

2025 Holiday Shopping Recap

Adobe Digital Insights
January 2026

Adobe



Executive Summary

- **Holiday spending proved resilient**, reaching historic levels with steady week-over-week growth and a record performance across Cyber Week.
- **AI's momentum continued from last holiday season**, driving a surge in online traffic and referrals as shoppers grew more comfortable using AI assistants for gift inspiration, product comparisons, deal discovery, and purchase completion.
- **Buy Now Pay Later (BNPL) adoption reached historic highs**, supporting budget-conscious shoppers seeking greater flexibility during high-spend weeks.
- **Competitive, persistent discounts played a decisive role**, driving demand and fueling elevated deal-seeking behavior across a record-setting Black Friday, Cyber Monday, and the broader season.
- **Social and affiliates/partners emerged as influential channels**, complementing traditional marketing powerhouses by driving discovery, early-stage exploration and inspiration, and highly engaged referral traffic throughout the holiday period.

A festive Christmas window display. On the left, a Christmas tree is decorated with large, shiny ornaments in red, gold, and silver. In the foreground, several wrapped gifts in red and gold paper are displayed on stands. The background shows a window with hanging ornaments and a view of a city street at night with blurred lights.

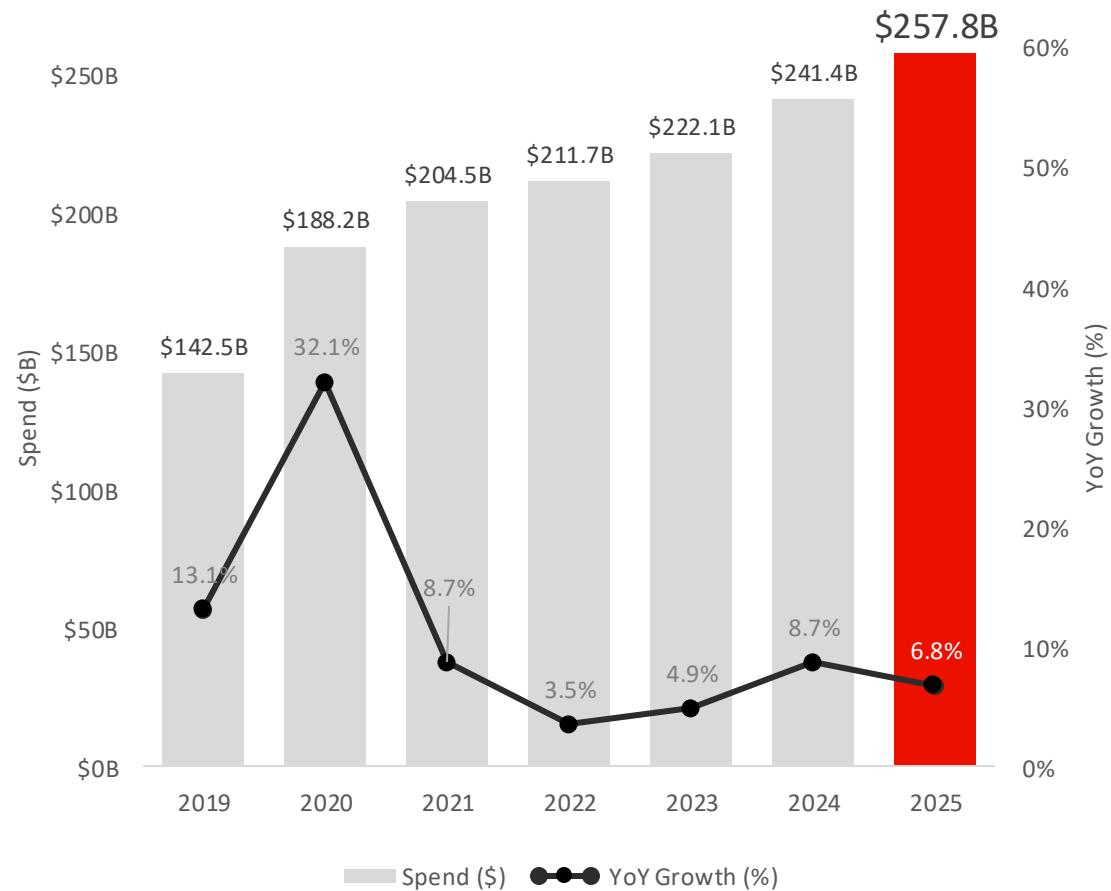
General overall
spend

The first quarter-trillion-dollar holiday season

During the 2025 holiday season (November 1st – December 31st), consumers spent a record-breaking **\$257.8B** online. This represented **+6.8% YoY** growth over the **\$241.4B** spent during the 2024 holiday season and the first-time online spending during any consecutive two-month period has eclipsed 1/4 of a trillion dollars.

Holiday Season Topline Spending

Adobe Digital Insights, November 2025 – December 2025



Cyber Week

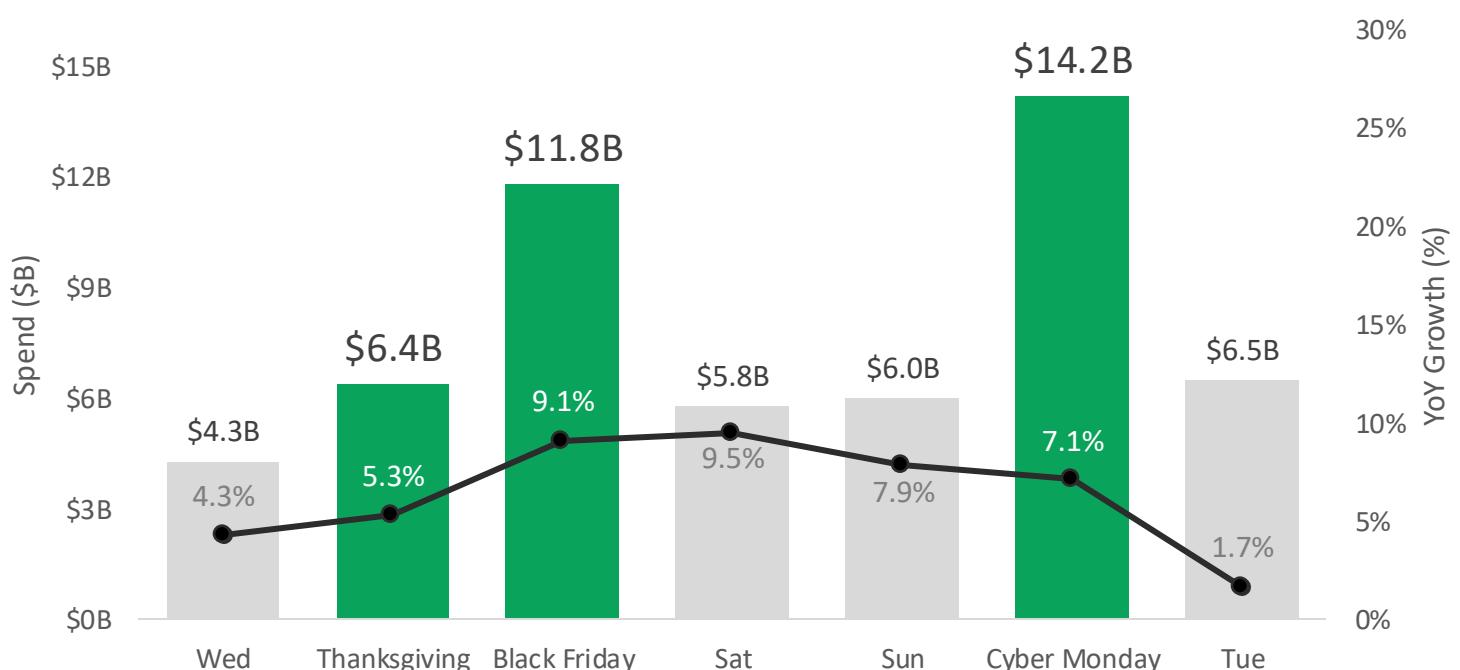


Cyber week out-paces full season growth

- Cyber Week (Thanksgiving – Cyber Monday) online spending totaled **\$44.2B** growing **7.7%** over the \$41.4B spent in 2024.
- This 5-day period accounted for **17.1%** of the total spending during the holiday season.
- Cyber Monday remained the highest-spending day during this period at **\$14.2B**, while Black Friday and Saturday 11/29 saw the highest YoY growth at **9.1%** and **9.5%** respectively.

Cyber Week Online Spending

Adobe Digital Insights, November 2025 – December 2025



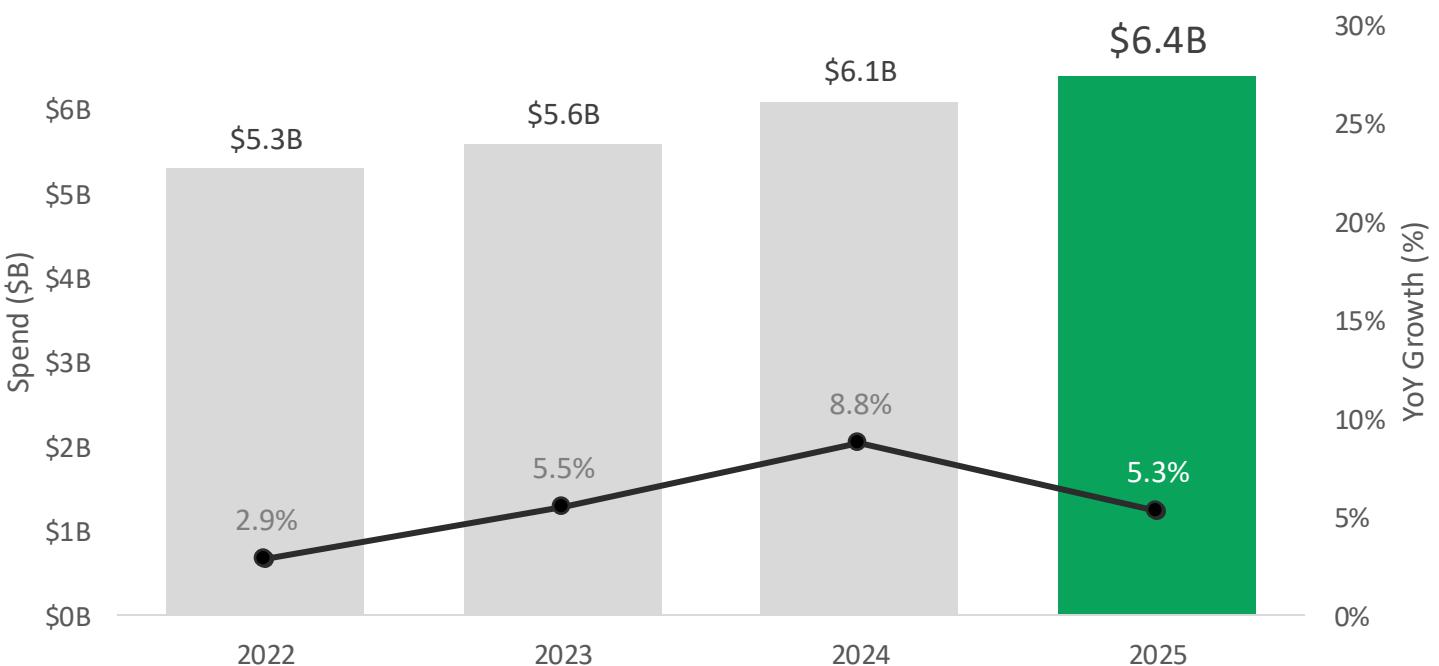
 **Key insight:** Spending continues to consolidate on big-deal days with as Cyber Week spending grew faster than the overall holiday season at **7.7% YoY**.

