

A record-setting 196.7 million US consumers shopped over the Cyber Five

Article

The news: A record number of consumers, 196.7 million, shopped in stores and online over the Cyber Five, [per](#) the National Retail Federation. That's 17 million more than last year and 7.1

million more than the previous high set in 2019.

- Brick-and-mortar retail drove that growth as **122.7 million people visited physical stores over the five-day stretch**, a 17% increase year-over-year (YoY).
- **The number of online shoppers grew 2% YoY** as 130.2 million people shopped online.

Sales gains outpaced inflation: Shoppers spent an average of \$325.44 on holiday-related purchases over the Cyber Five, up 8% from \$301.27 last year, per NRF.

- More shoppers spending more money helped drive significant gains. Mastercard SpendingPulse **reported** that **US retail sales from Thanksgiving Day to Sunday rose 10.9% YoY** excluding automotive, with in-store sales increasing 10.5% YoY and retail ecommerce sales growing 12.5% YoY. **Sales slightly moderated on Cyber Monday as total sales rose 9.7%**, with in-store sales up 9.2% and retail ecommerce sales increasing 10.9%.
- That said, there is some discrepancy across data providers as Adobe Analytics **reported** more muted results with retail ecommerce sales rising 4% over the Cyber Five. Consumers spent **\$107.7 billion** online, up **8.7% YoY**, from Nov. 1 to Nov. 28, per Adobe Analytics.

The impact of economic uncertainty: Retailers' steep discounts drove consumers to spend. For example, the average discount across the Cyber Five on electronics was 23.6%, toys was 33.3%, and apparel was 15.1%, per Adobe Analytics.

- **Economic uncertainty drove many to alternative payment methods.** For example, **buy now, pay later** (BNPL) orders jumped 85% the week of November 19 compared with the previous week. BNPL revenues rose 88% over the same period.

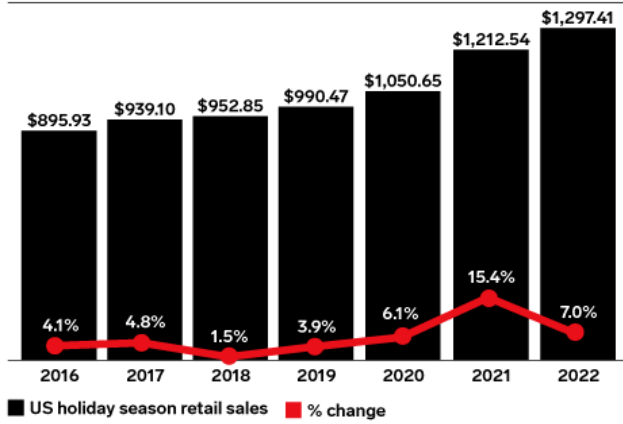
The big takeaway: Despite the challenging economic climate, consumer spending outpaced inflation. That's a good sign for the rest of the holiday season.

- We **expect** 7.0% retail sales growth this holiday season.

Go further: Read our full [US Holiday Shopping 2022](#) report.

US Holiday Season Retail Sales, 2016-2022

billions and % change vs. prior year



Note: 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; sales are for Nov and Dec of each year
Source: eMarketer, Sep 2022

278395

eMarketer | InsiderIntelligence.com