1010DATA

1010data 2019 Holiday Flash Report:

Five Years of Cyber Week

As Cyber Monday Sales Extend in Both Directions, is it Becoming a Multiweek Shopping Phenomenon?

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1010DATA 2019 HOLIDAY FLASH REPORT

5 years of Cyber Week

The Question We Ask About Cyber Monday 2019:

As Cyber Monday Sales Extend in Both Directions, Is It Becoming a Multiweek Shopping Phenomenon?

In this series of reports, 1010data, a leader in analytical intelligence and provider of consumer transaction data to hedge funds and other asset managers, will release analysis derived from their proprietary data sets surrounding the Holiday retail season, both present and historical. This second investigation focuses on the change in historical significance of Cyber Monday, with blurring of online sales lines backward from Black Friday outward into the week past Cyber Monday.

The first 1010data report provided historical commentary on Thanksgiving and Black Friday sales.

All data utilized in this report was sourced from 1010data's Credit Card Transaction dataset, an anonymized panel tracking the spend of millions of U.S. consumers, and its TickerView Visits dataset, an anonymized panel tracking the store traffic of tens of millions of U.S. consumers.

From Cyber Monday to Cyber Month?

With Black Friday only three days before Cyber Monday, it can be difficult -now almost impossible- to draw a meaningful line between these two shopping holidays. Phrases like Cyber Tuesday and Cyber Wednesday seem just as natural and exciting as the once-anticipated Cyber Monday. Sales once confined to a single online shopping day are spilling over to several surrounding days. Cyber Monday is now less focused on electronics and other bestselling categories, as the lines between Black Friday and Cyber Monday have blurred.

Cyber Monday sales are quickly spreading to neighboring days. Over the past four years, online sales on Cyber Monday have averaged two and a half times more dollars spent than those on an average day. Black Friday sees a higher spike, at three and a half times, while the days after Black Friday and Cyber Monday see spillover sales of twice that of an average day. Ecommerce giants such as Walmart, Target, and Amazon have started to announce Black Friday deals a week before Thanksgiving and sales lasting for the entire week following (see figure 1). The implementation of same-day shipping has made this expansion even easier. These giants often set the pace for the rest of the industry to follow. Will we see a two-week long holiday sale next year?

**Figure 1: Sales Intensity Through Black Friday and Cyber Week, 2018**

MONDAY	TUESDAY	WEDNESDAY	THANKSGIVING	BLACK FRIDAY	SATURDAY	SUNDAY
CYBER MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY

Source: 1010data eCommerce Sales Data

Cyber Monday was originally created to capture some of the Black Friday business online, but as consumers naturally migrated to ecommerce shopping for their daily needs, Black Friday has also moved online. Black Friday once held a monopoly on exclusive deals, forcing people into stores to wait in line for a chance at a new TV, but with aggressive online sales a full week before and after Thanksgiving, there's no longer a need to leave the comfort of one's home. Black Friday's move online has blurred the lines even more between the two, creating a single massive online shopping holiday.

Cyber Monday Categories Have Changed, Too

In 2015, the top items purchased on Cyber Monday were overwhelmingly electronic or technology related. IPad Minis, Amazon Echos, and Fire Tablets were among the most purchased items. In 2018, although technology sales remained dominant, products such as Instant Pot, large beauty bags, and DNA test kits were also in the consumer's basket alongside the latest tech gadgets. Retailers, understanding the shift in consumer holiday wish lists, have begun to expand their sales outside the traditional electronics offerings—and clothing has been among the first to benefit (see figure 2).

