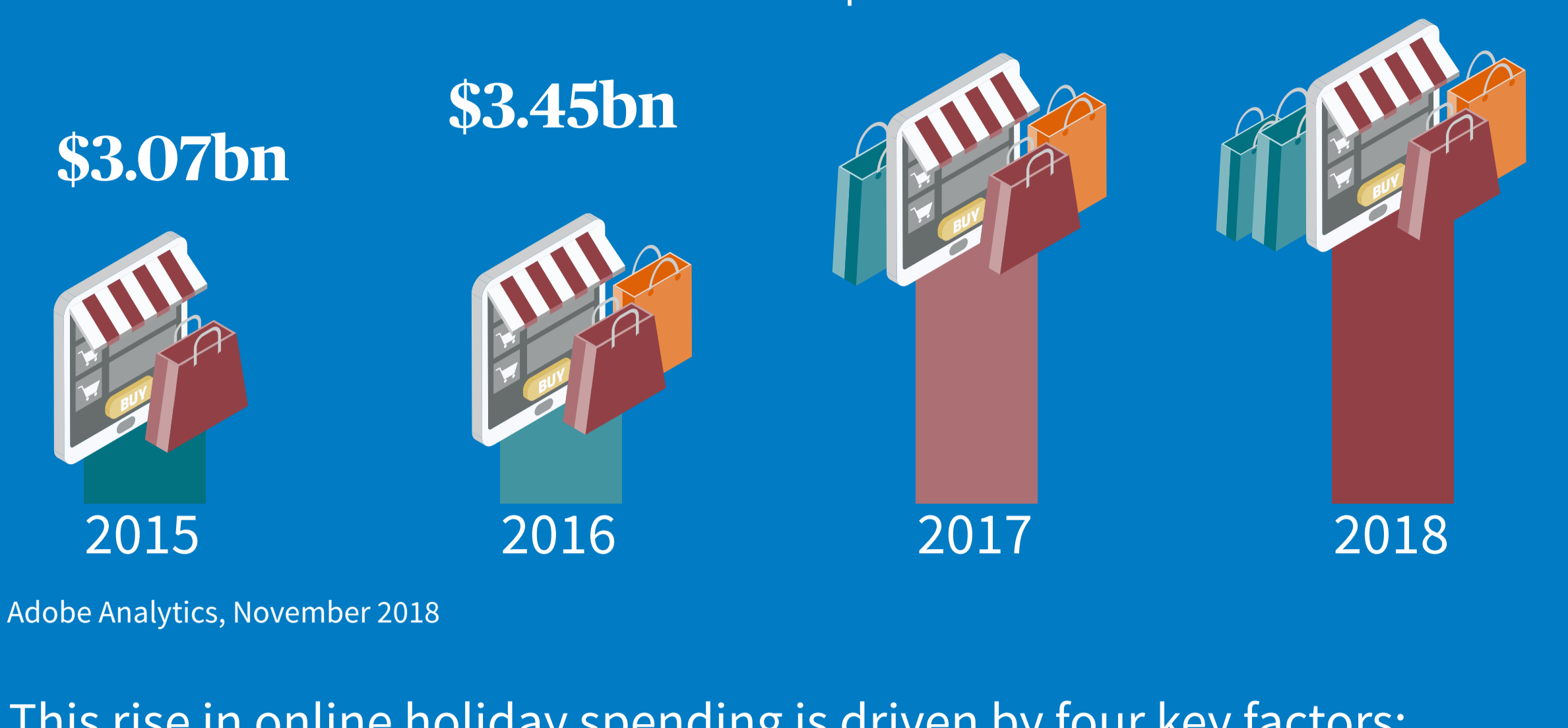




Cyber Monday: 4 reasons online sales are surging

Cyber Monday evolved as the digital equivalent of US shopping holiday 'Black Friday', as retailers encouraged people to shop online.

In 2018, Cyber Monday sales reached a record-breaking



Adobe Analytics, November 2018

This rise in online holiday spending is driven by four key factors:

1 Ecommerce penetration is rising



Global Ecommerce 2019, eMarketer, May 2019. Note: Sales include products or services ordered using the internet via any device, regardless of the method of payment or fulfillment.

2 Consumer behaviour is increasingly being influenced by mobile



Last Cyber Monday, **\$2.83bn** of sales came from a mobile device¹



14% of Starbucks' transactions in the US completed using a mobile device²

3 Companies' marketing spends are shifting to digital

As more consumers embrace digital services, marketing spend has shifted with digital advertising now expected to account for approximately half of global advertising.³

31% of consumers buy something online weekly or more frequently⁴

9% of consumers use voice technology to shop online on a weekly basis⁵

4 Delivery times and methods are evolving as consumer behaviour changes

41% of consumers are willing to pay extra for same-day delivery⁶

This year, Amazon Prime Day sales were up **71%** compared with 2018⁷



The growth of online shopping holidays are soaring as consumers embrace ecommerce

Amazon Prime Day

15 July 2019 (Global)

Amazon launched Prime Day in 2015 to offer one-day-only deals to their Prime customers.

This year saw consumers purchasing more than 175 million⁷ products during the two-day event.

Cyber Monday

2 December 2019 (US)

Cyber Monday evolved as the digital equivalent of US shopping bonanza 'Black Friday' around the US Thanksgiving holiday, as retailers encouraged people to shop online.

In 2018, US consumers spent \$7.9bn on Cyber Monday, showcasing the continued shift to online spending.⁸

Singles Day

11 November 2019 (China)

Singles Day has proved to be immensely successful, demonstrating the growing popularity of ecommerce in China.

2018's Singles' Day saw Alibaba sell \$30bn of goods, hitting the \$1bn mark in sales in just 85 seconds.⁹



"Online shopping holidays like Cyber Monday are perfectly suited to today's connected consumer – smartphones offer shoppers immediate times. Companies need to keep pace with the high volume of sales this can create, and increase their digital presence to cater to consumers' holiday shopping behaviour."

Jeremy Gleeson
Digital Economy Portfolio Manager
AXA Investment Managers

Sources:
(1) Adobe Analytics, November 2018
(2) Starbucks Reports Q4 and Full Year Fiscal 2018 Results, Starbucks, 1 November 2018
(3) Digital Ad Spending 2019, eMarketer, February 2019
(4) Global Consumer Insights Survey, PwC, 2019
(5) Global Consumer Insights Survey, PwC, 2018
(6) Global Consumer Insights Survey, PwC, 2018
(7) Amazon Prime Day 2019 analysis in 8 charts, Digital Commerce 360, 30 July 2019
(8) Adobe Analytics, November 2018
(9) Alibaba Singles Day frenzy surpasses records, BBC News, 11 November 2018

The digital economy is here and bigger than you think.

To learn more, visit our webpage on the [Evolving Economy](#)

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