

Cyber Week still rules the holiday ecommerce roost

Article

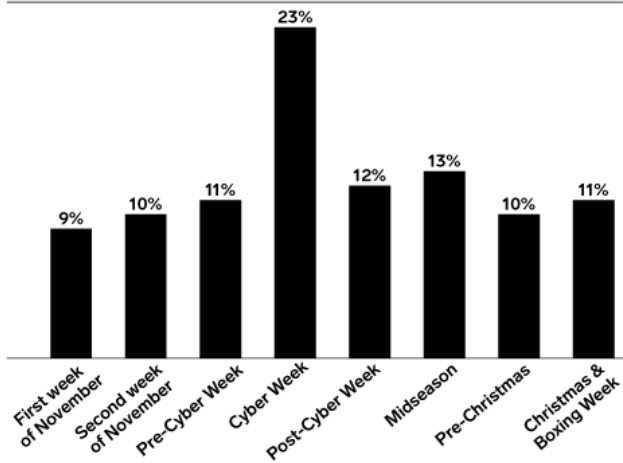
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Cyber Week was the biggest ecommerce week of the US holiday season in 2021, accounting for **23%** of the online gross merchandise value (GMV) from that period. The week of December 12 was the second biggest, contributing a much smaller share, with **13%** of ecommerce GMV.

Beyond the chart: Online holiday sales soared by **9%** in the US last year, reaching **\$257 billion**. But average basket size was stagnant, with digital shoppers checking out with roughly the same number of items as they did in 2020. Considering the US saw a **25%** price increase during the 2021 season, it's no surprise these shoppers spent more—they just didn't necessarily buy more.

US Holiday Season Ecommerce Gross Merchandise Value (GMV), by Week, 2021

% of total



Note: represents activity tracked by Salesforce, broader industry metrics may vary
Source: Salesforce, "2021 Holiday Shopping Insights," Jan 12, 2022

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