

E-commerce  
Country Factsheet

# UNITED STATES



## The United States confirms its position as a global e-commerce powerhouse

With over 80 million active online shoppers and nearly \$1.2 trillion in annual e-commerce sales, the US remains one of the most mature and competitive markets worldwide. While mobile shopping continues to dominate, value for money and delivery transparency are increasingly shaping expectations. American consumers demand convenience, fast and reliable service, and seamless tracking – making it essential for cross-border retailers to deliver on clarity, performance and trust.



**80.4 million**  
online shoppers



**16.2%**  
of total retail is e-commerce



**\$1.19 trillion**  
Value of e-commerce

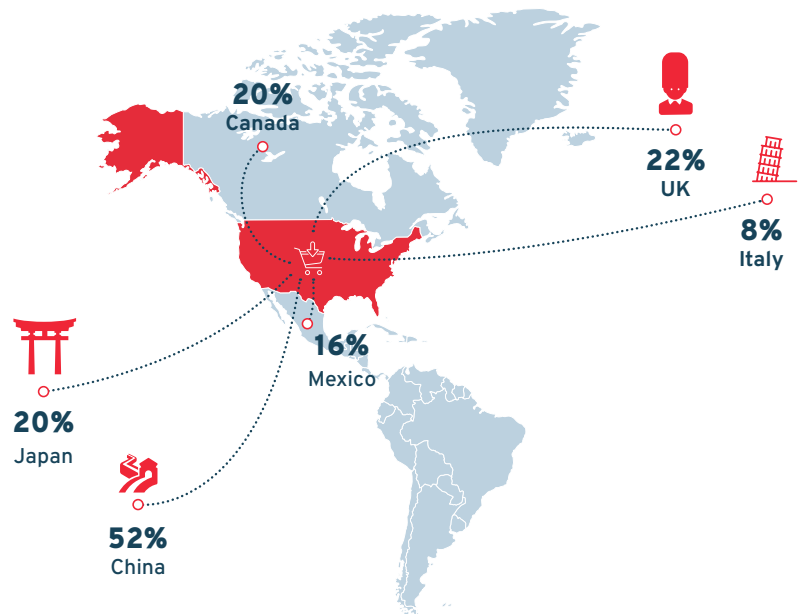


**\$4.370**  
average yearly spend per shopper

### CONSUMER INSIGHTS

## UK, Canada and Mexico gain ground in cross-border preferences

Mexico, Canada and the UK are gaining traction, while China shows a noticeable decline compared to last year. Japan continues to grow steadily. Italy enters the top destinations, overtaking Germany.



## US shoppers focus on price, variety and delivery performance

Fast delivery speed remains the main driver for cross-border online shopping. Low prices, product variety and ease of navigation have gained importance, while trust is now replaced by quality and delivery reliability.

**Fast delivery speed: 37%**

Low product prices: 33%

More choice of products / brands: 33%

Easy to find products: 33%

Sells good quality products: 30%

Reliable delivery: 29%

## Clothing leads, while interest grows for lifestyle and consumable products

Clothing and footwear remains the dominant cross-border category for US shoppers. Jewelry edges up slightly, while food and beverage enters the top five, signalling growing demand for everyday and lifestyle-related items.

**Clothing and footwear: 49%**

Personal care and beauty products: 20%

Jewelry and watches: 19%

Food and beverage: 17%

Consumer electronics and accessories: 17%

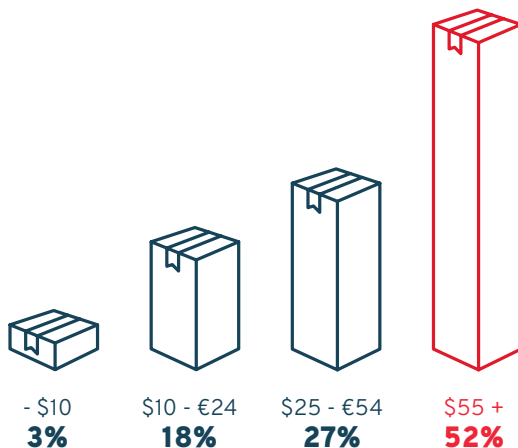
Toys: 14%



Landmark Global partners with both postal and commercial logistics operators to deliver your parcels from anywhere to the US on time and in a cost-effective way.

