

# 2025 Holiday Shopping Recap

Adobe Digital Insights  
January 2026



# 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.





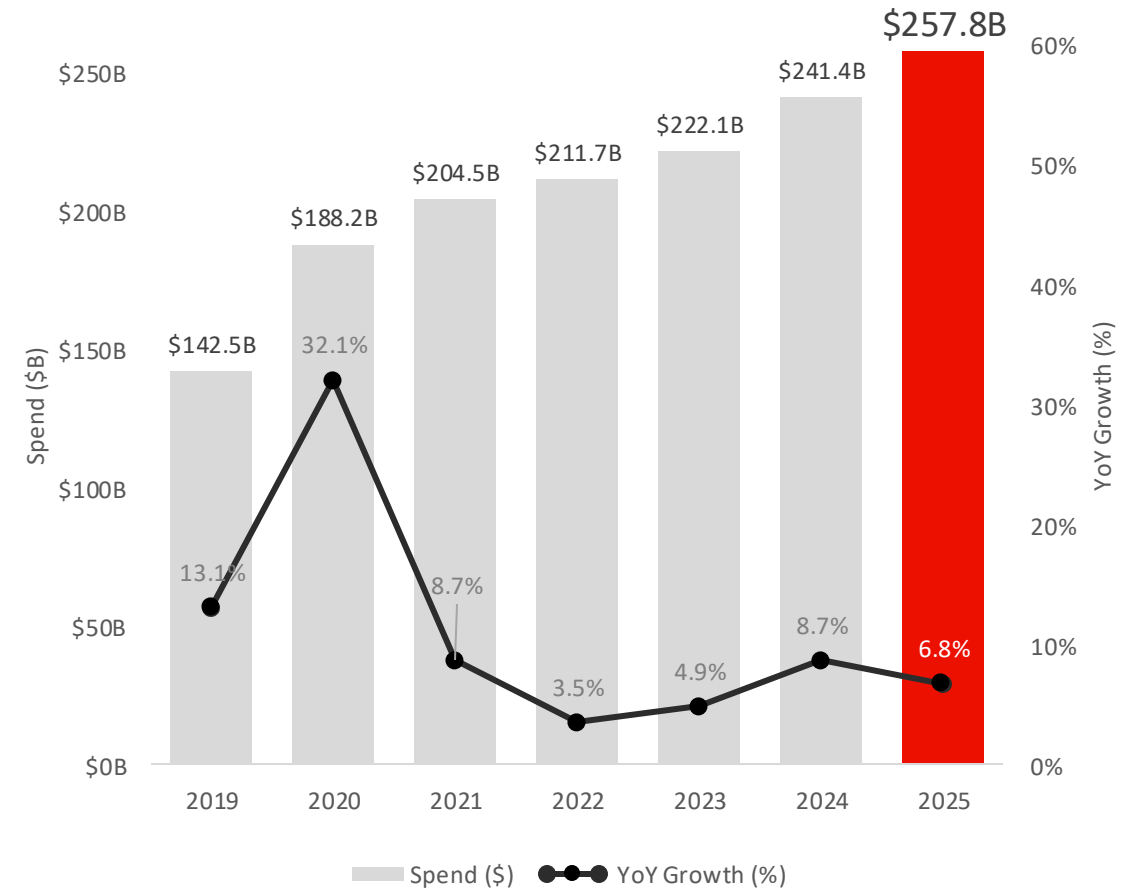
# General overall spend

# 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

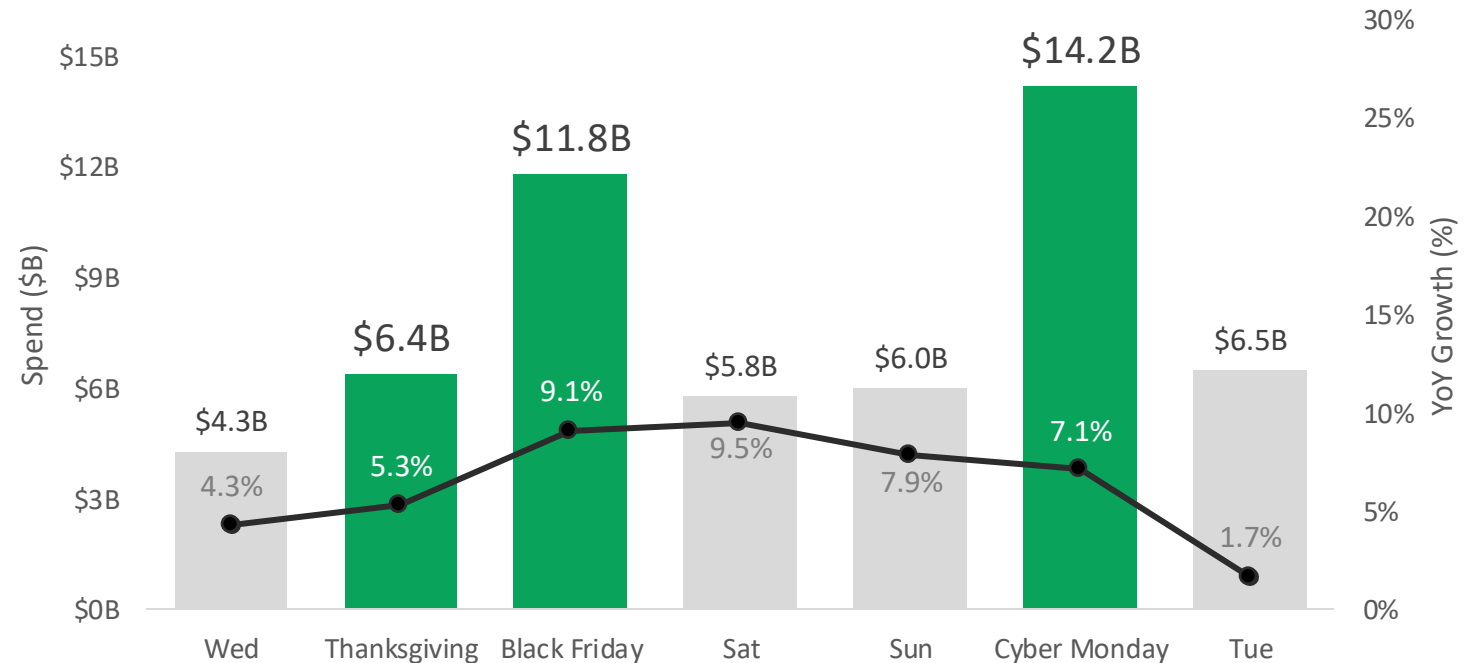


