

Shoppers chose sites over stores during Cyber Five 2021

Article

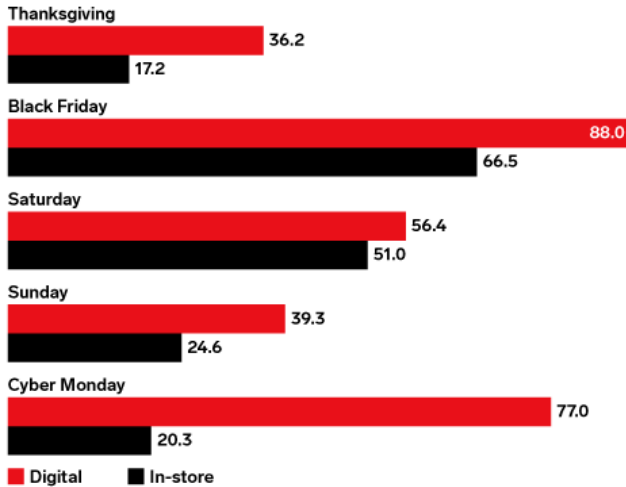
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More US consumers shopped from their couch than in-person every day of Thanksgiving weekend 2021. That said, some days saw high in-store turnout, particularly Black Friday, when **66.5 million** US shoppers browsed at brick-and-mortars and **88.0 million** did so online. By

comparison, Cyber Monday saw **77.0 million** shop digitally, far more than the **20.3 million** who visited physical stores that day.

US Thanksgiving Weekend In-Store and Digital Shoppers, by Day, Nov 2021

millions



Note: may include shoppers who made purchases both in-store and online
Source: National Retail Federation (NRF), "2021 Thanksgiving Weekend Consumer Survey" conducted by Prosper Insights & Analytics as cited in press release, Nov 30, 2021

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