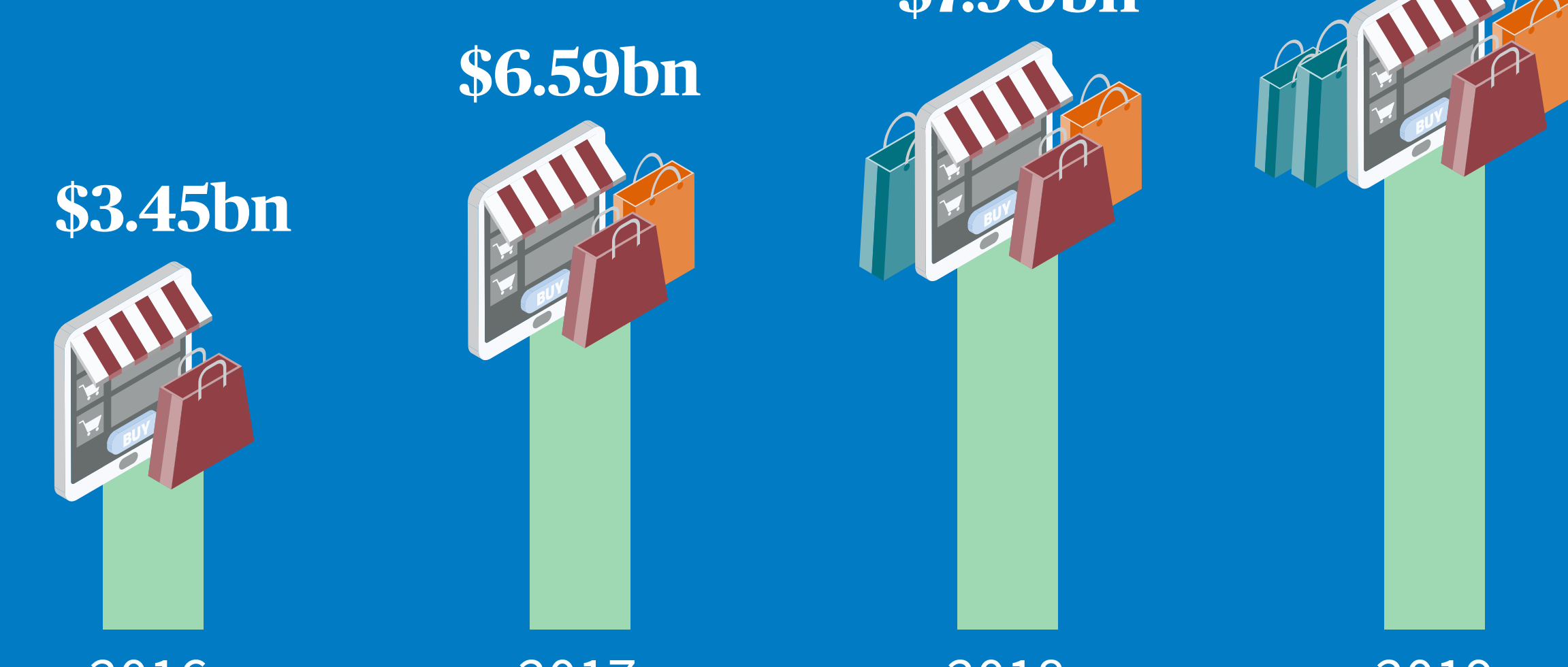




Cyber Monday: 4 reasons online sales are surging

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

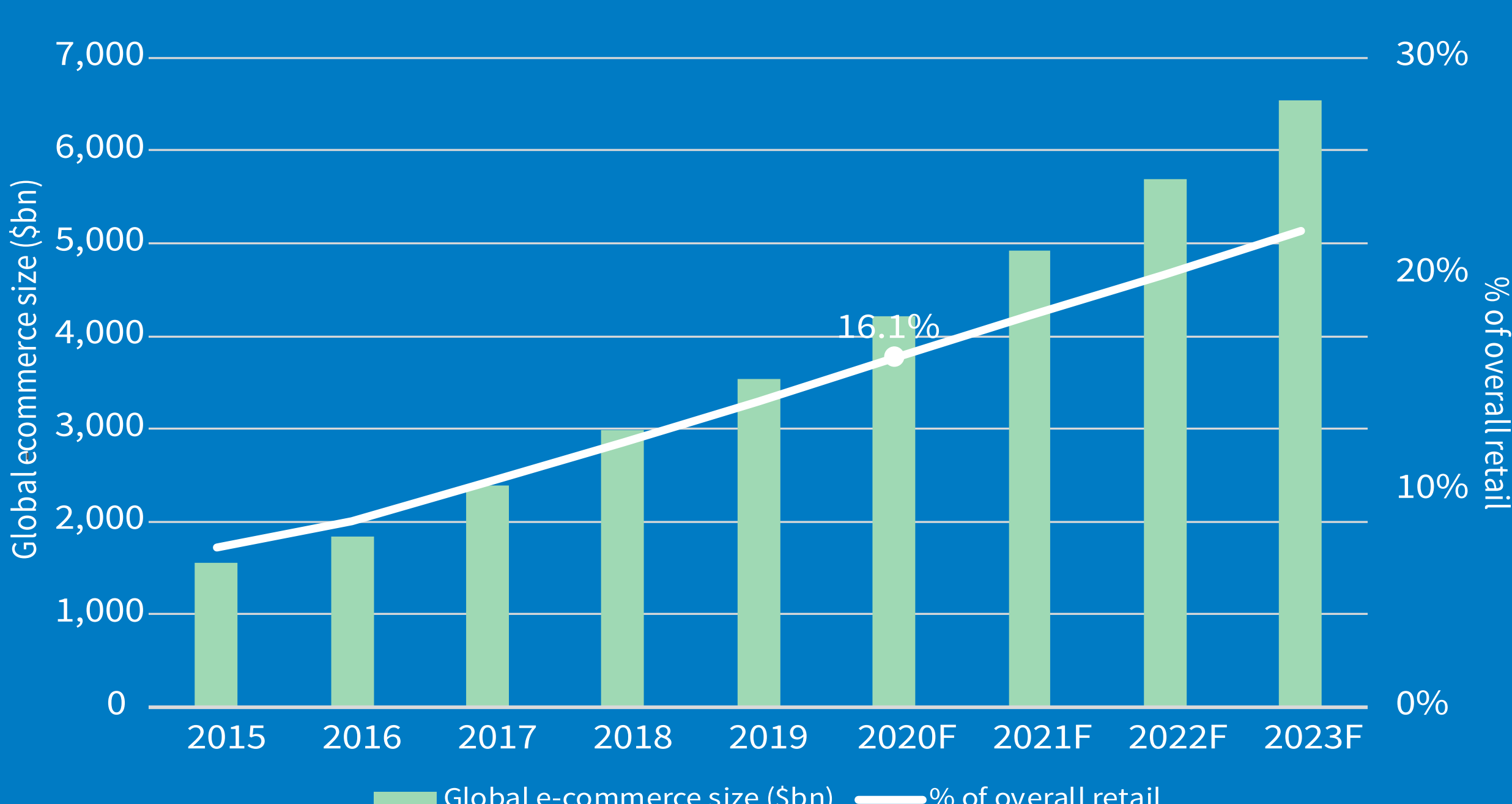
In 2019, Cyber Monday sales reached a record-breaking **\$9.40bn**



Adobe Digital Insights, November 2019

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

1 E-commerce penetration is rising



Statista, as at 27 August 2020
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, **\$3bn** of sales came from a mobile device¹



45% of consumers shop online via mobile devices since the COVID-19 pandemic, compared to just 30% before COVID-19²

3 Companies' marketing spends are shifting to digital

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

54% of total ad spending worldwide is digital, which includes paid listings and in-game advertising³

\$526bn The projected digital ad spend worldwide in 2024, a 38% increase from 2019³

4 Delivery times and methods are evolving as consumer behaviour changes

38% of consumers are willing to pay extra for same-day delivery²

2.5 days taken to deliver 1bn orders on Singles Day in 2018, compared to 9 days in 2013⁴



The growth of online shopping holidays are soaring as consumers embrace e-commerce

Amazon Prime Day

Usually 15 July 2020 (Global)⁵

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

Small- and mid-sized businesses that sell on Amazon made more than \$3.5bn on Amazon Prime Day in 2020, a 60% increase from 2019 sales.⁶