Figure 2: Category Growth, 2015-2018
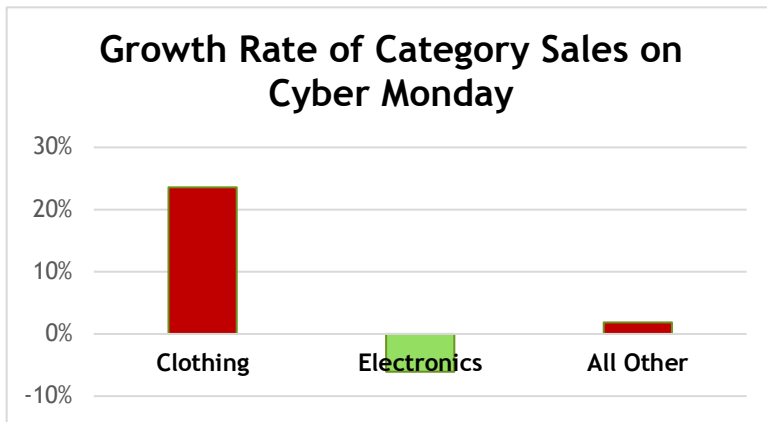
Source: 1010data eCommerce Sales Data

Clothing remains a steady second banana to electronics for category sales on Cyber Monday. In 2015, clothing retailers such as Kohls, Express, and Macy's comprised only 6 percent of online Cyber Monday sales. Now, with Cyber Monday on the minds of every retailer, clothing sales have doubled from 2015 to 2018, reaching 8 percent of Cyber Monday purchases in 2018 (see figure 3). A portion of this growth can be attributed to retailers extending sales past a single day. While electronics sales spike on Monday, clothing sees a steady sales increase Tuesday through Friday. Clothing retailers know better than to try to compete with the hottest sales on Monday, but why should they, when they can still snag consumer traffic throughout the week?

Figure 3: Sales by Category on Cyber Monday, 2015-2018

Category Sales on Cyber Monday
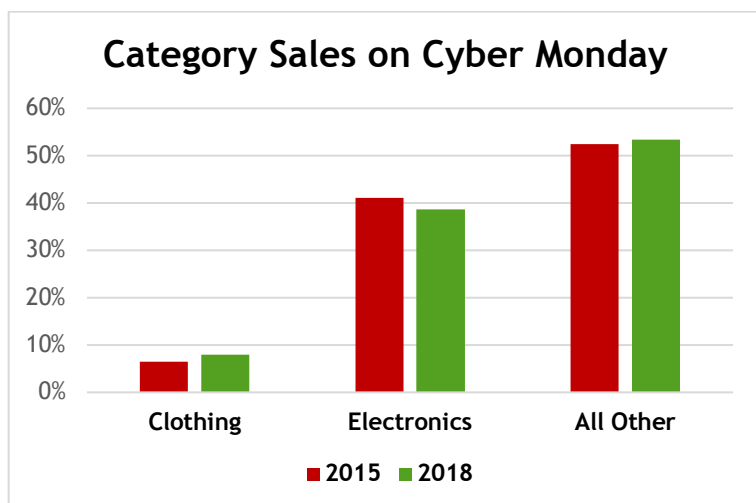
Source: 1010data eCommerce Sales Data

It All Comes Down To Steady Growth

What was once considered the biggest ecommerce shopping day of the year has now melded with Black Friday, expanding to create a multiweek shopping phenomenon. More sales continue to entice consumers as Cyber Monday grows at an astonishing average of 25 percent in sales each year. Retailers continue to broaden their selection of sale items and adjust their strategy to meet changing consumer needs. As the days get shorter, the sales get longer, and we can expect many retailers to start sales even earlier next year.

Coming Next!

*On **December 6**, we'll be releasing an exclusive report on Black Friday weekend 2019, **Black Friday 2019: What the Data Show,** a look at what actually happened with sales volumes and how this compared with 2018.*

About 1010data

*Recently named **Best Alternative Data Provider** by the [HFM European Quant Awards](#), [1010data](#) transforms Big Data into Smart Insights to activate the high-definition enterprise that can anticipate and respond to change. Our time series-driven collaborative analytics, consumer intelligence and alternative data solutions enable over 900 clients to achieve improved business performance, efficiency and growth quicker, with less risk. The world's foremost companies, including Sam's Club, Dollar General, Procter & Gamble, Coca Cola, GSK, 3M, Bank of America and JP Morgan, consider 1010data the partner of choice for optimizing company health, mastering consumer touchpoints and digitally transforming operations. 1010data delivers on the promise of Big Data, and we're just getting started.*

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