

Final Week of Online Holiday Spending Before Christmas Surges 18 Percent vs. Year Ago

Holiday Season-to-Date Desktop Spending up 15 Percent to \$48.3 Billion Free Shipping Day (Dec. 18) Hits \$926 Million in Spending

RESTON, Va., Dec. 23, 2014 /PRNewswire/ -- comScore (NASDAQ: SCOR), a leader in measuring the digital world, today reported holiday season U.S. retail e-commerce spending from desktop computers for the first 51 days of the November-December 2014 holiday season. For the holiday season-to-date, \$48.3 billion has been spent online, marking a 15-percent increase versus the corresponding days last year. The most recent week (Dec. 15-21) posted a strong 18-percent growth in online sales, taking in \$5.8 billion in desktop spending in what was the last full week before Christmas. The week began with two billion dollar days - Monday, Dec. 15 at \$1.07 billion and Tuesday, Dec. 16 at \$1.16 billion - while Free Shipping Day (Thursday, Dec. 18) saw \$926 million in desktop spending.

2014 Holiday Season To Date vs. Corresponding Days* in 2013 Non-Travel (Retail) E-Commerce Spending Excludes Auctions and Large Corporate Purchases Total U.S. - Home & Work Desktop Computers Source: comScore, Inc.			
	Millions (\$)		
	2013	2014	Percent Change
Nov. 1-Dec. 21 (vs. Nov. 2-Dec. 22, 2013)	\$41,971	\$48,269	15%
Pre-Thanksgiving (Nov. 1-26 vs. Nov. 2-27, 2013)	\$17,831	\$20,181	13%
Thanksgiving thru Most Recent Week	\$24,140	\$28,088	16%
Thanksgiving Day (Nov. 27)	\$766	\$1,009	32%
Black Friday (Nov. 28)	\$1,198	\$1,505	26%
Holiday Weekend (Nov. 29-30)	\$1,594	\$2,012	26%
Cyber Monday (Dec. 1)	\$1,735	\$2,038	17%
Thanksgiving thru Cyber Monday	\$5,293	\$6,564	24%
Cyber Week (Dec. 1-7)	\$7,978	\$9,126	14%
Cyber Work Week Mon-Fri (Dec. 1-5)	\$6,315	\$7,287	15%
Cyber Weekend (Dec. 6-7)	\$1,663	\$1,840	11%
Green Monday (Dec. 8)	\$1,401	\$1,615	15%
Free Shipping Day (Dec. 18)	\$868	\$926	7%
Most Recent Week (Dec. 15-21)	\$4,920	\$5,817	18%
Most Recent Work Week Mon-Fri (Dec. 15-19)	\$4,205	\$4,845	15%
Most Recent Weekend (Dec. 20-21)	\$714	\$972	36%

*Corresponding days based on corresponding shopping days (November 2 thru December 22, 2013)

"This final week of online holiday shopping before Christmas was very strong, finishing off the season on a high note and virtually guaranteeing e-commerce spending will outperform our pre-season forecast," said comScore chairman emeritus Gian Fulgoni. "We are now running at a 15-percent growth rate in desktop e-commerce for the season, which should be taken as a very positive sign for the economic health of both the American consumer and the e-commerce channel as a whole. While the heaviest spending days of the season are now behind us, there is still about another \$5 billion that will be spent over the balance of the year that will get us to new all-time highs for e-commerce."

About comScore

comScore, Inc. (NASDAQ: SCOR) is a global leader in digital measurement and analytics, delivering insights on web, mobile and TV consumer behavior that enable clients to maximize the value of their digital investments. For more information, please visit www.comscore.com/companyinfo.



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