

Amazon steals share from Cyber Five

Article

Stealing the spotlight: The Cyber Five period used to be the kickoff to the holiday shopping season. But this year, Amazon's October **Prime Day event could take away from Black Friday and Cyber Monday deals**, according to Adobe.

- Consumers spent \$73.7 billion during the first Prime Day in July, a nearly 21% increase year over year (YoY), which bodes well for this week's event.

Shrinking share: Adobe anticipates Cyber Five sales will hit \$34.8 billion this year, up 2.8% from 2021. But the week's share of the full season has dropped just a bit from 16.6% to 16.3%

of total holiday sales.

- Cyber Monday will remain the year's biggest shopping day, driving \$11.2 billion in sales, a 5.1% increase YoY.
- Black Friday sales won't see as much growth this year, climbing just 1% to \$9 billion, while Thanksgiving sales will fall 1% to \$5.1 billion.

Heavy hitters: Just three categories will contribute nearly half of total online spending (\$209.7 billion) this Cyber Five period.

- Despite heavy discounting, sales of electronics will total \$49.8 billion, up 2.9% YoY.
- Apparel sales will be down 6.7% this year to \$40.7 billion as more consumers shop in-store.
- Grocery sales will see double-digit growth, hitting \$13.3 billion.

Make a deal: As retailers try to shrink bloated inventories and win over tightened wallets, discounting will be at an all-time high this holiday season.

- Computers, electronics, and toys will see the largest discounts (at 32%, 27%, and 22%, respectively).
- Other categories like TVs, apparel, appliances, sporting goods, and furniture and bedding will be discounted anywhere from 11% to 19%.

A little up, a little down: The way customers shop and pay will see some changes from last year.

- Curbside pickup was used in 25% of all online orders in December 2021. Adobe estimates that use of the service will remain around 25% through November but will peak at 35% from December 22 to 23 as consumers shop for last-minute gifts.
- Though it saw significant traction last year, buy now, pay later usage will slow this holiday season as it struggles to attract mass consumers.

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