

Final 2014 Desktop Online Holiday Sales Reach \$53.3 Billion, Up 15 Percent vs. Year Ago

Spending in Final Week of the Season Pushes Totals to Slightly Beat Forecast Cyber Monday Ranks as Heaviest Spending Day of the Season for 5th Consecutive Year

RESTON, Va., Jan. 7, 2015 /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 entire November-December 2014 holiday season. For the holiday season, \$53.3 billion was spent online, marking a 15-percent increase versus the corresponding days last year. Cyber Monday (Monday, Dec. 1) once again ranked as the heaviest spending day of the year with more than \$2 billion in desktop buying.



2014 Holiday Season Spending 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. 31	\$46,546	\$53,305	15%
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%
Green Monday (Dec. 8)*	\$1,401	\$1,615	15%
Free Shipping Day (Dec. 18)*	\$868	\$926	7%

*Corresponding days based on corresponding shopping days

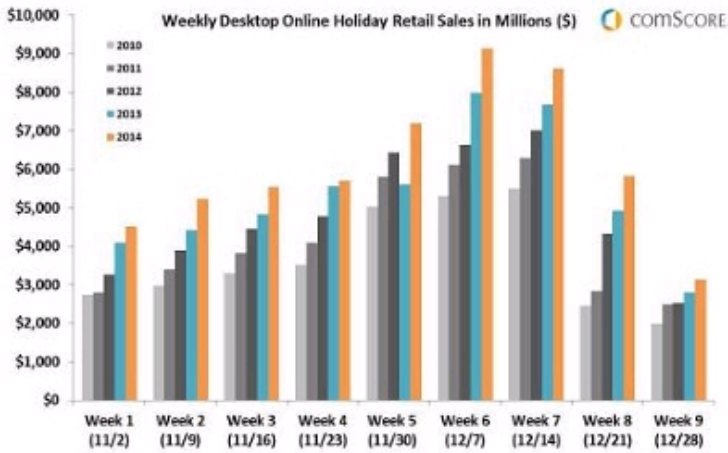
"The 2014 online holiday shopping season was very strong overall as spending slightly exceeded our fairly optimistic forecast heading into the season," said comScore chairman emeritus Gian Fulgoni. "Despite a shortened holiday calendar between Thanksgiving and Christmas and erroneous reports of flagging holiday sales, the American consumer proved resilient and flexed their spending muscle online this year. Increasing positive consumer sentiment, improving job growth and declining gas prices all combined to create a more favorable spending environment, and consumers responded by opening up their wallets in a way they hadn't since before the financial crisis. In the end, we saw growth rates in the mid-double digits as the online channel continued to gain meaningful share from brick-and-mortar."

Top 10 Desktop Spending Days in 2014 Holiday Season

Cyber Monday (Dec. 1), for the fifth consecutive year, ranked as the heaviest online buying day with \$2.038 billion in desktop spending. The day after Cyber Monday ranked second for the season at \$1.796 billion, followed by Green Monday (Dec. 8) with \$1.615 billion and Black Friday with \$1.505 billion. For the entire season fifteen individual days exceeded \$1 billion in online spending via desktop, a significant increase from ten the previous year.

Top 10 Desktop Spending Days in 2014 Holiday Season	
Non-Travel (Retail) E-Commerce Spending	
Excludes Auctions and Large Corporate Purchases	
Total U.S. - Home & Work Desktop Computers	
Source: comScore, Inc.	
Day	Desktop Spending (\$ Millions)
Monday, Dec. 1 (Cyber Monday)	\$2,038
Tuesday, Dec. 2	\$1,796
Monday, Dec. 8 (Green Monday)	\$1,615
Friday, Nov. 28 (Black Friday)	\$1,505
Friday, Dec. 12	\$1,463

Tuesday, Dec. 9	\$1,343
Thursday, Dec. 11	\$1,192
Wednesday, Dec. 3	\$1,172
Wednesday, Dec. 10	\$1,168
Tuesday, Dec. 16	\$1,162



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.

Photo - <http://photos.prnewswire.com/prnh/20150106/167372>

Logo - <http://photos.prnewswire.com/prnh/20080115/COMSCORELOGO>

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/final-2014-desktop-online-holiday-sales-reach-533-billion-up-15-percent-vs-year-ago-300016820.html>

SOURCE comScore

News Provided by Acquire Media