# Cyber week out-paces full season growth

- 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



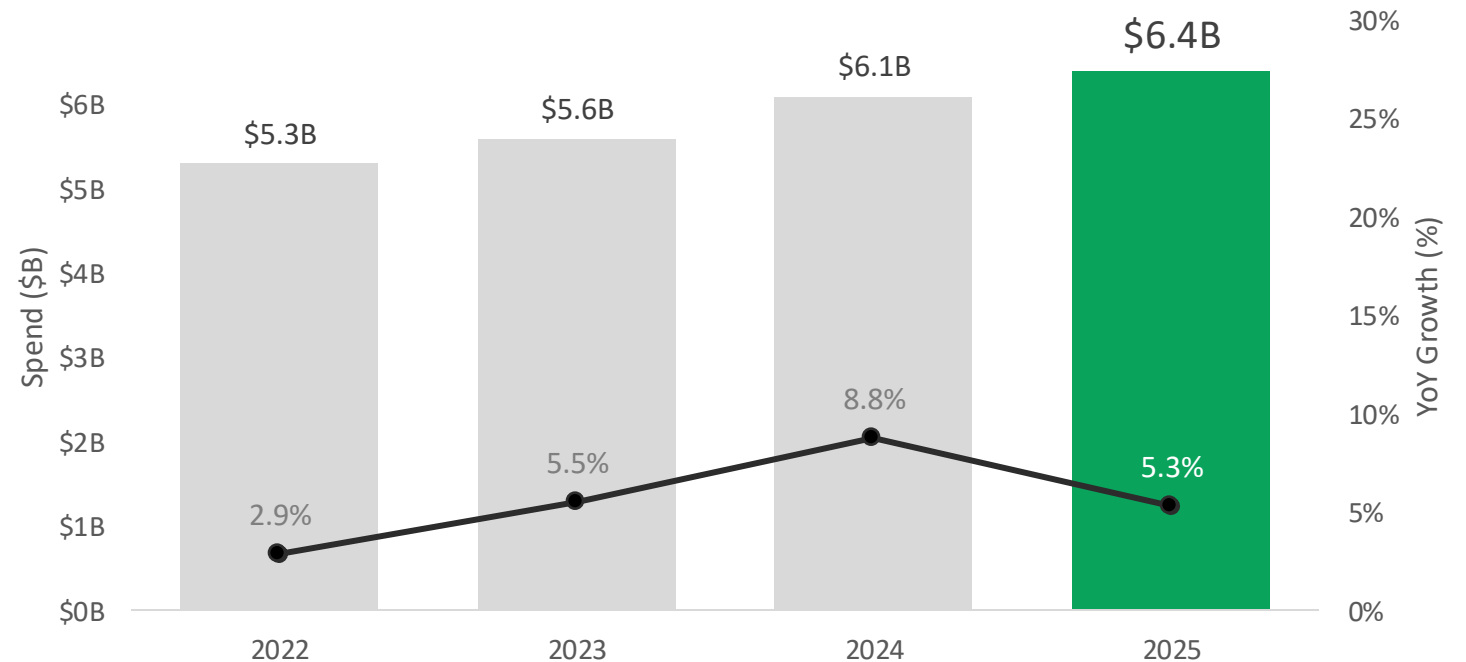
💡 **Key insight:** Spending continues to consolidate on big-deal days with as Cyber Week spending grew faster than the overall holiday season at **7.7% YoY**.

