

# Green Monday spending jumps 13% to US\$1.275bn

RESTON, US: comScore has reported holiday season retail e-commerce spending for the first 40 days of the November-December 2012 holiday season.

 For the holiday season-to-date US\$29.3bn has been spent online, marking a 13% increase versus the corresponding days last year. Green Monday (Dec. 10) reached US\$1.275bn in spending, up 13% vs. last year and ranking as the third heaviest online spending day for the season-to-date after Cyber Monday (US\$1.465bn) and Tuesday, Dec. 4 (US\$1.362bn).

<b>2012 Holiday Season To Date vs. Corresponding Days* in 2011 Non-Travel (Retail) Spending Excludes Auctions and Large Corporate Purchases Total US - Home &amp; Work Locations (Source: comScore, Inc)</b>			
	Millions (US\$)		
	2011	2012	Percent Change
November 1-December 10	US\$25,914	US\$29,259	13%
Thanksgiving Day (Nov. 22)	US\$479	US\$633	32%
Black Friday (Nov. 23)	US\$816	US\$1,042	28%
Thanksgiving Weekend (Nov. 24-25)	US\$1,031	US\$1,187	15%
Cyber Monday (Nov. 26)	US\$1,251	US\$1,465	17%
Green Monday (Dec. 10)	US\$1,133	US\$1,275	13%

\*Corresponding days based on corresponding shopping days (3 November thru 12 December 2011)

"Green Monday kicked off this critical week for online holiday shopping with a strong total of US\$1.275bn, marking a 13% gain from last year," said comScore chairman Gian Fulgoni. "While Green Monday remains a very important day for the season, as consumers have gained confidence with on-time shipment delivery, there is perhaps less urgency than there once was to make those final purchases at least two weeks in advance of Christmas Day. What we've seen over the past few years is a tendency for heavy spending to continue late into the week of Green Monday and right up until Free Shipping Day, which this year falls on December 17."

## Green Monday gains driven by growth in number of buyers and spending per buyer

An analysis of Green Monday spending demonstrates how various components contributed to the 13% growth rate. Spending growth was driven by both an increase in the number of buyers (up 7% to 9 million) and an increase in spending per buyer (up 6% to US\$140.95). The gain in spending per buyer primarily reflected an increase in the number of transactions per buyer (up 5% to 1.76) rather than an increase in the dollar value of a transaction, which was up only 2% to US\$80.11. This likely reflects consumers' willingness to purchase at a variety of retailers to take advantage of competitive deals and discounts.

<b>Green Monday 2012 vs. Green Monday 2011 Spending Breakdown Non-Travel (Retail) Spending Excludes Auctions and Large Corporate Purchases Total US - Home &amp; Work Locations (Source: comScore, Inc)</b>			
	2011	2012	% Change
Total Spending (US\$ Millions)	US\$1,133	US\$1,275	13%
Buyers (000)	8,570	9,044	7%
Spending per Buyer	US\$132.20	US\$140.95	6%
Transactions (000)	14,376	15,913	11%
Spending per Transaction	US\$78.81	US\$80.11	2%
Transactions per Buyer	1.68	1.76	5%

## Digital content & subscriptions remains top-gaining product category for season

The top-gaining category for the season-to-date is Digital Content & Subscriptions, predominantly comprised of digital book, music and video downloads, which has grown 22% versus year ago. Toys ranks second with a growth rate of 18%, followed by Video Game Consoles & Accessories (up 15%). Consumer Electronics currently ranks fourth (up 15%) on the strength of smartphone sales, while Computer Hardware rounds out the top five (up 14%) on the strength of tablet sales.

Top Gaining Product Categories for Holiday Season-to-Date Nov. 1- Dec. 10, 2012 vs. Corresponding Shopping Days* in 2011 Total US - Home & Work Locations (Source: comScore, Inc)	
	Percent Change
Digital Content & Subscriptions	22%
Toys	18%
Video Game Consoles & Accessories	15%
Consumer Electronics	15%
Computer Hardware	14%

\*Corresponding days based on corresponding shopping days (3 November thru 12 December 2011)

## Weekly Online Holiday Retail Sales



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