Fastest Growing Online Shops US 2022

Methodology

Methodology

Summary

America's Fastest Growing Online Shops 2022 were recognized based on an evaluation of **Sales, Traffic, and Website Technical Details.**

In total, **more than 10,000** of the largest online shops were compiled using Statista and online databases, online directories and price comparison websites to identify the most relevant online shops. Online shops selling mainly digital goods (e.g.: netflix.com), subscription-based shops, C2C marketplaces (e.g.: ebay.com), B2B online shops, showcase websites and online shops that do not display their site in English were excluded from further evaluation to allow a better comparison between them. The online shops were then organized according to their main product offering into **37 categories** (see slide 5).

The online shops had to meet the following criteria in order to progress to the evaluation:

1) At least 1,000,000 annual website visits in the USA

2) At least 1,000,000 USD revenue in the USA

3) Growth in both traffic and revenue

4) More than half of traffic coming from the USA

5) More than half of sales coming from the USA

After the screening, the shops were evaluated based on revenue growth (both absolute and relative*), traffic growth (both absolute and relative*) and technical details which show the performance of the website. The growth KPIs were evaluated from period 1 (March 2020 – February 2021) to period 2 (March 2021 – February 2022).

The top 1,000 online shops with the highest scores were then awarded "Fastest Growing Online Shop US 2022" and listed on the Newsweek website. The companies are awarded by their scores in growth rates as either '**high', 'very high' or 'extremely high'.**

The list guides consumers on which online shops have experienced rapid growth and are trending in the market with brands that show high levels of quality service and trust.

* Absolute and relative measures are considered to reward companies that maintain high growth rates with high initial revenue values

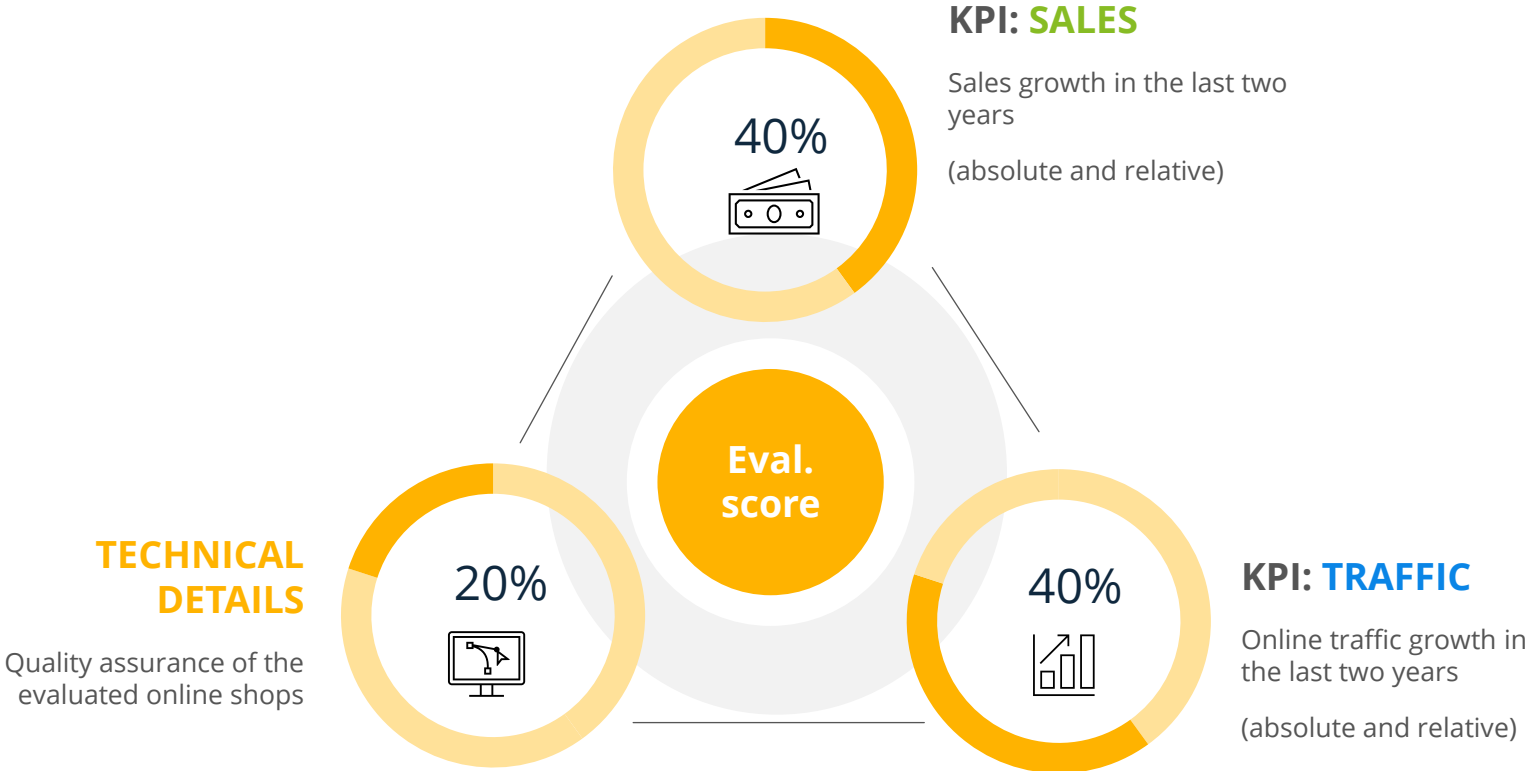# Evaluation: every online shop was evaluated in three dimensions and is solely based on objective KPIs