Thanksgiving

- Consumers spent **\$6.4B** online on Thanksgiving Day, **up 5.3% YoY**.
- Record Thanksgiving day mobile shopping reached **\$3.9B**, up **9.4% YoY** as it captured **61.6%** of total online sales.
- Average discounts across measured categories reached **-22.7%** on Thanksgiving Day compared to -21.6% in 2024 as Black Friday and Cyber Monday deals continue to expand to include surrounding days.

Thanksgiving Day Online Spend and Growth

Adobe Digital Insights, November 2025 – December 2025

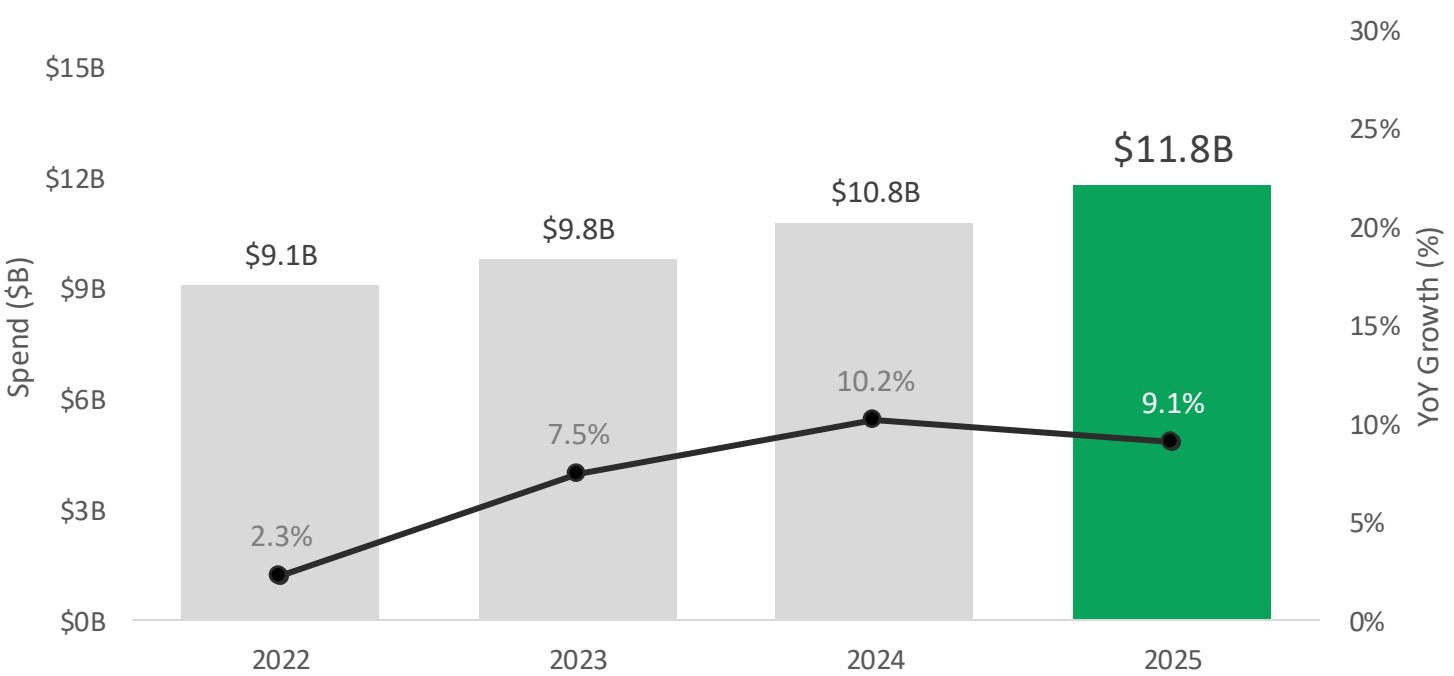


Black Friday

- Consumers spent **\$11.8B** online on Black Friday, **up 9.1% YoY**.
- Mobile device sales grew faster than overall online spending, reaching **\$6.5B**, up **10.2%** YoY and capturing **55.2%** of all online sales.
- Strong Black Friday growth was driven by it being the most discounted day of the season with average discounts across measured categories of **-23.7%** compared to -22.2% in 2024.
- Toys, Televisions, Sporting Goods, and Appliances all recording their **deepest single-day discounts** of the season.

Black Friday Online Spend and Growth

Adobe Digital Insights, November 2025 – December 2025

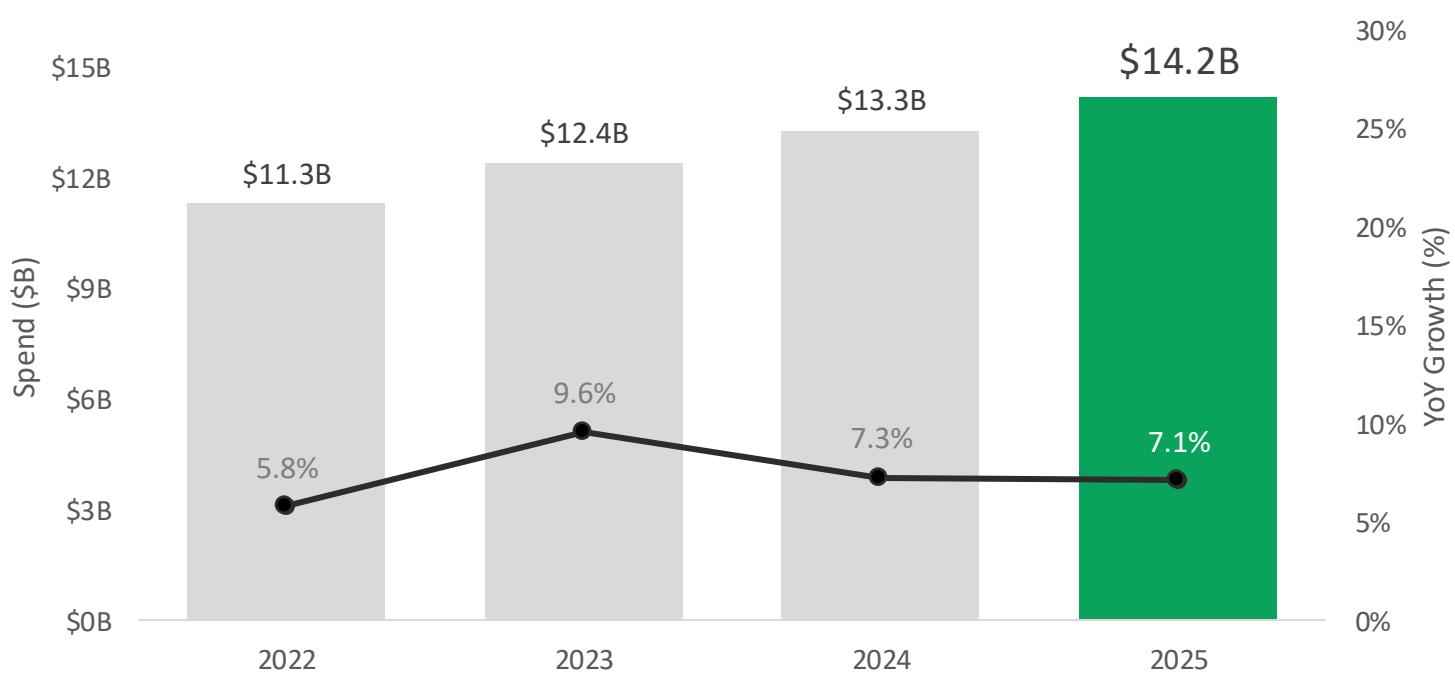


Cyber Monday

- Consumers spent **\$14.2B** online on Cyber Monday, **up 7.1% YoY**.
- Mobile shopping has cemented itself as the preferred transaction channel on Cyber Monday, reaching **\$8.2B** in spend, **up 8% YoY** and capturing **57.5%** of all online spending.
- Average discounts across measured categories reached **-22.9%** on Cyber Monday compared to **-21.9%** in 2024.
- While many of the best deals are moving earlier in Cyber Week, major categories like Electronics and Apparel still registered their deepest single-day discounts of the season.

Cyber Monday Online Spend and Growth

Adobe Digital Insights, November 2025 – December 2025



Mobile



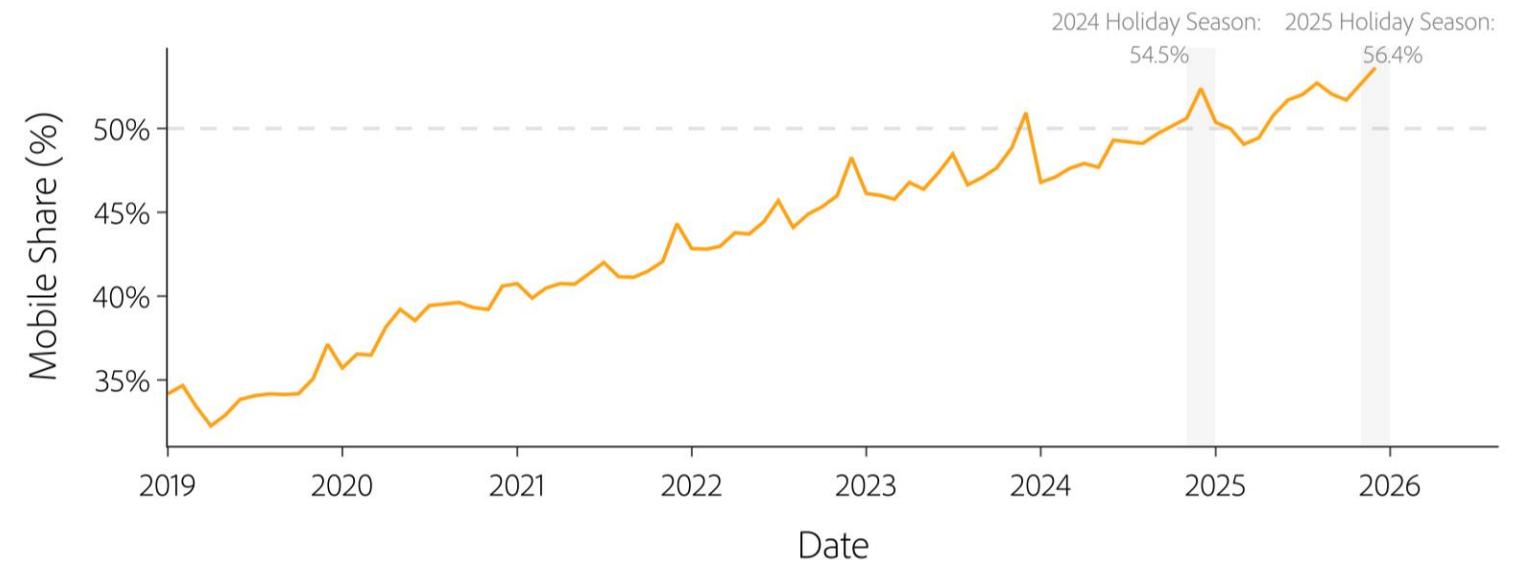
Mobile Shopping

Mobile is the dominant shopping channel

- Mobile shopping hit a new milestone with the majority of online transactions (**56.4%**) taking place on a mobile device this season.
- This is up from 2024 when mobile devices were used in 54.5% of online transactions.

