

Cyber Monday was the biggest online shopping day ever

Article



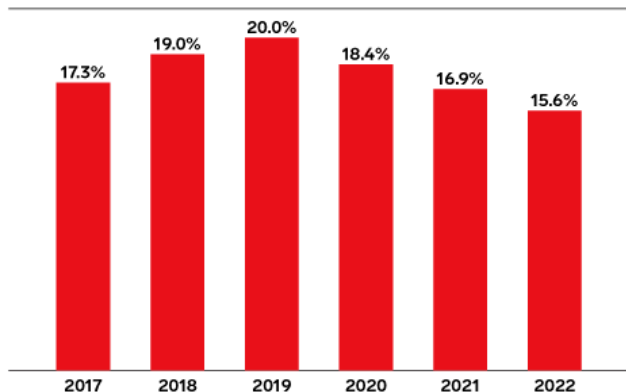
The news: Cyber Monday 2022 was the largest retail ecommerce sales day in US history. Consumers spent **\$11.3 billion** online—a **5.8% increase over last year**, per the latest Adobe Analytics figures.

The holiday shopping season's peak: The strong results demonstrate how important Cyber Monday and the rest of the Cyber Five are to retailers' overall holiday sales.

- **The Cyber Five remains the apex of the holiday shopping season.** However, it will account for a smaller share of sales than in years past. We expect the five-day stretch from Thanksgiving to Cyber Monday will account for 15.6% of retail ecommerce sales this year, down from 16.9% last year.
- **Shopping is part of most consumers' Thanksgiving weekend activities.** 80% of consumers planned to shop during the five-day holiday period, up from 71% last year and 79% in 2019, per Deloitte. Younger consumers drove that change: 86% of Gen Zers and 89% of millennials expected to make a purchase during the Cyber Five.
- **The early start to the holiday season didn't dampen demand.** Retail sales hit new highs during the Cyber Five even though 60% of shoppers started browsing and buying for the season by early November, per NRF, thanks to **Amazon, Walmart**, and other retailers launching high-profile sales in mid-October.

Cyber Five Share of US Retail Ecommerce Holiday Season Sales, 2017-2022

% of total



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; sales are for the five-day span between Thanksgiving Day and Cyber Monday of each year

Source: eMarketer, Sep 2022

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Overcoming economic headwinds: The strong results are all the more notable given that about 60% of consumers have scaled back their spending in response to inflation, and even more consumers plan spending cuts in the year ahead, per the University of Michigan.

- **37% of consumers say their financial outlook is worse** than it was a year ago, per Deloitte. Despite those challenges, **74% expected to spend more or the same** on the holidays compared to last year.

- **Shoppers are hyper focused on finding a good deal.** With retailers eager to move excess inventory, many are finding steep discounts. The **average discount rate was 30%** on Saturday and Sunday, according to Salesforce.
- **Deals are widely available.** Retailers heavily discounted items in key categories that struggled throughout this year. For example, the average **discount on televisions was 12.93%**, **computers was 16.4%**, and **furniture was 5.2%**, per Adobe Analytics.

The big takeaway: The strong sales gains throughout the Cyber Five bode well for the remainder of the holiday season.

- We expect consumer spending to remain solid throughout the rest of the holiday season, with 7.0% growth. That said, most of those gains will stem from inflation.

Go further: Read our full [US Holiday Shopping 2022](#) report.