



**Euromonitor
International**

Digital Shopper in the US

April 2025

Table of Contents

EXECUTIVE SUMMARY

Digital Shopper in 2024: The big picture

China-affiliated competitors impact the US e-commerce market

TikTok's social commerce strategy is set to disrupt e-commerce

What is next for digital shopper?

E-COMMERCE (GOODS AND SERVICES) BY MERCHANT TYPE

Retail E-Commerce

Foodservice E-Commerce

Travel E-Commerce

Mobility E-Commerce

Ticketed Entertainment E-Commerce

Streaming Services E-Commerce

Bill Payments E-Commerce

E-COMMERCE (GOODS AND SERVICES) BY DEVICE AND PLATFORM

E-Commerce by Device

M-Commerce by Platform

E-COMMERCE (GOODS AND SERVICES) BY FULFILLMENT MODEL

Retail E-Commerce: Delivery vs Click-and-Collect

Consumer Foodservice E-Commerce: Delivery vs Click-and-Collect

EMERGING BUSINESS MODELS

Social Commerce (S-Commerce)

Livestreaming E-Commerce

Voice Platform E-Commerce

Marketplace Retail E-Commerce

Direct-to-Consumer (DTC) Retail E-Commerce

DISCLAIMER

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/digital-shopper-in-the-us/report.