Mobile Share Over Time

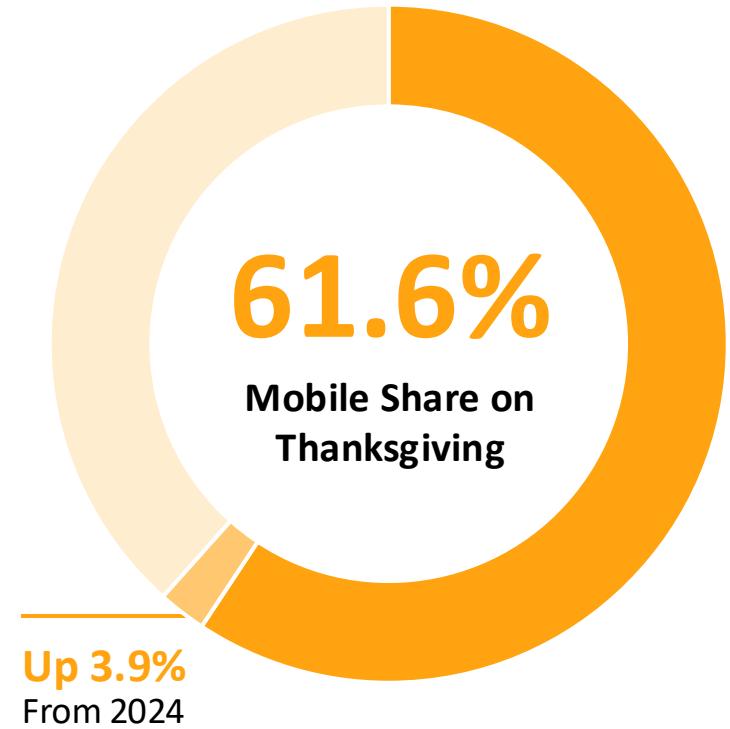
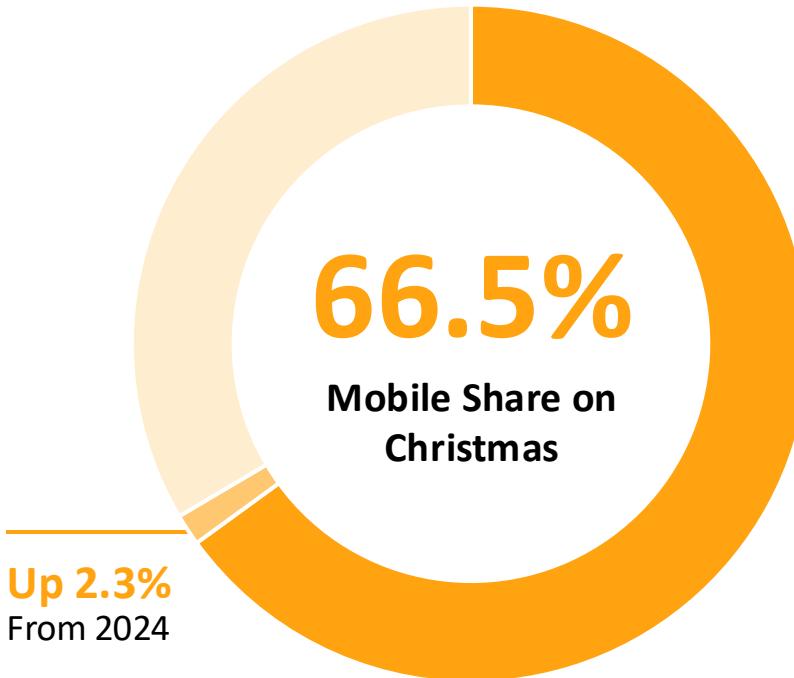
Adobe Digital Insights, January 2019–January 2026



Key insight: Mobile spend hit **\$145.2 billion** this holiday season, up **10.7%** from last year's **\$131.5 billion**.

Mobile shopping peaks on key dates

- Mobile shopping tends to peak on holidays when people are at home with family and less likely to be using a computer.
- Mobile shopping peaked on Christmas day when it drove **66.5%** of online sales, up from 65% in 2024.
- The second highest day for mobile shopping was Thanksgiving day, when mobile shopping accounted for **61.6%** of sales (up from 59.3% in 2024).



Categories



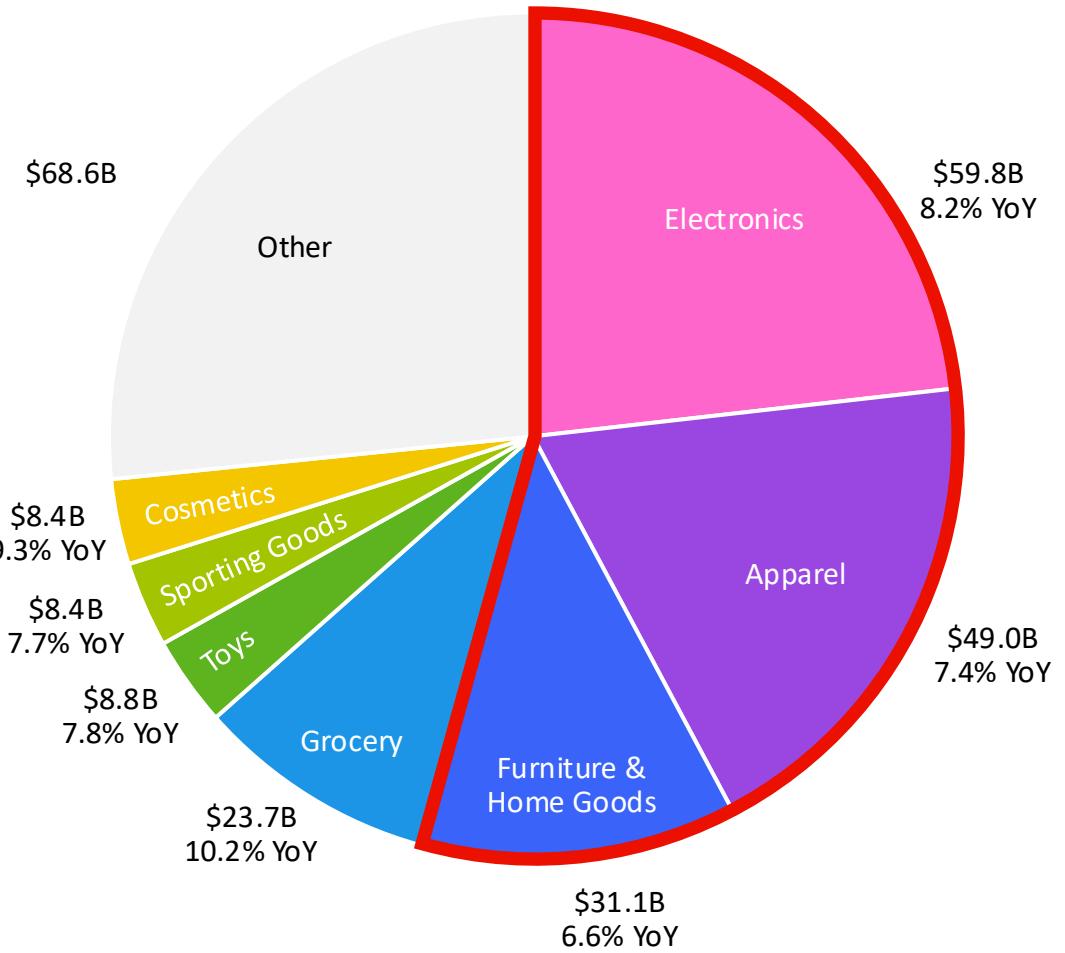
Categories

Key categories drive online spend growth

- Over half (54%) of holiday online spending was concentrated in three categories: **Electronics** (\$59.8B, up 8.2% YoY), **Apparel** (\$49B, up 7.4% YoY), and **Furniture** (\$31.1B, up 6.6% YoY).
- Fastest growing categories included: **Groceries** (\$23.7B, up 10.2% YoY) and **Cosmetics** (\$8.4B, up 9.3% YoY).

