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Final 2016 Desktop Online Holiday Sales Reach \$63.1 Billion, Up 12 Percent vs. Year Ago

Desktop Sales in Line with Expectations While Mobile Expected to Push Total E-Commerce Growth Rate to Upper Teens

Cyber Monday Ranked as Heaviest Spending Day of the Season for 7th Consecutive Year

RESTON, Va., Jan. 5, 2017 /PRNewswire/ -- comScore (NASDAQ: SCOR) today reported holiday season U.S. retail e-commerce spending from desktop computers for the entire November-December 2016 holiday season. For the holiday season, \$63.1 billion was spent online on desktop computers, marking a 12-percent increase versus the corresponding days last year. Cyber Monday (Monday, Nov. 28) once again ranked as the heaviest spending day of the year with more than \$2 billion in desktop buying for the third year in a row and becoming the first day ever to eclipse \$1 billion in mobile commerce.

2016 Holiday Season Spending vs. Corresponding Days* in 2015 Non-Travel (Retail) E-Commerce Spending Excludes Auctions and Large Corporate Purchases Total U.S. - Home & Work Desktop Computers Source: comScore, Inc.

	Millions (\$)		
			Percent
	2015	2016	Change
Full Holiday Season (Nov. 1-Dec. 31)	\$56,427	\$63,098	12%
Thanksgiving Day (Nov. 24)*	\$1,096	\$1,287	17%
Black Friday (Nov. 25)*	\$1,656	\$1,970	19%
Holiday Weekend (Nov. 26-27)*	\$2,169	\$2,486	15%
Cyber Monday (Nov. 28)*	\$2,280	\$2,671	17%
Thanksgiving thru Cyber Monday*	\$7,201	\$8,414	17%
Green Monday (Dec. 12)*	\$1,408	\$1,621	15%
Free Shipping Day (Dec. 16)*	\$845	\$967	14%

^{*}Corresponding days based on corresponding shopping days

"The 2016 online holiday shopping season had another successful year, with desktop growth rates in line with our expectations and once again far exceeding that of brick-and-mortar," said comScore CEO Gian Fulgoni. "We also saw strong mobile commerce spending in November, with mobile's share of total e-commerce coming in well ahead of the 20-percent mark it reached in Q3. Once December mobile commerce data is tallied, we expect spending from smartphones and tablets to lift holiday spending growth from 12 percent on desktop to within our original forecast range of 16-19 percent."

Mr. Fulgoni continued: "Aside from the continued growth of m-commerce, another positive story from this holiday season was the way it fought back and overcame the early season malaise. Despite that initial setback, the American consumer kicked into high gear once Thanksgiving rolled around and the season saw consistent, healthy growth rates all the way through Free Shipping Day on December 16th, highlighted by a streak of 22 consecutive billion-dollar spending days on desktop. Looking back on the season as a whole, 2016 marked another year where digital - and in particular, mobile - grew its spending share and influence relative to traditional brick-and-mortar retail."

Top 10 Desktop Spending Days in 2016 Holiday Season

Cyber Monday (Nov. 28), for the seventh consecutive year, ranked as the heaviest online buying day with \$2.7 billion in desktop spending. The day after Cyber Monday ranked second for the season at \$2.2 billion, followed by Black Friday (Nov. 25) with just under \$2 billion and Friday, Dec. 9 with \$1.7 billion. For the entire season, 30 individual days exceeded \$1 billion in online spending via desktop, nearly doubling the 16 days reaching that milestone the previous year.

Top 10 Desktop Spending Days in 2016 Holiday Season		
Non-Travel (Retail) E-Commerce Spending		
Excludes Auctions and Large Corporate Purchases		
Total U.S Home & Work Desktop Computers		
Source: comScore, Inc.		
	Desktop Spending	
Dav	(\$ Millions)	

Monday, Nov. 28 (Cyber Monday)	\$2,671
Tuesday, Nov. 29	\$2,207
Friday, Nov. 25 (Black Friday)	\$1,970
Friday, Dec. 9	\$1,688
Monday, Dec. 12 (Green Monday)	\$1,621
Monday, Dec. 5	\$1,571
Tuesday, Dec. 6	\$1,526
Thursday, Dec. 8	\$1,419
Wednesday, Dec. 7	\$1,374
Tuesday, Dec. 13	\$1,372

About comScore

comScore, Inc. (NASDAQ: SCOR) is a leading cross-platform measurement company that precisely measures audiences, brands and consumer behavior everywhere. comScore completed its merger with Rentrak Corporation in January 2016, to create the new model for a dynamic, cross-platform world. Built on precision and innovation, our unmatched data footprint combines proprietary digital, TV and movie intelligence with vast demographic details to quantify consumers' multiscreen behavior at massive scale. This approach helps media companies monetize their complete audiences and allows marketers to reach these audiences more effectively. With more than 3,200 clients and global footprint in more than 75 countries, comScore is delivering the future of measurement. For more information on comScore, please visit comscore.com.



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