

Green Monday Lengthens the Shopping Holidays as Retailers Continue Black Friday and Cyber Monday Discounts



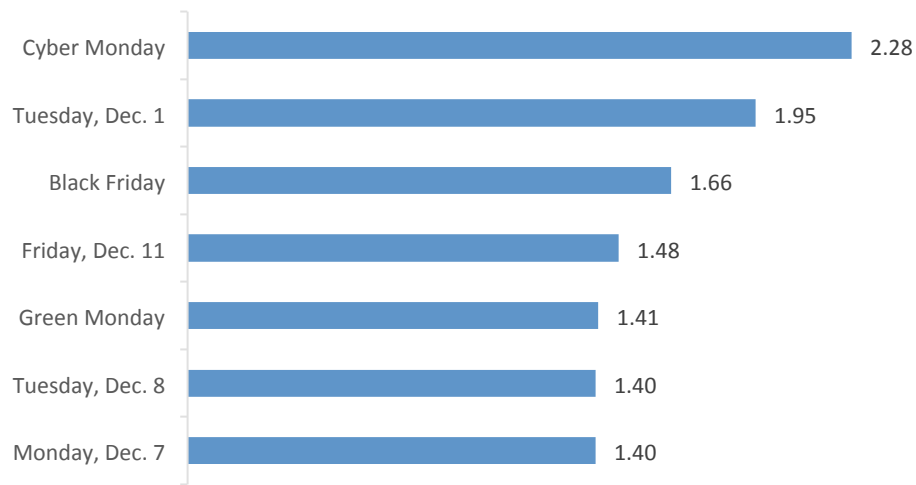
- 1) “Green Monday” was a term coined by eBay in 2007 to describe what was usually the company’s best sales day in December, the second Monday of the month.
- 2) During the 2015 holiday season, Green Monday was the day with the fifth-highest total US e-commerce sales, according to comScore.
- 3) Many retailers are using Green Monday as an opportunity to continue the sales they began on Black Friday and ran through Cyber Monday, blending these shopping holidays into a nearly monthlong discount extravaganza.

Holiday Shopping Discounts Continue on Green Monday

eBay coined the term “Green Monday” in 2007 to describe what was usually its best sales day in December, the second Monday of the month. Since then, many other retailers have adopted the name, while others have gone with “Cyber Monday II” or “Second Chance Monday.” The day offers up plenty of sales, and is early enough in December for shoppers to receive their shipments by the holidays.

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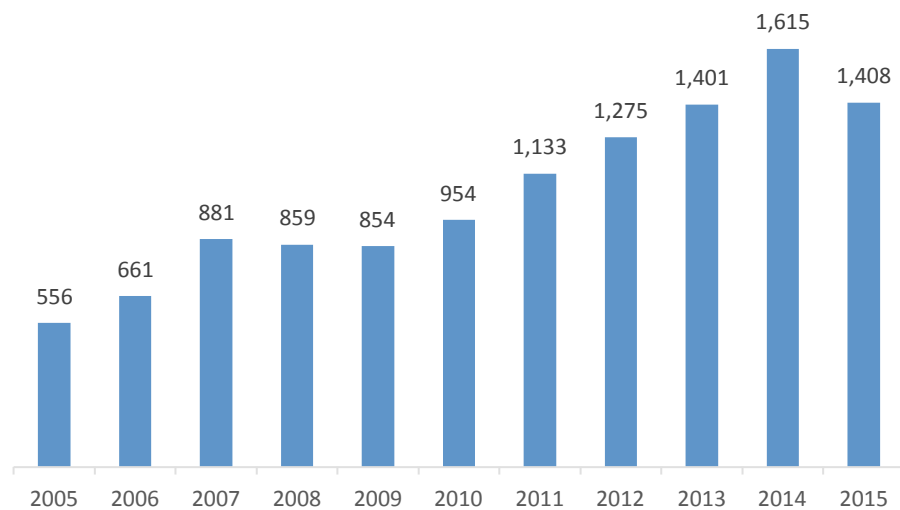
Figure 1. Highest US E-Commerce Spending Days During the 2015 Holiday Season (USD Bil.)



Source: comScore

In 2015, consumers spent approximately \$1.4 billion on Green Monday, and this year, retailers offered a multitude of deals to entice shoppers into spending big again. In 2014, the National Retail Federation found that seven out of 10 US retailers planned to market Green Monday offers by email, and on home pages, search engines and social media. That number is only expected to grow in coming years, particularly if this year's Green Monday stays on trend with Black Friday and Cyber Monday, both of which beat sales records, bringing in \$3.34 billion and \$3.45 billion in spending, respectively, according to Adobe.

Figure 2. US Online Retail Spending on Green Monday, 2005–2015 (USD Mil.)



Source: comScore



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Many retailers use Green Monday as an opportunity to continue the same sales they began on Black Friday and ran through Cyber Monday, blending these shopping holidays into a nearly monthlong discount extravaganza. Below, we highlight some of this year's Green Monday deals.

Aéropostale, which is in the midst of closing many of its stores, offered the same deal on Cyber Monday and Green Monday—70% off online and storewide.

Eddie Bauer also offered the same deal on Cyber Monday and Green Monday—50% off online and storewide.

Ann Taylor Loft offered 40% off on Green Monday, compared with 50% off on Cyber Monday.

Wayfair.com offered up to 70% off certain items, including headboards and mattresses, on Green Monday, the same discount it offered on Cyber Monday.

Target offered Beats by Dre Powerbeats2 wireless headphones for \$100, or 50% off the original price, in a onetime, special Green Monday deal.

On both Cyber Monday and Green Monday, Amazon offered the 7-inch Fire tablet for \$40 (\$10 off) and the Amazon Tap for \$90 (\$40 off).



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