

3Q24 U.S. Census Bureau eCommerce Analysis

By Russ Dieringer // November 25, 2024 // Briefings, Forecasts, Research

TL;DR: The eCommerce channel grew 6.7x faster than physical store channel in the U.S. during 3Q24, and year-to-date it has amounted to 61% of total dollar growth.

1 minute read

Each quarter, the U.S. Census Bureau publishes estimates for retail sales growth and the split between eCommerce and physical retail.

While channel shifts are less volatile quarter to quarter compared to the 2020-2022 pandemic period, we still monitor the data it to see what it tells us at a high level about the consumer and for context to individual retailer results.

Read on for our analysis of how eCommerce stacked up to physical store growth this quarter.

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