

The Singles' Day Juggernaut Shows Its Age

AUDIO |

eMarketer Editors

The annual shopping "holiday" known as Singles' Day racked up another year of double-digit growth this year. Consumers in Asia and around the world reportedly spent more than \$1 billion in the first 90 seconds of the day.

But as the event enters its second decade, growth rates are declining and expectations are being revised. eMarketer's Man-Chung Cheung was on the ground in Shanghai on Nov. 11. He and analyst Andrew Lipsman join Marcus Johnson to discuss the shopping event and what comes next.

US Internet Users Who Are Aware of Select Shopping Days, July 2018

% of respondents



Note: ages 18+

Source: AlixPartners, "Amazon Prime Day Consumer Survey and Outlook," July 9, 2018

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