



Numerator

MYTHBUSTERS

"Cyber Monday is the new Black Friday."

October 2019

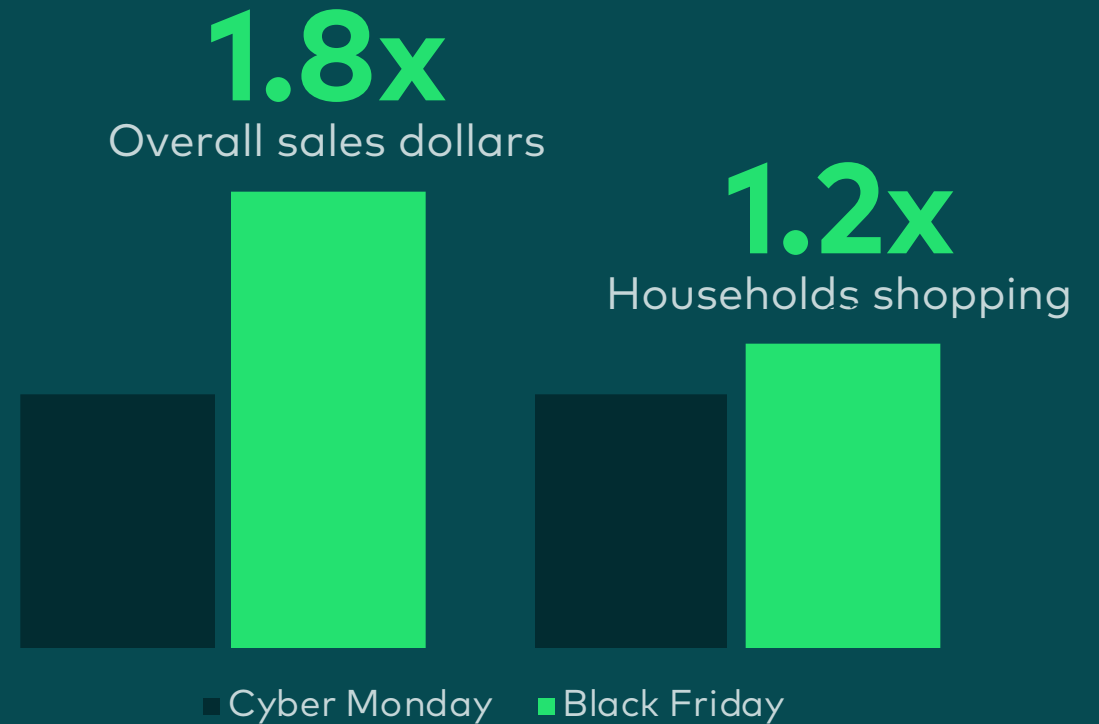
MYTH

"Cyber Monday is the new Black Friday."



TRUTH

Black Friday still has higher sales and more shoppers.

