


Just another manic Monday

RESTON, US: comScore, a leader in measuring the digital world, has reported holiday season retail e-commerce spending for the first 42 days of the November - December 2011 holiday season. For the holiday season-to-date through 12 December US\$26.8bn has been spent online, marking a 15% increase versus the corresponding days last year.

 The most recent week (week ending 11 December) reached a record US\$6.1bn in spending, in line with the season-to-date's 15% growth rate. Monday, 12 December, known as "Green Monday" (the second Monday in December when online spending has historically tended to peak), reached US\$1.13bn in spending, representing a 19% increase versus last year, and ranking as the third heaviest spending day of the season after Cyber Monday (US\$1.25bn) and Monday, 5 December (US\$1.17bn).

2011 Holiday Season To Date vs. Corresponding Days* in 2010 Non Travel (Retail) Spending Excludes Auctions and Large Corporate Purchases Total US - Home & Work Locations (Source: comScore, Inc)

	Millions (US\$)		
	2010	2011	Percent Change
1 November - 12 December	US\$23,269	US\$26,820	15%
Thanksgiving Day (24 November)	US\$407	US\$479	18%
Black Friday (25 November)	US\$648	US\$816	26%
Thanksgiving Weekend (26-27 November)	US\$886	US\$1,031	16%
Cyber Monday (28 November)	US\$1,028	US\$1,251	22%
Week Ending 11 December	US\$5,308	US\$6,113	15%
Green Monday (12 December)	US\$954	US\$1,133	19%

**Corresponding days based on corresponding shopping days (2 November through 13 December 2010)*

"Green Monday was another exceptional day for the online holiday shopping season, posting more than US\$1.1bn in sales with a growth rate of 19% versus last year," said comScore chairman Gian Fulgoni. "Green Monday also kicks off what should be the heaviest week of the year for online shopping, where we could see several billion dollar spending days, punctuated by Free Shipping Day on Friday, 16 December. It is interesting to note that for the past three years, Cyber Monday sales have exceeded those on Green Monday, demonstrating the degree to which retailer promotions and consumer awareness have grown the popularity of the Monday after Thanksgiving Day as the day to be buying online. That online holiday spending growth has remained well into the double digits throughout all the key days of the season also underscores the clear strength of the e-commerce channel."

Top growing online retail categories for season-to-date

For the holiday season-to-date (through Green Monday), Digital Content & Subscriptions ranks as the fastest growing online retail category with a growth rate more than double that of the online sector as a whole. Jewellery & Watches, a luxury goods category, has seen a strong resurgence as the second fastest growing category this season. Consumer Electronics, led by tablets and flat panel TVs, ranks third, followed by Video Games and Computer Software. Each of the top 10 gaining categories is growing at least the rate of total retail e-commerce growth.

Top Growing Online Retail Categories vs. Corresponding Days in 2010 Non-Travel (Retail) Spending Excludes Auctions and Large Corporate Purchases Total US - Home & Work Locations (Source: comScore, Inc)

Rank	Retail Category
1	Digital Content & Subscriptions
2	Jewellery & Watches
3	Consumer Electronics

4	Video Games
5	Computer Software (excl. PC Games)
6	Toys
7	Sport & Fitness
8	Computer Hardware
9	Apparel & Accessories
10	Event Tickets

Weekly online holiday retail sales



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