

# 2022 ANNUAL HOLIDAY SPENDING REPORT

Thanksgiving, Black Friday, and Cyber Monday Shopping



Following reported trends in 2020 and 2021, online shopping dominated the 2022 Black Friday weekend.



## WEEKEND REVENUE

# THANKSGIVING DAY

Forbes reported 5.29 billion USD in online shopping revenue on Thanksgiving.



# BLACK FRIDAY



The population of in-person shoppers increased by 2.3%.



Online shopping revenue's totaled 9.12 billion USD.



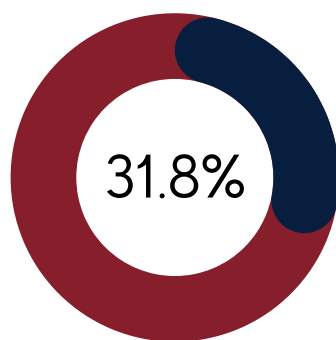
# CYBER MONDAY

11.3 billion USD was spent in online shopping during the 24-hour flash Cyber Monday sales.

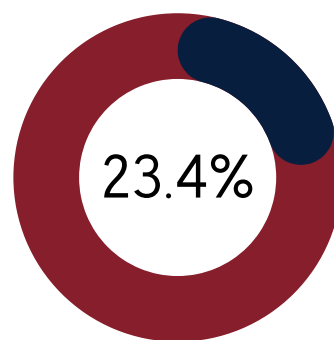
Sources: Contributing Writer. (2022). Black Friday Sales Numbers Hit Record Highs Despite Fears of Recession. Forbes.  
Palmer, A. (2022). Black Friday 2022: Walmart overtakes Amazon in shoppers' search for bargains. CNBC News.  
Valinsky, J. (2022). Online Black Friday sales set a new record. CNN Business.

# 2022 Black Friday Shopping Quick Facts

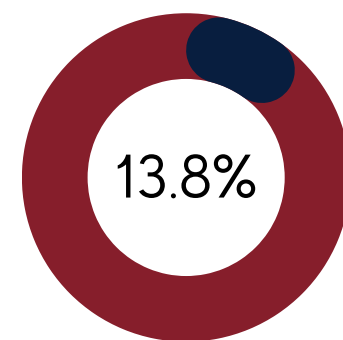
## 1. Average Discount Rate for the Most Popular Items



Off for Toys  
and Games



Off for  
Electronics



Off for  
Apparel

2. Online shopping rates are plateauing after the past two years of dramatic increases due to the pandemic.

## 3. Most Popular Black Friday Retailers

1

Walmart

2

Target

3

Kohl's

4

Amazon