

## BLACK FRIDAY AND CYBER MONDAY ARE OUT— CYBER WEEK IS IN



- 1) In terms of online sales, Cyber Monday beat Black Friday this year. Cyber Monday saw \$3.45 billion in online sales, up 12.1% year over year, beating Black Friday's \$3.34 billion, according to Adobe.
- 2) Differentiating between Black Friday and Cyber Monday is more of a technicality now, as many retailers align their in-store and online sales for the shopping holiday, with some beginning their sales as early as the Wednesday before Thanksgiving.
- 3) According to Adobe, mobile devices accounted for 44% of visits to retail websites on Cyber Monday, but for only 31% of all online sales. Desktops accounted for 53% of visits, but for 69% of sales, signifying that many consumers like to finalize their purchases on a desktop.
- 4) With the proliferation of online shopping and increased international shipping, the Black Friday and Cyber Monday shopping holidays have caught on globally. Google saw a 65% increase in searches related to Black Friday in Brazil this year.
- 5) According to Adobe, eBay was the most mentioned retailer on social media on Cyber Monday, followed by Amazon, Macy's, Walmart, H&M, Target, Nordstrom, Kohl's, Home Depot and Gap.

### Cyber Monday Generates Higher Online Sales than Black Friday

While Black Friday broke records this year, generating \$3.34 billion in online sales, Cyber Monday reigned supreme, with \$3.45 billion in online sales, a 12.1% increase year over year, according to Adobe. Cyber Monday generated slightly less mobile revenue than Black Friday did, at \$1.19 billion versus Black Friday's \$1.2 billion, but mobile sales were still up 34% year over year on Cyber Monday. In total, retailers raked in \$12.8 billion in online sales over the Thanksgiving Day–Cyber Monday period.

Cyber Monday's \$3.45 billion in online sales surpassed Adobe's initial forecast, signifying consumers' continued appetite for shopping online, as they had just spent \$3.34 billion online on Black Friday.

### **Black Friday and Cyber Monday Meld into Cyber Week**

As consumers continue to turn their attention to online shopping and as retailers expand sales to accommodate them, specific shopping holidays are becoming less exclusive. Differentiating between Black Friday and Cyber Monday is more of a technicality now, as many retailers align their in-store and online sales for the shopping holiday, with some beginning their sales as early as the Wednesday before Thanksgiving.



Walmart started its Black Friday deals on Walmart.com at 12:00 a.m. Thanksgiving morning and started its Cyber Monday deals at midnight on Black Friday. The company's Black Friday sales included in-store events at 6 p.m. on Thanksgiving Day, and continued throughout what the company called "Cyber Week," blurring the lines between Black Friday and Cyber Monday.

Walmart surveyed millennial customers this year, and found that nearly one-third admitted to having skipped work or school in past years to shop Cyber Monday deals online. To make sure no one would need to play hooky in order to shop its Cyber Monday deals this year, Walmart extended its discounts and expanded its selection, nearly tripling its sale offerings from 8 million to 23 million items throughout the week.



Target offered two days of 15% off nearly everything on its website and in stores for its Cyber Monday deal. The sale represented an expansion and extension of the company's Cyber Monday deal in 2015, which was online only and lasted only one day.



Amazon also expanded its deals this year, unveiling its sales for the week of Cyber Monday on Friday and offering 75,000 different promotions. The company did wait until Sunday to roll out the larger digital promotions. Amazon expects sales to grow by 17%–27% year over year in the fourth quarter.

### **Consumers Still Prefer to Finalize Online Purchases on a Desktop**

According to Adobe, mobile devices (smartphones and tablets) accounted for 44% of visits to retail websites on Cyber Monday, but for only 31% of all online sales. Desktops accounted for 53% of visits, but for 69% of online sales, signifying that many consumers like to finalize their purchases on a desktop, where product and shipping details are more easily reviewed. Conversions on smartphones totaled 2.8%, while the rate for tablets was 5.1% and the rate for desktops was 6.3%.

While consumers are becoming more comfortable with online shopping overall, some still like the affirmation of picking up their orders in-store. Walmart said that click-and-collect orders through its mobile app were up 150% on Cyber Monday.