Online Spend by Category

Adobe Digital Insights, November 2025 – December 2025

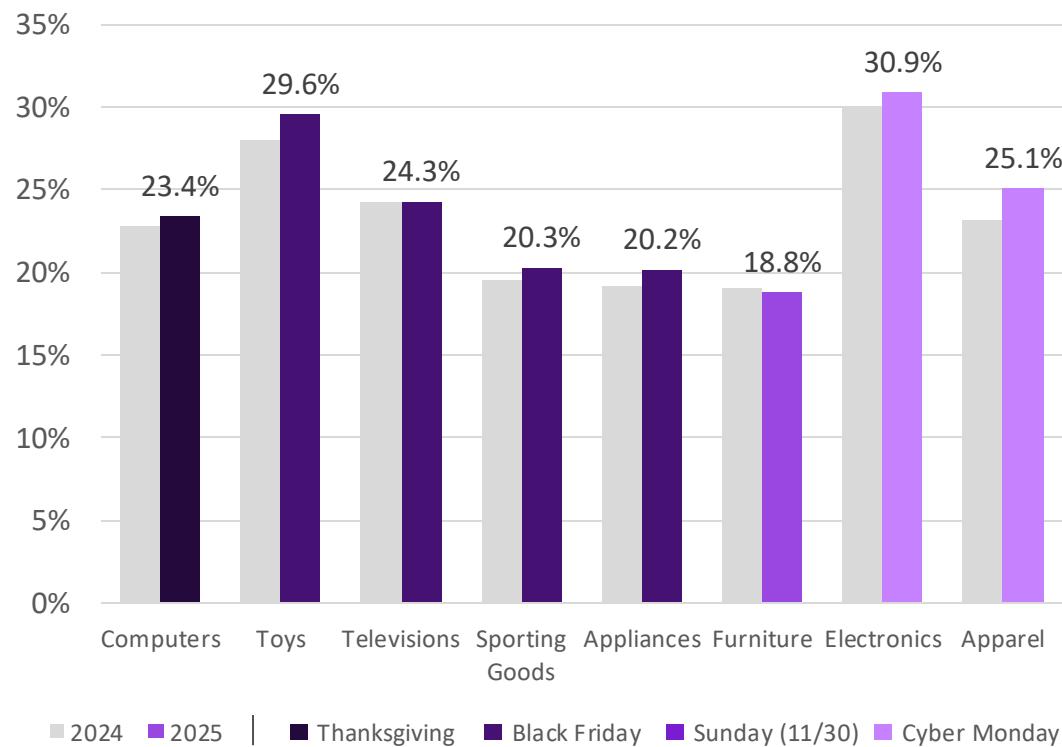


Categories

Discounts across categories trend on par with 2024

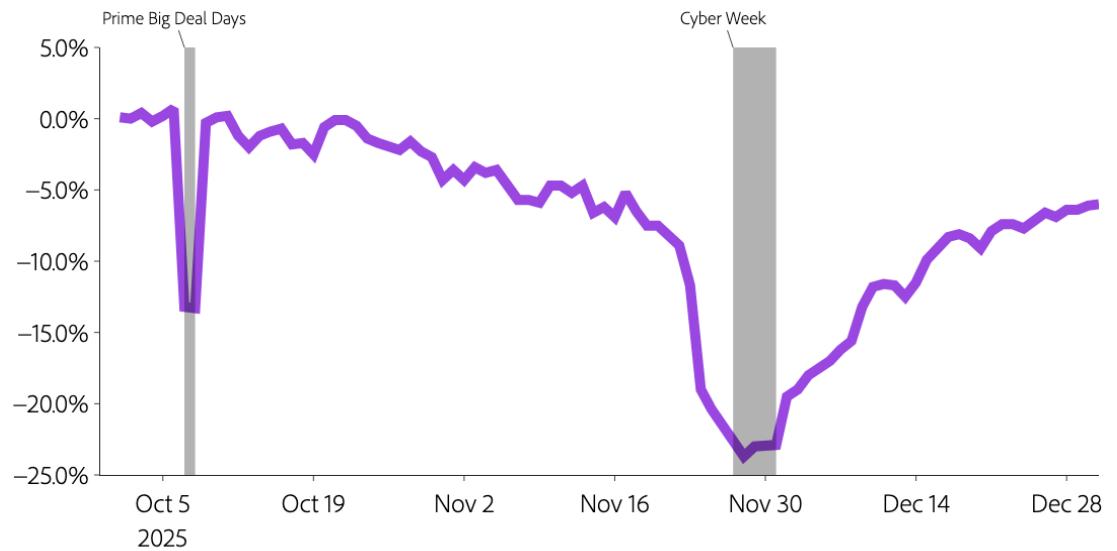
Peak Discounts by Category

Adobe Digital Insights, 2025



Daily Average Online Discount Levels

Adobe Digital Insights, November 2025 – December 2025



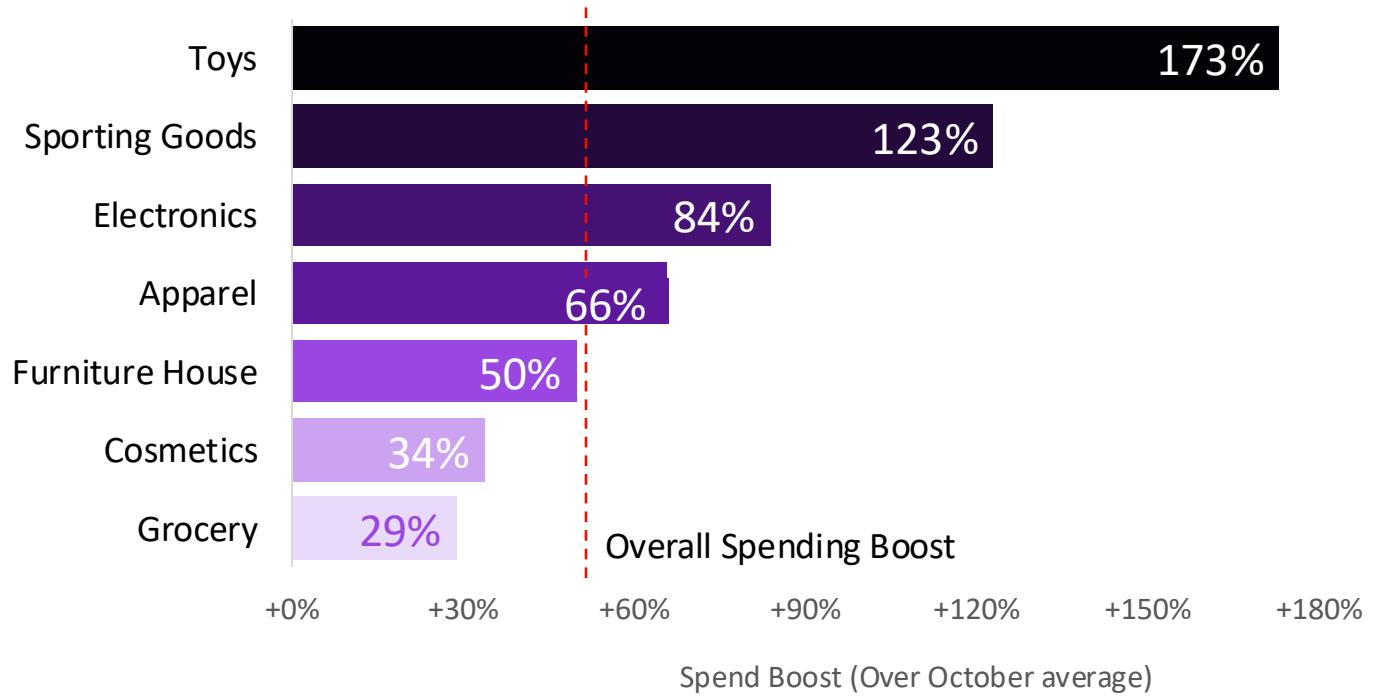
Categories

Top performing categories over-index overall spending boost

- Average daily online spending during the 2025 holiday season was **48%** higher than in October of 2025
- Top online retail categories saw significantly higher holiday boost to daily average spending, including:
 - Toys: **173%**
 - Sporting Goods: **123%**
 - Electronics: **84%**
 - Apparel: **66%**
 - Furniture: **50%**

Holiday Season Category Spending Boost

Adobe Digital Insights, November 2025 – December 2025



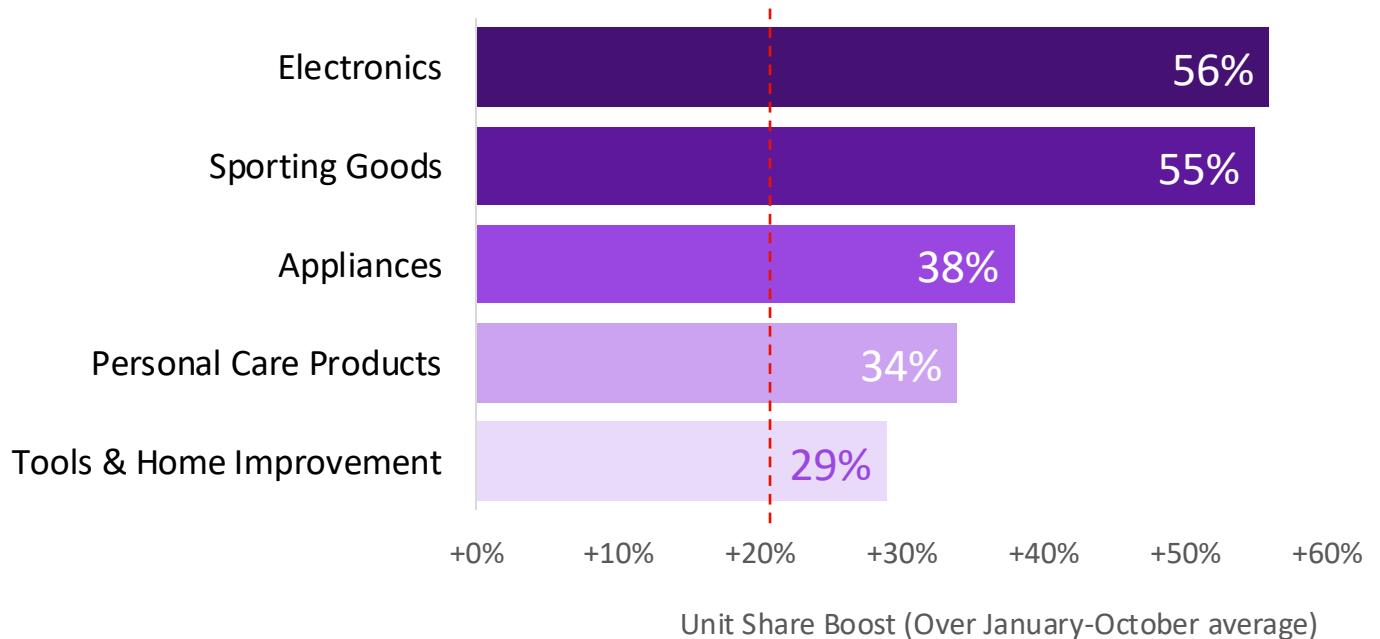
Categories

Holiday trading up trends persist across key categories

- Across categories, consumers turned to higher-ticket items this holiday season with the share-of-units-sold for the most expensive goods increasing by **20%** on average compared to the rest of the year.
- The increase was most drastic in:
 - Electronics: **56%**
 - Sporting Goods: **55%**
 - Appliances: **38%**
 - Personal Care Products: **34%**
 - Tools & Home Improvement: **29%**

