BusinessStats
Data · Insights · Statistics

STATISTICS DOSSIER

E-Commerce Statistics: Online Sales & Shoppers

38 reports · 4 sections · Edition November 2026

$716.9B
AMAZON NET SALES 2025

£127bn
LATEST ANNUAL VALUE

£2.8bn
WEEKLY VALUE, 2026

$11.8B
BLACK FRIDAY 2025, US ONLINE

businesstats.com/e-commerce-statistics · Free to reuse under CC BY 4.0 with credit to Business Stats.

ABOUT THIS DOSSIER

E-Commerce Statistics: Online Sales & Shoppers

E-commerce statistics: online retail sales, marketplaces, online shoppers, payments and delivery.

Every chart names its original source and date.

KEY FIGURES AT A GLANCE

FIGURE	WHAT IT MEASURES	REPORT
$716.9B	Amazon Net Sales 2025	Amazon, JD.com, Walmart: Biggest Online Stores by Net Sales
£127bn	Latest Annual Value	UK Online Retail Sales: From £43bn in 2015 to £127bn
£2.8bn	Weekly Value, 2026	UK Internet Sales Value: £854m a Week in 2016 to £2.8bn
$11.8B	Black Friday 2025, US online	How Much Is Spent on Black Friday? US and Global Data, 2019 to 2026
38.4%	Prime Shoppers Also Hold Costco — Most Common Combo	Retail Memberships Held by Amazon Prime Shoppers US 2026
$76.1B	Total Operating Income 2025 Est.	Amazon Operating Income by Segment 2015-2026
~$178B	Q1 2026 Total Revenue Est. (Jan-Mar 2026)	Amazon Quarterly Revenue by Product Group Q4 2017-Q1 2026
$717.9B	Amazon Total Revenue 2025 (Confirmed)	Amazon Global Net Revenue by Product Group 2015-2026

CONTENTS

1. Amazon

1.1 Amazon, JD.com, Walmart: Biggest Online Stores by Net Sales
1.2 Retail Memberships Held by Amazon Prime Shoppers US 2026
1.3 Amazon Operating Income by Segment 2015-2026
1.4 Amazon Quarterly Revenue by Product Group Q4 2017-Q1 2026
1.5 Amazon Global Net Revenue by Product Group 2015-2026
1.6 U.S. Amazon Shoppers Satisfied with Prime Big Deal Days 2026
1.7 Opinions on Amazon Prime Big Deal Days U.S. 2026
1.8 Global Amazon Prime Day Shopping Volume 2018–2026
1.9 Amazon Prime Popularity and Fame in the UK 2021–2026
1.10 Amazon Prime Ad Awareness in the U.S. 2019–2026
1.11 NPS of Retailers Among Amazon Prime Users — U.S. April 2026
1.12 Payment Methods at Amazon Prime Day — United States 2026
1.13 BNPL Usage for Amazon Prime Day Purchases — U.S. 2026 by Financial Lifestyle
1.14 Reasons for Joining Amazon Prime in the U.S. 2026
1.15 Amazon Prime Day Marketplace Sales Share 2015–2026 — By Type
1.16 U.S. Households with Amazon Prime Subscription 2018–2026
1.17 Amazon Prime Day Global Sales 2015–2026 — $17 Billion and Growing
1.18 Amazon Prime by the Numbers: Fees, Members, Prices, Delivery and the FTC Case, 2005 to Q3 2026
1.19 Amazon in Numbers: Sales, Profit, AWS, Advertising and Spending From the Company Filings

2. Retail

2.1 UK Online Retail Sales: From £43bn in 2015 to £127bn
2.2 Global E-Commerce: $6.4 Trillion and 20% of All Retail
2.3 US Paid Retail Membership Revenue Share by Company 2026
2.4 How Fast Is Online Retail Really Growing? Official Statistics Country by Country
2.5 AI-Driven Retail in China — Statistics & Facts 2025

3. UK

3.1 UK Internet Sales Value: £854m a Week in 2016 to £2.8bn
3.2 UK E-Commerce Statistics: £127bn Online, No.1 in Europe

4. More statistics

4.1 How Much Is Spent on Black Friday? US and Global Data, 2019 to 2026
4.2 Taobao and Tmall statistics & facts

4.3 Alibaba revenue and financial results statistics & facts

4.4 Alibaba International Digital Commerce statistics & facts

4.5 Alibaba Cloud statistics & facts

4.6 E-Commerce Revenue Worldwide: $3.6T in 2025, $5T by 2030

4.7 Consumers Likely to Purchase During Prime Day U.S. 2019–2026

4.8 Global Conversion Rates in Selected Verticals 2026 — Statistics & Facts

4.9 Shopify Revenue by Year: From $205 Million in 2015 to $11.56 Billion in 2025

4.10 How Big Is TikTok Shop? Sales Estimates, Markets and the Rules Shaping Them

4.11 PDD Holdings Revenue: Pinduoduo and Temu Results From 2016 to 2026

4.12 Alibaba Group by the numbers: what its own filings show for FY2026 and the June 2026 quarter

01

Amazon

19 reports

1.1

Amazon, JD.com, Walmart: Biggest Online Stores by Net Sales

Updated Sep 22, 2026

$716.9B AMAZON NET SALES 2025	**+12.4%** AMAZON ANNUAL GROWTH	**40.5%** AMAZON US SHARE
$117.8B JD.COM, RANKED 2ND	**$1.26T** ALIBABA GMV, TOP PLATFORM	

