E-Commerce Sales Reached $264 Billion in 2013

But that’s not the whole story. In fact, it’s not even half. E-commerce accounts for 6% of total U.S. retail sales, but its effect on commerce is much bigger. Digital interactions influence 36¢ of every dollar spent in U.S. retail stores. That amounts to $1.1 trillion in sales.¹

The e-commerce story is about growth and influence.

E-commerce sales are expected to continue double-digit growth through 2018 at least,¹ and the e-commerce channel will soon impact half of all store sales.¹² Consumers are now online in large numbers wherever they shop—at home, on the move, or in store. For today’s consumer, e-commerce is no longer a distinct form of shopping, It’s Just Commerce™. To stay close to them, a product needs to be represented accurately and consistently in potentially thousands of different places online. And the information needs to be updated in all those places at once.

GS1 Standards make it easy for people to discover and purchase products wherever they are so that you can grow your business, reduce costs, leverage insights, and manage risk.

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When a product's digital identity is the same everywhere, businesses create opportunity.

**GROW YOUR BUSINESS**
If people can’t find your products, they can’t buy them. When product information is accurate, complete, and consistently structured, search engines deliver better results and consumers find what they want quickly. That includes seeing online what is available in store. More than 70% of consumers expect mobile applications and the web to show them store inventory. When those consumers finish their shopping journey in a store, retailers today are selling them additional products.

**REDUCE COSTS**
The avalanche of data has exponentially increased your clean up costs; when product information is accurate, complete, and consistently structured, suppliers don’t have to list the same products numerous times. Retailers don’t have to re-create product information multiple times. And consumers are not left wondering, is this really the product I want? Can I trust this information? Today, the answer is often “no,” which increases returns and reduces loyalty.

**LEVERAGE CONSUMER INSIGHTS**
You are supposed to turn big data into insights, but you can’t do that without quality data. When product data are accurate and linkable, all the related information, such as reviews and actions, can be analyzed. Predicting demand is one thing; meeting it is another. When suppliers and retailers know the location of inventory with 99% accuracy, they can offer consumers more convenient ways to get the products they want.

**MANAGE RISK**
Counterfeiting and compliance keep you up at night, especially where health and safety are involved. When products have unique, universal identities that travel the entire supply chain from factory to consumer, it is easier to verify their authenticity, comply with regulations, and eliminate counterfeits.
It’s the logical choice to build on what you have.

Businesses have utilized GS1 Standards for decades. GS1® has built a globally deployed and proven system for product identification, saving industry billions of dollars in the process. For businesses that want to grow, save costs, leverage analytics, and manage risks, the logical choice is to extend this investment.

We serve 25 industries globally through 110 member organizations. There is one common need across all of them—the integrity and usability of data. GS1 makes that possible.

GS1 initiatives help business realize opportunity.

**ACCURATE PRODUCT IDENTIFICATION**
Assign a universal global identification number to every product; validate the number before listing a product for sale; and include the number in web pages and mobile applications, using product markup language.

**QUALITY DATA**
Identify the root causes of bad data and create a road map for sustainable data quality based on best practices.

**TRUSTED PRODUCT INFORMATION**
Share accurate product information through trusted communications with multiple parties, and make information easily accessible to e-commerce applications.

**SIMPLE PRODUCT LISTING**
Retain proprietary classifications that create unique consumer experiences, and then add search-engine-friendly language in web pages and mobile applications.

**REAL-TIME INVENTORY**
Track products in near-real time with product tags that contain an electronic product code (EPC).
“GS1 Standards have been invaluable in our efforts to improve the online shopping experience by harmonizing product data and eliminating inaccuracies.”
— ERIC THOLOMÉ, Google Shopping

“As we continue to create a seamless shopping experience across online, mobile and stores, we rely on accurate and consistent product information.”
— JEREMY KING, Walmart Global eCommerce

“Without RFID, a retailer [may be] able to sell an item online, but, subsequently, unable to fulfill an order, because it cannot be found in the store.”
— DAN SMITH, Hudson’s Bay Company

“Mobile is going to explode in importance because the device knows so much about the user.”
— TOM FURPHY, Consumer Equity Partners

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i U.S. Census Bureau. In Q1 2014, seasonally adjusted e-commerce sales in the U.S. reached $71.2 billion and total sales were $1,147.4 billion.


iii eMarketer, April 2014.