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Some Businesses Thrive Without E-Commerce

By [Rich Adams](#) | [Business](#), [Snapshot](#)



You hear about the evolution of e-commerce all the time.

- *A U.S. Commerce Department report in 2019 showed the total market share of “non-store,” or online, U.S. retail sales was higher than general merchandise sales for the first time in history.*

- *A George Washington University School of Business study revealed 96% of Americans have made an online purchase.*
- *Global e-commerce sales are expected to total \$6.3 trillion in 2024, according to Shopify.*

E-commerce is alive and thriving in mid-Michigan as well, according to Laurie Lonsdorf, regional director of the [Michigan Small Business Development Center](#) at Lansing Community College. Much of the online sales growth was a means of solvency for businesses during the COVID-19 pandemic, Lonsdorf explained.

“We saw a huge increase during the pandemic, especially in businesses that weren’t doing e-commerce before — restaurants particularly, because they needed it just to survive,” she said. “And a lot of them have kept it. Most have.”

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