

E-commerce  
Country Factsheet

# UNITED STATES



## The US is the second biggest e-commerce market in the world

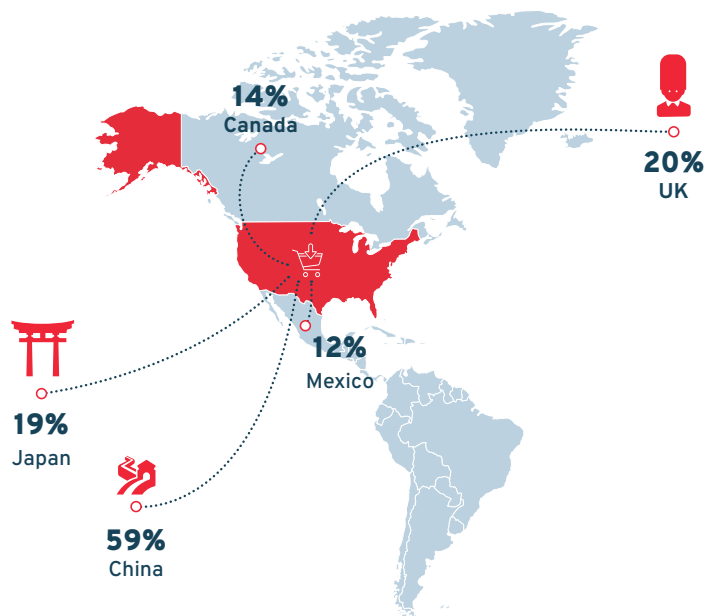
The United States has one of the largest global e-commerce markets and it is growing rapidly. Retail e-commerce sales are projected to grow to over 1.4 trillion U.S. dollars in 2027. Online retailers and brand websites are popular, but online marketplaces and social media are increasingly gaining relevance among online shoppers. With such a developed e-commerce market, Americans have less need for cross-border purchases than citizens in other countries.



### CONSUMER INSIGHTS

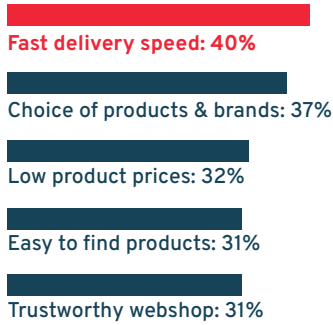
## China is by far the country of choice for cross-border shopping

When American consumers do purchase abroad, China is increasingly the first choice. The UK comes in second, but its market share is decreasing. Japan's share has been steadily increasing over the past few years.



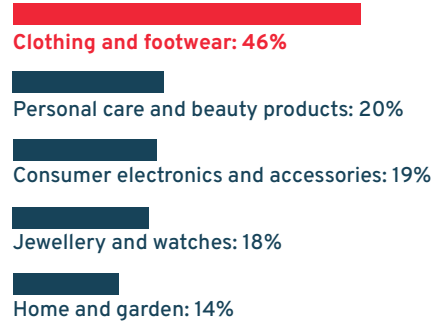
## Delivery speed, product range and low prices are driving factors

For American consumers, fast delivery speed is the main driver for cross-border online shopping. But it is closely followed by a broad product and brand range.



## Clothing and footwear is by far the main cross-border purchase category

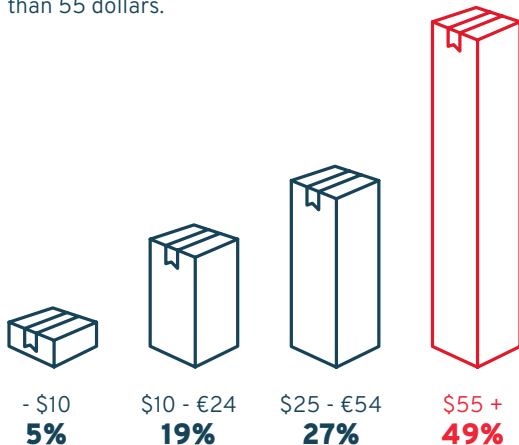
Clothing is the most popular purchase category. Compared to Canadians, Americans put personal care and beauty products in second place instead of third, and they round out their top five with jewellery and home and garden products.



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.

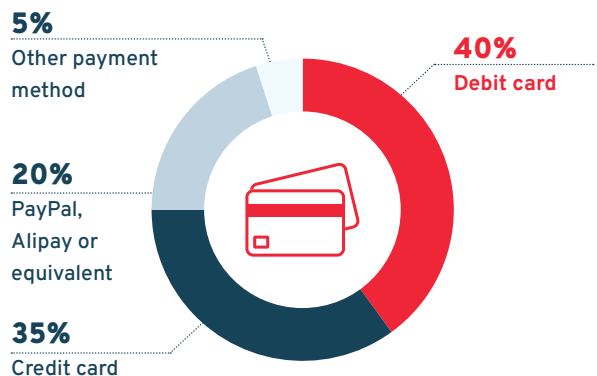
## Nearly half of cross-border purchases are worth more than 55 dollars

Looking at the purchases, we see an increase in product value over the years. Almost half of the purchases are worth more than 55 dollars.