# 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

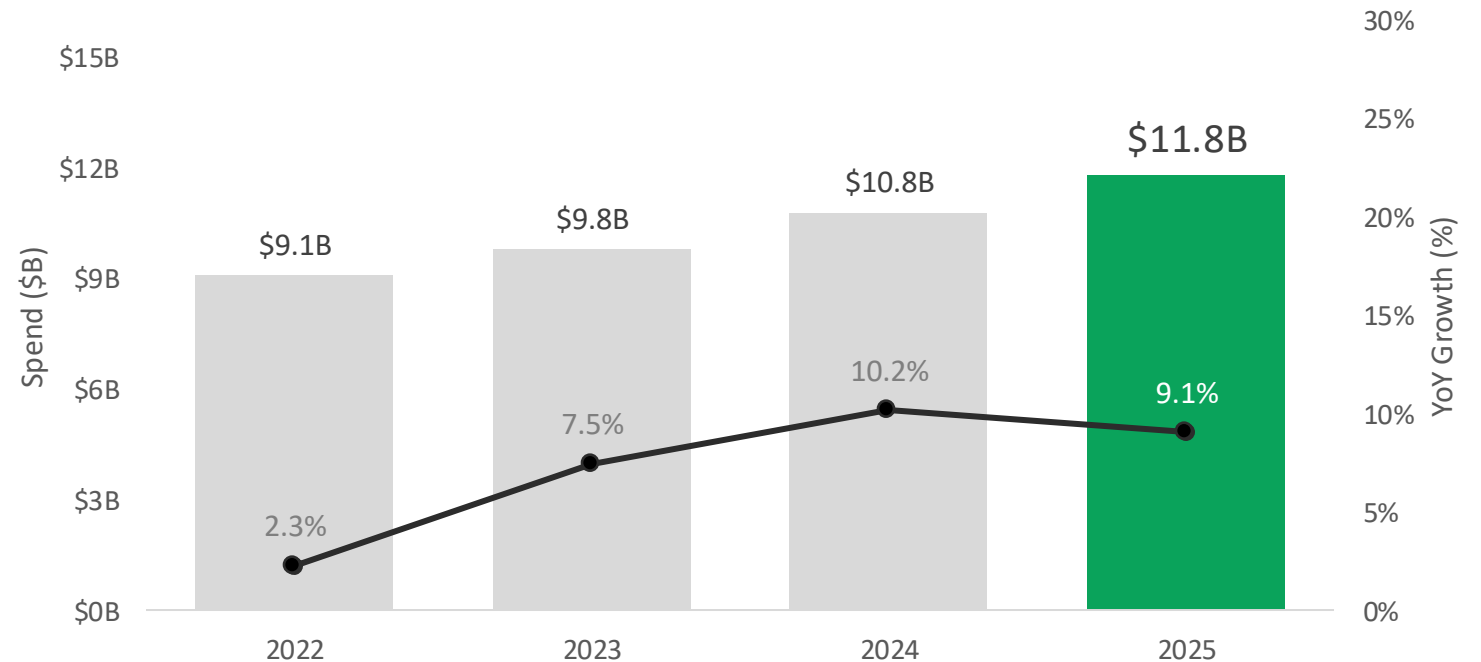


# Black Friday

- 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