Holiday Season Unit Share Boost for Most Expensive Goods

Adobe Digital Insights, November 2025 – December 2025



GenAI

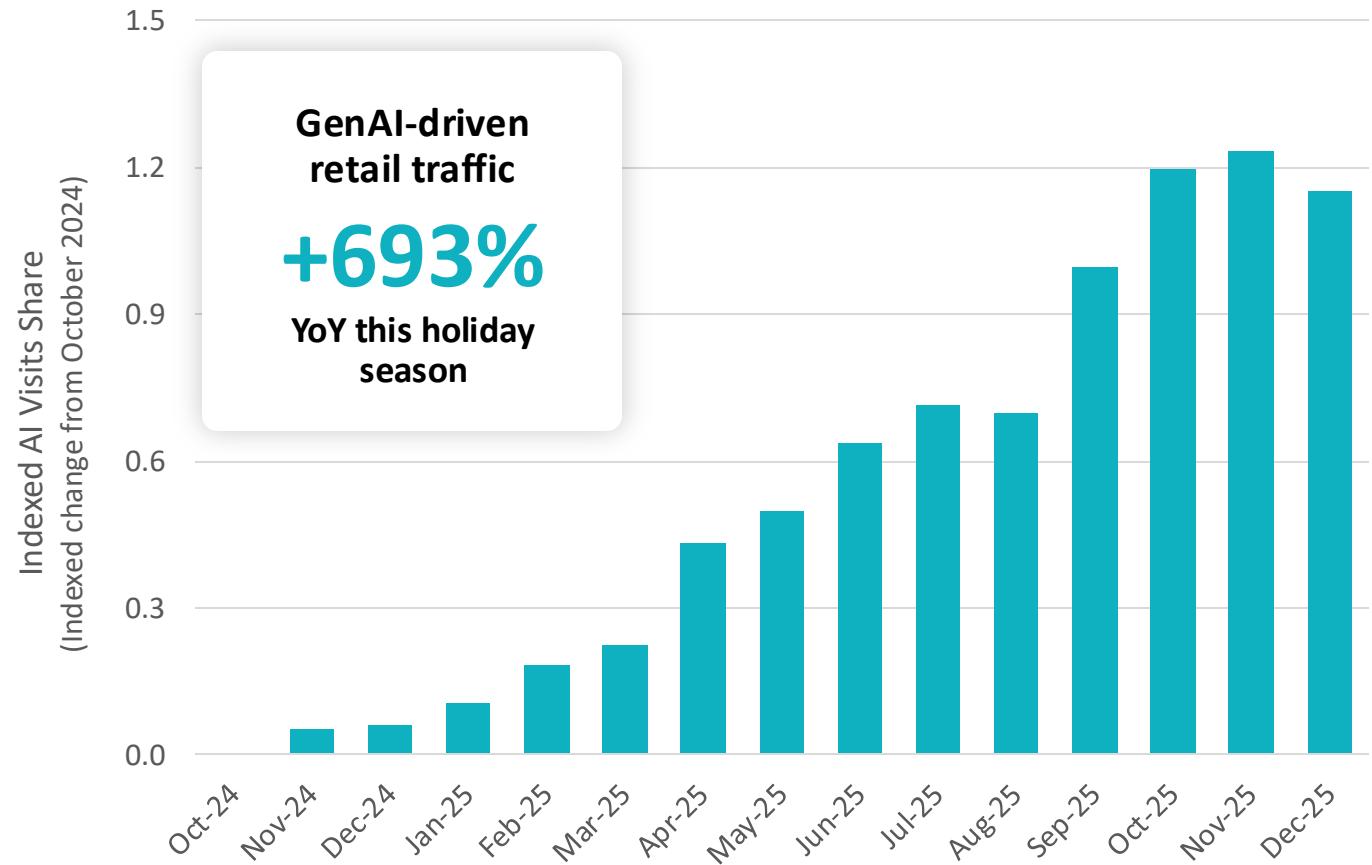


AI Momentum Accelerates During Holidays

GenAI-driven retail traffic surged **693% YoY** this holiday season, with November up **769% YoY** and December up **673% YoY**, highlighting explosive momentum.

Indexed Growth in AI Driven Visit Share

Adobe Digital Insights, October 2024 – December 2025

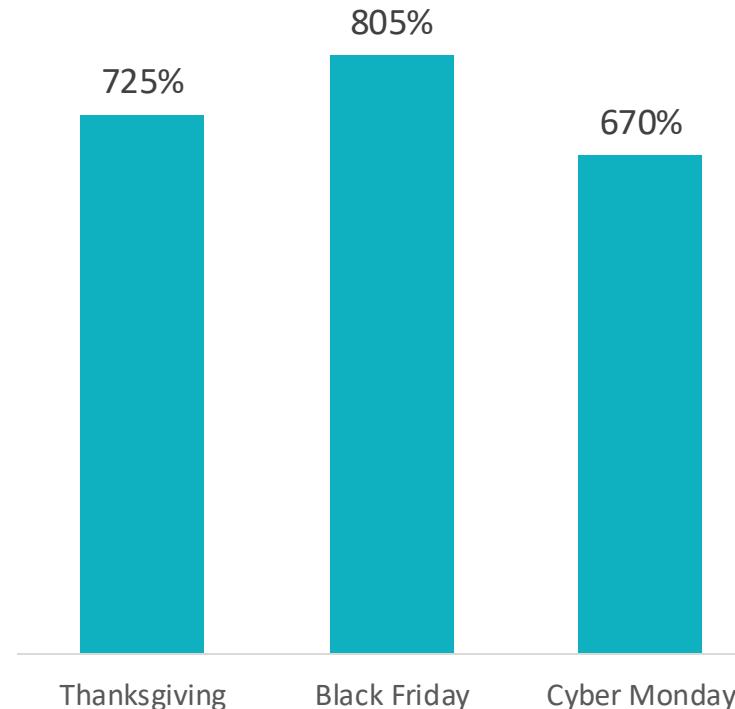


Key shopping events saw massive AI gains

- Key shopping dates saw huge boosts in AI driven traffic to retail sites.
- Thanksgiving **+725% YoY**, Black Friday **+805% YoY**, and Cyber Monday **+670% YoY**, building on last year's strong base.
- Over **one-third** of shoppers used AI assistants, and **about half** specifically for holiday shopping.
- **81%** of consumers reported an improved shopping experience thanks to AI assistants.

YoY Growth in AI Driven Visit Share

Adobe Digital Insights, 2024 vs 2025

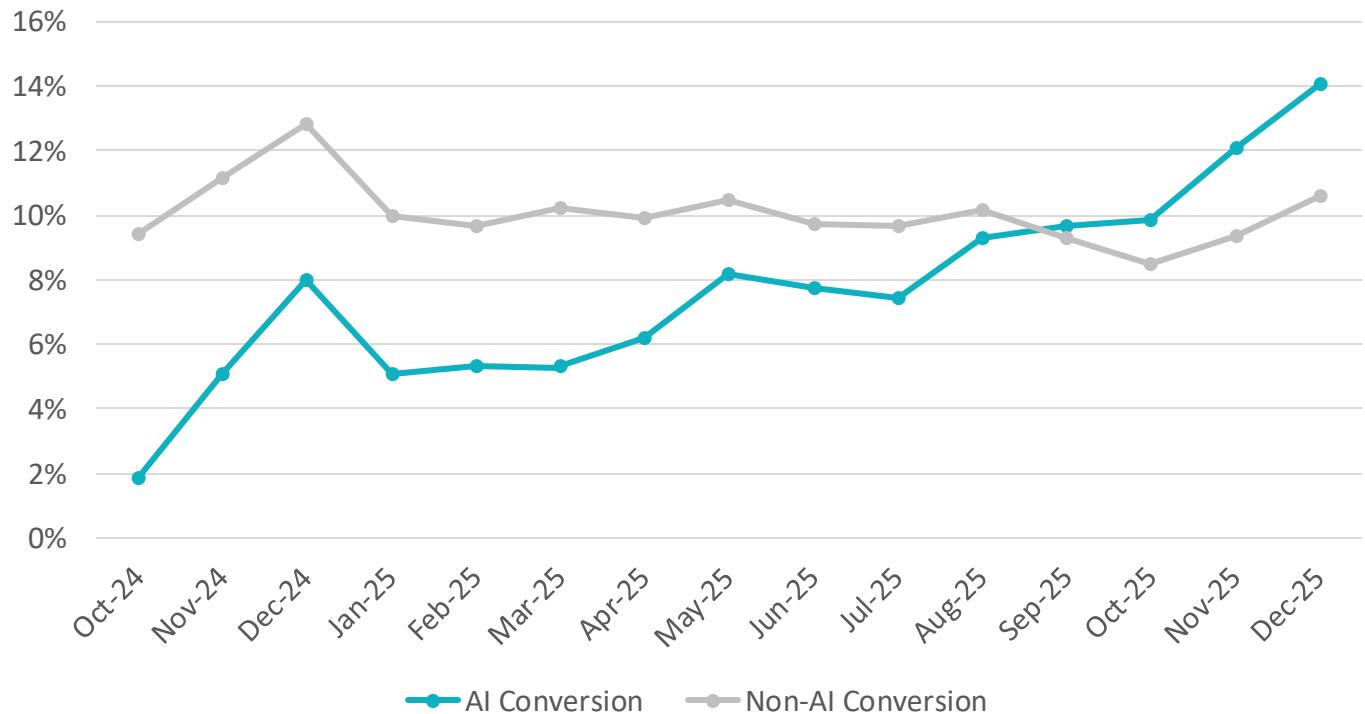


AI Conversion is 31% Higher in Holiday Season

- This holiday season, AI referrals shifted from lagging to outperforming other referrals sources, converting **31% more**, and improving by almost **100% YoY**.
- Key shopping events widened the conversion gap: AI conversions were **54% higher** than non-AI on Thanksgiving and **38% higher** on Black Friday.
- This progress is fueled by built-in AI search adoption, growing consumer trust, and increased familiarity with AI assistants — with **47%** of consumers reporting greater trust in AI.

