

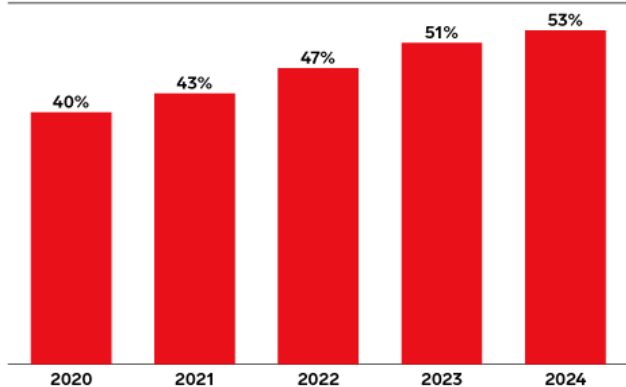
Mobile remains biggest contributor to US holiday season digital sales

Article



Mobile Share of US Holiday Season* Digital Sales, 2020-2024

% of total digital sales



Note: represents activity tracked by Adobe, broader industry metrics may vary; 2024 data is an estimate; *Nov 1-Dec 31

Source: Adobe Analytics as cited in company blog, Aug 21, 2024

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Key stat: 53% of US holiday season digital sales will come from mobile this year, per Adobe Analytics data. That marks the second consecutive year mobile has accounted for more than half of holiday sales.

Beyond the chart:

- Our forecast shows a similar trend, with 52.7% of the \$266.89 billion we project in US retail ecommerce holiday sales coming from mobile this year.
- Mcommerce is more common during the holiday season. During the full year, we project 44.6% of US ecommerce sales coming from mobile.

Use this chart: Marketers and retailers can use this chart to prepare holiday marketing strategies and make the case for further mobile investment.

Related EMARKETER reports:

- [US Holiday Shopping 2024](#) (Subscription required)
- [US Holiday Ecommerce Sales Benchmarks: Q4 2024](#) (Subscription required)

Methodology: Data is from an August 2024 Adobe Analytics study as cited in company blog. Data is based on an aggregated and anonymous data analysis of 1 trillion website visits and 100 million SKUs in 18 product categories sold online in the US. Adobe measures 80% of all

online transactions from the top 100 US retailers. The data is based on the Fisher Ideal Price Index.