

# E-commerce in the U.S.









# What's the e-commerce opportunity?



(including in-store sales)

25% GROWTH in online sales between 2016 and 2018 \$106.3 billion

79% growth 2018-2023

in 2023

\$44.2

in 2023 Projected

133% growth 2019-2023

\$10 billion in 2019 1

Meal kit boxes:

\$3.1 billion in 2018

\$5.5 billion Projected by 2023

# Who are you selling to?







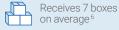










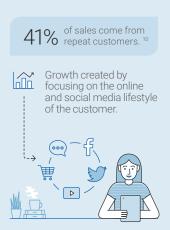


#### Which trends matter?









## Who are your competitors?









# What does this mean for your business?





their own photos Be social It's where your audience is

(especially Facebook).



Be social Market and demonstrate your products on Facebook, Twitter



and YouTube. Think mobile Mobile sites and apps



are important Drive loyalty



Reward customers and provide recommendations to encourage repeat purchase



Be social Most traffic comes through social media.



Collect data to personalize experiences. Focus on design



& packaging They help you stand out. Be accessible



By phone, email or chat.



Drive loyalty Provide special offers based on personal preferences

### Sources

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