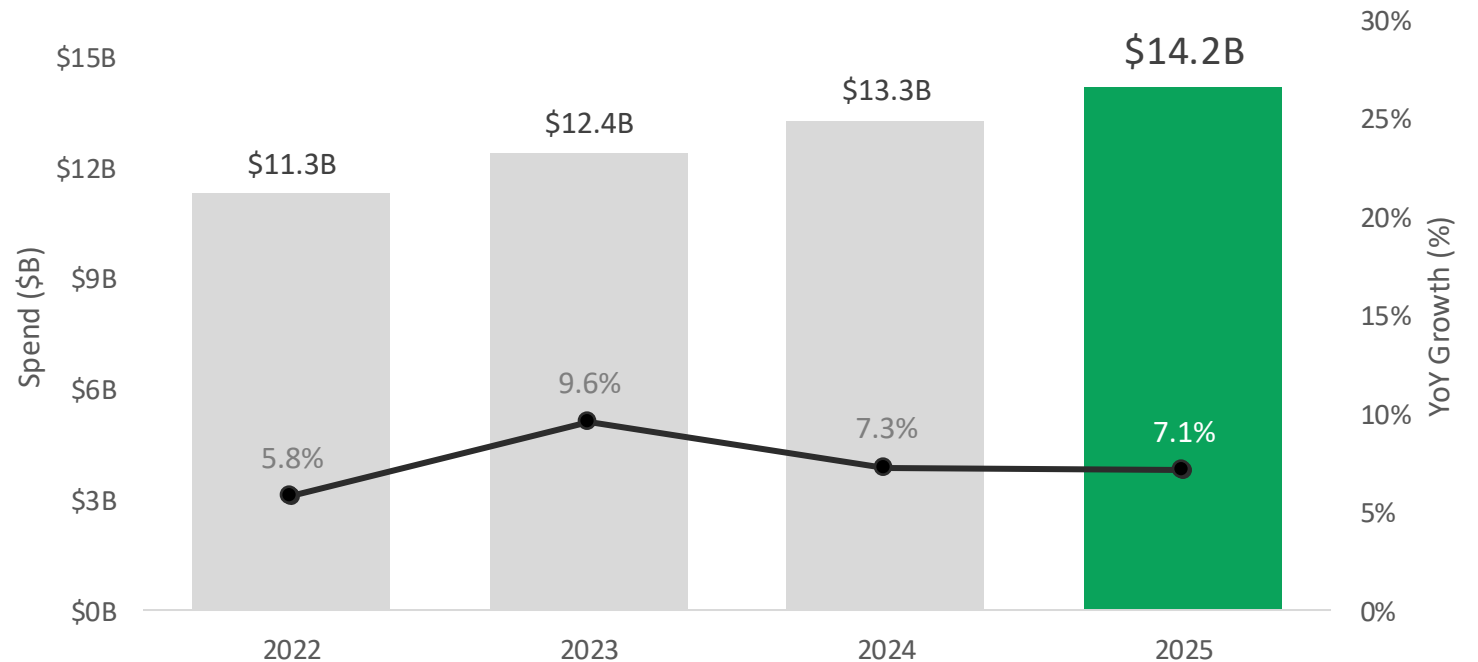


# Cyber Monday

- 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

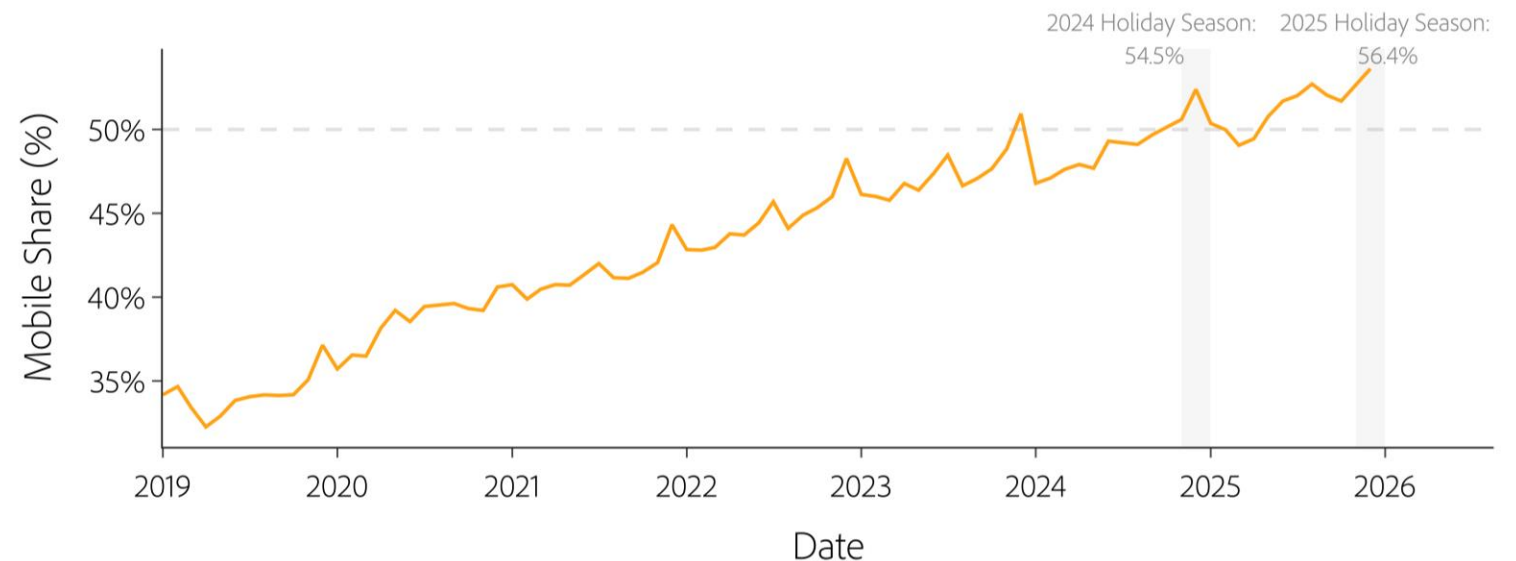


