# Benchmarking and Market Data on eCommerce Growth in 2024

By Russ Dieringer // July 15, 2024 // Benchmarks, Forecasts, Research

July 18, 2024

*3 minute read*

Four years on from the pandemic and brands continue to waffle on the “importance” of digital as a sales channel (let alone digital marketing).

Recent data on digital sales penetration reveals contradictions to the narrative of eCommerce stagnation post-pandemic. This analysis leverages internal benchmark data alongside the U.S. Census Bureau's recent report on quarterly retail eCommerce sales to provide a comprehensive view, and we end with thoughts designed for senior leadership teams that are struggling to gain conviction on making digital a winning channel.

THIS IS A GATED ARTICLE JUST FOR MEMBERS

Join the Stratably community

Access independent research on the omnichannel market

Enterprise membership unlocks:

Bite-sized market updates

Deep dive analyses

Industry benchmarks

Copyright 2026 Stratably Ltd., All Rights Reserved.
Stratably permission required before forwarding outside your organization.

Retailer forecasts

Invites to live events

And More!

Enterprise Membership unlocks our full insights that you and your team can use to drive alignment across your organization, improve your forecasting, and invest in the right capabilities.

Simply put, it makes your organization much more informed, providing a competitive edge over your rivals.

Join Today

Already have an account? Login Now

Copyright 2026 Stratably Ltd., All Rights Reserved.
Stratably permission required before forwarding outside your organization.