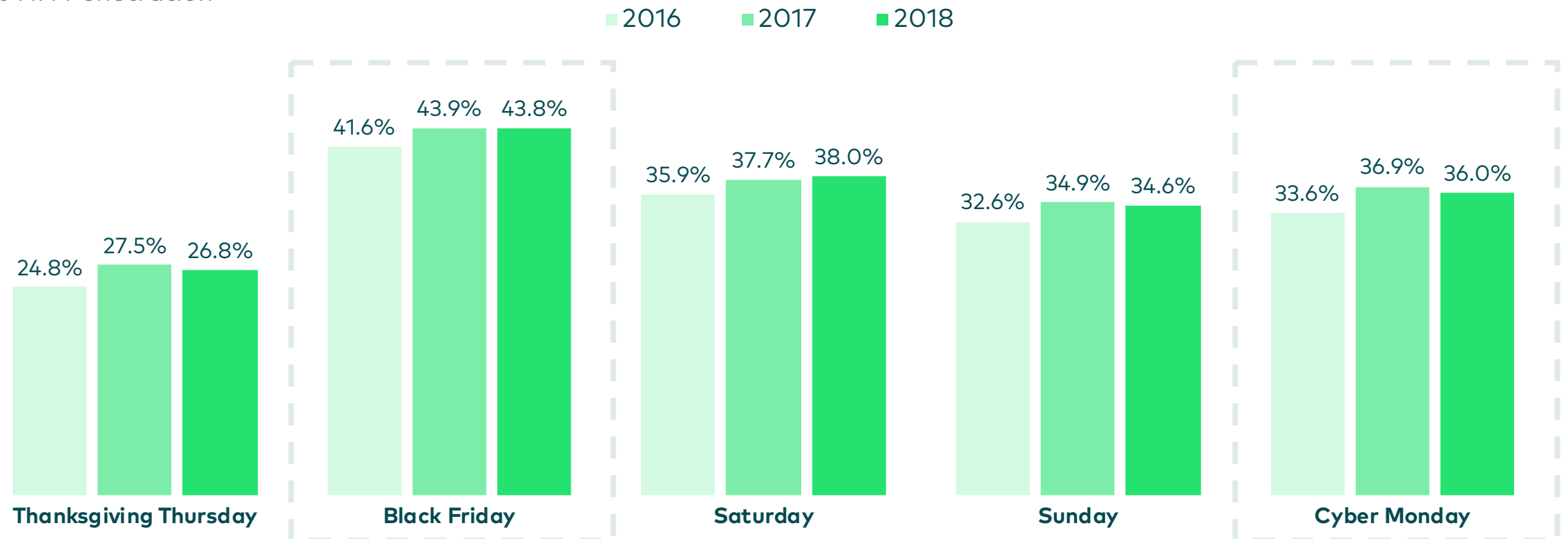


More households still shop on Black Friday than they do on Cyber Monday.

...and household penetration is not drastically increasing year-over-year for any single day.

Holiday Shoppers by Day

% HH Penetration

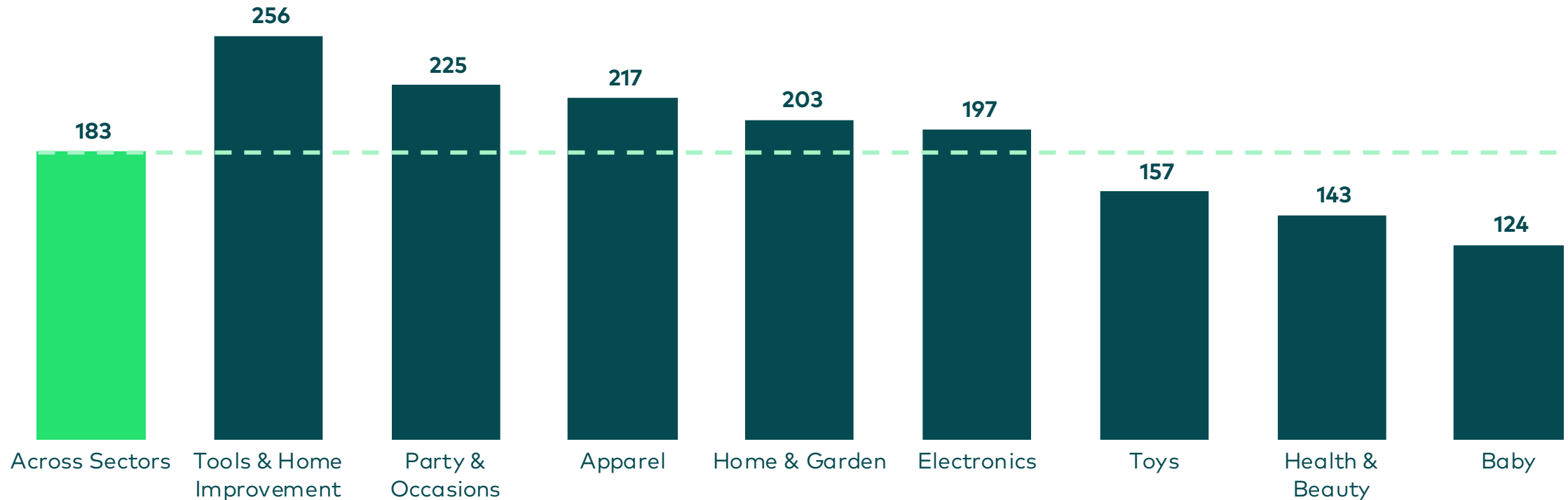


All sectors see higher sales on Black Friday than Cyber Monday, but some more-so than others.

