



# Retail E-Commerce in the US

March 2024

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## Retail E-Commerce in the US - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Retail e-commerce sales growth accelerates in the US in 2023

Walmart's online sales soar as the retailer cements its lead in grocery e-commerce

Temu takes the US by storm

#### PROSPECTS AND OPPORTUNITIES

US retail e-commerce sales growth projected to be subdued but stable

Getir's acquisition of FreshDirect shows the quick commerce model is on life support

TikTok Shop provides an opportunity for livestreaming to gain a foothold in the US

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The proposed Kroger-Albertsons merger hits a snag

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