

How will Cyber Five fare in the longest holiday season yet?

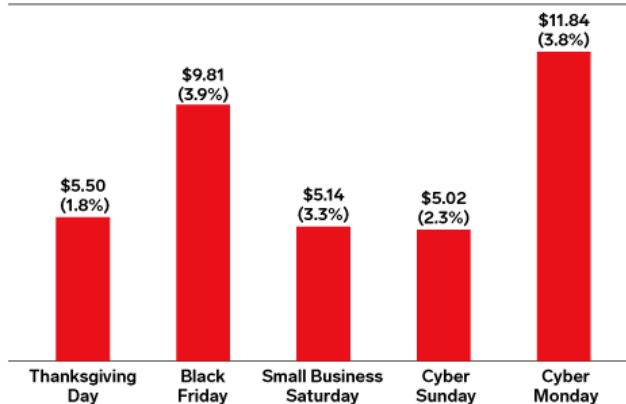
Article

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The Cyber Five will not see much US sales growth from last year, per our forecast. Cyber Monday will be the biggest day of this promotional period with ecommerce sales growing **3.8%** year over year to **\$11.84 billion**.

US Cyber Five Retail Ecommerce Holiday Season Sales, by Shopping Day, 2022

billions and % change vs. prior year



Note: includes products or services ordered using the internet, regardless of the method of payment or fulfillment; excludes travel and event tickets, payments such as bill pay, taxes, or money transfers, food services and drinking place sales, gambling and other vice goods sales
Source: eMarketer, Sep 2022

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Beyond the chart: Even while spend increases, Cyber Five sales growth is slowing as the overall holiday season gets longer. This year, Amazon, Target, and Walmart started offering deals in early October, pulling demand forward from the major shopping days.

Our forecast shows faster ecommerce growth for the holiday season overall. We project a **12.0%** increase in US holiday season ecommerce sales, which will reach **\$239.26 billion**.

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- Article: [Why Walmart has a case of the \(Cyber\) Mondays](#)
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Methodology: Estimates are based on the analysis of data from benchmark source US Department of Commerce, estimates from other research firms, historical trends, reported and estimated revenues from major online retailers, consumer online buying trends, and macro-level economic conditions.