Indexed AI vs Non-AI Conversion Rate

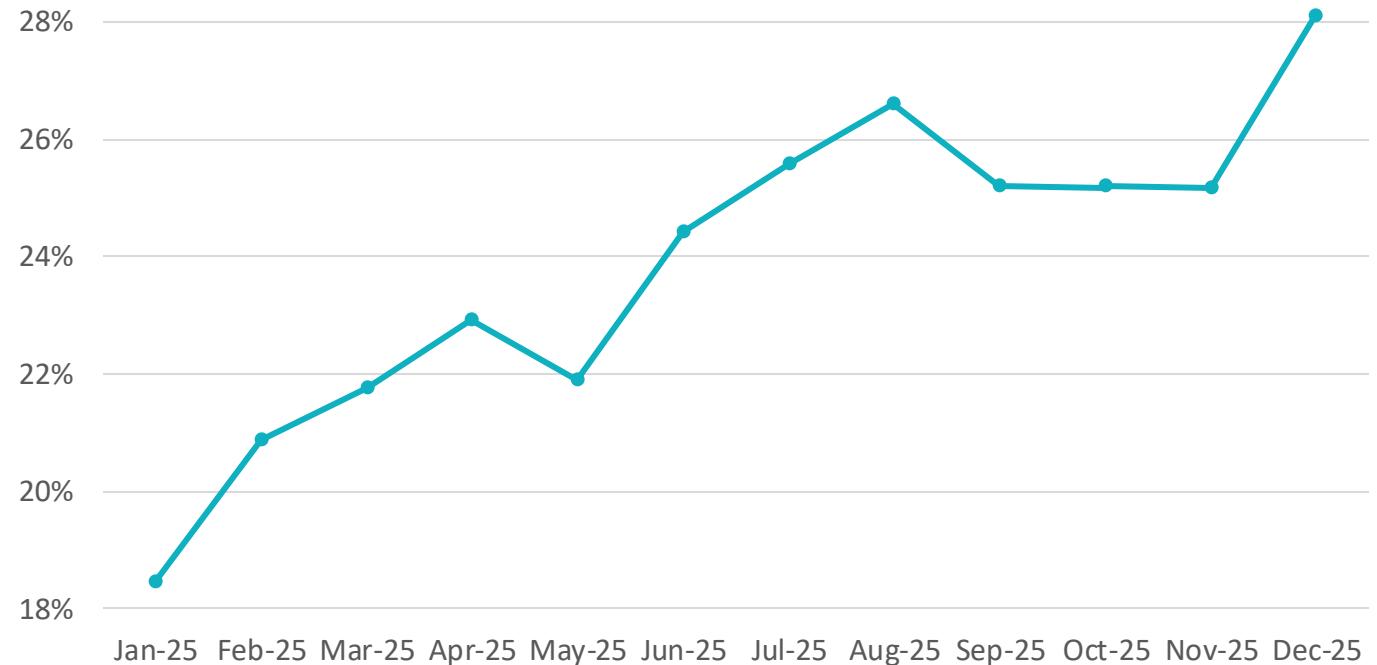
Adobe Digital Insights, October 2024 – December 2025



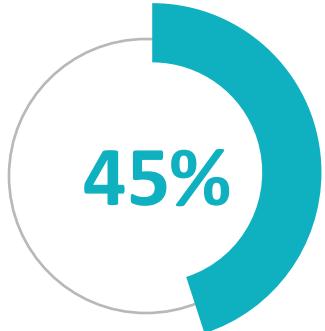
AI-Referred Traffic: Desktop First but Shifting Toward Mobile

- AI mobile visit share has steadily increased throughout 2025, rising by **50%** since the start of the year.
- During the Holiday Season, mobile accounted for nearly **27%** of AI traffic, while desktop contributed **73%**.

Monthly AI Mobile Visit Share
Adobe Digital Insights, January 2025 – December 2025



AI-Driven Boost for Product Categories this Holiday Season



of consumers say they turn to AI for inspiration and ideas—**most often before they begin shopping.**

Products who saw a strong AI-driven referral growth this season include:

STRONG BOOST	MODERATE BOOST	WEAKER BOOST
<ul style="list-style-type: none"> Appliances Video Games Toys Electronics Sporting Goods Home Improvement Auto Parts 	<ul style="list-style-type: none"> Apparel Personal Care Products Jewelry Home & Garden Books Medical Equipment 	<ul style="list-style-type: none"> Grocery Furniture & Bedding Pet Products Non-Prescription Drugs Baby and Toddler products

- Nintendo Switch 2 Console
- Daise Bedazzled Kit
- Smartwatches
- Toys Swirly
- Gumball Machine
- Dyson Vacuum Cleaner
- CeraVe Serum/Serum/Moisturizer Products
- Lego Sets
- Air Fryers
- Hot Wheels Toys



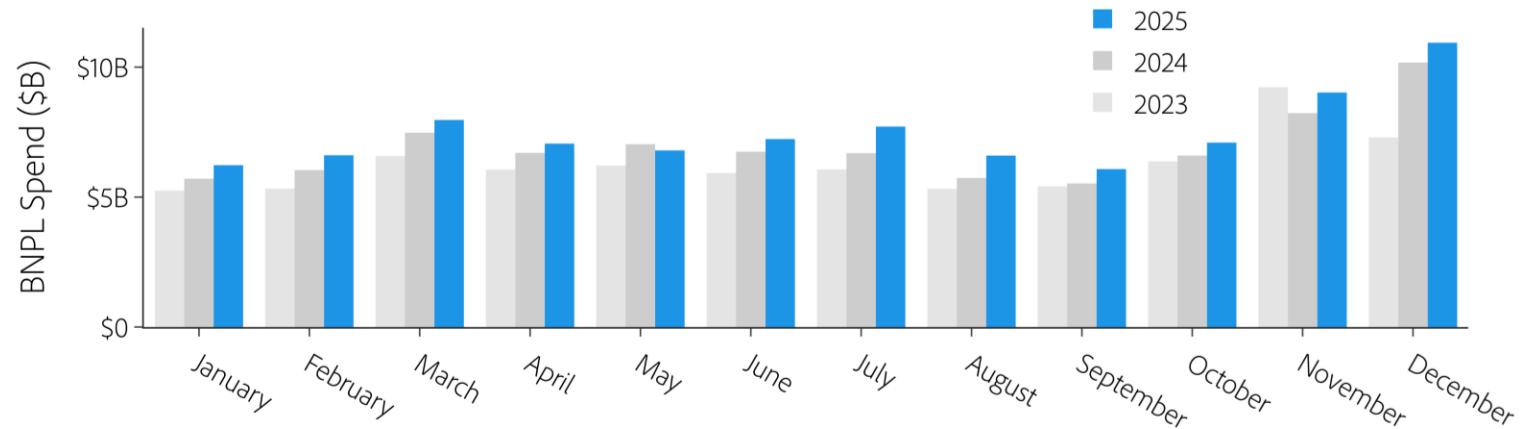
Buy Now,
Pay Later
(BNPL)

BNPL gains momentum through the holiday season

- Total online Buy Now Pay Later spend during the 2025 holiday season hit **\$20.0 billion, up 9.8% from 2024**.
- This is **\$1.8 billion** more than was spent through the payment method in 2024.

BNPL Spend Hits Record \$20 Billion

Adobe Digital Insights, January 2023 – December 2025



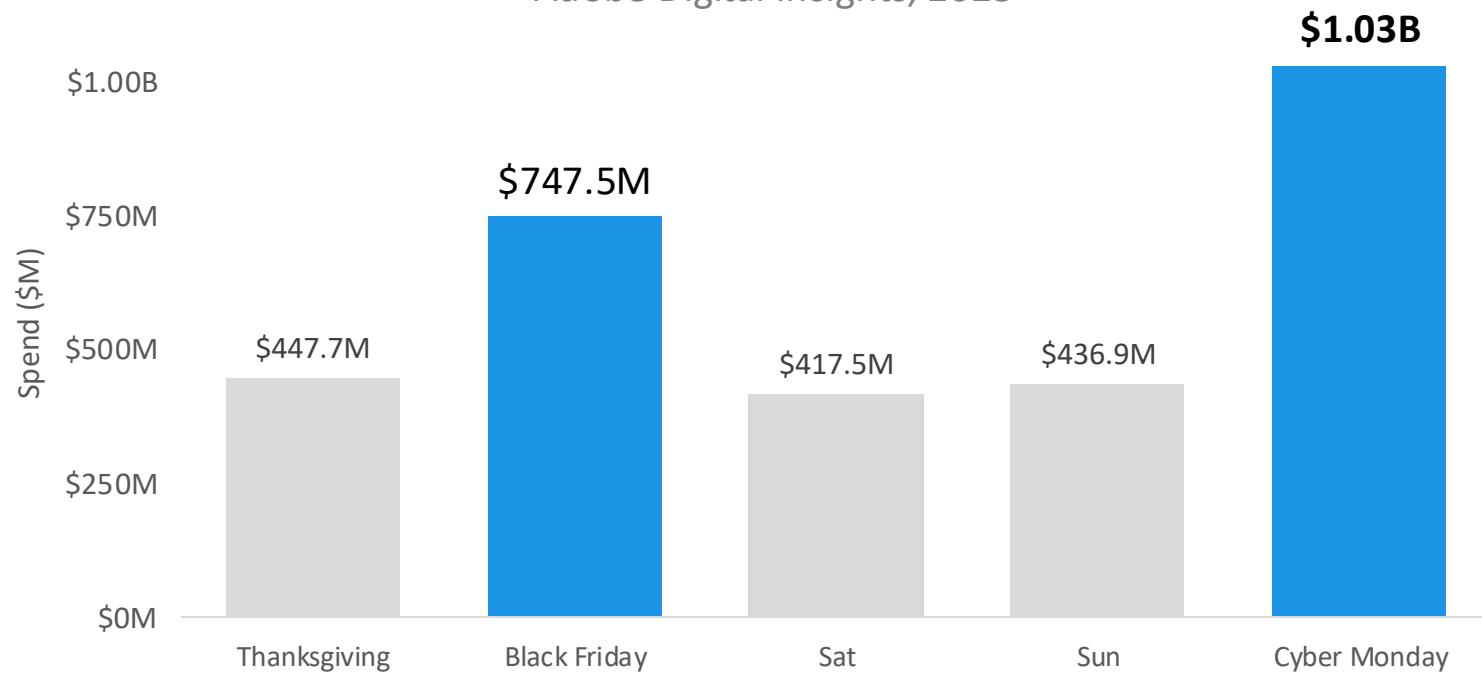
Key insight: Buy Now, Pay Later continues to grow as an important payment method for consumers, with BNPL revenue **up 9.8% YoY**.

Cyber Monday sets a new single day record

- Cyber Monday 2025 set a new single day record for BNPL as consumers spent **\$1.03 billion** through the payment method, **up 4.2% YoY**.
- This is the first time a single day has seen BNPL spend **cross the billion-dollar threshold**.
- This helped the overall Cyber Week (Thanksgiving – Cyber Monday), which saw **\$3.1 billion** in BNPL spend.