# Mobile is the dominant shopping channel

- 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

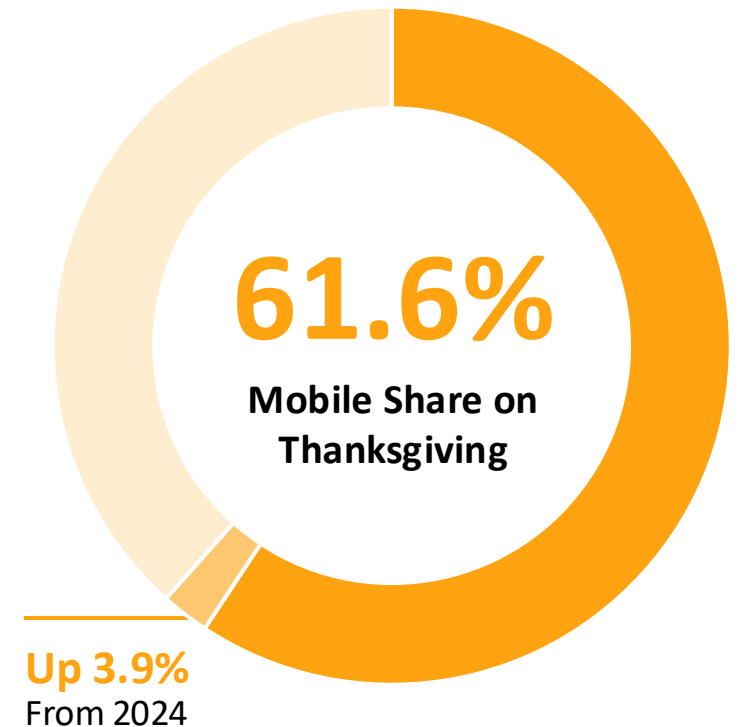
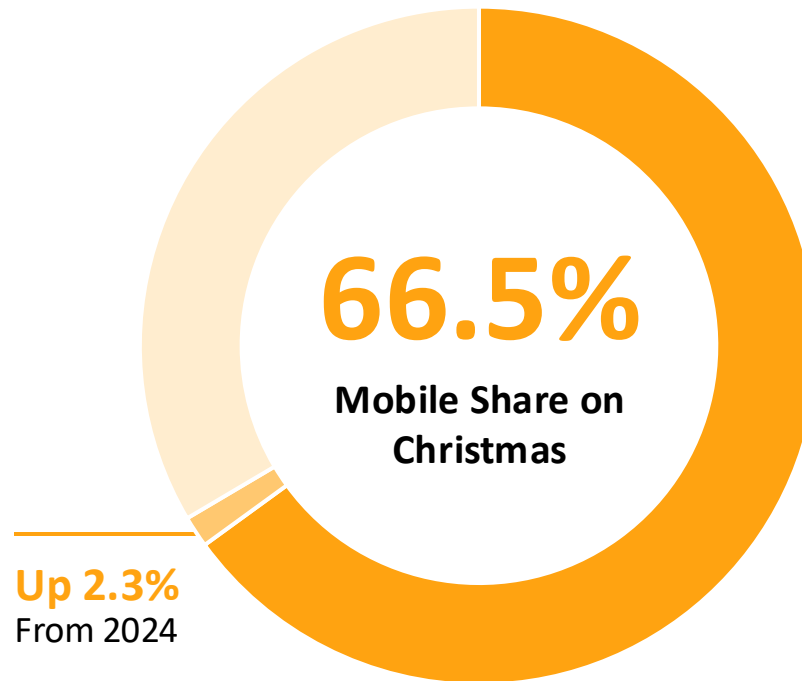


