


7 takeaways from Black Friday and Cyber Monday 2021

Article



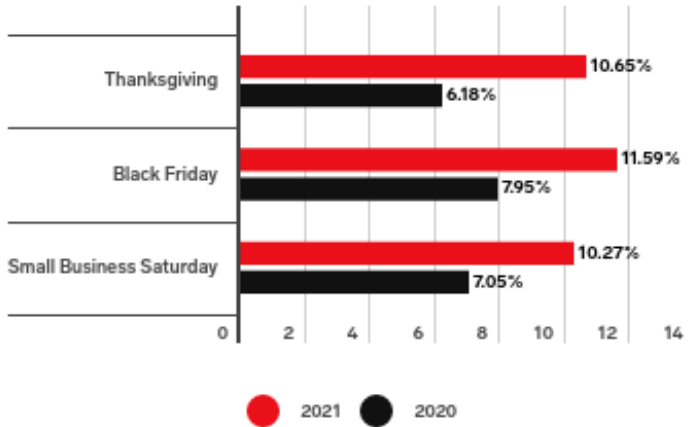
The trends: Consumers spent \$10.7 billion on Cyber Monday, 1.4% less than in 2020 but still making it the year's biggest online shopping day. Here are top trends to watch this holiday season with some takeaways below the graphic.

By the Numbers: Holiday Shopping 2021

Consumers spent \$10.7 billion on Cyber Monday, 1.4% less than last year but keeping it the biggest online shopping day of the year.

Here are some of the top trends to watch this holiday season.

1 Cart abandonment rates are on the rise.



2 Out of stocks have become a norm.



169%

That's how much out-of-stock messages are up in November compared to pre-pandemic (January 2020) and up 258% vs. November 2019.

3 Shopping is being spread out more evenly across the season.



63%

Number of consumers shopping for deals before Thanksgiving.



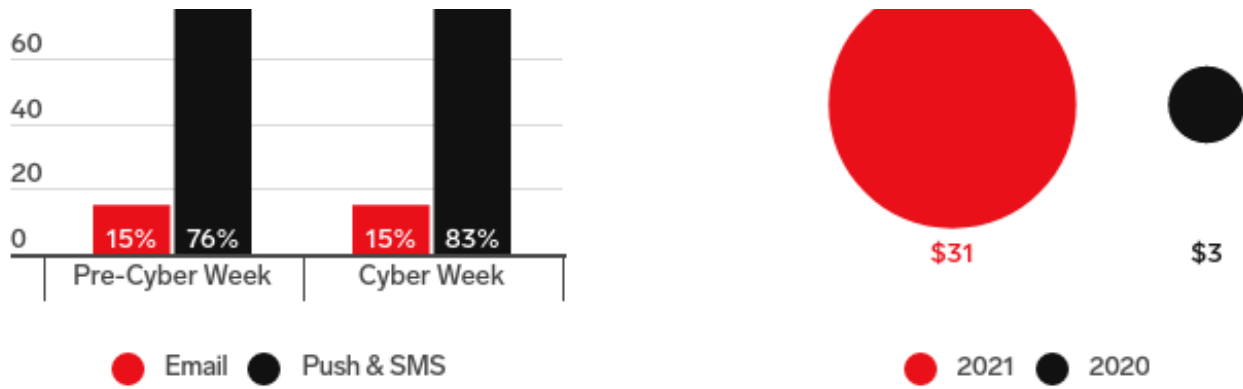
54%

Number of shoppers mostly or entirely done with holiday shopping by Cyber Monday.

4 SMS is emerging as a major driver of holiday purchases.

Push & SMS are growing far more rapidly than email as a marketing technique.

SMS generated over 10x more revenue for Klaviyo customers in 2021 (\$31M) vs. the prior year.



5 Buy now, pay later is becoming a major driver of transactions.

7% of US adults said they were likely to use BNPL this holiday season, with 14% saying somewhat likely.

In general, 17% of US adults say they are very interested in BNPL services, with 24% somewhat interested.

6 Black Friday & Cyber Monday are becoming global affairs.

15%
Number of Shopify orders that crossed borders.

40%
Increase in Cyber Week APAC sales for BigCommerce merchants —the most of any region.

7 Buy online, pick up in store isn't going away.

18% of online orders from participating retailers on Cyber Monday included curbside pickup.

The big takeaway:

- Consumers are looking for deals and spacing out their purchases—often shopping early. Retailers offering relevant promotions stand to win.
- With stockouts becoming more common, mastering supply chains has become a competitive advantage and a way to add value to the customer experience.
- Holiday marketing should be a mix of the tried and true—including email and social media—and adopting new techniques such as SMS.
- Brands and retailers offering alternative payment methods (buy now, pay later) and delivery options (buy online, pick up in store) are being rewarded with incremental sales, a factor especially important in the final days of the shopping season.