

#CRE_{INSIGHTS}

BLACK FRIDAY AND CYBER MONDAY WITNESSED THE LARGEST SINGLE DAY TOTALS FOR MOBILE ECOMMERCE TRANSACTIONS

Q4 2019 | DECEMBER

RETAIL SPENDING INCREASED, SETTING NEW RECORDS ON BLACK FRIDAY AND THANKSGIVING DAY. OVER THE TWO DAYS, APPROXIMATELY \$11.6 BILLION CAME FROM ONLINE SALES.

Online sales totaled \$7.4 billion on Black Friday, with \$2.9 billion of sales made on a smartphone. Online in-store pickup sales also increased 43% year-over-year, according to Adobe Analytics. Meanwhile, ShopperTrak data showed brick-and-mortar sales dropped 6.2% on Black Friday. Cyber Monday also set records. Preliminary data from Adobe estimates \$9.2 billion of sales in the U.S., up from \$7.9 billion in 2018, with \$3 billion of sales made on a smartphone. Black Friday and Cyber Monday both set new largest single day totals for mobile ecommerce transactions

Consumer spending habits are highlighting the importance of an effective omnichannel retail strategy. Retailers need to ensure that all sales channels work in harmony. This requires investments in software and logistics to make omnichannel possible and meet the demands of today's consumers. Despite economic headwinds, holiday shopping continues to increase and consumers seek more convenient methods to approach the busy holiday season.



ONLINE IN-STORE PICKUP SALES
INCREASED 43%



BLACK FRIDAY

\$2.9 BILLION OF
**SALES MADE ON
A SMARTPHONE**



CYBER MONDAY

\$3 BILLION OF
**SALES MADE ON
A SMARTPHONE**

FOR MORE INFORMATION, PLEASE CONTACT:

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