Toys, health & beauty and baby perform slightly better than the average sector on Cyber Monday

Holiday Sales by Sector

Dollar Sales– Black Friday Index vs. Cyber Monday

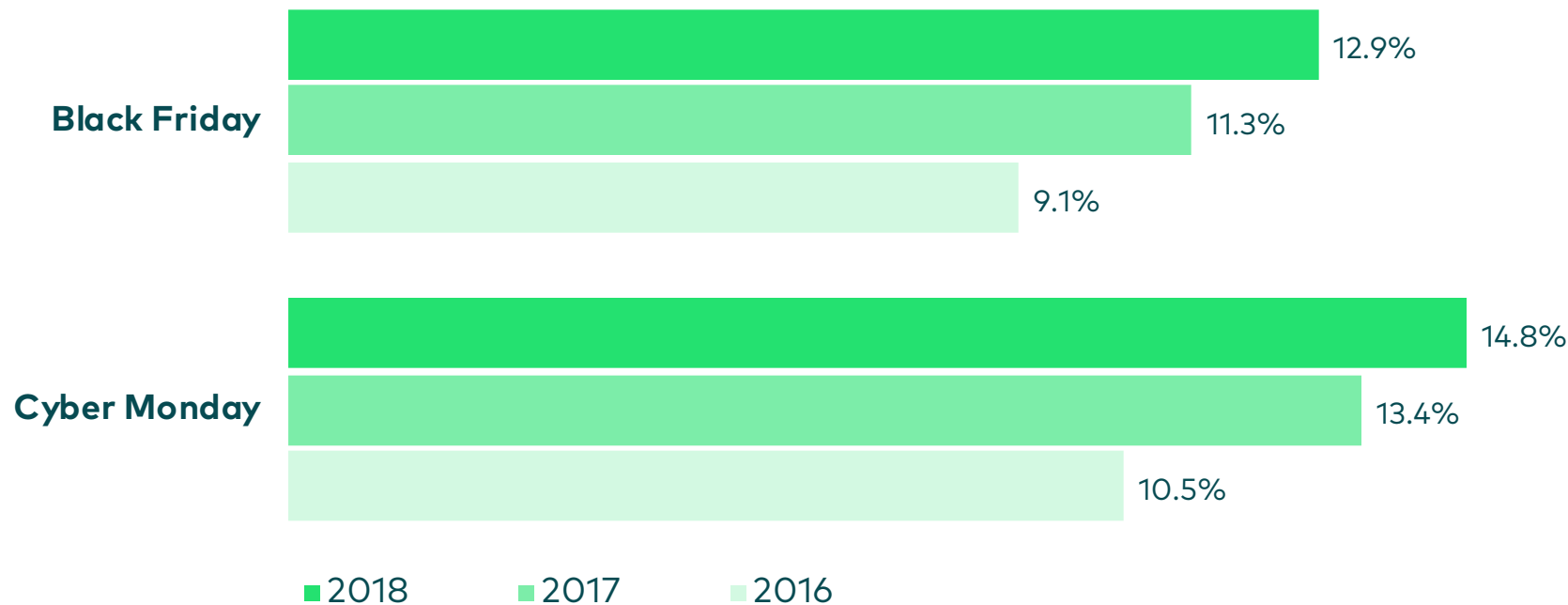


Online shopping is growing in popularity at the same rate for Black Friday and Cyber Monday.

