

Black Friday And the Cyber 5

2022 Post Event Report

A (Mostly) Happy Holiday Weekend



Retailers rejoiced (aside from sacrificed margins) as shoppers in the US swarmed back into stores and clicked a little more online to make for a positive start to the holiday season. 166.3 million shoppers were expected over the Cyber 5 (Thanksgiving Thursday to Cyber Monday), but 196.7 million showed up to shop, according to the National Retail Federation. Visits to physical stores were up 17% from 2021 (yes, bricks are back!), while the number of online shoppers rose a more modest 2%. That was still enough to break records – Cyber Monday was the biggest online shopping day ever in the US. Deep discounts drove shoppers to buy – overstocked retailers took no chances with slashing prices to clear shelves. Analysts had expected more muted results in markets such as the UK, where energy prices, inflation and war in the Ukraine has soured the national mood. But even there, as the BBC noted, Black Friday sales “bounced back”.

Black Friday Outside The US



In the UK, electronic transactions were 1/3 higher than 2019 (Source: The Guardian)



In Australia, 25% of all Christmas shopping sales were achieved in a week (Source: ABC News)



In France, 70% planned to shop on Black Friday and Cyber Monday (Source: Reuters)



In Spain, only 24% of people planned to take advantage of Black Friday deals (Source: Reuters)

Top Gifts Purchased – US (Source: NRF)



Cyber Week by the Numbers (US)

\$5.29 BILLION

Thanksgiving Thursday online sales, up 2.9% on 2021

\$11.3 BILLION

Cyber Monday sales, up 5.8% on 2021, record one-day retail web sales

\$9.12 BILLION

Black Friday online sales, up 2.3% on 2021

\$35.27 BILLION

online sales during Cyber 5 weekend, up 4.4% on 2021 (Source: Adobe Analytics)

\$9.55 BILLION

Small Business Saturday and Sunday online sales, up 2.45% on 2021

\$40 BILLION

Worldwide Online sales globally by 5pm Black Friday (Source: Salesforce)

Online and Offline in the US

On the Screens



- E-commerce sales up 14% compared with 2021
 - A record 48% of all e-commerce sales on Black Friday were on smartphones (vs 44% in 2021)
 - 55% of all e-commerce sales on Thanksgiving Thursday were on mobile, up 8.3% on 2021 (shopping while celebrating!)
- Source: Mastercard Spending Pulse and Adobe Analytics

In the Stores



- 122.7 million consumers shopped in physical stores over the Cyber 5
 - Store traffic up 17% on 2021
 - At the same time, in-store sales increased only marginally
 - The average shopper spent less per visit than last year
- Source: National Retail Federation, RetailNext

Driving Traffic and Conversion in the US

Sweepstakes Sweep Up Shoppers



On Black Friday, US value department store Kohl's entered the first 200 people to walk into each of its stores into a sweepstakes, with prizes including gift cards to Sephora and a family trip to Legoland Resort. (Source: NY Times)

Doorbusters are Back



J.C. Penney brought back the 5 a.m. doorbusters on Black Friday, promoting “pre-inflation pricing” for items like Instant Pots, hair flat irons and coats. (Source: NY Times)

Small Biz and Tik Tok



To help drive spending this holiday season, American Express partnered with TikTok to launch the #ShopSmall Accelerator – a content hub to skill up small business with tips, and a \$100 advertising credit on the social media platform. (Source: American Express)

Deep Discounts Ruled

Average Discount on Black Friday in the US

30%

Average Discount Rate Worldwide

28%

Average Order Values in the US

\$120

Average globally \$105 (Source: Salesforce)

Buy Now Pay Later Booms



Buy Now Pay Later (BNPL) is emerging as a real alternative to credit. BNPL orders were up 85% through the Cyber 5 in the US compared to the week prior. It's a real sign of stretched consumers who want the deal now but need to pay back over time. (Source: DigitalCommerce360)

Happy Holidays and a Prosperous 2023!