



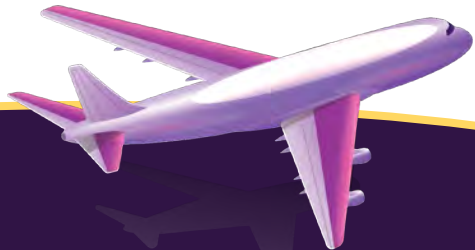
E-Commerce in the UNITED STATES



MARKET OVERVIEW



Population:	328 million
GNI per Capita:	US \$65,760
Ease of Doing Business:	Rank 6/190 Score 84/100
Logistics Performance Indicator:	Rank 14/190 Score 3.89/5
Currency:	American dollar \$
Free Trade Agreement:	CUSMA
Official Language:	English
Domain:	.us



Internet Inclusivity:	Rank 3 / 100
E-Government Development:	Rank 9 / 193
% of Internet Users:	87%
Top 3 Search Engines:	Google 88% , Bing 6% , Yahoo! 3%
Social Media Stats:	Facebook 57% Pinterest 23% , Twitter 17% , YouTube 1% , Instagram 1%
Mobile vs Tablet vs Desktop:	Desktop 49% , Mobile 48% , Tablet 4%
Level of Cross-border E-commerce:	34%
E-commerce Market Value:	US \$ 744.1 billion
E-commerce Payment Methods:	Credit card 57% , digital wallet 23% , bank transfer 8% other 8% , cash 4%
Top Payment Services:	Stripe, Paypal, Authorize.net

E-COMMERCE TRENDS



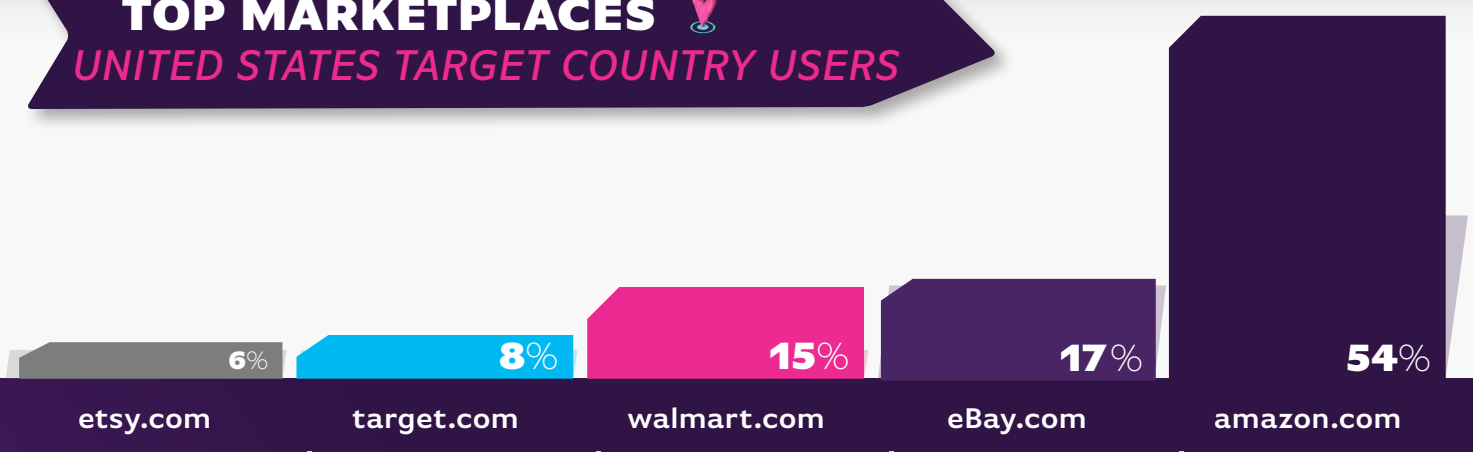
- Increased integration of online-offline experienced with models like click and collect
- Consumer intent to shop online continues to increase
- COVID-19 has prompted 75 % of US consumers trying a new shopping behavior
- High-income earners and millennials are leading the way in shifting spending to online
- The COVID-19 pandemic led to 10 years worth of ecommerce penetration in 3 months



TOP MARKETPLACES



UNITED STATES TARGET COUNTRY USERS



Marketplace	Type	Offering	Business Model
amazon.com	B2C/B2C	horizontal-everything	Commission model, subscription model, advertising on the website <i>Sell on Amazon</i>
eBay.com	B2C/C2C	horizontal-everything	Fee based on transaction cost <i>eBay Selling Internationally</i>
walmart.com	B2C	horizontal-everything	Fee on product sold <i>Quickstart Guides</i>
target.com	B2C	horizontal-everything	Commission model and listing fee <i>Target+Sources</i>
etsy.com	B2C/C2C	Vertical -craft items	Commission model and listing fee <i>Beginner's Guide to Selling on Etsy</i>

E-COMMERCE SERVICE PROVIDERS IN THE MARKET

- Logistics Providers: *UPS DHL FedEx*
- E-commerce Payment Processors: *Square Stripe Adyen Authorize.net*
- Digital Marketing Providers: *Ignite Visibility Smartsites WebFX InclineMarketing*
- E-commerce Platform Providers: *Shopify GoDaddy WooCommerce WIX*

E-COMMERCE RELATED LEARNING RESOURCES

Atlantic Online Global Program

- § *Website Localization*
- § *Online Marketing*
- § *Online Regulation Compliance and Security*
- § *Global E-commerce*

Trade Commissioner Services

- § *Doing Business in the United States*
- § *Selling via E-commerce in the United States*
- § *E-commerce – Grow your global presence*
- § *Step-by-Step Guide to Exporting – Step 10 – Selling Online: e-Commerce for Exporters*

Market Resources

- § *American E-Commerce Association*

Export Development Canada

- § *U.S. Outlook: What Canadian businesses need to know*
- § *Get digital: Upping your e-commerce game*
- § *E-commerce for business: A platform primer*
- § *The new e-commerce: An eight-part series to help your company thrive*

Business Development Bank of Canada

- § *E-commerce Toolkit*

Other

- § *Go Digital Canada*
- § *Digital Mainstreet*
- § *Ignite Atlantic*

FUNDING RESOURCES FOR INTERNATIONAL E-COMMERCE

Federal Programs

- § *Atlantic Canada Opportunities Agency*
- § *Business Development Bank of Canada*
- § *Global Affairs Canada*

Provincial Programs

- § *New Brunswick*
- § *Newfoundland and Labrador*
- § *Nova Scotia*
- § *Prince Edward Island*

Other programs

- § *LearnSphere*