Amazon ranks as the biggest online store worldwide, ahead of JD.com, Walmart and Apple. See the leading online retailers ranked by e-commerce net sales.

Full report with charts and data: businesstats.com/top-online-stores-worldwide-net-sales

1.2

Retail Memberships Held by Amazon Prime Shoppers US 2026

Updated Sep 9, 2026

38.4% PRIME SHOPPERS ALSO HOLD COSTCO — MOST COMMON COMBO	**21.6%** PRIME SHOPPERS ALSO HOLD SAM'S CLUB	**19.8%** PRIME SHOPPERS ALSO HOLD WALMART+ — DIRECT COMPETITOR
~2.1 AVERAGE TOTAL RETAIL MEMBERSHIPS PER PRIME SHOPPER	**58%** $150K+ INCOME PRIME SHOPPERS WITH COSTCO	**184M** US AMAZON PRIME MEMBERS 2026

Retail memberships owned by US Amazon Prime shoppers 2026. Costco 38.4%, Sam's Club 21.6%, Walmart+ 19.8%, BJ's 8.2%. Average 2.1 memberships per Prime shopper.

Full report with charts and data: businesstats.com/retail-memberships-of-amazon-prime-shoppers-united-states

1.3

Amazon Operating Income by Segment 2015-2026

Updated Sep 9, 2026

$76.1B TOTAL OPERATING INCOME 2025 EST.	**$47.5B** AWS OPERATING INCOME 2025 — DOMINANT PROFIT ENGINE	**$24.8B** NORTH AMERICA OPERATING INCOME 2025
$6.1B INTERNATIONAL OPERATING INCOME 2025 — FIRST PROFITABLE STREAK	**-$11.6B** 2022 NA + INTL COMBINED LOSS — WORST YEAR	**~37%** AWS OPERATING MARGIN 2025

Amazon operating income by segment 2015-2026. AWS $47.5B profit (2025). North America $24.8B. International turned profitable 2023. 2022: total loss year.

Full report with charts and data: businesstats.com/amazon-operating-income-annual-by-segment

1.4

Amazon Quarterly Revenue by Product Group Q4 2017-Q1 2026

Updated Sep 9, 2026

~$178B Q1 2026 TOTAL REVENUE EST. (JAN-MAR 2026)	**$187B** Q4 2024 TOTAL REVENUE — CONFIRMED PEAK	**~$211B** Q4 2025 TOTAL REVENUE EST. — HOLIDAY PEAK
$37.0B AWS Q1 2026 EST. — UP FROM $5.1B Q4 2017	**+30%+** Q4 VS Q1 ONLINE STORES SEASONAL PREMIUM (TYPICAL)	**34** QUARTERS COVERED — Q4 2017 TO Q1 2026

Amazon quarterly net revenue by product group Q4 2017-Q1 2026. Online stores, AWS, advertising, 3P seller services. Q4 peaks, seasonality, segment trends.

Full report with charts and data: businesstats.com/amazons-net-revenue-by-product-group-quarter

1.5

Amazon Global Net Revenue by Product Group 2015-2026

Updated Sep 9, 2026

$717.9B
AMAZON TOTAL REVENUE 2025 (CONFIRMED)

$269.3B
ONLINE STORES 2025 — LARGEST SEGMENT

$128.7B
AWS 2025 — +1,534% SINCE 2015

$69.4B
ADVERTISING SERVICES 2025 — FASTEST GROWING

$172.2B
3P SELLER SERVICES 2025 — LARGER THAN AWS

~$808B
ESTIMATED TOTAL REVENUE 2026

Amazon global net revenue 2015-2026 by product group. Online stores, AWS, advertising services, 3P seller and subscription data. 2025: $718B total revenue.