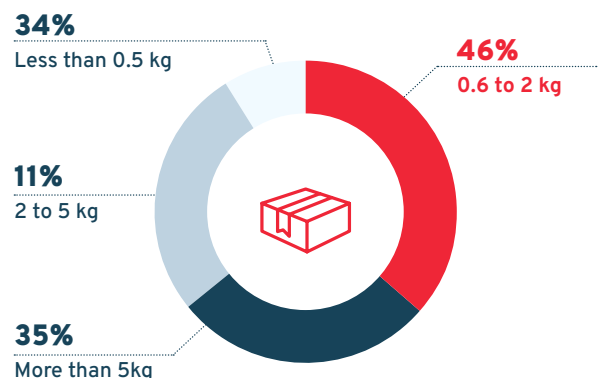
## High-value purchases continue to grow among US cross-border shoppers

The average basket value keeps increasing, with over half of cross-border purchases now exceeding 55 dollars. Lower-value orders continue to decline, confirming a shift toward more substantial transactions.



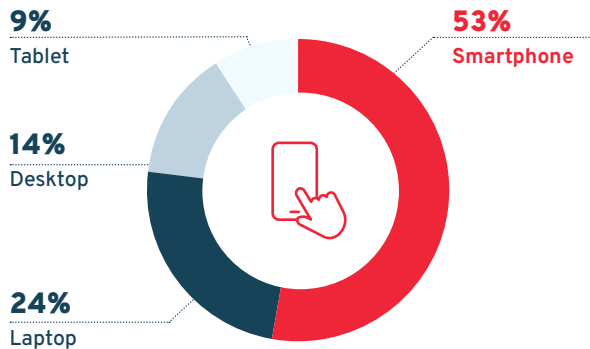
## Mid-weight parcels remain dominant in US cross-border orders

Packages between 0.6 and 2 kg remain the most common weight for cross-border shipments. However, ultra-light parcels under 0.5 kg are gaining ground again, suggesting a shift toward smaller, more frequent online orders.



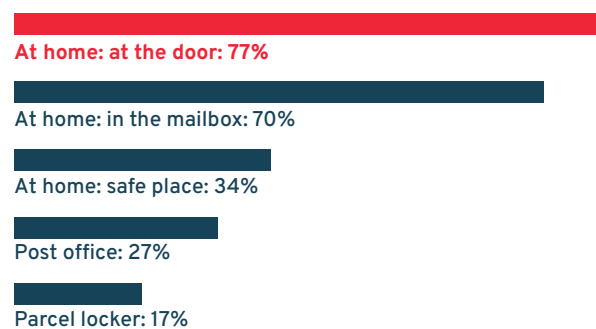
## Mobile remains dominant, desktop continues to decline

Smartphones remain the leading device for cross-border purchases among US shoppers, while laptops gain slight ground. Desktop usage continues its decline, and tablets hold stable at a modest share.



## Home delivery remains the top preference for US online shoppers

Home delivery, whether at the door or in the mailbox, continues to dominate cross-border preferences. While safe places and post offices remain common alternatives, parcel lockers are growing steadily and now complete the top five.



Landmark Global can deliver your shipments directly to your American customers' doorstep or their selected pick-up location of their choice. End-to-end tracking comes with every delivery.

## Transparency and trust continue to shape US delivery expectations

Clarity on delivery charges remains the top concern for US shoppers. Trust in the delivery provider and easy returns also rank high, while being informed at checkout gains importance this year.

### Most important delivery aspects

**Clear information about the delivery charges pre-purchase: 71%**

Trust in the delivery company: 62%

Simple and reliable return process: 57%

Free delivery above a certain value: 56%

Informed of delivery provider at point of purchase: 50%



**85%** of Americans follow their parcel via tracking notifications

## Amazon is the most used in the US, Walmart and eBay way behind

Amazon holds on to its number one ranking and stays firmly on the rise. Walmart sees a lower market share in 2023 but maintains its second position.

**Amazon: 65%**

Walmart: 11%

eBay: 7%

Temu: 6%

Target: 3%

SHEIN: 3%



## Key Takeaways | How to score in the US as a retailer

- ✓ Provide a seamless mobile shopping experience, as smartphones remain the preferred device for most US consumers.
- ✓ Be transparent about delivery charges and offer a clear, reliable return process.
- ✓ Build trust by partnering with dependable delivery providers and offering full tracking visibility.
- ✓ Propose free delivery above a certain value to encourage higher basket sizes.
- ✓ Focus on offering quality products in popular categories like clothing, beauty and everyday essentials.

## How Landmark Global can help your business

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## Open your world

Landmark Global is the trusted international logistics partner, powering your e-commerce growth. With a network spanning 220 destinations, our services include international parcel delivery, customs clearance solutions, and returns management. Being part of the bpost group enables us to expand our knowledge and capabilities and provide better e-logistic solutions to our customers.

### Our fully integrated logistics services



Parcel  
Delivery



Returns  
Management



Customs  
Clearance



International  
Mail Delivery

#### Sources

- IPC Cross-border E-commerce Shopper Survey 2024 – US Report
- Statista
- US Census Bureau
- Digital Commerce 360
- eMarketer



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