

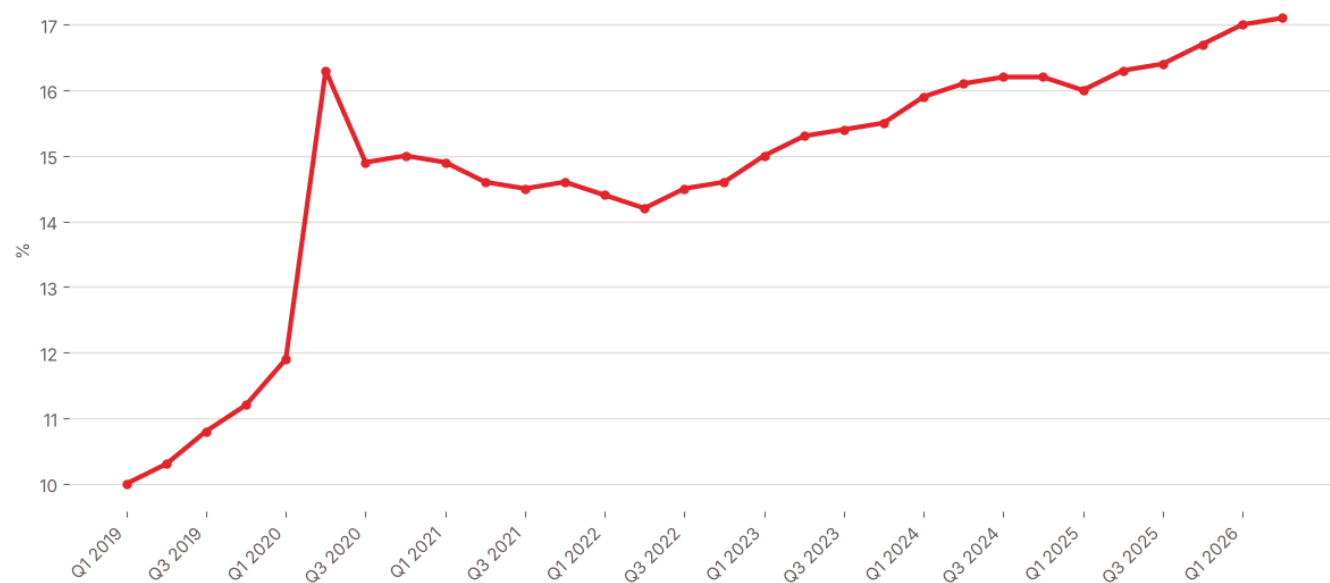
ECOMMERCE

US ecommerce share of total retail sales, Q1 2019 to Q2 2026

Ecommerce accounted for 10.0% of US retail sales in early 2019 and 17.1% by the second quarter of 2026, on a seasonally adjusted basis. After a pandemic spike to 16.3% in Q2 2020 the share settled back, then climbed steadily to new highs.

Online, with downloads and the latest version: <https://www.anthonymcgrath.co/data/us-ecommerce-share-of-retail/>

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Source: US Census Bureau · Free data: [anthonymcgrath.co/data/us-ecommerce-share-of-retail/](https://www.anthonymcgrath.co/data/us-ecommerce-share-of-retail/)

Key findings

- Ecommerce made up 17.1% of US retail sales in Q2 2026, the highest share in this series, up from 10.0% in Q1 2019.
- The share jumped from 11.9% in Q1 2020 to 16.3% in Q2 2020 as pandemic lockdowns hit stores.
- It took until Q2 2025 (16.3%) for the share to match its Q2 2020 pandemic peak, and it has risen every quarter since.

The data

Quarter	E-commerce as a share of total retail sales (%)
Q1 2019	10
Q2 2019	10.3
Q3 2019	10.8
Q4 2019	11.2
Q1 2020	11.9
Q2 2020	16.3

Quarter	E-commerce as a share of total retail sales (%)
Q3 2020	14.9
Q4 2020	15
Q1 2021	14.9
Q2 2021	14.6
Q3 2021	14.5
Q4 2021	14.6
Q1 2022	14.4
Q2 2022	14.2
Q3 2022	14.5
Q4 2022	14.6
Q1 2023	15
Q2 2023	15.3
Q3 2023	15.4
Q4 2023	15.5
Q1 2024	15.9
Q2 2024	16.1
Q3 2024	16.2
Q4 2024	16.2
Q1 2025	16
Q2 2025	16.3
Q3 2025	16.4
Q4 2025	16.7
Q1 2026	17
Q2 2026	17.1

Sources

US Census Bureau, Quarterly Retail E-Commerce Sales, 2nd Quarter 2026 (Adjusted Sales Time Series table (tsadjustedsales.xlsx), column 'E-commerce as a Percent of Total', released 18 August 2026)

<https://www.census.gov/retail/ecommerce.html>

Method

Quarterly seasonally adjusted e-commerce share of total retail sales taken directly from the Census Bureau's adjusted time series table for Q1 2019 to Q2 2026.

Notes

Seasonally adjusted, not adjusted for price changes. Q2 2026 is preliminary and Q1 2026 revised. The Census Bureau says revised estimates will appear in the Q3 2026 release on 19 November 2026, so recent quarters may change. On a not seasonally adjusted basis the Q2 2026 share was 16.4%. Estimates cover businesses with paid employees only.

How to cite

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