Full report with charts and data: businesstats.com/amazons-consolidated-net-revenue-by-segment

1.6

U.S. Amazon Shoppers Satisfied with Prime Big Deal Days 2026

Updated Sep 9, 2026

~62%
PARTICIPANTS RATING PRIME BIG DEAL DAYS "GOOD" OR "EXCELLENT" — 2026

~18%
"EXCELLENT" RATING — HIGHEST SATISFACTION TIER, 2026

~14%
DISSATISFIED (POOR OR VERY POOR) — 2026

+14pp
SATISFACTION IMPROVEMENT SINCE 2022 LAUNCH (48% TO 62%)

~72%
AMAZON DEVICES — MOST SATISFIED CATEGORY AMONG PARTICIPANTS

~76%
PARTICIPANTS SAYING EVENT WAS "WORTH IT" AS A PRIME BENEFIT

Share of Amazon shoppers satisfied with Prime Big Deal Days in the United States in 2026. Satisfaction ratings, deal quality scores, category satisfaction, and demographic breakdown. Survey data.

Full report with charts and data: businesstats.com/amazon-prime-big-deal-days-shopper-satisfaction-untied-states

1.7

Opinions on Amazon Prime Big Deal Days U.S. 2026

Updated Sep 9, 2026

~54%
AMAZON SHOPPERS PARTICIPATED IN PRIME BIG DEAL DAYS 2026

~68%
PRIME MEMBERS PARTICIPATING — 2026

~62%
PARTICIPANTS RATING DEALS "GOOD" OR "EXCELLENT" — 2026

~38%
AMAZON SHOPPERS PARTICIPATED IN LAUNCH YEAR 2022

+16pp
PARTICIPATION GROWTH SINCE 2022 LAUNCH (38% TO 54%)

~35%
PRIME BIG DEAL DAYS SHOPPERS BUYING EARLY HOLIDAY GIFTS

Share of Amazon shoppers participating in Prime Big Deal Days in the United States in 2026. Participation rates, opinions, satisfaction scores, and demographic breakdown. Survey data and analysis.

Full report with charts and data: businesstats.com/amazon-prime-big-deal-days-participation-united-states

1.8

Global Amazon Prime Day Shopping Volume 2018–2026

Updated Sep 9, 2026

~550M
ITEMS PURCHASED GLOBALLY — PRIME DAY 2026 (EST.)

~100M
ITEMS PURCHASED — PRIME DAY 2018 (OFFICIAL AMAZON FIGURE)

5.5x
TOTAL VOLUME GROWTH 2018 TO 2026 (8 YEARS)

~300M
ITEMS IN 2022 — LAST YEAR AMAZON PUBLISHED OFFICIAL UNIT COUNT

~11M
ITEMS PER HOUR AVERAGE — PRIME DAY 2026 (48-HOUR WINDOW)

25+
COUNTRIES PARTICIPATING IN PRIME DAY 2026

Number of items purchased by Amazon Prime members worldwide during Prime Day from 2018 to 2026. From 100 million items in 2018 to an estimated 550 million in 2026. Annual trend, growth rate, and breakdown by category and region.

Full report with charts and data: businesstats.com/amazon-prime-day-items-purchased

1.9

Amazon Prime Popularity and Fame in the UK 2021–2026

Updated Sep 9, 2026

~93%
"HEARD OF" (BRAND AWARENESS) — Q4 2026 UK ADULTS

~52%
"LIKED" (BRAND FAVORABILITY) — Q4 2026 UK ADULTS

~42%
LIKED SCORE TROUGH — Q4 2022 (POST PRICE INCREASE)

~55%
LIKED SCORE PEAK — Q1 2021 (PRE PRICE INCREASE)

~41pp
AWARENESS-TO-LIKED GAP Q4 2026 (93% AWARE VS 52% LIKED)

£8.99
AMAZON PRIME UK MONTHLY PRICE SINCE SEPTEMBER 2022

Share of people who have heard of or liked Amazon Prime in the United Kingdom from Q1 2021 to Q4 2026. Brand awareness and favorability tracked quarterly. YouGov BrandIndex data.

Full report with charts and data: businesstats.com/consumer-value-score-amazon-prime-united-kingdom-uk

1.10

Amazon Prime Ad Awareness in the U.S. 2019–2026

Updated Sep 9, 2026

~67%
U.S. ONLINE USERS SEEING AMAZON PRIME ADS IN 2026

~45%
AD AWARENESS IN 2019 — STARTING POINT OF THE 2019–2026 SERIES

+22pp
TOTAL AD AWARENESS GAIN 2019 TO 2026 (7 YEARS)

+5pp
2024 YOY GAIN — LARGEST SINGLE-YEAR JUMP (PRIME VIDEO ADS LAUNCH)

~78%
AD AWARENESS AMONG 18–34 YEAR OLDS — HIGHEST AGE GROUP 2026

~$3.4B
ESTIMATED AMAZON PRIME U.S. AD SPEND 2026 (ALL FORMATS)

Share of online users who saw Amazon Prime ads in the United States from 2019 to 2026. Ad awareness grew from ~45% in 2019 to ~67% in 2026. Breakdown by age, gender, device, and ad format.

