

America's Best Online Shops 2027

Online shopping continues to play a major role in how Americans research and buy products, making a smooth and reliable digital experience more important than ever. With countless retailers competing for attention, consumers increasingly value convenience, trust and quality. This evaluation highlights leading online shops by examining factors such as website usability, product information, payment options, delivery, customer service, security and shopper satisfaction, offering a comprehensive view of excellence in U.S. e-commerce.

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Home Living

Q abt

Sort by: Online Shop Low to High ^

Sector	Category	Rank Category	Online Shop ^	Score
Home Living	Household appliances	2	abt.com	8.29

About the Ranking

Online shopping has become an essential part of how Americans discover, compare and purchase products. According to the U.S. Census Bureau's Quarterly Retail E-Commerce Sales report, U.S. e-commerce sales reached \$340.2 billion in the second quarter of 2026, accounting for 17.1 percent of total retail sales, underscoring the growing importance of a seamless digital shopping experience.

But with more choices competing for shoppers' attention, finding an online retailer that combines convenience, quality and trust can be challenging. America's Best Online Shops 2027, created by Statista in cooperation with *Newsweek*, recognizes 500 standout online retailers across 26 categories.

Now in its eighth edition, the ranking evaluates each shop across 46 criteria and eight dimensions, combining detailed research, technical analysis, traffic-growth data and feedback from more than 3,000 American online shoppers.

Factors include website usability, product information, payment options, delivery and returns, customer service, trust and security, as well as shoppers' likelihood of purchasing and satisfaction with previous purchases.

Together, these measures provide a comprehensive look at the online shops setting a high standard for digital retail in the U.S.

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Methodology

America's Best Online Shops were identified through a multi-step evaluation based on 36 objective and 10 subjective criteria. Overall, 500 online shops have been recognized in 26 categories.

First, a list of more than 9,500 online shops in the United States was compiled using Statista's proprietary research database along with public online databases, online directories, and price comparison websites. Along with last edition's awardees, the online shops with the highest number of visitors from the US in 2025 were selected as candidates for further evaluation. Online shops selling mainly digital goods (e.g., netflix.com), subscription-based shops, C2C marketplaces (e.g., ebay.com), B2B online shops, informational/showcase websites and online shops that do not display their site in English were excluded from further evaluation to ensure comparability among the remaining candidates.

The online shops that passed the initial screening were then evaluated based on 36 objective criteria and 10 subjective criteria across 8 dimensions: Trust & Security, Purchase & Delivery, Structure & Usability, Service & Communication, Technical Details, Payment, Likelihood of Purchase and Traffic Growth.

Alongside the objective test, an online panel survey of more than 3,000 American online shoppers was conducted to assess the appearance of the online shops in 10 subjective criteria (e.g., "The homepage is very clear and well structured"). The dimensions were weighted according to what respondents had indicated was most important to them.

After the test phase was over, a sub-score for each dimension was calculated. Based on these results, a score out of 10 was determined for each online shop. The top 500 online shops with the highest scores were then awarded "America's Best Online Shops 2027" and listed on the Newsweek website.

The rankings comprise exclusively online shops that are eligible regarding the scope described in this text. Inclusion in the ranking is based on 36 objective and 10 subjective criteria. The ranking is the result of a rigorous evaluation process which, based on the timing of data collection and analysis, reflects the period from 03/26-08/26. Furthermore, events occurring after August 27, 2026, and/or pertaining to individual persons affiliated with or associated with 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. The quality of online shops that are not included in the rankings is not disputed.

[The full methodology is available here.](#)

About Statista R

Statista R is a world leader in the creation of company, brand, and product rankings and top lists, based on comprehensive market research and data analysis: Statista R recognizes the best. With a team of over 100 expert analysts and in cooperation with more than 40 high profile media brands across all continents, Statista R creates transparency for consumers and business decision makers and helps companies build trust and recognition across a plethora of industries and product categories. Visit [r.statista.com](#) for further information about Statista R and our rankings.

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