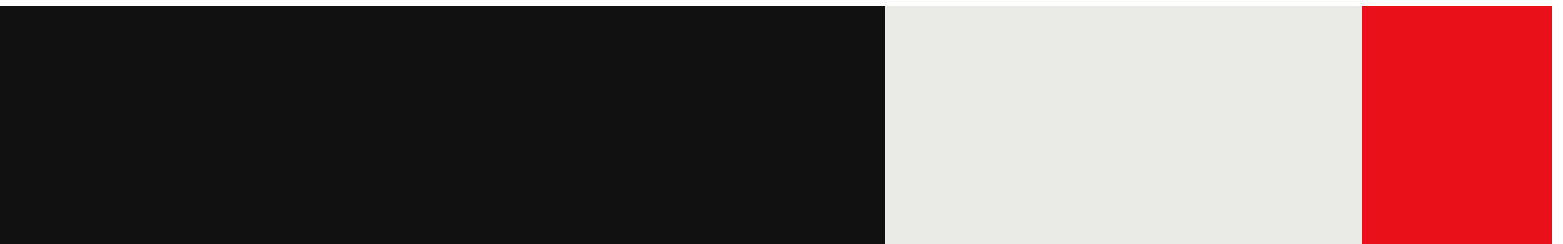


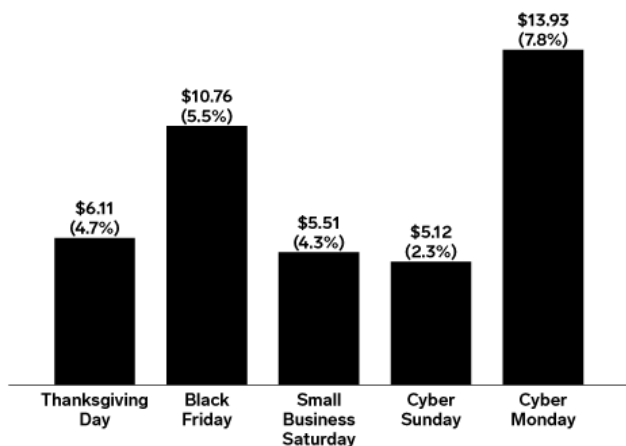
# Cyber Monday dominates the Cyber Five

Article



## US Cyber Five Retail Ecommerce Holiday Season Sales, by Shopping Day, 2024

billions and % change vs. prior year



Note: sales are for the five-day span between Thanksgiving Day and Cyber Monday of each year; 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: EMARKETER Forecast, July 2024

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**Key stat:** Cyber Monday will generate \$13.93 billion in US [ecommerce](#) sales this year, the highest of any Cyber Five day, according to a July 2024 EMARKETER forecast.

### Beyond the chart:

- US Cyber Five sales will climb to \$41.43 billion this year, a 5.6% increase from 2023.
- Total [holiday](#) sales will reach \$1.353 trillion in the US, with nearly a fifth (19.7%) taking place online.

**Use this chart:** Marketers and retailers can use this chart to strategize around Cyber Five [marketing](#) and promotions, as well as benchmark their Cyber Five sales.

### Related EMARKETER reports:

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

*Note: EMARKETER benchmarks its US total retail sales figures against US Department of Commerce data from 2018 onward. The last full year measured was 2023.*

*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.*