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## Online sales surpass \$60B in US during Cyber Week

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Ecommerce sales boomed in the week leading up to Cyber Monday. Image credit: Adobe

By LUXURY DAILY NEWS SERVICE

Ecommerce sales eclipsed previous records on Cyber Monday and Black Friday this year, as pandemic worries encouraged consumers to shop online in lieu of seeking out bargains at physical stores.

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During Cyber Week, global online sales hit a fresh high of \$270 billion, up 36 percent compared to 2019, according to a new study by cloud software company **Salesforce**. In the United States alone, online sales during this period amounted to \$60 billion, a 29 percent increase year-over-year.

### Amazon outpaces rivals

As expected, ecommerce giant Amazon performed best in the race to win online consumers and won the highest share of spending over the Black Friday shopping weekend, which covers Thanksgiving through the following Monday.

Amazon gleaned 19 percent of total spent dollars in 2020 versus just 11.7 percent in 2019, according to a report by data and technology company Numerator.



Amazon saw the highest share of consumers spending over the Black Friday shopping period. Image credit: Amazon

Online sales boomed overall, accounting for a 38 percent share of spending in 2020, up from 24 percent in 2019, per Numerator.

In the U.S., retailers that offered curbside, drive-through and in-store pickup options had an advantage and increased digital revenue by 29 percent on average compared to Cyber Week in 2019, per Salesforce. Stores that failed to offer those pickup options only saw 22 percent growth in their digital revenue by comparison.

With 700 million packages set to face shipping delays, retailers that offer online ordering with convenient pickup options are expected to see strong growth in digital revenue throughout the remainder of the season.

The influence of social media platforms drove sales higher, contributing 9 percent of global traffic and 10 percent of U.S. traffic to stores' websites over Cyber Week. Three percent of global digital orders were placed via these platforms, and 4 percent of U.S. digital orders in the seven-day period.

Average discount rates deepened over the week, starting at 27 percent on a global basis on Nov. 26 and jumping to an average rate of 28 percent on Cyber Monday, the largest online shopping day in the U.S., per Salesforce.

Ecommerce sales on Black Friday on Nov. 27, the unofficial shopping holiday the day after Thanksgiving in the U.S., hit a record \$9 billion while in-store shopping plummeted amid the coronavirus pandemic, per preliminary data.

According to Adobe Analytics, online sales during Black Friday on Nov. 27 jumped 21.6 percent from last year. This analysis is based on website transactions from 80 of the top 100 U.S. online retailers ([see story](#)).

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