

US retail holiday season sales will grow the fastest in years despite ecommerce deceleration

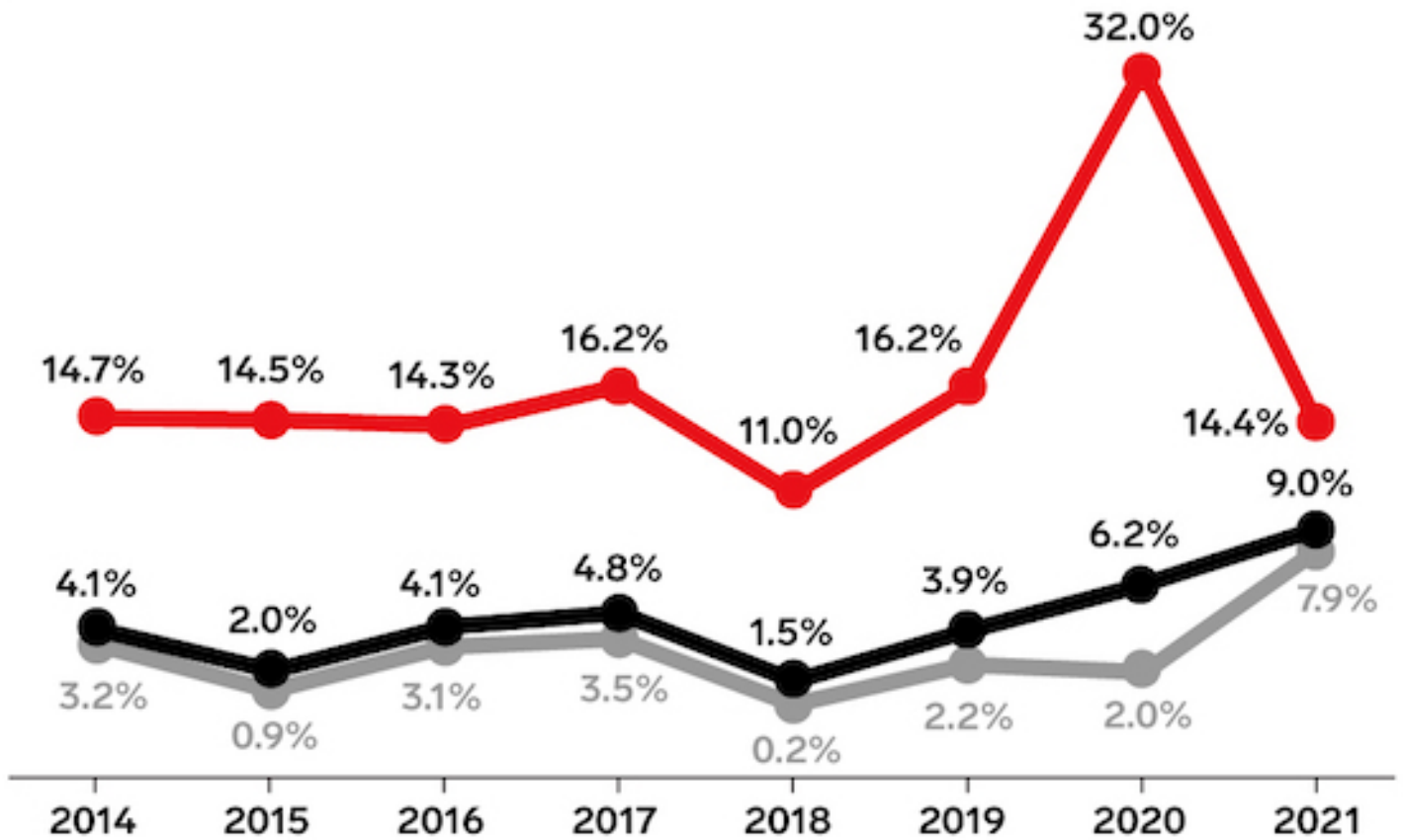
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US retail ecommerce sales growth will slow considerably this holiday season, from **32.0%** in the 2020 season to **14.4%** during that of 2021. Despite this deceleration, overall retail holiday season sales growth will increase from **6.2%** in 2020 to **9.0%** in 2021—the fastest in years—as shoppers who purchased online last year re-enter physical retail spaces.

US Retail, Retail Ecommerce*, and Non-Ecommerce Holiday Season Sales Growth, 2014-2021

% change



- Retail ecommerce* holiday season sales
- Retail holiday season sales
- Non-ecommerce retail holiday season sales

*Note: sales are for November and December of each year; excludes travel and event tickets, payments such as bill pay, taxes or money transfers, food services and drinking place sales, gambling and other vice goods sales; includes products or services using the internet, regardless of the payment method or fulfillment; *includes products or services ordered using the internet, regardless of the method of payment or fulfillment*

Source: eMarketer, Sep 2021

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