

# US online holiday spending approaches US\$25bn

RESTON, US: comScore, a leader in measuring the digital world, has reported holiday season retail e-commerce spending for the first 39 days of the November - December 2011 holiday season.



For the holiday season-to-date, US\$24.6 billion has been spent online, marking a 15% increase versus the corresponding days last year. The most recent week (week ending 9 December) reached US\$5.9 billion in spending, an increase of 15% versus the corresponding week last year, with three days surpassing US\$1 billion. For the holiday season-to-date, six individual days have surpassed the billion dollar threshold, led by Cyber Monday at US\$1.25 billion.

<b>2011 Holiday Season To Date vs. Corresponding Days* in 2010 Non-Travel (Retail) Spending Excludes Auctions and Large Corporate Purchases Total US - Home &amp; Work Locations (Source: comScore, Inc)</b>			
	Millions (US\$)		
	2010	2011	% Change
November 1 - December 9	US\$21,405	US\$24,622	15%
Thanksgiving Day (Nov. 24)	US\$407	US\$479	18%
Black Friday (Nov. 25)	US\$648	US\$816	26%
Thanksgiving Weekend (Nov. 26-27)	US\$886	US\$1,031	16%
Cyber Monday (Nov. 28)	US\$1,028	US\$1,251	22%
Week Ending Dec. 9	US\$5,149	US\$5,925	15%

*\*Corresponding days based on corresponding shopping days (2 November 2 through 10 December 2010)*

"The most recent week of the online holiday shopping season saw growth rates remain in line with the season-to-date at 15% and three individual spending days eclipse the US\$1 billion threshold," said comScore chairman Gian Fulgoni. "These highlights represent another very positive sign for the holiday shopping season, as the week following 'Cyber Week' often experiences relative softness in spending momentum due to retailers pulling back on their promotional activity. As we enter what will be the heaviest week of the season for online retailers - beginning with 'Green Monday' on 12 December - all signs are now pointing to a strong finish to the season."

## "Green Monday" leads the way for online holiday shopping

The term "Green Monday" was coined by eBay in 2007 to describe the Monday occurring around the second week of December, which has tended to be the heaviest (or among the heaviest) online spending days of the year. Over the past six holiday shopping seasons, "Green Monday" has consistently ranked among the top spending days of the season, ending the year as the top-ranked spending day twice (2005 and 2007) and the second-ranked spending day three times (2006, 2008 and 2010).

<b>"Green Monday" US Online Spending: 2005-2010 Non-Travel (Retail) Spending Excludes Auctions and Large Corporate Purchases Total US - Home &amp; Work Locations (Source: comScore, Inc)</b>			
Year	Date	Spending	Rank for Season
2005	Monday, December 12	US\$556	1
2006	Monday, December 11	US\$661	2
2007	Monday, December 10	US\$881	1
2008	Monday, December 15	US\$859	2
2009	Monday, December 14	US\$854	5
2010	Monday, December 13	US\$954	2

"We know that Green Monday will rank among the top online spending days of the season, but it's hold on the #1 position may be slipping somewhat over time," added Mr. Fulgoni. "One possible reason is that as Free Shipping Day (Friday, 16 December this year) gains in importance each year, online spending during the heaviest week of the season is being more evenly distributed throughout the week, whereas in the past there was a much higher concentration of spending during the early part of the week."

## Top 10 heaviest online spending days on record

Since comScore began tracking e-commerce spending in 2001, seven individual shopping days have surpassed US\$1 billion in spending. To date, Cyber Monday 2011 (28 November) ranks as the heaviest online spending day in history at US\$1.25 billion. Leading off this most recent week of the holiday season, Monday, 5 December 2011 now ranks as the second heaviest spending day in history at US\$1.18 billion, followed by Tuesday, 29 November 2011 at US\$1.12 billion and Tuesday, 6 December 2011 at US\$1.11 billion. Cyber Monday 2010 (Monday, 29 November 2010) rounds out the top five at US\$1.03 billion. The only day from 2009 to make the list is Tuesday, 15 December 2009 at US\$913 million, the heaviest spending day of the 2009 season.

Ten Heaviest US Online Retail Spending Days on Record (thru Dec. 9, 2011) Non-Travel (Retail) Spending Excludes Auctions and Large Corporate Purchases Total US - Home & Work Locations (Source: comScore, Inc)		
	Date	Spending in Millions (US\$)
1	Monday, Nov. 28, 2011 (Cyber Monday)	US\$1,251
2	Monday, Dec. 5, 2011	US\$1,178
3	Tuesday, Nov. 29, 2011	US\$1,116
4	Tuesday, Dec. 6, 2011	US\$1,107
5	Monday, Nov. 29, 2010 (Cyber Monday)	US\$1,028
6	Wednesday, November 30, 2011	US\$1,025
7	Thursday, December 8, 2011	US\$1,024
8	Monday, Dec. 6, 2010	US\$943
9	Friday, Dec. 9, 2011	US\$917
10	Tuesday, Dec. 15, 2009	US\$913

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