

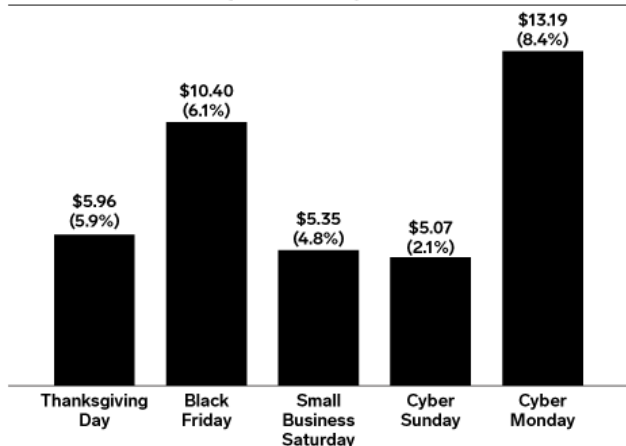
Cyber Monday leads this year's Cyber Five in projected spending

Article

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US Cyber Five Retail Ecommerce Holiday Season Sales, by Shopping Day, 2023

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: Insider Intelligence | eMarketer, June 2023

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Insider Intelligence | eMarketer

Key stat: Cyber Monday will top \$13 billion in US online sales, while Black Friday will crack \$10 billion for the first time, according to our June 2023 forecast.

Beyond the chart:

- Even if the mid-October shopping frenzy has taken some of the wind out of Cyber Five's sails, the week will still account for a huge volume of ecommerce sales—especially on Black Friday and Cyber Monday, as noted in our [Holiday Shopping 2023](#) report.
- This year, Cyber Five ecommerce sales will account for 15.8% of the \$253.71 billion in total US holiday retail ecommerce sales, per our forecast.

Use this chart:

- Compare Cyber Five sales from day to day.
- Track your brand's results against this forecast.

More like this:

- [Tips to help retailers reach Gen Alpha, Gen Z, and beyond this holiday season](#)
- [4 analyst retail predictions about Cyber Five, retail media, and Walmart for the 2023 holiday season](#)

- US holiday ecommerce retail sales growth will return to double digits this year after slowing in 2022
- Cost concerns are top of mind for this year's holiday shoppers

Note: Insider Intelligence | eMarketer benchmarks its US retail ecommerce sales figures against US Department of Commerce data from 2020 onward. The last full year measured was 2022.

Methodology: Estimates are based on the analysis of data from other research firms and government agencies, historical trends, reported and estimated revenues of major online retailers, consumer online buying trends, and macro-level economic conditions.