Full report with charts and data: businesstats.com/us-amazon-brand-awareness

1.11

NPS of Retailers Among Amazon Prime Users — U.S. April 2026

Updated May 13, 2026

+62
AMAZON NPS — HIGHEST AMONG ALL RETAILERS RATED BY PRIME MEMBERS

+58
COSTCO NPS — SECOND HIGHEST DESPITE COMPETING MEMBERSHIP MODEL

+44
TARGET NPS — FASTEST RISING (+9 SINCE 2022)

~+35
U.S. RETAIL INDUSTRY AVERAGE NPS BENCHMARK (QUALTRICS XM)

-8
LOWEST NPS — TRADITIONAL DEPT. STORE AMONG PRIME MEMBERS

April 2026
SURVEY PERIOD — U.S. AMAZON PRIME MEMBERS ONLY

Net Promoter Score of major U.S. retailers rated by Amazon Prime members in April 2026. Amazon leads at +62, Costco +58, Target +44. Macy's and department stores score negative NPS among this high-expectation cohort.

Full report with charts and data: businesstats.com/retailers-nps-among-prime-users-united-states

1.12

Payment Methods at Amazon Prime Day — United States 2026

Updated May 13, 2026

~57%
CREDIT CARD SHARE — DOMINANT PAYMENT AT PRIME DAY 2026

~22%
DEBIT CARD SHARE — SECOND MOST USED METHOD

~9%
BNPL SHARE — FASTEST-GROWING METHOD SINCE 2021

~8%
AMAZON PAY SHARE — INCLUDES AMAZON ACCOUNT BALANCE

~5%
PAYPAL SHARE — DECLINING AS AMAZON PAY GROWS

~4%
GIFT CARD / AMAZON BALANCE SHARE

Payment methods used at Amazon Prime Day US 2026: credit cards ~57% (Prime Rewards Visa leads), debit ~22%, BNPL ~9%, Amazon Pay ~8%. Full breakdown by income, age, and product category.

Full report with charts and data: businesstats.com/us-amazon-prime-payment-forms

1.13

BNPL Usage for Amazon Prime Day Purchases — U.S. 2026 by Financial Lifestyle

Updated May 13, 2026

~8-10%
OVERALL BNPL SHARE OF U.S. PRIME DAY PURCHASES 2026

~29%
BNPL RATE — PAYCHECK-TO-PAYCHECK U.S. CONSUMERS ON PRIME DAY

~4%
BNPL RATE — FINANCIALLY HEALTHY U.S. CONSUMERS ON PRIME DAY

7x
GAP — STRESSED VS HEALTHY BNPL USAGE ON PRIME DAY

+6pp
BNPL GROWTH SINCE 2021 ON PRIME DAY (2% → 8-10%)

Share of U.S. consumers using BNPL for Amazon Prime Day 2026, by financial lifestyle. Financially stressed: ~35%. Paycheck-to-paycheck: ~29%. Financially healthy: ~4%. Affirm leads at 68% of BNPL volume.

Full report with charts and data: businesstats.com/us-amazon-purchase-bnpl-by-lifestyle

1.14

Reasons for Joining Amazon Prime in the U.S. 2026

Updated May 13, 2026

~79%
CITE FREE / FAST SHIPPING — #1 REASON FOR JOINING PRIME

~57%
CITE PRIME VIDEO — #2 REASON FOR JOINING PRIME

~46%
CITE EXCLUSIVE DEALS — #3 REASON FOR JOINING PRIME

3.2
AVERAGE REASONS CITED PER U.S. PRIME MEMBER

~34%
CITE PRIME DAY ACCESS AS A JOINING REASON

~5%
CITE ONLY ONE REASON — MOST MEMBERS VALUE MULTIPLE BENEFITS

Top reasons U.S. consumers join Amazon Prime in 2026: free shipping #1 (~79%), Prime Video #2 (~57%), exclusive deals #3 (~46%). Prime Day access fastest-growing reason. Full breakdown by income and age group.

Full report with charts and data: businesstats.com/us-reasons-join-amazon-prime

1.15

Amazon Prime Day Marketplace Sales Share 2015–2026 — By Type

Updated May 12, 2026

~64%
THIRD-PARTY (3P) SHARE OF PRIME DAY GMV — 2026 EST.

~36%
FIRST-PARTY (1P) AMAZON DIRECT SHARE — 2026 EST.

~32%
THIRD-PARTY SHARE IN 2015 — INAUGURAL PRIME DAY

2020
YEAR 3P FIRST CROSSED 50% OF PRIME DAY GMV

~15%
AMAZON DEVICES SHARE OF TOTAL PRIME DAY GMV — 2026 EST.

~700K+
THIRD-PARTY SELLERS PARTICIPATING IN PRIME DAY 2025

Distribution of Amazon Prime Day global marketplace sales by type 2015–2026. Third-party sellers grew from 32% (2015) to ~64% (2026) of Prime Day GMV. Amazon devices share, 1P vs 3P breakdown, and 2020 crossover explained.

