

Benchmarking and Market Data on eCommerce Growth in 2024

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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.

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