

# Black Friday online holiday spending up 26% on 2010

RESTON, US: comScore, a leader in measuring the digital world, has reported US retail e-commerce spending for the first 25 days of the November - December 2011 holiday season. For the holiday season-to-date, US\$12.7 billion has been spent online, marking a 15% increase versus the corresponding days last year. Black Friday (November 25) saw US\$816 million in online sales.



This result for Black Friday makes it the heaviest online spending day to date in 2011 and representing a 26% increase versus Black Friday 2010. Thanksgiving Day (November 24), while traditionally a lighter day for online holiday spending, achieved a strong 18% increase to US\$479 million.

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 - 25	US\$11,093	US\$12,737	15%
Thanksgiving Day (Nov. 24)	US\$407	US\$479	18%
Black Friday (Nov. 25)	US\$648	US\$816	26%

*\*Corresponding days based on corresponding shopping days (November 2 thru November 26, 2010)*

"Despite some analysts' predictions that the flurry of brick-and-mortar retailers opening their doors early for Black Friday would pull dollars from online retail, we still saw a banner day for e-commerce with more than US\$800 million in spending," said comScore chairman, Gian Fulgoni. "With brick-and-mortar retail also reporting strong gains on Black Friday, it's clear that the heavy promotional activity had a positive impact on both channels. We now turn our attention to Cyber Monday, a day that Shop.org says will see eight-in-ten retailers running special online promotions. Last year, Cyber Monday was the heaviest day of online spending ever, with sales exceeding US\$1 billion, and we fully expect to see another record set this year."

## Black Friday bargains boost web browsing behaviour

As the online channel increasingly influences offline shopping behaviour, consumers turned to Black Friday sites on the web to conduct research in advance of the day's events. comScore analysed several Black Friday deal sites for the five days ending Black Friday (Nov. 21-25, 2011) compared to the corresponding days last year, finding that bfads.net led the pack with 3.9 million unique visitors, up 51% versus last year. TheBlackFriday.com followed with 3.2 million visitors while also posting the strongest year-over-year growth at 137%.

Unique Visitors to Selected Sites Featuring Black Friday Deals Nov. 21-25, 2011 vs. Nov. 22-26, 2010 Total US - Home & Work Locations (Source: comScore, Inc)			
	Unique Visitors (000)		
	Nov. 22-26, 2010	Nov. 21-25, 2011	Percent Change
bfads.net	2,607	3,926	51%
theblackfriday.com	1,364	3,234	137%
blackfriday2011.com*	1,612	1,854	15%
blackfriday.com	668	621	-7%
blackfriday.fm	399	532	33%
gottadeal.com	270	424	57%

\*Site was known as *BlackFriday2010.com* in 2010

## Amazon Ranks #1 among online retailers on Black Friday

Fifty million Americans visited online retail sites on Black Friday, representing an increase of 35% versus year ago. Each of the top five retail sites achieved double-digit gains in visitors vs. last year, led by Amazon. Walmart ranked second, followed by Best Buy, Target and Apple.

<b>Most Visited Retailer Properties on Black Friday Excludes Auction Sites (e.g. eBay) Black Friday 2011 vs. Black Friday 2010 Total US - Home &amp; Work Locations (Source: comScore, Inc)</b>	
Retail Property	
1	Amazon
2	Walmart
3	Best Buy
4	Target
5	Apple

"Each of the top online retailers generated significantly greater Black Friday activity compared to last year," added Mr. Fulgoni. "Amazon.com once again led the pack, with 50% more visitors than any other retailer, while also showing the highest growth rate versus last year. However, it is telling that the top multi-channel retailers also showed strong growth in visitors, demonstrating the importance of the online channel to the retail industry as a whole."

For more, visit: <https://www.bizcommunity.com>