Approach

Methodology

A longlist was created with online retailers in the USA (criteria: min. US sales of 1,000,000 USD, min. US traffic of 1,000,000 visits & > 50% in both US traffic and US sales)

KPI's: Growth trends were evaluated for traffic and sales as well as technical details

The ranking was based on the growth scores calculated above

Eval. score

KPI: SALES

Sales growth in the last two years

(absolute and relative)

40%

TECHNICAL DETAILS

Quality assurance of the evaluated online shops

20%

KPI: TRAFFIC

Online traffic growth in the last two years

(absolute and relative)

40%

In detail: criteria used to evaluate the Fastest Growing Online Shops

KPI: SALES

- Sales data with Statista's vertical *ecommerceDB*

- The revenues of the online stores are collected or modeled (see Methodology)

- Weighted by relative and absolute growth

KPI: TRAFFIC

- Requirement to participate: over 50% of traffic from the US

- Increase in online-traffic in the last two years

- Weighted by relative and absolute growth

TECHNICAL DETAILS

- Loading time

- Bounce rate

- Page views per visit

- Average time on site

- Mobile optimization

- Cookies

THE VARIOUS CRITERIA ARE EVALUATED WITHIN THE SCORING MODEL

* eCommerce net sales are defined as the amount of first party sales generated by a specific online store on domain-level after the deduction of returns, allowances for damaged or missing goods and any discounts allowed. If an online shopping website also offers a marketplace shop on a site like eBay or Amazon, the resulting revenue is included in the shop's eCommerce net sales as well.

1,000 companies across 37 categories to cater to each readers' interests and shopping habits

Industries

Industries	Categories
Fashion & Accessories	Accessories (e.g. handbags, suitcases, leather goods)
	Fashion (multi-brand)
	Fashion (single brand)
	Jewelry, Watches
	Shoes
	Women's Fashion (multi-brand)
	Women's Fashion (single brand)
Food, Health & Personal Care	Drugstore products, Cosmetics (multi-brand)
	Drugstore products, Cosmetics (single brand)
	Food
	Health products, Food supplements, Medical supplies and Medication
	Opticians, Eyewear
Garden & Craft	Building services (e.g. bathroom, kitchen, electronics)
	DIY, Tools, Supplies
	Flowers, Plants
	Garden furniture and supplies
	Spare parts
Home Living	Furniture
	Home decor and textiles
	Household appliances
	Household goods

Industries	Categories
Leisure, Games & Hobby	Arts and Crafts
	Collectibles
	Hobby, Leisure items
	Music equipment
	Pet supply
	Photo, Print
	Toys, Baby
Office, Electronics & Media	Consumer electronics
	Consumer electronics (accessories)
	Media (e.g. books, CD, DVD, software)
Sport, Outdoor & Motor	Bicycle, E-Bike
	Car, Motorcycle, Boats
	Outdoor
	Sports products (general)
	Sports products (specialized)
Universal Provider	General

Imprint

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Disclaimers:
The rankings are comprised exclusively of online shops that are eligible regarding the scope described in this document. A mention in the ranking is a positive recognition based on traffic- & revenue growth at the time. The ranking is the result of an elaborate process which, due to the interval of data-collection and analysis, is a reflection of the time periods 03/20-02/21 and 03/21-02/22. Furthermore, events following Feb. 28th, 2022, and/or pertaining to individual persons affiliated/associated to the online shops were not included in the metrics. As such, the results of this ranking should not be used as the sole source of information for future deliberations. The information provided in this ranking should be considered in conjunction with other available information about online shops or, if possible, accompanied by a visit to an online shop. The quality of online shops that are not included in the rankings is not disputed.