💡 **Key insight:** Mobile spend hit **\$145.2 billion** this holiday season, up **10.7%** from last year's \$131.5 billion.



# 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

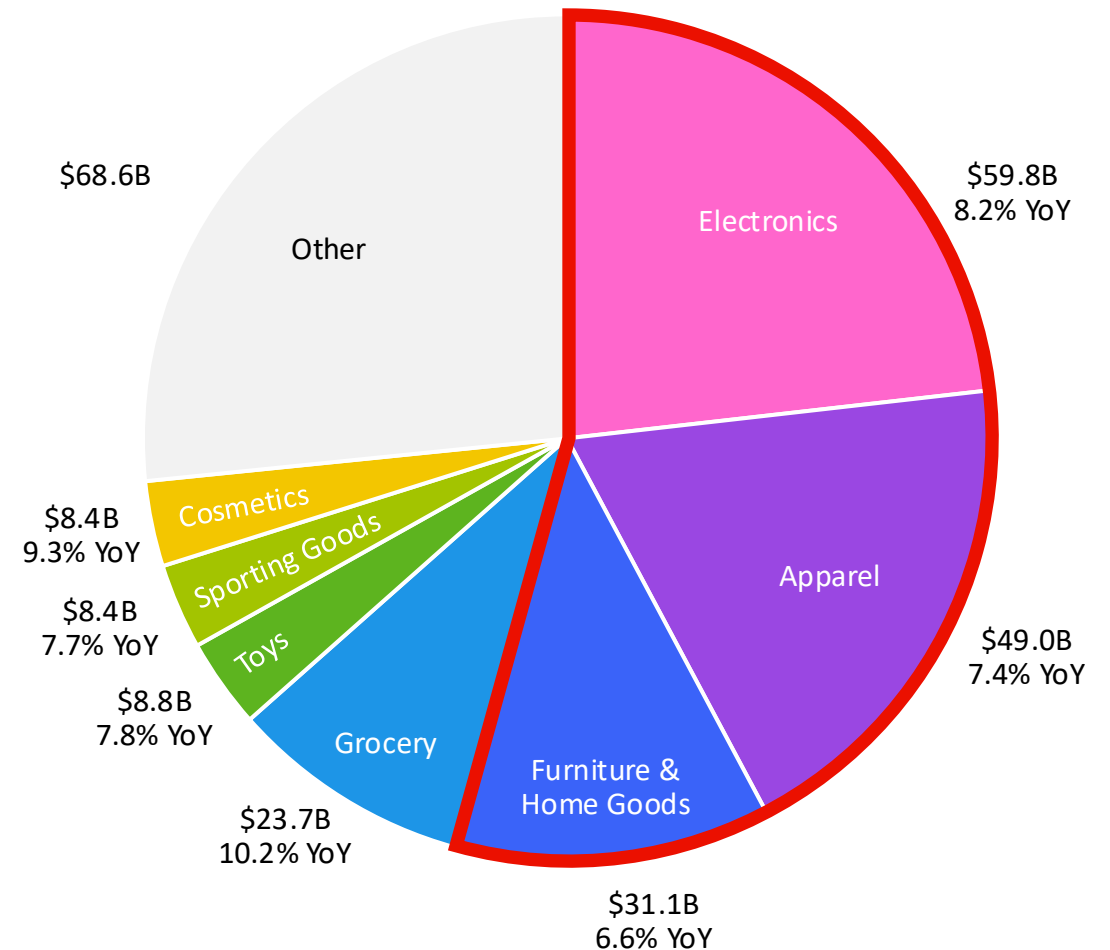


