**Mcommerce Will Grow, Boosting Ecommerce Along The Way**

Mcommerce will account for almost half (49.8%) of US ecommerce sales by 2027. Mcommerce growth has slowed since its pandemic peak in 2020, but growth remains firmly in the double digits, per the forecast. Shopping on mobile apps is on the rise; 65.5% of US smartphone users will use mobile shopping apps this year.

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[*https://www.insiderintelligence.com/content/mcommerce-will-grow-healthily-boosting-ecommerce-along-way?utm\_source=Newsletter&utm\_medium=Email&utm\_campaign=COTD%209.13.2023&utm\_id=COTD%209.13.2023&utm\_term=eMarketer%20Daily&utm\_content=COTD%209.13.2023*](https://www.insiderintelligence.com/content/mcommerce-will-grow-healthily-boosting-ecommerce-along-way?utm_source=Newsletter&utm_medium=Email&utm_campaign=COTD%209.13.2023&utm_id=COTD%209.13.2023&utm_term=eMarketer%20Daily&utm_content=COTD%209.13.2023)

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