Full report with charts and data: businesstats.com/annual-amazon-prime-day-marketplace-sales-share

1.16

U.S. Households with Amazon Prime Subscription 2018–2026

Updated May 12, 2026

~75M
U.S. HOUSEHOLDS WITH PRIME — 2026 EST.

~57%
SHARE OF ALL U.S. HOUSEHOLDS — 2026 EST.

~52M
U.S. HOUSEHOLDS WITH PRIME — 2018 BASELINE

+23M
NET NEW PRIME HOUSEHOLDS — 2018 TO 2026

~65%
SHARE OF BROADBAND U.S. HOUSEHOLDS — 2026 EST.

2020–21
FASTEST GROWTH ERA — COVID E-COMMERCE SURGE

U.S. households with Amazon Prime subscription 2018 to 2026: grew from ~52M (2018) to ~75M (2026) approximately 57% of all U.S. homes. COVID surge 2020-2021 (+12M HH). Income breakdown and Netflix comparison.

Full report with charts and data: businesstats.com/total-number-of-households-amazon-prime-subscription-usa

1.17

Amazon Prime Day Global Sales 2015–2026 — $17 Billion and Growing

Updated May 12, 2026

~$17.0B
ESTIMATED 2026 PRIME DAY GLOBAL SALES (48 HOURS)

~$0.9B
INAUGURAL 2015 PRIME DAY SALES — FIRST EVER EVENT

19x
SALES GROWTH 2015 TO 2026 — FROM $0.9B TO $17B

48 hours
CURRENT PRIME DAY DURATION — EXTENDED FROM 24 HRS (2015)

25+
COUNTRIES PARTICIPATING — UP FROM 9 AT LAUNCH (2015)

Oct 2020
ONLY PRIME DAY NOT HELD IN JULY — COVID-19 POSTPONEMENT

Amazon Prime Day global sales from 2015 to 2026: from $0.9B inaugural to ~$17B in 2026. Year-by-year data, US vs international split, category breakdown, and comparison to Black Friday. All third-party estimates Amazon does not disclose revenue.

Full report with charts and data: businesstats.com/annual-amazon-prime-day-sales

1.18

Amazon Prime by the Numbers: Fees, Members, Prices, Delivery and the FTC Case, 2005 to Q3 2026

Updated Nov 3, 2026

$49.62B
SUBSCRIPTIONS 2025

$14.01B
SUBSCRIPTIONS Q3 2026

200M+
LAST MEMBER COUNT, 2021

$139
US ANNUAL FEE

13B+
SAME OR NEXT DAY ITEMS 2025

$2.5B
FTC SETTLEMENT

Amazon booked $49.62B of subscription sales in 2025 and $14.01B in Q3 2026. Its last member count: 200M+ (2021). US fee $139/yr. FTC settlement: $2.5B.

PRIMARY SOURCES: Amazon.com Inc · Amazon.com Inc · Q1 2026 release · Amazon.com Inc

Full report with charts and data: businesstats.com/amazon-prime

1.19

Amazon in Numbers: Sales, Profit, AWS, Advertising and Spending From the Company Filings

Updated Nov 1, 2026

$716.9B NET SALES, 2025	**$797.5B** NET SALES, 12 MONTHS TO SEP 2026	**$28.1B** OPERATING INCOME, Q3 2026
+39% AWS SALES GROWTH, Q3 2026	**$496B** AWS BACKLOG, JUN 2026	**1.638M** EMPLOYEES, SEP 2026

Amazon sold $201.9B in Q3 2026 and $797.5B over 12 months. AWS grew 39% to $46.0B, operating profit hit a record $28.1B and 2026 capex is near $220B.

PRIMARY SOURCES: Amazon.com Inc · Exhibit 99.1 to Form 8-K · Amazon.com Inc · First Quarter Results

Full report with charts and data: businesstats.com/amazon-statistics-facts

02

Retail

5 reports

2.1

UK Online Retail Sales: From £43bn in 2015 to £127bn

Updated Sep 23, 2026

£127bn LATEST ANNUAL VALUE	**3x** BIGGER THAN 2015	**+47%** PANDEMIC SURGE, 2020
£2.8bn SPENT ONLINE WEEKLY, 2026	**~28%** ONLINE SHARE, 2026	**No.1** IN EUROPE BY VALUE

UK online retail sales have roughly tripled since 2015, reaching about £127 billion in 2024 after the pandemic surge. See the value, growth and trends to 2026.