# Key categories drive online spend growth

- 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

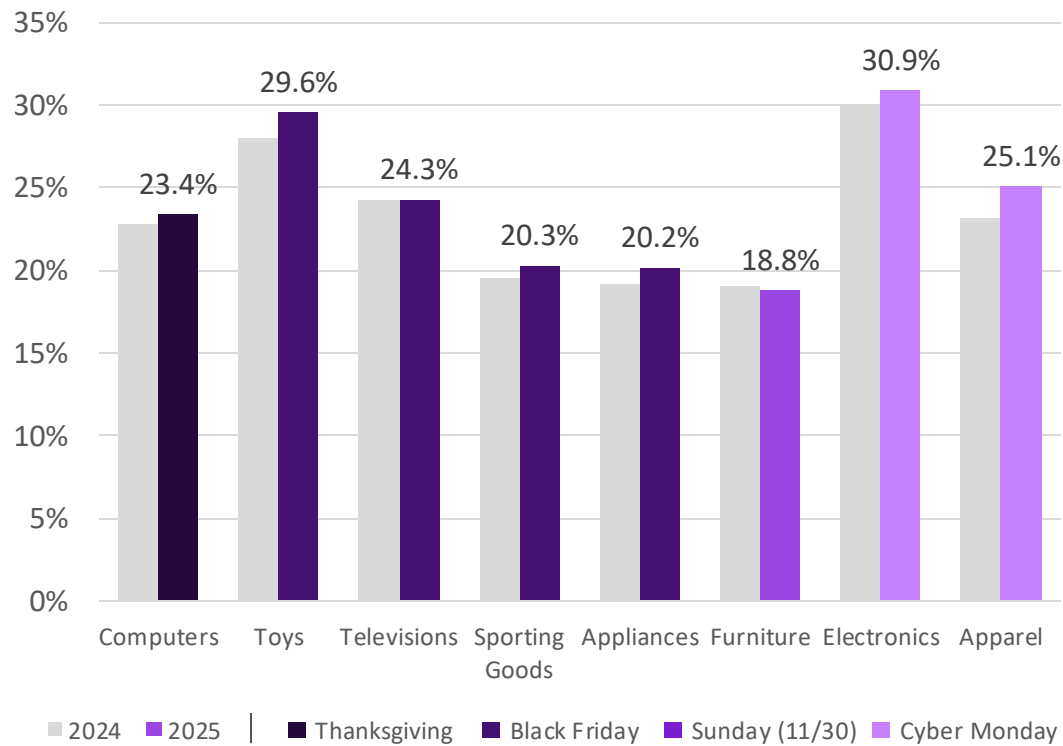




# Discounts across categories trend on par with 2024

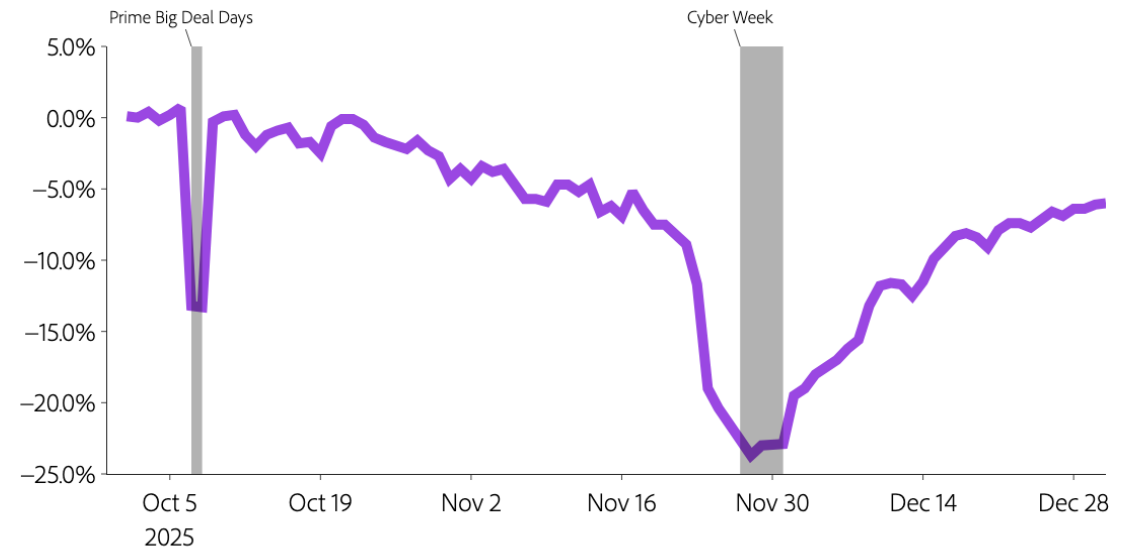
