

Cyber Five's share of holiday ecommerce sales is shrinking

Article



US Cyber Five Retail Ecommerce Sales, 2018-2024

billions, % change, and % of total retail ecommerce holiday season sales



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: Although the Cyber Five will hit record ecommerce sales in the US this year at \$41.43 billion, the retail event's share of total retail ecommerce holiday season sales will continue to shrink, per our July 2024 forecast.

Beyond the chart:

- Many sales began on Thursday, November 21, transforming the Cyber Five into what we're calling [the Cyber Dozen](#).
- Black Friday and Cyber Monday are still the two biggest shopping days of the year, but with many brands moving sales earlier—and shoppers holding out for deals in December—the rest of the holiday season has become more important.

Use this chart: Retailers can use this chart to demonstrate the importance of the Cyber Five, while showing how ecommerce sales have crept up for the rest of the holiday season. They can also use it to get a very early start to holiday sales planning in 2025.

Related EMARKETER reports:

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