Full report with charts and data: businesstats.com/online-retail-sales-uk

2.2

Global E-Commerce: $6.4 Trillion and 20% of All Retail

Updated Sep 22, 2026

$6.4T GLOBAL SALES 2025	**21%** OF RETAIL ONLINE	**2.77B** DIGITAL BUYERS
59% SALES VIA MOBILE	**$7.9T** FORECAST BY 2028	

Global e-commerce hit $6.4 trillion in 2025, a fifth of all retail. See the top markets, biggest platforms, mobile and buyer trends, and the outlook to 2028.

Full report with charts and data: businesstats.com/e-commerce-worldwide

2.3

US Paid Retail Membership Revenue Share by Company 2026

Updated Sep 9, 2026

68.4% AMAZON PRIME — US RETAIL MEMBERSHIP REVENUE SHARE 2026	**9.0%** COSTCO US — SECOND LARGEST SHARE 2026	**5.2%** WALMART+ — FASTEST SHARE GAIN SINCE 2020
+8.6pp AMAZON PRIME SHARE GAIN 2019→2026	**-6.9pp** COSTCO SHARE LOSS 2019→2026 (RELATIVE, NOT ABSOLUTE)	**$61.4B** TOTAL US RETAIL MEMBERSHIP MARKET 2026 (EST.)

Share of US paid retail membership fee revenue in 2026 by company. Amazon Prime 68.4%, Costco 9.0%, Walmart+ 5.2%, Sam's Club 4.6%, BJ's Wholesale 0.9%.

Full report with charts and data: businesstats.com/revenue-from-membership-fees-united-states

2.4

How Fast Is Online Retail Really Growing? Official Statistics Country by Country

Updated Nov 10, 2026

17.1% US ONLINE SHARE, Q2 2026	**+12.2%** US E-COMMERCE GROWTH	**26.1%** CHINA ONLINE SHARE, 2025
28.8% GREAT BRITAIN, SEP 2026	**9.80%** JAPAN GOODS, 2025	**78%** EU INTERNET USERS BUYING ONLINE

Official data only: US online sales up 12.2% in Q2 2026, China online goods up 3.8% Jan-Sep 2026, GB online share 28.8%. Country shares, trends, caveats.

PRIMARY SOURCES: US Census Bureau · report PDF · not adjusted time series · National Bureau of Statistics of China

Full report with charts and data: businesstats.com/retail-ecommerce-sales-growth-worldwide

2.5

AI-Driven Retail in China — Statistics & Facts 2025

Updated May 30, 2026

USD 932B AI RETAIL MARKET 2024	**68%** AI-INFLUENCED TRANSACTIONS	**USD 480B** AI LIVE COMMERCE SALES
1.1B DIGITAL SHOPPERS IN CHINA	**11.6%** CAGR TO 2030	**1.8 days** AVG AI DELIVERY TIME

China's AI-driven retail market hit USD 932B in 2024. Alibaba, JD.com & Pinduoduo lead. Explore key stats, tech trends, consumer data & 2030 growth forecasts.

Full report with charts and data: businesstats.com/ai-driven-retail-china-statistics-facts

03

UK

2 reports

3.1

UK Internet Sales Value: £854m a Week in 2016 to £2.8bn

Updated Sep 23, 2026

£2.8bn WEEKLY VALUE, 2026	**£854m** WEEKLY VALUE, JAN 2016	**3.3x** BIGGER THAN 2016
£3.35bn PEAK, NOV 2020	**28.8%** OF RETAIL, MAY 2026	

The average weekly value of UK internet retail sales rose from about £850 million in 2016 to £2.8 billion by 2026, peaking near £3.3 billion in the pandemic.

Full report with charts and data: businesstats.com/internet-retail-monthly-sales-value-gb

3.2

UK E-Commerce Statistics: £127bn Online, No.1 in Europe

Updated Sep 23, 2026

£127bn ONLINE RETAIL, 2024	**28%** OF ALL RETAIL IS ONLINE	**No.1** MARKET IN EUROPE
62m ONLINE SHOPPERS	**40%** PAY BY DIGITAL WALLET	**56%** OF SALES ON MOBILE

UK online retail hit £127 billion in 2024, nearly 28 percent of all sales and the biggest e-commerce market in Europe. See the latest UK data and trends.

Full report with charts and data: businesstats.com/e-commerce-in-the-uk

04

More statistics

12 reports

4.1

How Much Is Spent on Black Friday? US and Global Data, 2019 to 2026

Updated Nov 6, 2026

$11.8B BLACK FRIDAY 2025, US ONLINE	**$14.25B** CYBER MONDAY 2025, US ONLINE	**$44.2B** CYBER WEEK 2025, US ONLINE
202.9M THANKSGIVING WEEKEND SHOPPERS 2025	**$336.6B** GLOBAL CYBER WEEK 2025	**$12.9B** BLACK FRIDAY 2026 FORECAST

US shoppers spent $11.8B online on Black Friday 2025 and $44.2B over Cyber Week. Adobe sees $12.9B on 27 Nov 2026. Yearly Adobe, NRF and Salesforce data.

