



**Euromonitor
International**

Retail E-Commerce in the US

February 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Growth for retail e-commerce stays solid in 2024
- Amazon faces strong competition from China-affiliated rivals
- Third-party marketplaces pick up momentum in 2024

PROSPECTS AND OPPORTUNITIES

- Social commerce and third-party marketplaces key to growth for retail e-commerce
- Social media will influence search and discovery innovation
- “De minimis” threshold likely to be lowered or cancelled under Trump administration

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Retail in the US - Industry Overview

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- Exceptionally high grocery prices in 2024 enter the political arena
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- What next for retail?

OPERATING ENVIRONMENT

- Informal retail
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