

First ever US\$7bn online spending week brings holiday season spending to US\$35bn

RESTON, US: comScore, a leader in measuring the digital world, today reported holiday season retail e-commerce spending for the first 46 days of the November-December 2012 holiday season.



For the holiday season-to-date US\$35bn has been spent online, marking a 13% increase versus the corresponding days last year. The most recent week achieved record-setting levels of online spending, eclipsing US\$7bn in sales for the first time ever. Four individual days surpassed US\$1bn in spending, led Green Monday at US\$1.275bn.

2012 Holiday Season To Date vs. Corresponding Days* in 2011 Non-Travel (Retail) Spending Excludes Auctions and Large Corporate Purchases Total US - Home & Work Locations (Source: comScore, Inc)

	Millions (US\$)		
	2011	2012	Percent Change
November 1-December 16	US\$31,067	US\$35,004	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	US\$1,133	US\$1,275	13%
Week of Dec. 10-16	US\$6,286	US\$7,019	12%

*Corresponding days based on corresponding shopping days (November 3 thru December 18, 2011)

"We expected this past week to be record-setting and it clearly was, with an impressive spending total of more than US\$7bn - an average of more than US\$1bn in spending per day," said comScore chairman Gia Fulgoni. "This current week, which kicked off with Free Shipping Day on Monday the 17th, will be critical in making up some ground on a season-to-date growth rate that remains below initial expectations at 13% following a prolonged post-Cyber Monday lull. With many retailers extending their free shipping offers into Tuesday and Wednesday of this week, we just may see the sort of late-season jolt needed to push growth rates back into the mid-teens."



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