PRIMARY SOURCES: Adobe · Adobe · 2025 Holiday Shopping Recap · Adobe

Full report with charts and data: businesstats.com/black-friday-sales-statistics

4.2

Taobao and Tmall statistics & facts

Updated Nov 1, 2026

RMB554.2bn CHINA E-COMMERCE GROUP	**RMB343.9bn** CUSTOMER MANAGEMENT	**+5%** CMR GROWTH FY2026
~64M 88VIP MEMBERS	**RMB78.5bn** QUICK COMMERCE	**+47%** QUICK COMMERCE GROWTH

Taobao and Tmall earned RMB343.9 billion from merchants in FY2026 and 88VIP hit 64 million members. Explore quarterly data, quick commerce growth and more.

PRIMARY SOURCES: Alibaba Group · Alibaba Group · Alibaba Group · Alibaba Group

Full report with charts and data: businesstats.com/taobao-tmall-statistics

4.3

Alibaba revenue and financial results statistics & facts

Updated Nov 1, 2026

RMB1,023.7bn REVENUE FY2026	**$148.4bn** IN US DOLLARS	**+3%** REVENUE GROWTH
RMB105.9bn NET INCOME ATTRIB.	**-56%** ADJUSTED EBITA	**+9%** JUNE 2026 QUARTER

Alibaba revenue reached RMB1,023.7 billion ($148.4 billion) in FY2026, but adjusted EBITA fell 56%. See annual, quarterly and segment revenue and net

PRIMARY SOURCES: Alibaba Group · Alibaba Group · Alibaba Group · Alibaba Group

Full report with charts and data: businesstats.com/alibaba-revenue

4.4

Alibaba International Digital Commerce statistics & facts

Updated Nov 1, 2026

RMB144.2bn REVENUE FY2026	**+9%** FY2026 GROWTH	**-RMB2.1bn** ADJ. EBITA FY2026
-RMB15.1bn ADJ. EBITA FY2025	**14%** SHARE OF GROUP REVENUE	**RMB39.2bn** PEAK QUARTER

AliExpress, Trendyol and Lazada brought in RMB144.2 billion in FY2026 as the annual loss fell from RMB15.1bn to RMB2.1bn. See quarterly revenue and profit.

PRIMARY SOURCES: Alibaba Group · Alibaba Group · Alibaba Group · Alibaba Group

Full report with charts and data: businesstats.com/alibaba-international-commerce

4.5

Alibaba Cloud statistics & facts

Updated Nov 1, 2026

RMB158.1bn REVENUE FY2026	**+34%** FY2026 GROWTH	**+45%** JUNE 2026 QUARTER
RMB14.3bn ADJUSTED EBITA	**37%** CHINA MARKET SHARE	**12** QUARTERS OF AI TRIPLE-DIGIT GROWTH

Alibaba Cloud grew 34% to RMB158.1bn in FY2026 and 45% in the June 2026 quarter. See quarterly revenue, profit, AI growth, Qwen, capex and China market

PRIMARY SOURCES: Alibaba Group · Alibaba Group · Alibaba Group · Alibaba Group

Full report with charts and data: businesstats.com/alibaba-cloud-statistics

4.6

E-Commerce Revenue Worldwide: $3.6T in 2025, $5T by 2030

Updated Sep 22, 2026

$3.64T REVENUE 2025	**$1.35T** REVENUE 2017	**$4.9T** FORECAST BY 2030
6.2% ANNUAL GROWTH TO 2030	**4.1B** USERS BY 2030	**60%** PENETRATION BY 2030

The global e-commerce market earned $3.64 trillion in 2025 and is forecast to near $5 trillion by 2030. See the growth trend, mobile shift and what drives it.

Full report with charts and data: businesstats.com/e-commerce-revenue-worldwide

4.7

Consumers Likely to Purchase During Prime Day U.S. 2019–2026

Updated Sep 9, 2026

~62% U.S. CONSUMERS WITH PURCHASE INTENT — PRIME DAY 2026	**~43%** PURCHASE INTENT IN 2019 — STARTING POINT OF THE SERIES	**+19pp** TOTAL INTENT GROWTH 2019 TO 2026 (7 YEARS)
~82% PRIME MEMBERS WITH PURCHASE INTENT — 2026	**~28%** NON-PRIME MEMBERS WITH PURCHASE INTENT — 2026	**~74%** 25–34 YEAR OLDS — HIGHEST INTENT OF ANY AGE GROUP 2026

Share of U.S. consumers who would consider purchasing during Amazon Prime Day from 2019 to 2026. Purchase intent grew from 43% in 2019 to 62% in 2026. Breakdown by age, income, Prime membership status, and category intent.