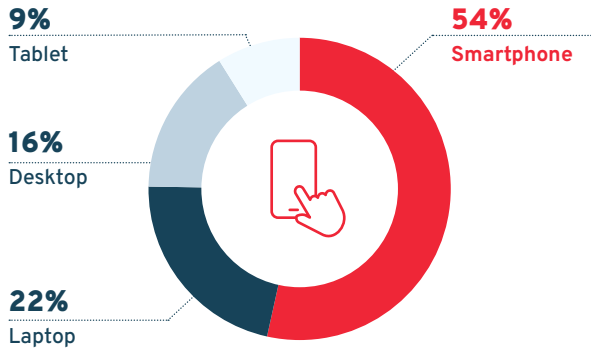
## American shoppers mostly prefer to pay with debit or credit cards

In the past few years, the use of debit cards for online purchases has steadily increased. While in 2020, the scales still tipped in favour of credit cards, debit cards were the main payment method in 2023.



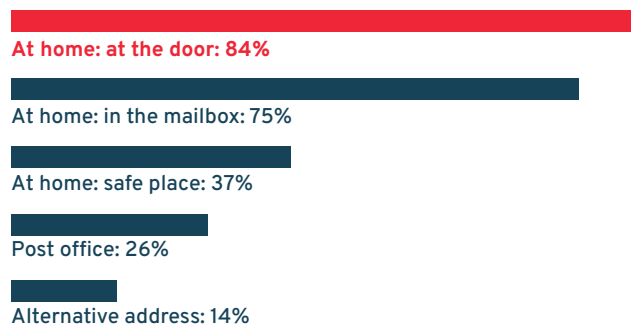
## Over half of American online shoppers buy from their mobile devices

Desktop and laptop use for online shopping is going downhill. Smartphone preference has slightly increased since 2022 and more than doubled since 2016.



## Delivery at home is by far the most used delivery method in the US

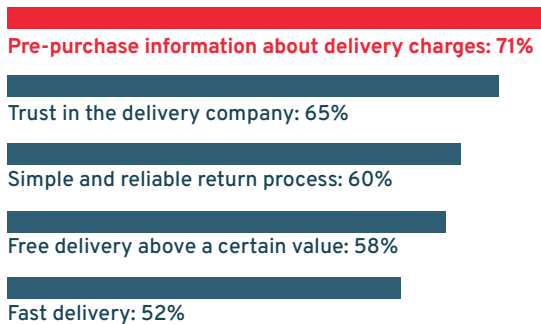
Most American consumers choose to have their parcels delivered at home. Preferably at the door or in the mailbox, and to a lesser degree in a safe place.




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

## Information about delivery charges is key

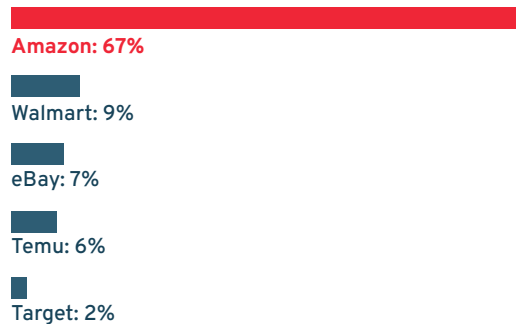
When shopping abroad online, American consumers primarily want clear information about the delivery charges. The perceived trustworthiness of the delivery company is the second most important driver.



 **87%** of Americans follow their parcel via tracking notifications

## Amazon is the most popular marketplace in the US

Amazon remains number one and stays firmly on the rise. Between 2020 and 2023, Amazon's share increased by 28%. Walmart sees a lower market share in 2023 but maintains its second position.



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## Key Takeaways | How to succeed in the US as an online retailer

- ✓ Allow for payments via both debit and credit cards as more than 7 in 10 Americans prefer these payment methods.
- ✓ Be clear about the delivery charges and choose a trustworthy delivery company to increase your trustworthiness.
- ✓ Provide various options for home delivery, including safe places. Most Americans prefer this delivery method.
- ✓ Focus on a mobile-friendly shopping experience as Americans tend to shop more from their smartphones.
- ✓ Make sure to provide an efficient tracking system as it is a very important element for American consumers.

## Get in touch with us

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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 2023 – US report
- Statista
- Census.gov

