

Cyber Monday Online Spending Up 15% from Last Year - \$846 Million in e-commerce Sales

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Cyber Monday sales were up 15% reaching \$846 million, making it the second highest online spending day recorded, according to comScore.

2008 Holiday Season To Date vs. Corresponding Days* in 2007			
Non-Travel (Retail) Spending			
Excludes Auctions and Large Corporate Purchases			
Total U.S. – Home/Work/University Locations			
Source: comScore, Inc.			
Holiday Season to Date	Millions (\$)		
	2007	2008	Pct Change
November 1 – December 1	\$12,217	\$12,025	-2%
Pre-Thanksgiving	\$10,035	\$9,588	-4%
Thanksgiving and Later	\$2,182	\$2,437	12%
November 27 (Thanksgiving Day)	\$272	\$288	6%
November 28 ("Black Friday")	\$531	\$534	1%
November 29-30 (Weekend)	\$645	\$769	19%
December 1 ("Cyber Monday")	\$733	\$846	15%

*Corresponding days based on equivalent shopping days relative to Thanksgiving (October 27 - November 26, 2007)

Earlier this week, comScore said that rate of growth for Cyber Monday sales have traditionally indicated the overall rate of growth for holiday spending in general. If that remains the case this year, that's good news. While the rate has certainly declined, it is still growing.

Here's a look at historical weekly online sales during the holidays:

Weekly Online Holiday Retail Sales