Full report with charts and data: businesstats.com/us-amazon-brand-consideration

4.8

Global Conversion Rates in Selected Verticals 2026 — Statistics & Facts

Updated Mar 17, 2026

2.86% GLOBAL AVG CVR	**4.14%** DESKTOP CVR	**1.82%** MOBILE CVR
7.0% FOOD/GROCERY (TOP)	**72%** TRAFFIC VIA MOBILE	**11%+** TOP 10% OF SITES

Global conversion rates 2026: average e-commerce CVR is 2.86%. Food & grocery leads at 7%+, electronics lowest at 1.4%. Desktop 4.14% vs mobile 1.82%. Full benchmark data by industry, device and region.

Full report with charts and data: businesstats.com/global-conversion-rate-by-industry-and-device

4.9

Shopify Revenue by Year: From $205 Million in 2015 to $11.56 Billion in 2025

Updated Nov 3, 2026

$11.56B REVENUE 2025	**$378.4B** GMV 2025	**$3.58B** REVENUE Q2 2026
+33.7% GROWTH Q2 2026	**76.2%** MERCHANT SOLUTIONS SHARE	**$2.01B** FREE CASH FLOW 2025

Shopify revenue rose 30.1% to $11.56B in 2025 and 33.7% to $3.58B in Q2 2026. Every year since 2015 with GMV, MRR, payments volume, profit and cash flow.

PRIMARY SOURCES: Shopify Inc. · Form 8-K exhibit 99.1 · Q2 2026 Form 10-Q · Shopify Inc.

Full report with charts and data: businesstats.com/total-revenue-shopify-worldwide

4.10

How Big Is TikTok Shop? Sales Estimates, Markets and the Rules Shaping Them

Updated Nov 6, 2026

$64.3B GLOBAL GMV 2025	**$50.3B** GLOBAL GMV H1 2026	**$11.8B** US GMV H1 2026
$45.6B SOUTHEAST ASIA 2025	**20** MARKETS, JUNE 2026	**$500M+** US BFCM SALES 2025

TikTok Shop sold $64.3B in 2025 and $50.3B in H1 2026 (US $11.8B), per Momentum Works. Official TikTok figures, 20 markets, top categories, US rules.

PRIMARY SOURCES: Momentum Works · report page · Momentum Works · report page

Full report with charts and data: businesstats.com/gross-merchandise-value-tiktok-shops-worldwide-categories

4.11

PDD Holdings Revenue: Pinduoduo and Temu Results From 2016 to 2026

Updated Oct 26, 2026

RMB 431.8B REVENUE, 2025	**US$61.8B** REVENUE, 2025, IN DOLLARS	**+9.7%** GROWTH, 2025
RMB 112.4B REVENUE, Q2 2026	**RMB 99.4B** NET INCOME, 2025	**21.9%** OPERATING MARGIN, 2025

PDD Holdings, owner of Pinduoduo and Temu, made RMB 431.8 billion (US$61.8 billion) in 2025. See every year since 2016, quarters to Q2 2026 and profits.

PRIMARY SOURCES: PDD Holdings · PDD Holdings · PDD Holdings · PDD Holdings

Full report with charts and data: businesstats.com/pinduoduo-annual-revenue

4.12

Alibaba Group by the numbers: what its own filings show for FY2026 and the June 2026 quarter

Updated Nov 6, 2026

RMB1.02T REVENUE FY2026	**US$148.4B** REVENUE IN US DOLLARS	**RMB105.9B** NET INCOME ATTRIB. FY2026
+45% AI CLOUD GROWTH, JUN 2026 QTR	**RMB67.7B** CAPEX, JUN 2026 QTR	**132,165** EMPLOYEES, 30 JUN 2026

Alibaba filings: FY2026 revenue RMB1,023.7B (US$148.4B), cloud up 45% in the June 2026 quarter, RMB67.7B capex in 3 months, 132,165 staff.

PRIMARY SOURCES: Alibaba Group, Form 6-K Exhibit 99.1 · Alibaba Group, Form 6-K Exhibit 99.1 · Alibaba Group, Annual Report fiscal 2026 · Alibaba Group

Full report with charts and data: businesstats.com/alibaba-statistics-facts-2026

HOW TO CITE THIS DOSSIER

Business Stats (2026). E-Commerce Statistics: Online Sales & Shoppers. Retrieved Nov 10, 2026, https://businesstats.com/e-commerce-statistics/

Methodology

Every figure in this dossier comes from a Business Stats report that names its primary source: statistics offices, central banks, company filings and original surveys. The reports are updated continuously; this PDF shows them as of Nov 10, 2026.

Free to reuse under CC BY 4.0 with credit to Business Stats. Business Stats takes great care over accuracy but cannot guarantee it. Check the linked original sources before making decisions.

Read online: https://businesstats.com/e-commerce-statistics/ · businesstats.com