

2020 HOLIDAY ECOMMERCE SALES CALENDAR

SUN	MON	TUE	WED	THU	FRI	SAT	WEEK'S CHARACTERISTICS
15	16	17	18	19	20	21	Some online retailers will be running their most attractive holiday promotions this week to induce early shopping behavior
22	23	24	25		27	28	The two biggest online shopping weeks of 2020 (includes Cyber 5 with the possible emergence of 2 additional "big shopping dates")
29	30	1	2	3	4	5	
6	7	8	9	10	11	12	Cut-off date for ground shipping (for delivery by 12/24) for most retailers will happen this week
13	14	15	16	17	18	19	BOPIS commerce will surge. Most retailers will lower their digital marketing spend this week
20	21	22	23	24		26	
27	28	29	30	31			The "Me-Buy" week with deep sales discounts

Y/Y INCREASE IN ONLINE SALES VOLUME

- Moderate (<25%)
- High (25-75%)
- Very High (>75%)

FORECASTED HOLIDAY TRENDS

- Ecommerce Sales is likely to register a 45%+Y/Y increase in November and 20% Y/Y increase in December. The aggregate ecommerce sales will experience a 30%Y/Y increase in November-December 2020.
- Total Online Sales in November-December is likely to exceed 20% of total retail sales in the U.S.
- Shipping Cut-Off Dates and Product Availability will be the key limiting factors this year.