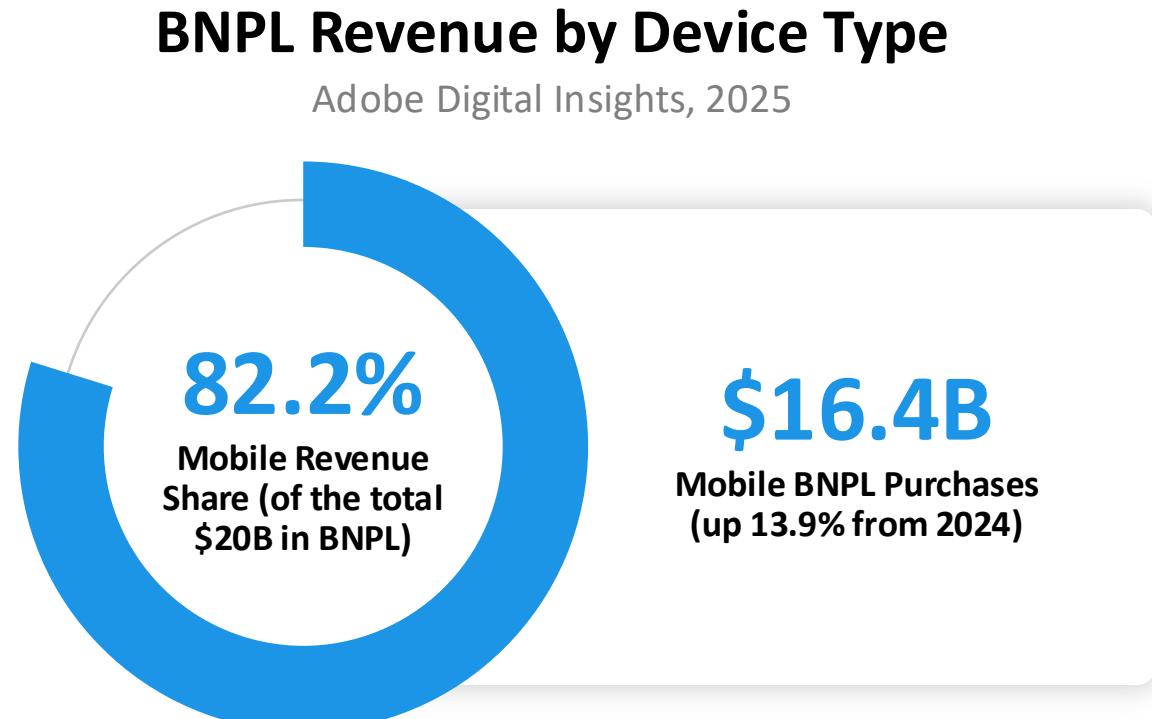
Cyber Week BNPL Spend

Adobe Digital Insights, 2025



BNPL purchases happen predominately on mobile devices

- The majority of BNPL revenue **(82.2%)** came through a mobile device this holiday season.
- This is up from 2024 when 79.1% of BNPL revenue happened on mobile.
- Mobile BNPL purchases accounted for **\$16.4 billion** this holiday season, **up 13.9% from 2024**.



Returns



Returns

Shoppers returned less this season

- Returns were down 1.2% this holiday season (compared to last year).
- In the days following Christmas (December 26th to December 31st), returns were up 4.7% YoY, and 1 out of every 7 returns this season happened during this time period, showing that returns are becoming more back loaded as consumers **return items later in the season / post-Christmas.**



1 out of every 7 returns

This holiday season happened between December 26th – December 31st.

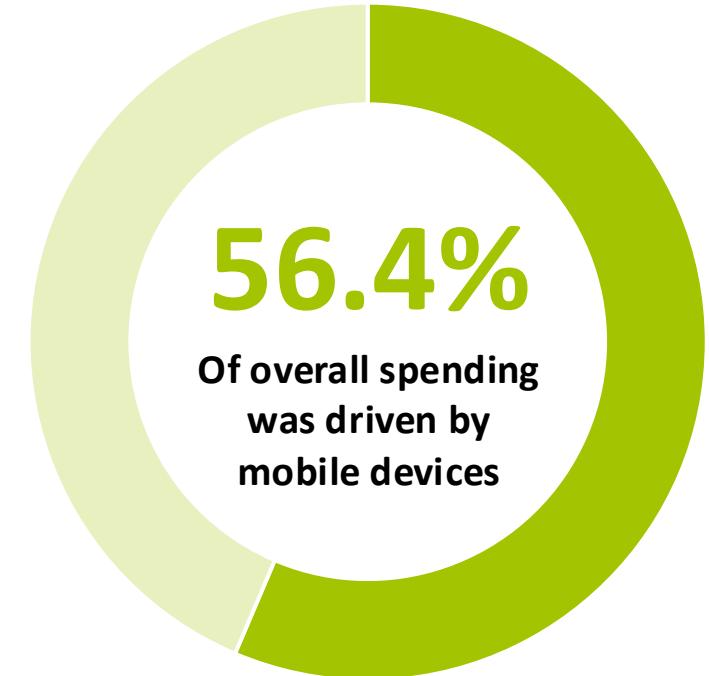
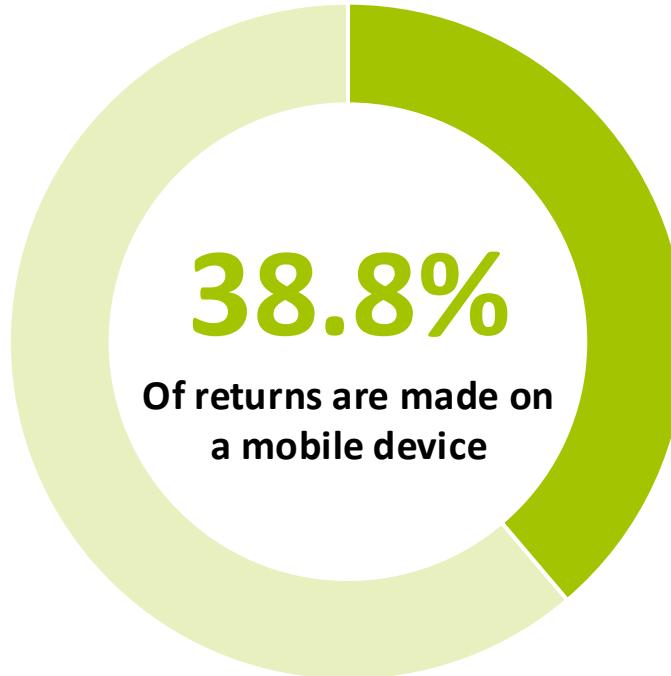
Post-Christmas Returns



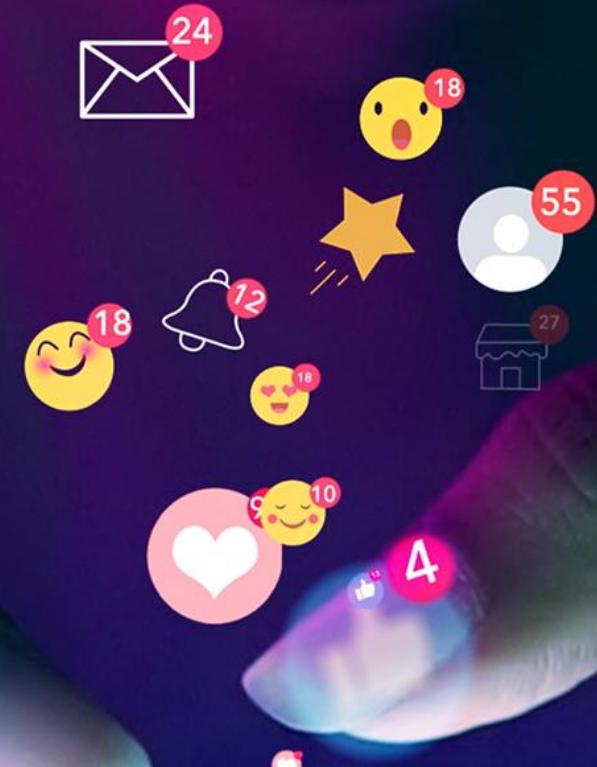
4.7%
Year-over-year

Shoppers still rely on desktops for returns

- While shoppers have embraced smaller screens to transact, they are still relying on desktop devices to make returns.
- During this season, **38.8%** of returns happened on a mobile device (vs. desktop), while **56.4%** of overall online spending was driven by mobile devices.



Social

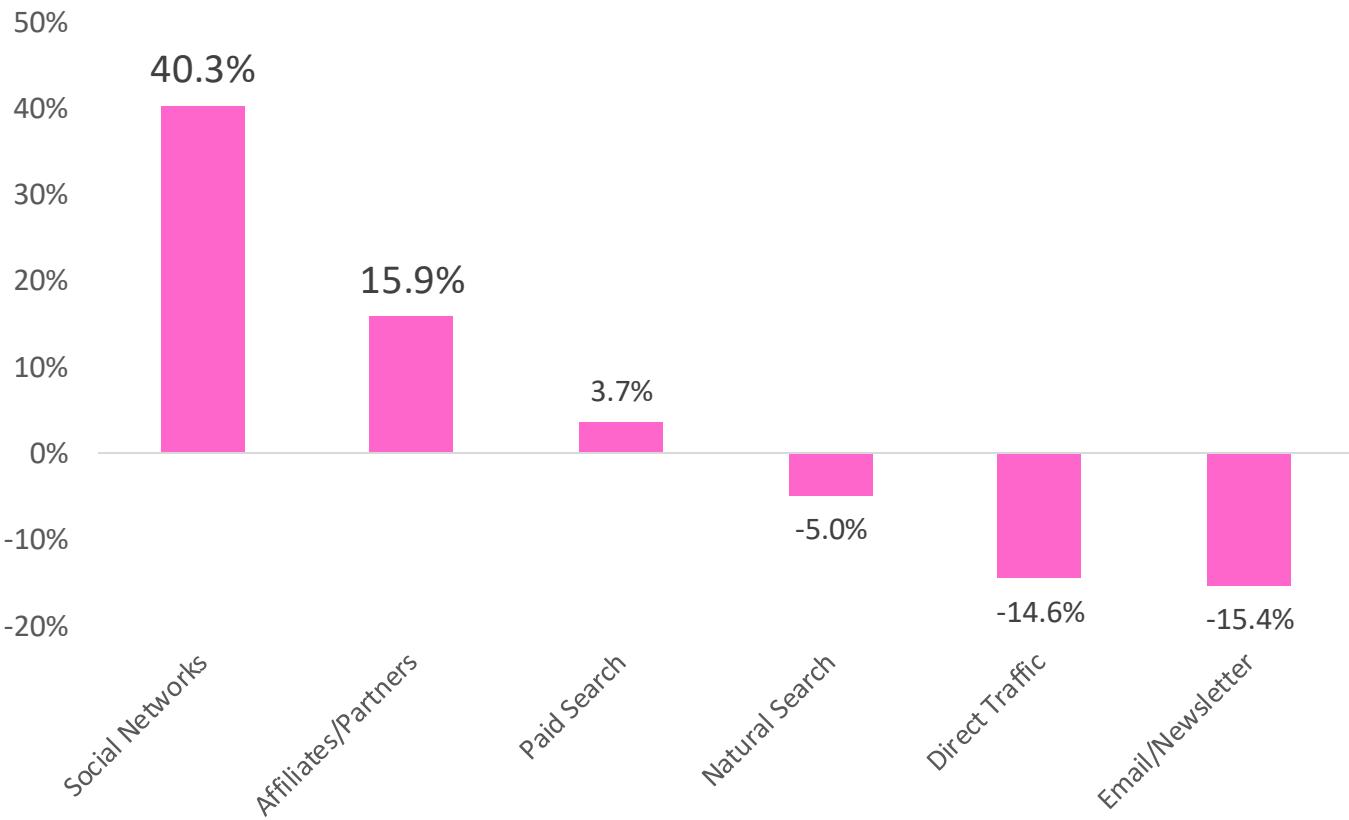


Social Networks Drive the Biggest Growth

Social Networks led holiday season growth with a **40.3%** increase, followed by Affiliates & Partners (**15.9%**), while other channels like Email and Direct Traffic saw declines.

