


# Heaviest week in US online holiday shopping history hits US\$32bn

RESTON, US: comScore, a leader in measuring the digital world, has reported holiday season retail e-commerce spending for the first 48 days of the November - December 2011 holiday season. For the holiday season-to-date, nearly US\$32bn has been spent online, marking a 15% increase versus the corresponding days last year.

 The most recent week (week ending Dec. 18), led by four individual days surpassing US\$1bn in sales, reached an all-time record of US\$6.3bn in online retail spending, up 14% from the corresponding week last year. The final shopping weekend before Christmas reached US\$1.04bn to rank as the second heaviest weekend of online spending on record.

2011 Holiday Season To Date vs. Corresponding Days* in 2010 Non Travel (Retail) Spending Excludes Auctions and Large Corporate Purchases Total US - Home & Work Locations (Source: comScore, Inc)			
	Millions (US\$)		
	2010	2011	Percent Change
November 1 - December 18	US\$27,814	US\$31,973	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%
Green Monday (Dec. 12)	US\$954	US\$1,133	19%
Free Shipping Day (Dec. 16)	US\$942	US\$1,072	14%
Week Ending Dec. 18	US\$5,499	US\$6,286	14%

\*Corresponding days based on corresponding shopping days (2 November through 19 December 2010)

"The final big week of online holiday shopping remained strong throughout, with four days surpassing US\$1bn in sales and the second heaviest online shopping weekend on record," said comScore chairman Gian Fulgoni. "With only a few more days until Christmas, the preponderance of Americans' late season holiday shopping will shift to brick-and-mortar retail, although the procrastinators among us will still be able to take advantage of expedited shipping and buy online up to and including the day before Christmas Eve with the guarantee of having their gifts delivered in time for the holiday. In total, we will see another US\$5 or US\$6bn in e-commerce spending over the remainder of December to finish off what has clearly been an outstanding season for online retailers."

## Ten online spending days top US\$1bn this holiday season

For the 2011 holiday season-to-date, ten individual days have surpassed US\$1bn in online retail sales. Cyber Monday (Nov. 28) currently ranks as the heaviest online spending day of the season - and in history - at US\$1.251bn. Monday, December 5 ranks second at US\$1.178bn, followed by Green Monday (Dec. 12) in third with US\$1.133bn. Free Shipping Day (Friday, Dec. 16) ranks sixth at US\$1.072bn.

Billion Dollar Spending Days for 2011 Holiday Season Non-Travel (Retail) Spending Excludes Auctions and Large Corporate Purchases Total US - Home & Work Locations (Source: comScore, Inc)		
Rank	Date	Spending in Millions (US\$)
1	Monday, Nov. 28 (Cyber Monday)	US\$1,251
2	Monday, Dec. 5	US\$1,178
3	Monday, Dec. 12 (Green Monday)	US\$1,133
4	Tuesday, Nov. 29	US\$1,116
5	Tuesday, Dec. 6	US\$1,107

6	Friday, Dec. 16 (Free Shipping Day)	US\$1,072
7	Tuesday, Dec. 13	US\$1,064
8	Wednesday, Nov. 30	US\$1,025
9	Thursday, Dec. 8	US\$1,024
10	Thursday, Dec. 15	US\$1,018

Weekly online holiday retail sales



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