61 ft³
G-STAR 6.7/10	Fashion Damen-Jeanshosen	232.798.096,98 € 276.344.551 €	96,35 € 0.22 ft³
Levi's 7.1/10	Fashion Herren-Jeanshosen	182.834.806,80 € 272.065.448 €	85,60 € 0.20 ft³
Apple 7.7/10	Elektronik & Foto Simlockfreie Handys	77.710.873,01 € 1.838.494.778 €	653,71 € 0.14 ft³
Samsung 8.0/10	Elektronik & Foto Simlockfreie Handys	49.285.075,55 € 975.481.268 €	523,04 € 2.26 ft³
diconfa 7.6/10	Gewerbe, Industrie & Wissens... Kunststoffrohre	36.941.756,13 € 229.720.264 €	111,29 € 0.06 ft³
		1 to 1,000 of 152,334	Page 1

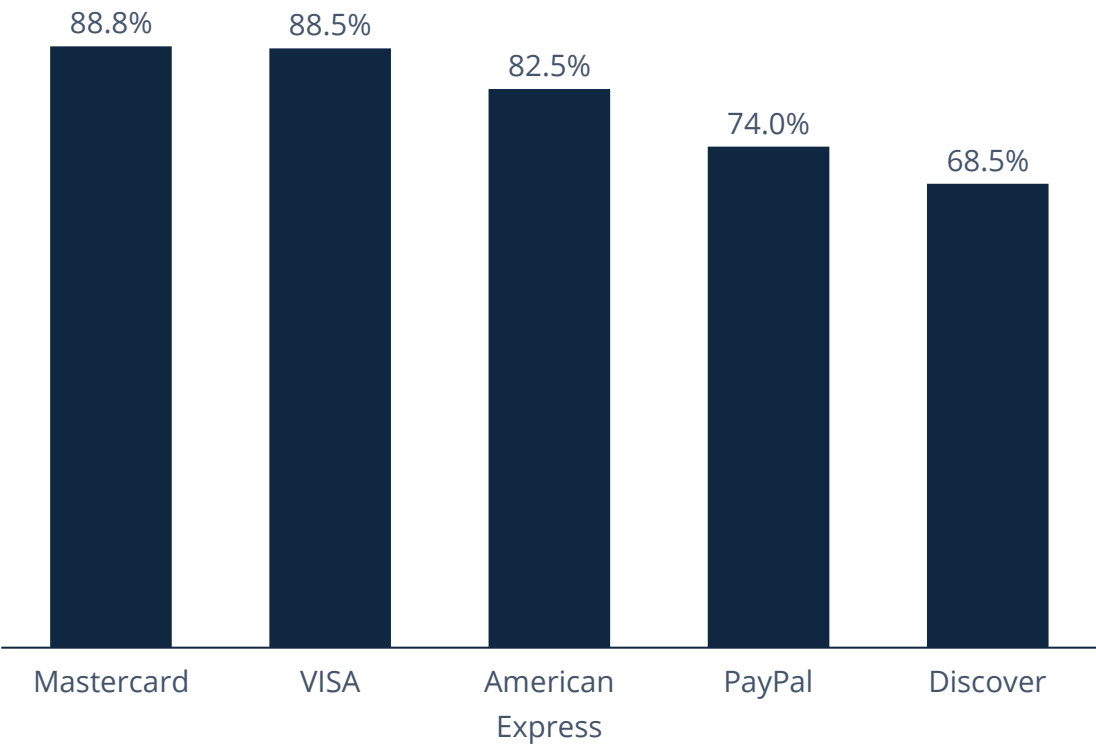
Amazon's Country Domains Are Leading the Online Stores in Each North American E-Commerce Market

Top stores by total GMV in North American countries in 2025, in million US\$

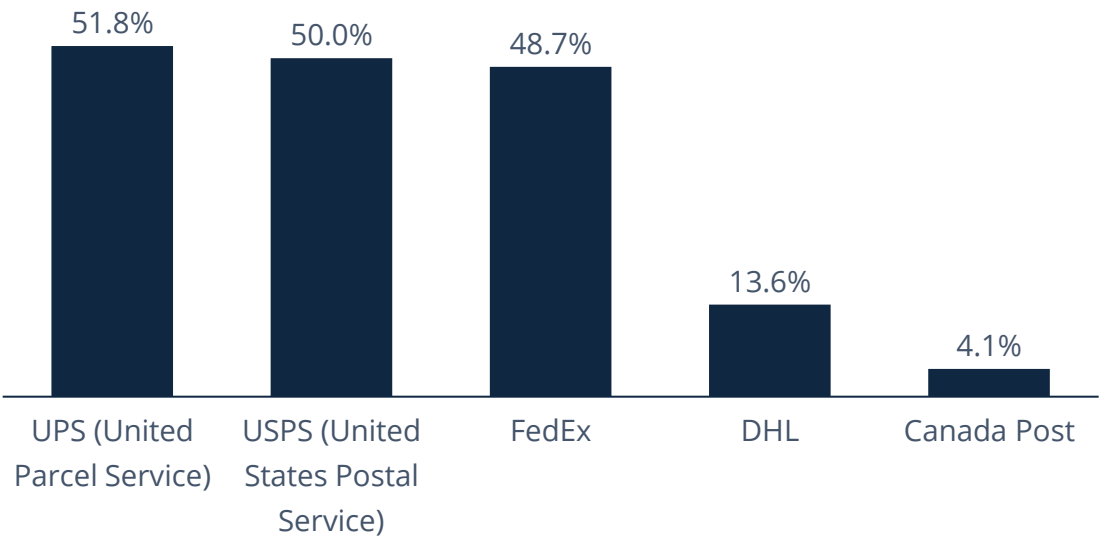


Mastercard and VISA Are the Most Popular Payment Methods in North America – UPS, USPS and FedEx Among the Top 3 Shipping Providers

Top 5 offered payment methods in the North American e-commerce market



Top 5 offered shipping providers in the North American e-commerce market



E-Commerce Market Intelligence. Based on Billions of Transactions.

The Foundation Behind Every Insight in This Report

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