Amplify ETFs | IBUY

Order Anything Online Today?

E-Commerce Trend Continues to Grow

Ordering dinner, household supplies, or just about anything has never been easier – just click and it appears on your computer or arrives on your doorstep. Some e-commerce names are well established, but for others, growth trajectories are just beginning. E-commerce is still in its adolescence (Amazon[1] sold its first book in 1995), and experts agree decades of solid growth lie ahead. The pandemic accelerated what we already knew – for billions worldwide, shopping online is a must.

More Growth Ahead

Selling events have become more fluid. If it seems like there's always something to shop for, well, there is.

- In 2021, 38% shopped online for Valentine's Day [2]
- Amazon moved its Prime Day sale-a-thon to June to reach its locked-down audience
- Singles Day 2020 (held in China) rang up $74 billion – double the previous year's record [3]
- U.S. Black Friday sales hit arecord $9 billion but beat it ($10.8 billion) on Cyber Monday [4]
- Total U.S. retail sales in December 2020 jumped over 32% to a record $188 billion [5]

Trends Supporting E-Commerce

Many business and demographic trends support the continued growth of e-commerce:

1. The shift from lockdowns to "work from home" will drive online retail sales
2. As many as 100,000 brick and mortar stores could close in the next five years [6]
3. Mobile shopping is expected to jump from $2.7 trillion (2020) to $3.8 trillion in 2022 [6]
4. The number of mobile devices is anticipated to exceed 18 billion by 2025 [7]
5. Nearly 67% of younger consumers (18-34) are spending more now than pre-pandemic [6]
6. Social media (including TikTok's one billion monthly users) is increasing its e-commerce focus
7. New, previously untapped markets (cannabis, gaming, etc.)are poised to generate huge new volumes
8. Personalizing online shopping (with augmented reality, etc.) has thepotential to result in increased sales

Sectors Likely to Benefit

- Mobile Platforms
- Transportation (Drones, etc.)
- Online Travel Platforms
- Beauty Products
- Legacy Retailers
- Discount Outlet E-Retailers
- Auction Sites
- Upscale Resale
- Payment Platforms
- Home Improvement
- Online Marketplaces
- Online Gaming

How Can Investors Capitalize on the Growth of E-Commerce Companies?

The ongoing pandemic has created hundreds of millions of new online shoppers. For an idea of just how fast e-commerce is growing, the consulting firm McKinsey estimated that at the height of pandemic, ten years of "normal" e-commerce growth happened in just 90 days.[8] But even now, online retail in the U.S. only comprises about 14% of total retail sales. Industry analyst predict this will rise to 25% by 2025.[9] One option for investors interested in digital commerce is the Amplify Online Retail ETF (IBUY), an actively managed ETF representing a pure play in the rapidly growing e-commerce sector.

For more information, please visit **ibuyetf.com.**

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[1] As of December 7, 2021, Amazon has a 2.05% weighting in IBUY ETF | [2] NRF Valentine's Spending Survey | [3] Alibaba, JD set new records to rack up record $115 billion of sales on Singles Day as regulations loom, cnbc.com, Nov. 12, 2020 | [4] Black Friday sees record online as US shoppers stay home, apnews.com, November 28, 2020 | [5] Americans spent a record online over 2020 holidays, and more e-commerce gains are expected, cnbc.com, January 12,2021 | [6] 10 e-commerce trends that you need to know in 2021, oberlo.com, April 3, 2021 | [7] Forecast number of mobile devices worldwide from 2020 to 2025 (in billions), statistica.com, September 24, 2021 | [8] Five Fifty: A quick briefing in five — or a fifty-minute deeper dive, mckinsey.com, 2021 | [9] The future of e-commerce — trends to watch, rokt.com, June 29, 2021

Questions?

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