Growth in Revenue Share by Marketing Channels

Adobe Digital Insights, Holiday Season 2025 vs 2024

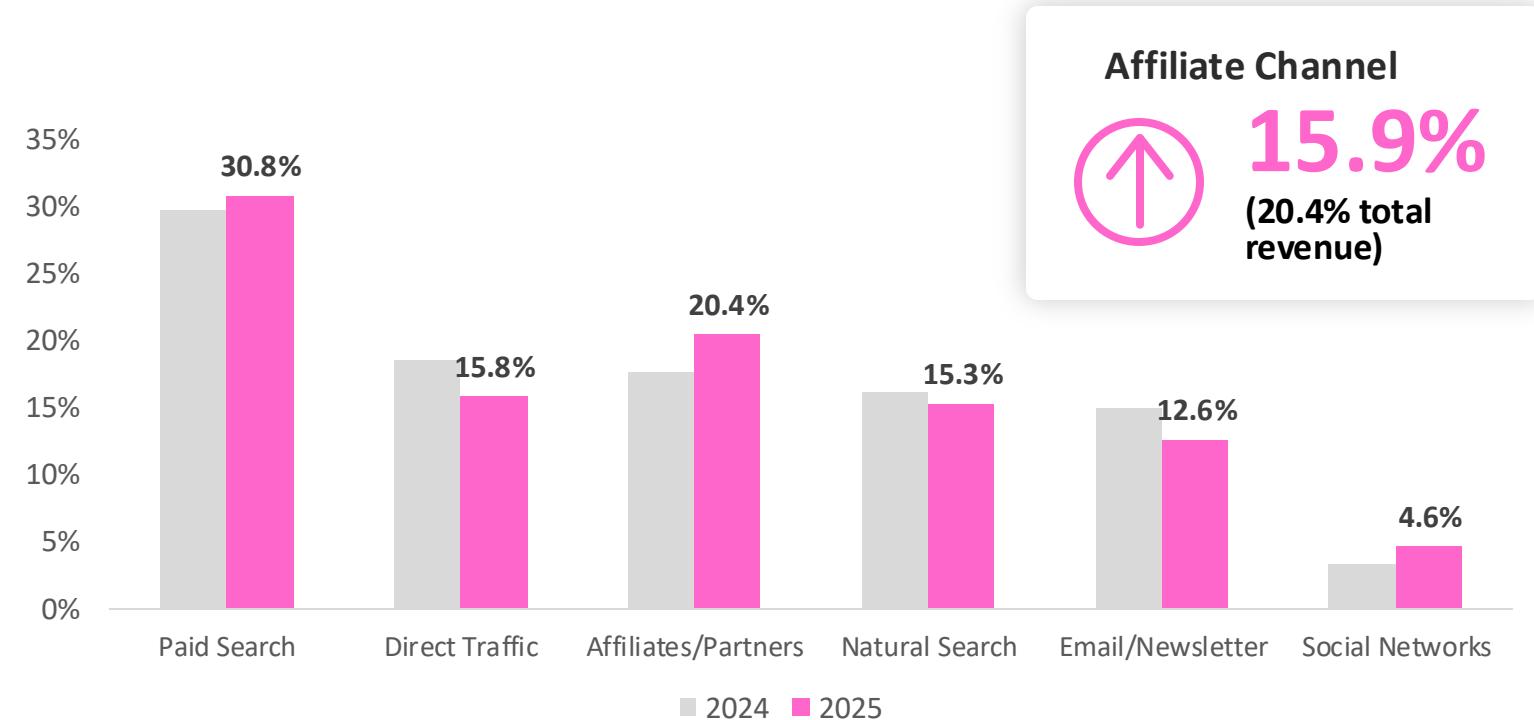


Affiliates and Social Outperform in the Holiday Season

- During the 2025 holiday season (Nov–Dec), both **Affiliates and Social** channels delivered notable YoY revenue share growth.
- The Affiliates channel, which includes social media influencers, achieved a strong **15.9% YoY** increase, contributing **20.4%** of total revenue.
- Social traffic surged, posting an impressive **40% YoY** growth.

Average Revenue Share by Marketing Channel

Adobe Digital Insights, Holiday Season 2024 vs Holiday Season 2025

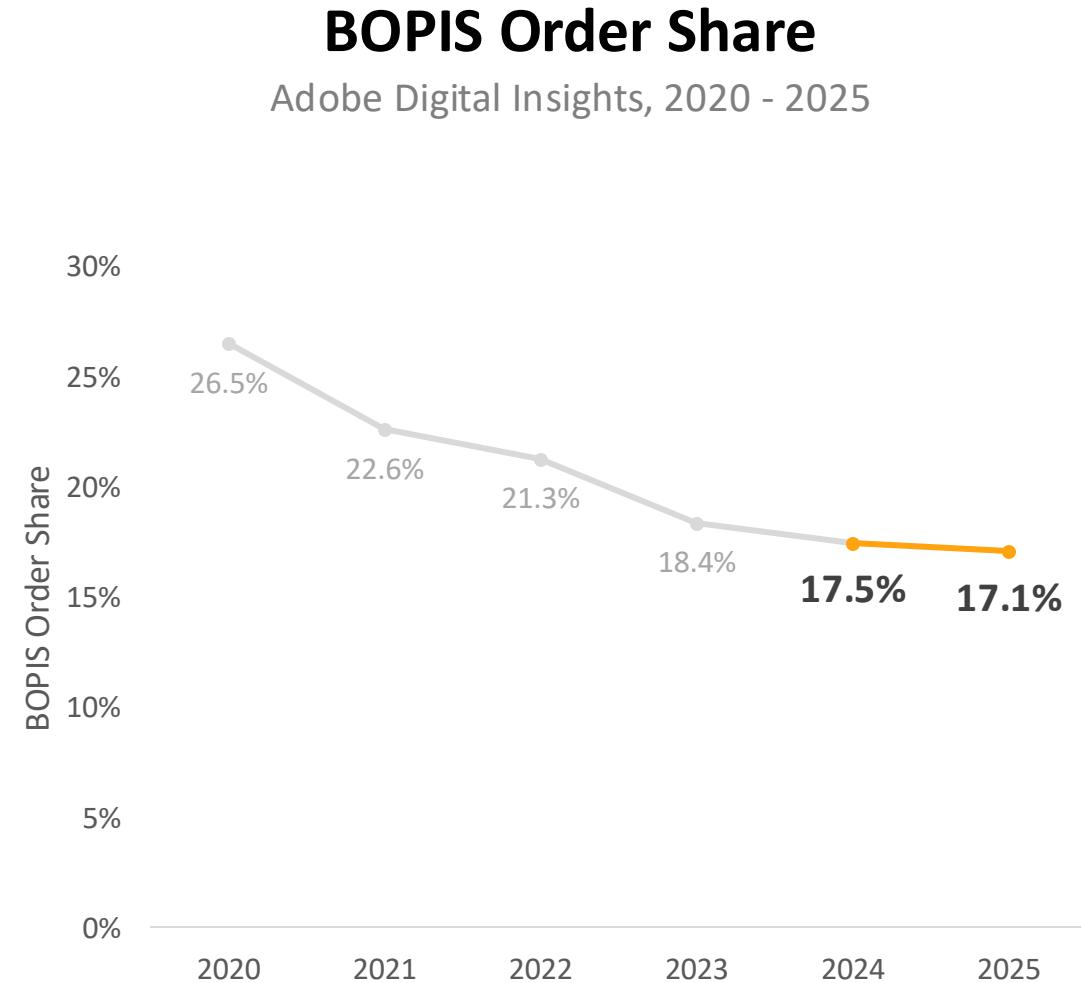


Additional Insights



Curbside pickup still important for last minute gifts

- Curbside pickup saw a slight decline this season as consumers used the fulfillment method in **17.1%** of orders, compared to 17.5% during the 2024 holiday season.
- Consumers continue to rely on the service later in the season for **last minute gifts**.
- Curbside pickup peaked on December 23rd (the day before Christmas Eve) at **39.0%** of orders.
- This is up slightly from 2024 when curbside pickup was used in 37.8% of orders on December 23rd, 2024.

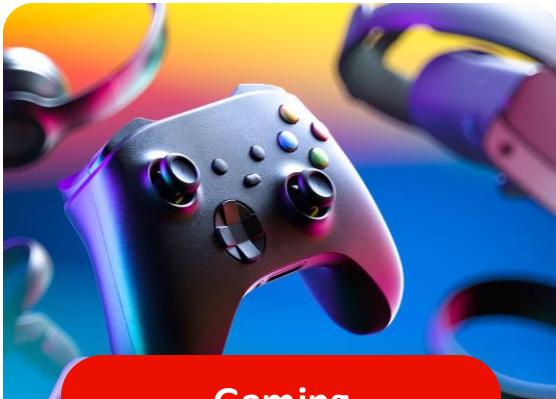


Holiday season best sellers



Toys

- LeapFrog Learning toys
- LEGO sets
- MrBeast Lab toys
- Fisher-Price Little People
- Hot Wheel sets
- DIY craft kits
- Nerf guns
- Bluey playsets
- Wicked dolls
- Furreal plush toys
- Play-Doh sets



Gaming

- PlayStation 5
- Xbox Series X/S
- Nintendo Switch 2
- PlayStation Portal
- Call of Duty: Black Ops 7
- Elden Ring: Nightrregn
- Pokémon Legends
- NBA 2K26
- Donkey Kong Bananza
- Mario Kart World
- Various Zelda games



Electronics

- Smart phones
- Digital cameras
- Bluetooth headphones
- Oura ring
- Kindle Colorsoft
- Smart watches
- Ray Ban Meta glasses
- Cordless vacuum cleaners



Additional Products

- Stainless steel tumblers
- Cosmetic & skin care sets
- Fragrances
- Coffee makers
- Pajamas & lounge wear
- Luggage sets
- Air fryers
- Cookware sets

Closing & Methodologies



Closing & Methodologies

Adobe's unparalleled online shopping insights are based on [Adobe Analytics](#) data. The analysis provides the most comprehensive view into U.S. e-commerce by analyzing commerce transactions online, covering more than 1 trillion visits to U.S. retail sites, 100 million SKUs, and 18 product categories. Adobe Analytics is relied upon by the majority of the top 100 internet retailers in the U.S.* to deliver and measure shopping experiences online.

*Per the Digital Commerce 360 Top 500 report (2024)



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