

RetailX United States Growth 2000 2022

The first US Growth 2000 report explores the depth and breadth of the 2,000 retailers that follow on from the RetailX US Top500. RetailX research assesses practical performance through four drivers of growth: Find, Social, Delivery and Checkout



8%
of US Growth 2000 retailers are based in Europe

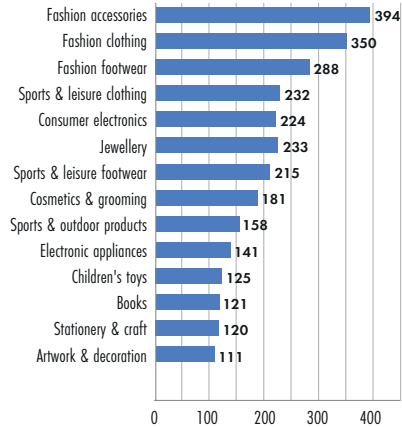
65%
of US Growth 2000 retailers are based in the US

77%
say next-day delivery is important or very important

27%
sell fashion

What the US Growth 2000 retailers sell

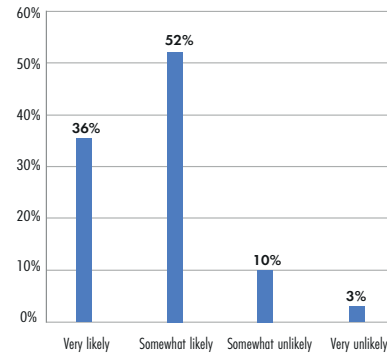
The percentage of retailers that sell a significant number of products in a category



Categories that include at least 110 retailers are shown. Note that some retailers sell in multiple categories
Source: RetailX

Product reviews make purchases more likely

The likelihood of making a purchase based on reviews on a retailer's product page, according to consumer research

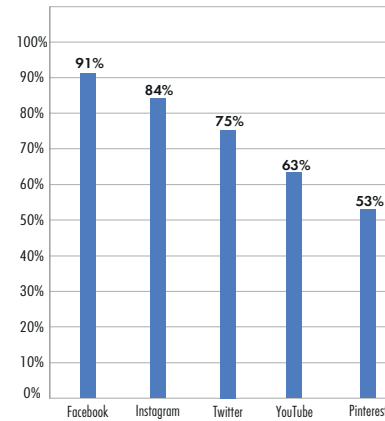


Based on 485 residents of the United States aged 18-64 who shop online, August 2022. Results are stratified by age and gender. Question: "How likely are you to purchase a product as a result of reading a good review in the following places: On the retailer's product page?"

Source: RetailX

Facebook is retailers' most-used social network

The fraction of Growth 2000 retailers with a profile on a social media platform



Source: RetailX

51%
say carbon neutral delivery is important or very important

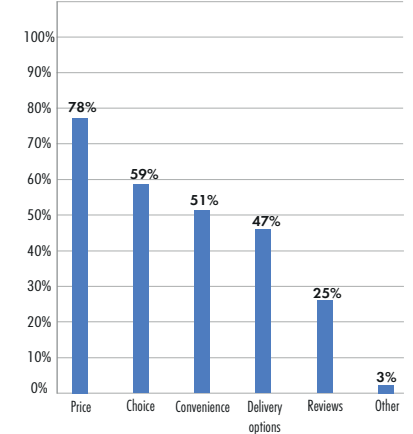
50%
brands

37%
retailers

13%
marketplaces

Why US shoppers buy online

Consumers' views on why they shop online



Based on 485 residents of the United States aged 18-64 who shop online, August 2022. Results are stratified by age and gender. Question: "Why do you shop online?"

Source: RetailX

The US Growth 2000 illustrates the performance of up-and-coming retailers, brands and marketplaces that sell to the US through:

- 150 metrics, benchmarking 2,000 retailers, brands and marketplaces.
- and features case studies on businesses from Rent the Runway and Scentsy to Columbia Sportswear and Rockler.

Download it at: internetretailing.net/report-hub/united-states-growth-2000-report-2022/



RetailX in partnership with:

