

E-commerce remains Strong and Steady, Despite the Downturn

According to **Jupiter Research's U.S. Online Retail Forecast** for 2007-2012, e-commerce sales reached \$128 billion in 2008, and that total is expected to climb to \$148 billion this year!

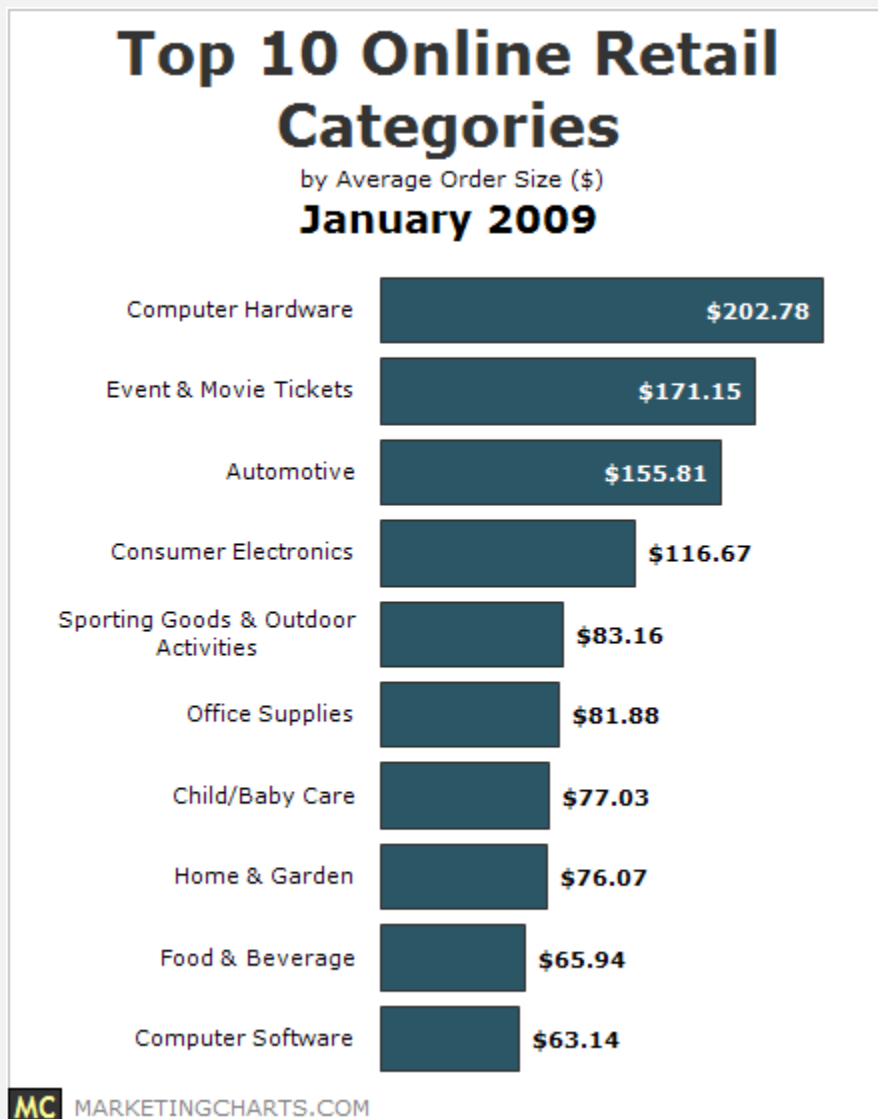
A study by **The Conference Board** and **TNS Retail Forward** found that 5% of online households plan to spend more than \$500 at e-commerce Web sites this year ... that's a four percent increase over 2008!

Forrester Research also revealed that 72% of companies surveyed said economic conditions have not impacted their e-business technology plans. In fact, over half of the companies said they planned to increase their e-business technology budgets. Forrester analyst Brian Walker said businesses will continue to make the investment in e-commerce because they understand the power of the online channel.

A sweeping number of consumers are taking their holiday shopping online. **ATG** and **The E-Tailing Group** predicted that 49% of U.S. holiday gift shoppers would turn to the Web in 2008, marking the first year ever that Web shopping would surpass in-store shopping.

Research released by **ComScore** and **MasterCard** in early 2009 show that ATG's prediction about a jump in holiday online spending was accurate! ComScore's Gian Fulgoni reported that, "... e-commerce trends outperformed overall consumer spending in several product categories, which is to say that e-commerce continued to capture an increasing share of consumers' wallet."

Shop.org and **Forrester Research** report that in the first quarter of 2009, U.S. online retail sales rose an average of 11%! While most brick-and-mortar establishments without a Web site were reporting losses, 58% of the surveyed retailers with an online presence reported that their Web sales increased during the first quarter!



Source: Nielsen Online, MeqaView Retail