### **Whether In-Store or Online, Consumers Want the Same Things**

Similar to Black Friday, on Cyber Monday, consumers had electronics and toys at the tops of their lists. According to Adobe, the five best-selling toy items on Cyber Monday were Lego sets, Shopkins, Nerf, Barbies and Little Live Pets, while the top five electronics items were the Sony PlayStation 4, the Xbox One, Samsung 4K TVs, Apple iPads and the Amazon Fire. The company also said that the out-of-stock rate for Cyber Monday was 12%, up slightly from Black Friday.

**The Popularity of Seasonal Online Shopping Spreads Globally**

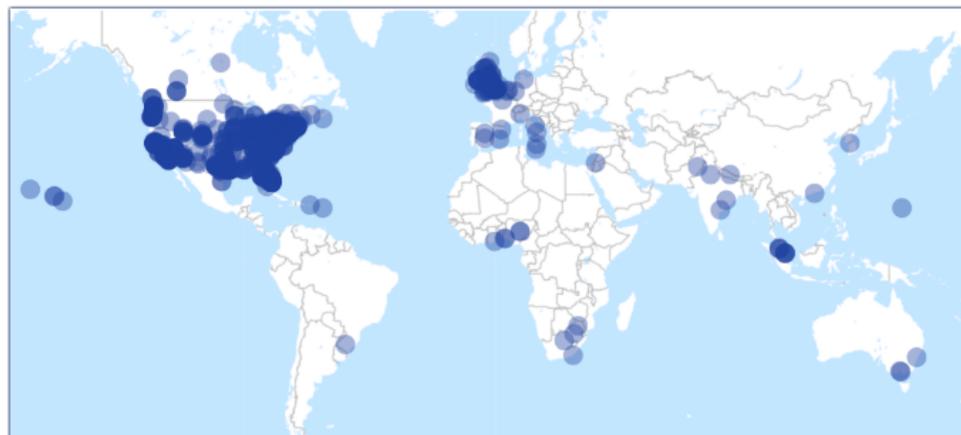
Despite Thanksgiving Day being a holiday particular to the US, online Black Friday and Cyber Monday sales have caught on across the globe, particularly as a number of major retailers—including Amazon, Nordstrom and Macy’s—have expanded their international shipping. Online sales for global retailers on Thanksgiving Day increased by 24% year over year, according to *Women’s Wear Daily*, while global Black Friday sales increased by 28% year over year.

Retailers in South America have caught on to the shopping frenzy, and many offered in-store and online discounts all week that they referred to as “Black Friday Week” specials. In Brazil, Black Friday sales are expected to have increased by 30% this year, according to e-commerce monitoring company Ebit, and Google saw a 65% increase in searches related to Black Friday in Brazil.

**Cyber Monday Causes Major Social Buzz**

According to Adobe, eBay was the most mentioned retailer online on Cyber Monday, followed by Amazon, Macy’s, Walmart, H&M, Target, Nordstrom, Kohl’s, Home Depot and Gap. Cyber Monday was the top trending topic on both Facebook and Twitter on Monday, according to CNET. Social media analytics firm Brandwatch found that most of the social media conversation was concentrated in the US and the UK, but that the hype had spread far beyond.

**Figure 1. Geotagged Twitter Mentions of Cyber Monday: Nov. 25–28, 2016**



Source: Brandwatch

According to Brandwatch, two of the most-mentioned Twitter accounts on Cyber Monday were @KylieJenner, which belongs to reality star and cosmetics giant Kylie Jenner, and @herovillaintoys, which belongs to Hero Villain Toys, a company that specializes in action figures. Video game news company IGN (@IGN) was another oft-mentioned account, likely because the company shared deals on game consoles, which are some of the hottest gifts this season.

**Conclusion**

Cyber Monday, Black Friday and all the other shopping days of the Thanksgiving Day holiday weekend are blurring into a single, mega-shopping week both in-store and online as fluid, omnichannel shopping becomes the norm. In the future, we can expect to see little differentiation between the shopping days and the associated deals among retailers during the holiday weekend.



# FLASH REPORT

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