

comScore: US\$44.3bn in Q1 2012 US retail e-commerce spending

RESTON, US: comScore, Inc has released its Q1 2012 US retail e-commerce sales estimates, showing that online retail spending reached US\$44.3bn for the quarter, up 17% versus year ago.



This represents the tenth consecutive quarter of positive year-over-year growth and sixth consecutive quarter of double-digit growth.

Retail E-Commerce (Non-Travel) Growth Rates Excludes Auctions, Autos and Large Corporate Purchases Total US - Home & Work Locations (Source: comScore, Inc)		
Quarter	E-Commerce Spending (US\$ Millions)	Y/Y Percent Change
Q1 2007	US\$27,970	17%
Q2 2007	US\$27,176	23%
Q3 2007	US\$28,441	23%
Q4 2007	US\$39,132	19%
Q1 2008	US\$31,178	11%
Q2 2008	US\$30,581	13%
Q3 2008	US\$30,274	6%
Q4 2008	US\$38,071	-3%
Q1 2009	US\$31,031	0%
Q2 2009	US\$30,169	-1%
Q3 2009	US\$29,552	-2%
Q4 2009	US\$39,045	3%
Q1 2010	US\$33,984	10%
Q2 2010	US\$32,942	9%
Q3 2010	US\$32,133	9%
Q4 2010	US\$43,432	11%
Q1 2011	US\$38,002	12%
Q2 2011	US\$37,501	14%
Q3 2011	US\$36,308	13%
Q4 2011	US\$49,698	14%
Q1 2012	US\$44,282	17%

"The first quarter of this year was especially strong for retail e-commerce as we returned to year-over-year growth rates in the high teens, numbers we haven't seen since 2007," said comScore chairman Gian Fulgoni. "While the economic recovery continues to be painfully slow, the channel shift to e-commerce appears to be accelerating. This presents opportunities but also challenges for brick-and-mortar retailers if they can't hold onto their offline market share in the digital world. E-commerce has reached critical mass in several product categories, and it will be important to monitor these sales trends by category in order to correctly gauge the impact e-commerce is having on overall retailer performance."

Other highlights from Q1 2012 include:

- The top-performing online product categories were: Digital Content & Subscriptions, Computer Software, Consumer Electronics, Jewellery & Watches and Event Tickets. Each category grew at least 17% vs. year ago.
- 48.8% of e-commerce transactions included free shipping, the highest percentage for a quarter on record outside of the holiday season. Only Q4 2011 (51.8%) and Q4 2010 (49.3%) have been higher overall.
- According to comScore's Q1 2012 Retail survey, 38% of tablet owners have made a purchase on their devices within the past month. Apparel was the most popular category for purchase among tablet shoppers.

Webinar Series: State of the US online retail economy through Q1 2012

Join Gian Fulgoni and Andrew Lipsman, VP of Industry Analysis, as they present an update of the state of the US online retail economy through Q1 2012 in a live webinar on Thursday, May 17 from 1400-1500 EST / 1300-1400 CST / 1700-1800 PST (2000-2100 South Africa). New topics being covered include retail "show rooming" and shopping behaviour on tablets.

To register for the webinar, go to www.comscore.com/SOR_Q1_2012_Webinar.

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