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2016 saw another year of growth for online sales Here are 5 end of year eCommerce stats to keep you warm for the rest of the winter:

2016 eCommerce in Review

Source: eMarketer

A growing piece of the pie

eCommerce sales made up 8.2% of all US retail sales in 2016, which is actually 1.1% greater than eMarketer projected in December 2015. Total US eCommerce retail sales in 2017? That's projected at $460B.

1.1%

On-the-go purchases

$35B

Big picture, US mCommerce sales increased $35B from 2015 and made up 29% of overall eCommerce sales. Total mCommerce sales in 2016 were an astounding $116B, with eMarketer projecting mobile sales growing to a full 44% of all eCommerce sales by 2018.

Shoppers reach for smartphones when buying online

Digging deeper, sales on smartphones were 17.2% higher than sales on tablets in 2016. The actual numbers: smartphones generated $67B in sales, compared to $47B for tablets (and that's even excluding travel and tickets). Smartphone sales alone are expected to reach $262B in 2020.

17%

Where the money is

$74B

Which category enjoyed the most online sales in 2016? That'd be apparel & accessories. In the US alone, apparel & accessories sales hit $74B, followed closely by computer & electronics ($65B) and auto & parts ($42B).

Where the growth is

What's growing fastest? Toys & hobby retail. eCommerce sales in that category have a projected compound annual growth rate (CAGR) of 12.25%, higher than any other. The next highest was furniture & home furnishings at 12.23%; apparel & accessories has a projected CAGR of 11.69%.

12.25%

Want to learn how artificial intelligence can improve how you engage with customers?

Schedule your demo to see how some of the top brands in retail are using Sentient Aware's artificial intelligence to improve their online customer experience, or visit sentient.ai/aware to learn more.

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ABOUT SENTIENT TECHNOLOGIES

Sentient's mission is to transform how businesses tackle their most complex, mission-critical problems by empowering them to make the right decisions faster. Sentient's technology has patented evolutionary and perceptual capabilities that will provide customers with highly sophisticated solutions, powered by the largest compute infrastructure dedicated to distributed artificial intelligence.