


# comScore reports US\$41.9bn in Q3 2012 US retail e-commerce spending

RESTON, US: comScore Inc, a leader in measuring the digital world, today released its Q3 2012 US retail e-commerce sales estimates, showing that online retail spending reached US\$41.9bn for the quarter, up 15% versus year ago.

 This represents the twelfth consecutive quarter of positive year-over-year growth and eighth consecutive quarter of double-digit growth.

| Retail E-Commerce (Non-Travel) Growth Rates Excludes Auctions, Autos and Large Corporate Purchases<br>Total US - Home & Work Locations (Source: comScore, Inc) |                                     |                   |
|--|-------------------------------------|-------------------|
| Quarter  | E-Commerce Spending (US\$ Millions) | YY 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%               |
| Q2 2012  | US\$43,153                          | 15%               |
| Q3 2012  | US\$41,936                          | 15%               |

"The Q3 growth rate of 15% growth remained in line with the prior quarter and provided confirmation of the strength in the e-commerce sector, despite a few negative headwinds in the macroeconomic environment during the quarter," said comScore chairman Gian Fulgoni. "Such performance offers some optimism as we approach the holiday season, especially given recent improvements in consumer sentiment. With the housing market beginning to show signs of recovery in addition to increasing - if still underwhelming - job growth, there appears to be strong enough footing to support a very healthy online holiday shopping season."

## Other highlights from Q3 2012 include:

- The top-performing online product categories were: Digital Content & Subscriptions, Consumer Electronics, Event Tickets, Apparel & Accessories, and Computer Software. Each category grew at least 16% vs. year ago.
- According to comScore's quarterly online retail survey, 37% of US consumers say they have engaged in "showrooming" behaviour where they use a smartphone while in a retail store to check prices or to even purchase a product online. This represents an increase of 5 percentage points in the past two quarters.

- The survey also shows that despite a slow-moving economic recovery there has been marked improvement in consumer sentiment in the past quarter, although many consumers still remain challenged by economic conditions. 48% of US consumers now rate the economy as 'poor' an 8-percentage point improvement vs. the prior quarter and the most pronounced improvement since early 2009 (following the worst of the financial crisis).

### **Webinar Series: State of the US Online Retail Economy through Q3 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 Q3 2012 in a live webinar on Tuesday, November 13 from 2-3 p.m. EST / 1-2 p.m. CST / 11-12 p.m. PST. Featured content includes a review of the 2011 holiday shopping season and outlook for the 2012 holiday shopping season.

To register for the webinar, please visit: [www.comscore.com/SORQ312](http://www.comscore.com/SORQ312).

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