

As holiday sales snowballed online, so did out-of-stock messages

Article



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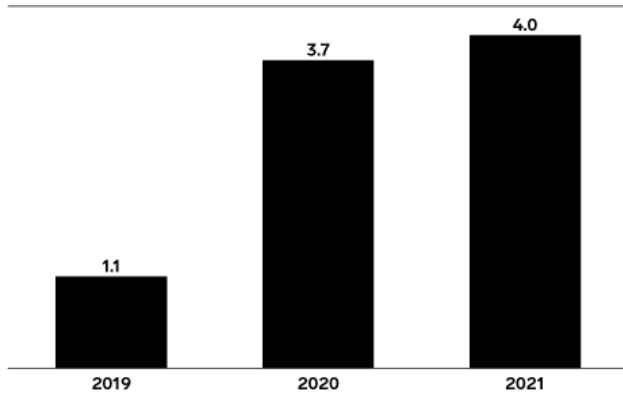
US shoppers saw more out-of-stock messages this past holiday season than in previous years, per an Adobe index that tracks this activity. The index rose to **4.0** during the 2021 season,

when US ecommerce consumers received **more than 6 billion** out-of-stock messages. That's about an **8% increase** year over year and a **264% jump** from the pre-pandemic 2019 season.

Beyond the chart: Some of the increase in out-of-stock messages may be due to the ecommerce surge, with US holiday shoppers spending about **\$72 billion** more online in 2021 than in 2019, according to our estimates. That said, supply chain disruptions have likely played a role in raising the rates of these messages.

Out-of-Stock Messages Received by US Ecommerce Consumers During the Holiday Season, 2019, 2020, & 2021

index*



Note: *indexed to Jan 2020, where Jan 2020=1.0

Source: Adobe, "Unboxing the 2021 Holiday Shopping Results," Jan 2022

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