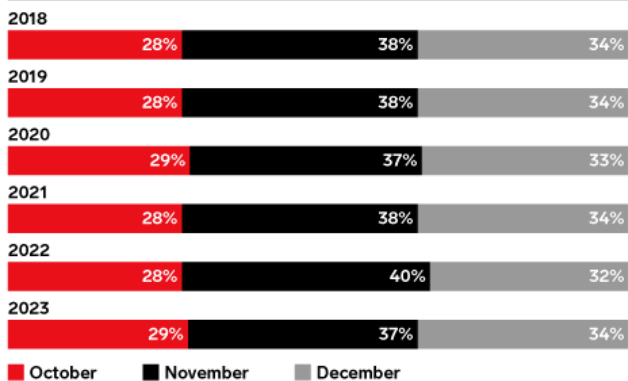


Holiday season ecommerce spending hasn't gotten much earlier, study shows

Article

Monthly Share of US Holiday Digital Consumer Spending, 2018-2023

% of total



Source: Comscore, "2024 State of Digital Commerce," April 18, 2024

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Key stat: October's and November's share of US digital holiday consumer spending has not shown a consistent increase since 2018, despite retailers moving their holiday sales earlier, per an April 2024 report from Comscore.

Beyond the chart:

- US holiday retail ecommerce sales will break records this year, reaching \$271.58 billion, a growth of 9.5% over 2023, per our February 2024 forecast.
- Ecommerce will account for 19.8% of total holiday retail sales, per our forecast.
- Our forecast only looks at November and December, so it does not count the 28% to 29% of ecommerce sales that Comscore observed taking place in October.

Use this chart:

- Plan holiday ad spend.
- Determine when to run holiday sales.

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