

Understanding Black Friday/Cyber Monday 2020 on Amazon

Black Friday/Cyber Monday on Amazon was strong—but Prime Day was stronger. By moving Prime Day to October, Black Friday/Cyber Monday on Amazon suffered. That is not to say that Amazon experienced weak Cyber Five sales; on the contrary, the retailer continued gaining steam and ecommerce market share, as it has all year. However, Cyber Five was extremely competitive, and brands on Amazon competed with retailers and DTC brands, whereas during Prime Day, consumers' main focus was on Amazon. Looking back, we can confirm that shifting Prime Day to October altered the entire holiday schedule, as consumers began shopping—and expecting sales—much earlier in the season.

COMPARING THE INCREASES

- Amazon reported that this holiday shopping season has been the **biggest in its history**
- This on the heels of Prime Day, during which sales **rose 35% over LY**
- Overall, Black Friday and Cyber Monday 2020 **broke records, but fell short of expectations**: Black Friday sales increased 21.6% YoY to \$9B and Cyber Monday sales rose 15.1% to \$12.7B YoY



– Small Business Saturday growth outpaced that of Black Friday and Cyber Monday, with sales up 30.2% YoY, to \$4.68B

INDEPENDENT SELLERS' SALES SKYROCKET...

- ...To over \$4.8B, a 60% YoY increase
- In a blog post Amazon said that, "independent businesses...nearly all of which are **small and medium-sized businesses**—are seeing record demand from customers"



STELLA SUCCESS

+33%

The average sales increase Stella Rising clients saw over Cyber Friday, compared to an average five-day period

SEARCH SPENDING

- **+37%** The increase in revenue from Amazon Advertising for Stella clients, when compared to an average five-day period
- Amazon Advertising grew at a slower rate in 2020 than LY, further suggesting that consumers spread ecommerce shopping over a longer period



READY FOR AN INDULGENCE

- **Fragrance sales** for Stella clients broke records, **up 41%** from LY
- The top shopping trends, per Amazon, were in self-care (Beauty), Home, Fashion, Sports, and Pets



IT'S ALL ABOUT TIMING

- The strong, delayed Prime Day—and an extended promotional period overall—could spell a big shift in consumer expectations for Q4 2021

Sources: Retail Brew, "Black Friday 2020 Online Sales Broke Records," 30 November 2020, Amazon, "Supporting small, saving big, and shopping early: Amazon customers make the 2020 holiday season our biggest yet," 1 December 2020, CNBC, "Online sales reach \$10.8B on Cyber Monday, the biggest U.S. ecommerce day ever, Adobe says," 1 December 2020, eMarketer: "Amazon Advertising sees lower spending growth on Black Friday compared to 2019," 7 December 2020, "The Cyber 5 ste new US ecommerce records but still felt short of the massive expectations fueled by the pandemic—here's why" 3 December 2020