

Black Friday and Cyber Monday: Tech helps consumers to keep spending

Cyber Week, the post-Thanksgiving period of mass retail discounts - which includes Black Friday and Cyber Monday - remained resilient in 2023, as hordes of shoppers sought out bargains.

\$298bn was spent online during Cyber Week, up from **\$281bn** in 2022, an increase of **6%**

Black Friday online sales increased **8%**



Cyber Monday online sales grew **5%**

Growth was driven primarily by order volume rather than inflation¹

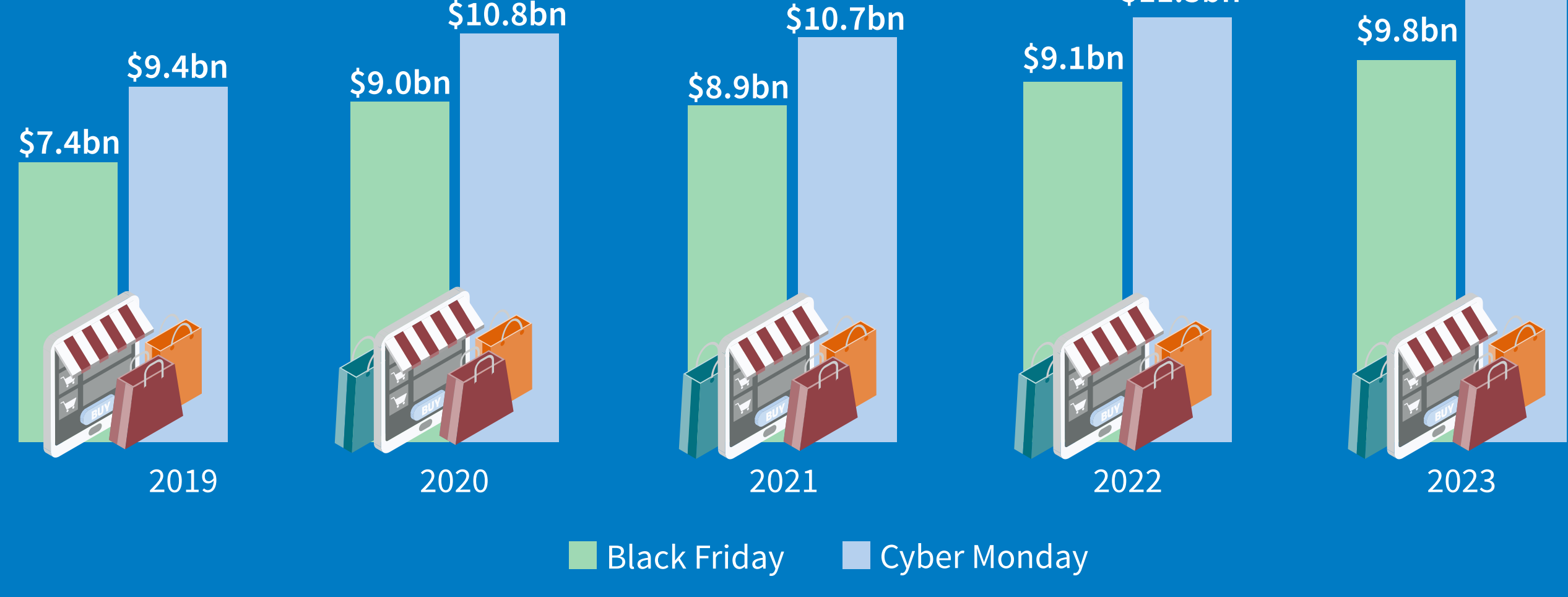
Tech supports sales growth

AI helped drive sales growth - \$51bn of Black Friday and Cyber Monday spending was influenced by AI via targeted offers, product recommendations and generative AI chat services. A record 79% of Cyber Week e-commerce traffic came via mobile phones, up from 76% in 2022.²



80% of internet users worldwide made online purchases in 2022, up 8.3% from 2021³. E-commerce is expected to make up 41% of global retail sales by 2027, up from 18% in 2017.⁴

US Black Friday and Cyber Monday sales



Source: Adobe Insights 2019, 2020, 2021, 2022, 2023

US consumers spent **\$15.7m** every minute in the peak hour on **Cyber Monday**, compared to **\$12.8m** in 2022⁵



\$1 in every \$5 of US consumer spending is expected to be spent online from 1 November to 31 December 2023⁵

Meanwhile US in-store traffic also rose **4.6%** on **Black Friday** in 2023 year on year⁶

Singles Day: China's biggest shopping event

Meanwhile in China, Singles Day sales continued to rise despite a sluggish economic backdrop.

Singles Day originated in 1993 in China in response to Valentine's Day as a celebration of being single. It is known as the 'Double 11' shopping festival and takes place on 11 November.

Gross merchandising volume sales across major e-commerce platforms over the Singles Day sales period was estimated to have risen to

\$156bn in 2023, up **2.1%** on the year before.⁷

More than 5.26bn packages were delivered by China's state postal service across the 11-day shopping holiday.⁸



"Inflationary pressures are softening but the macroeconomic backdrop for retailers and consumers alike remains challenging. Even so, consumer spending has remained resilient as the structural drivers of e-commerce remain strong.

"Technology, including mobile phones and more recently artificial intelligence, is helping boost e-commerce growth, making it easier for retailers to reach and market to customers.

"We continue to see potential long-term opportunities for investors in e-commerce and the technologies supporting it."

Jeremy Gleeson, CFA
Portfolio manager, AXA Investment Managers

All figures in US dollars.

1 Source for global Cyber Week figures including Black Friday and Cyber Monday sales growth: Salesforce, 28 November 2023

2 Salesforce, 28 November 2023

3 DataReportal.com, 26 January 2023

4 BCG, 31 October 2023

5 Adobe, 28 November 2023 / Adobe, 30 November 2022

6 Sensormatic Solutions, 25 November 2023

7 Fortune, 12 November 2023

8 China Daily, 12 November 2023

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