Online household penetration is still slightly higher on CM, but average online spend is higher on BF

Online Shoppers by Day

% HH Penetration



Online Spending by Day

Buy Rate 2018

\$104.80

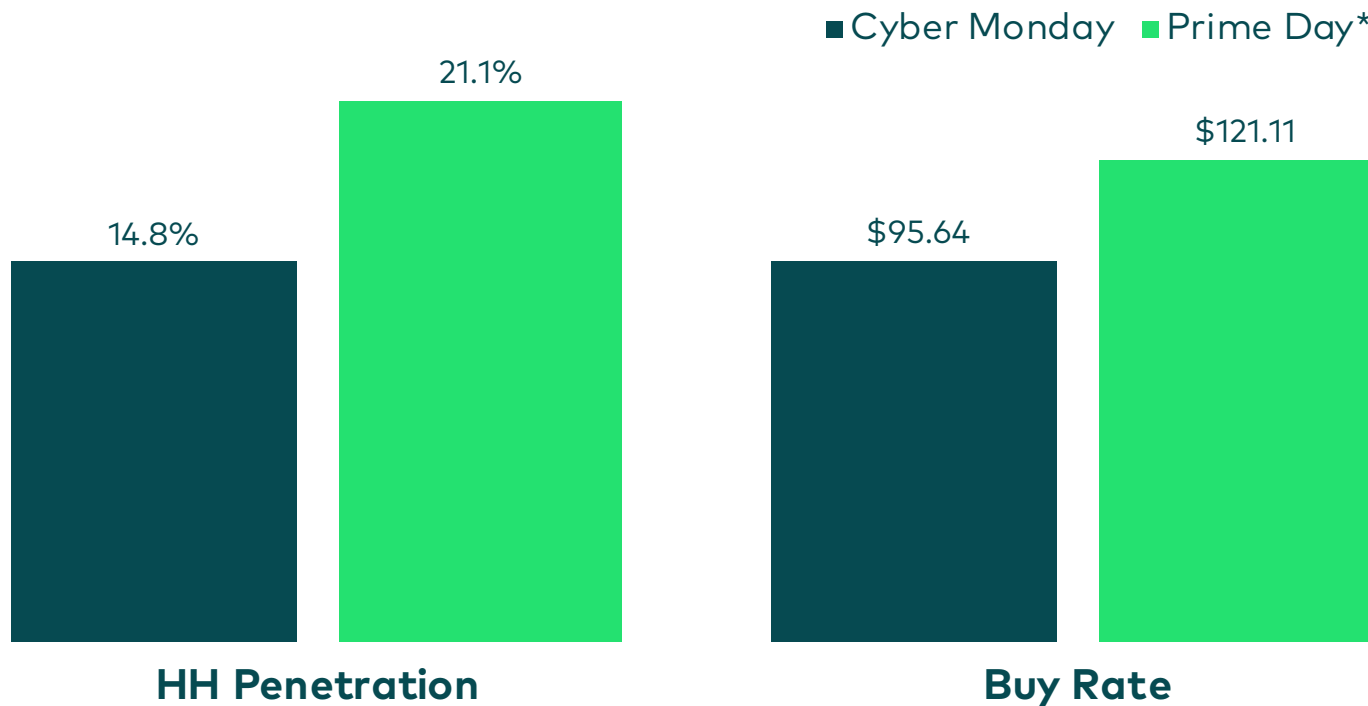
\$95.64

Bonus Insight: Prime Day may be the new Cyber Monday.

Though Prime Day 2019 was technically a two-day event, online sales dollars surpassed Cyber Monday levels within the first 24 hours.

Online Sales Stats

Cyber Monday vs. Prime Day



Dollar Sales

Prime Day
Day 1 Only

1.1x Cyber Monday

Prime Day
Both Days

1.8x Cyber Monday

**Black Friday is still the
biggest shopping holiday.**

**Online sales are fueling growth across
all shopping days, so Cyber Monday
doesn't have a distinct advantage.**

**Questions we can help to answer
this holiday season:**

- How is your specific brand or category performing across key shopping days?
- Which shoppers are shifting their holiday spend online and how can you keep or capture their dollars?
- How is Amazon impacting your brand or category during the holidays?

Any other myths you want us to bust?
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