

CYBER MONDAY

What is it all about?

Cyber Monday is a globally recognised shopping event that takes place the Monday after Thanksgiving in the United States. It's a day dedicated to online shopping, with businesses offering significant discounts to encourage e-commerce sales. Over the years, Cyber Monday has grown into a digital shopping phenomenon, rivalling and even surpassing its in-store counterpart, Black Friday.

Origin: The term "Cyber Monday" was coined in 2005 by the National Retail Federation (NRF) and its e-commerce division, Shop.org. It emerged from a growing trend: after the Thanksgiving weekend, many consumers would return to work and continue their holiday shopping online using their office computers. Retailers noticed a surge in online sales on the Monday following Thanksgiving, prompting them to capitalise on the phenomenon by creating an official online shopping event. Why Mondays? In the early 2000s, high-speed internet access was more common in offices than at home. Many people used their workplace computers to shop online, leading to a natural uptick in e-commerce traffic on Mondays.

Cyber Monday's Growth:

2005–2010:

- Cyber Monday began as a U.S. focused event but quickly gained international attention
- By 2010, it had become one of the biggest online shopping days in the U.S., with sales reaching \$1 billion for the first time

2011–2020:

- Mobile commerce grew rapidly as smartphones became more advanced, allowing consumers to shop from anywhere
- Retailers began offering extended deals, sometimes spanning the entire week
- By 2020, Cyber Monday hit a record \$10.8 billion in sales in the U.S. alone, largely fuelled by the COVID-19 pandemic and the shift toward online shopping

Cyber Monday Today:

- Countries worldwide, including the UK, Canada, and Germany, adopted Cyber Monday as a key shopping event
- It's now celebrated in regions like Latin America, Asia, and Australia.
- Cyber Monday is no longer just about discounts. It's a showcase of innovation in e-commerce technology
- Personalisation algorithms recommend products tailored to individual shoppers
- AI-powered chatbots assist customers in real-time
- Fast delivery options and same-day shipping enhance convenience

Fun Facts:

- In 2021, Amazon reported selling 11,500 items per minute on Cyber Monday!
- In Europe, UK shoppers are the most aware about Cyber Monday, with a share of 89%, followed by shoppers from Germany (86%), Spain (85%), Italy (80%), Netherlands (70%), and Sweden (69%) (Simon-Kucher & Partners, 2020)
- Buy Now, Pay Later drove \$940 million in online spending on Cyber Monday, up a staggering 42.5% YoY as consumers sought more flexible payment arrangements ([Adobe 2023 article](#))

Thanksgiving weekend shoppers spend

Source: NRF's Annual Thanksgiving Weekend Consumer Survey, conducted by Proper insights & analytics

