

Where eTailers Rank vs. the Market

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Stratably's eTailer Index comprises 13 of the largest eCommerce platforms in the U.S. market that account for \$820 billion in annual global gross merchandise value (GMV).

Analyzing the Index sheds light on a subset of eCommerce, and it illuminates performance differences for pure eCommerce models compared to their omnichannel peers. It helps leaders like you understand market performance at a more granular level, which can improve investment allocation decisions across your accounts and channels.

[The Index complements](#) the widely followed U.S. Census Bureau's quarterly eCommerce report in two ways:

- It provides a transparent view into which eTailers, platforms, and business models are driving growth.
- A bottoms-up forecast that starts at the company level can be built with the assistance of investment market signals rather than being restricted to only a top-down approach via the Census data.

We updated our bottoms-up forecasting for the Index constituents to understand which businesses are projected to grow the fastest and the implications of such growth for large consumer brands.

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