Singles Day

Usually 11 November 2020 (China)⁷

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

2020 Singles Day saw Alibaba sell \$74bn of goods during the 11-day campaign.⁸

Cyber Monday

2 December 2020 (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 2019, during the peak hour of shopping between 11pm and midnight (Eastern Time), US consumers spent \$11mn on average every minute.⁹



“Online shopping holidays like Cyber Monday are perfectly suited to today’s connected consumer – smartphones offer shoppers immediate access to a huge choice of deals with increasingly quick delivery 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, CFA
Portfolio Manager, Global Technology Strategy
AXA Investment Managers

Sources:
(1) Cyber Monday 2019 by the numbers: A record \$9.1 billion haul, Bloomberg, 3 December 2019
(2) Global Consumer Insights Survey 2020, PwC
(3) Digital Ad Spending 2019, eMarketer, June 2020
(4) Alibaba, Cainiao Network, information accurate in 2018
(5) Amazon Prime Day 2020 took place over two days from 13-14 October
(6) Amazon says third party sellers made more than \$3.5 billion from Prime Day, CNBC, 15 October 2020
(7) Alibaba's Singles Day 2020 took place over 11 days from 1-11 November
(8) Alibaba, information accurate in 2020
(9) Adobe Digital Insights, November 2019

The digital economy is here and bigger than you think.

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

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