

The rise of E-commerce

Is this the end of brick and mortar locations?

**> Harley Jameson
Reporter**

With Christmas just around the corner, the one thing on everyone's mind is gifts. The biggest question is where to get those gifts. According to Retail Dive, a financial newspaper based in New York, in-store sales raked in 84% of holiday sales in 2017.

"I do most of my shopping at actual stores," said Alyssa Carty.

This is good news for local businesses, but the threat of losing customers to internet shopping is inevitable.

Online retailing has risen about 15% from year to year for the past 3 years. At this rate, small businesses won't be around by the time this generation becomes old enough to own them.

"Even though it takes more time to order their flowers online, a lot of

people still do it," said Kari Mosier, a junior who works at a local floral shop, Thoughts in Bloom. "We have more options of flowers to choose from on our site rather than in-store," said Mosier.

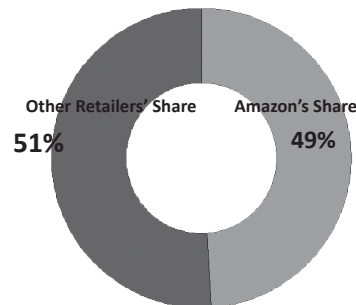
This might be the reason consumers have decided to start shopping online, there's simply more products to choose from.

There is some hope though, for local businesses, as companies that were not on the Top 10 list(11-50) for largest online retailers reported their traffic to be down an average of 13%.

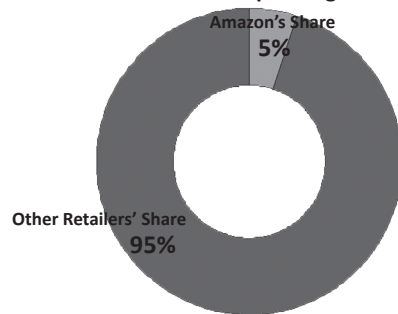
Why is this? People are going to giants like Amazon, Ebay, and Walmart, instead of branching out to smaller online retailers.

Either way you look at it, e-commerce is a serious threat to physical storefronts, that can be helped by shopping locally.

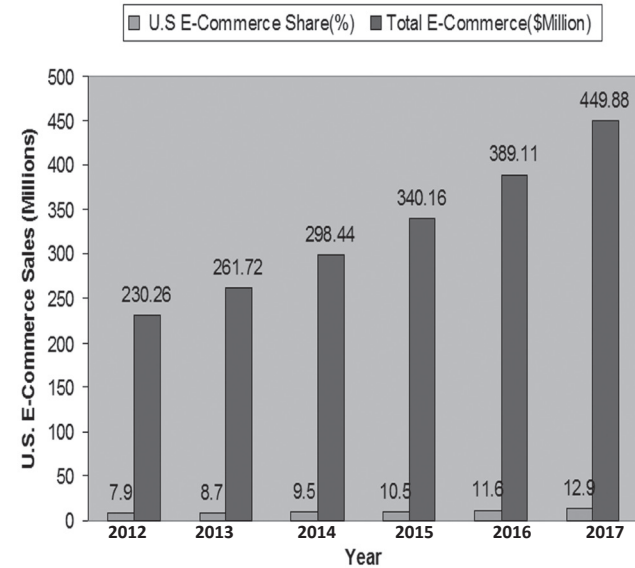
E-Commerce Market in 2018



Total Retail Spending



U.S. E-Commerce Vs Total E-Commerce



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