

RETAIL

Cyber Week gives way to Cyber Month: Salesforce

November 30, 2021



Digital sales hit new records this year, despite a decrease in average discounts. Image credit: Rupixen

By LUXURY DAILY NEWS SERVICE

As Cyber Week comes to a close, data shows that global digital sales reached \$275 billion, an all-time record for the holiday sales week.

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Cloud-based software company Salesforce analyzed global shopping data from more than 1 billion consumers and found that U.S. digital sales were up 4 percent year-over-year and set a new record at \$62 billion for Cyber Week which runs from the Tuesday before Thanksgiving to the following Monday. Data shows, however, that the sales week is become a sales month, as global sales reached \$593 billion since the beginning of November.

"Cyber Week set a new record for online sales again this year even with demand smoothing out as the month went on," said Rob Garf, vice president and general manager of retail at [Salesforce](#), in a statement.

"While there are lingering concerns over inbound supply chain bottlenecks, retailers have scaled their last-mile delivery capabilities to ensure orders are efficiently fulfilled in time for holiday festivities this season."

This year's Cyber Week ran from Nov. 23 to Nov. 29, though many brands and retailers started holiday promotions weeks earlier.

Cyber November

Holiday shopping began at the beginning of November with U.S. consumers spending \$136 billion, up 9 percent y-o-y, since Nov. 2.

U.S. retailer Saks issued a survey of its consumers that revealed 33 percent started holiday shopping as early as October, followed by 23 percent who planned to start before Thanksgiving ([see story](#)).



Online retailer Farfetch continues driving digital innovation to provide consumers with seamless experiences. Image credit: Farfetch

The largest single shopping day online globally over Cyber Week was Black Friday, up 2 percent y-o-y, though holiday demand was spread out across the entire month of November.

Holiday inflation matched with lower discounts meant deals were harder to find this year. Over Cyber Week, the average selling price (ASP) was up 11 percent in the United States and 5 percent globally.

Meanwhile, the average discount over Cyber Week was down 8 percent in the U.S. and globally.

With higher prices and fewer discounts, shoppers still purchased goods and chose to embrace buy now, pay later (BNPL) offerings. Globally, BNPL usage over Cyber Week grew 29 percent with more than \$22 billion in holiday orders financed.

On Black Friday, 7 percent of global orders and 4 percent of U.S. orders were paid for using BNPL.

Continued supply chain issues caused a decrease in digital stock, and product catalogs over Cyber Week decreased 6 percent in the U.S. and globally.

Consumers continued to prioritize health, safety, convenience and trust this year as orders placed using buy online pickup in-store (BOPIS) grew 50 percent in the U.S. on Black Friday.

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