## Peak Discounts by Category

Adobe Digital Insights, 2025



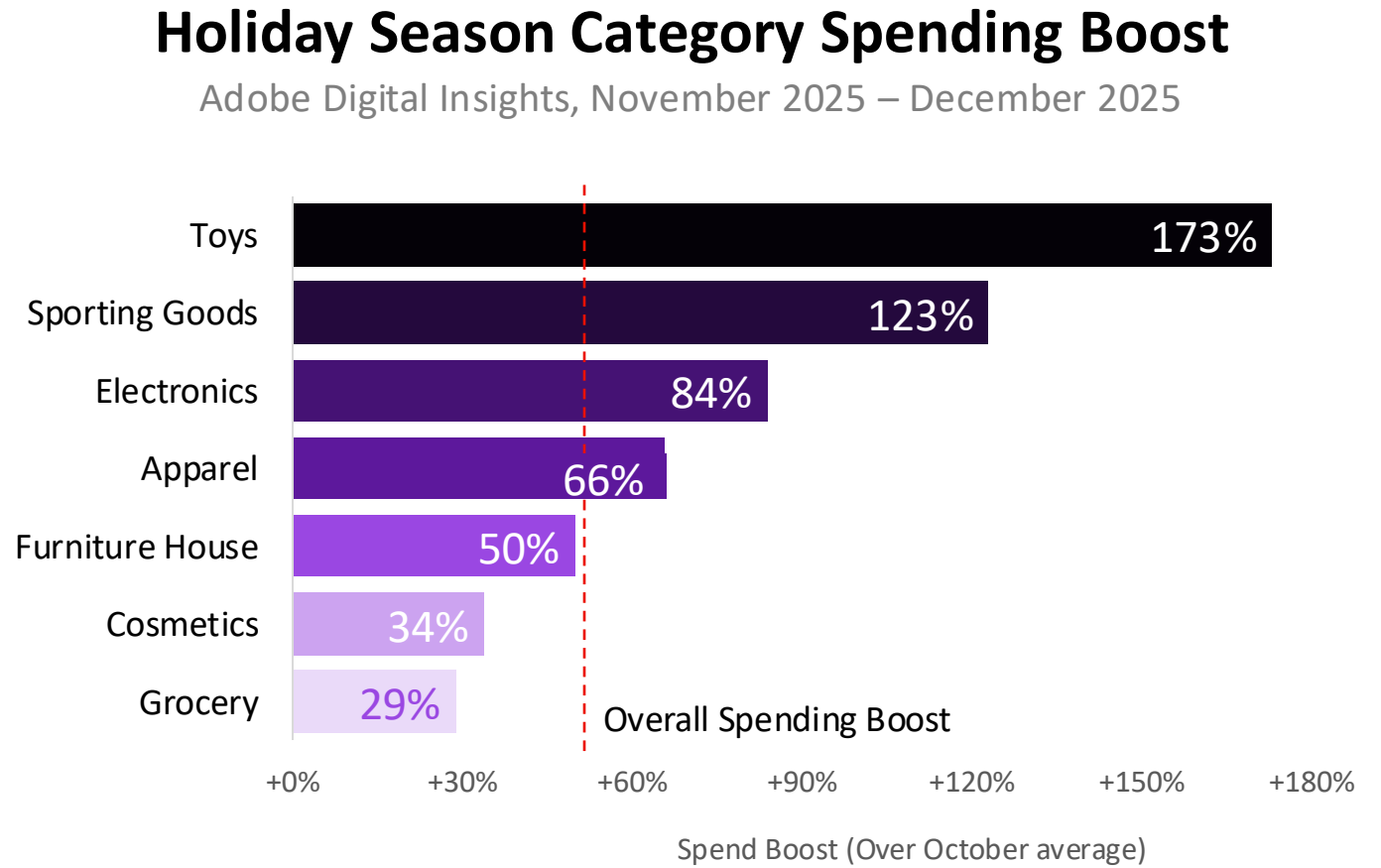
## Daily Average Online Discount Levels

Adobe Digital Insights, November 2025 – December 2025



# 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%**

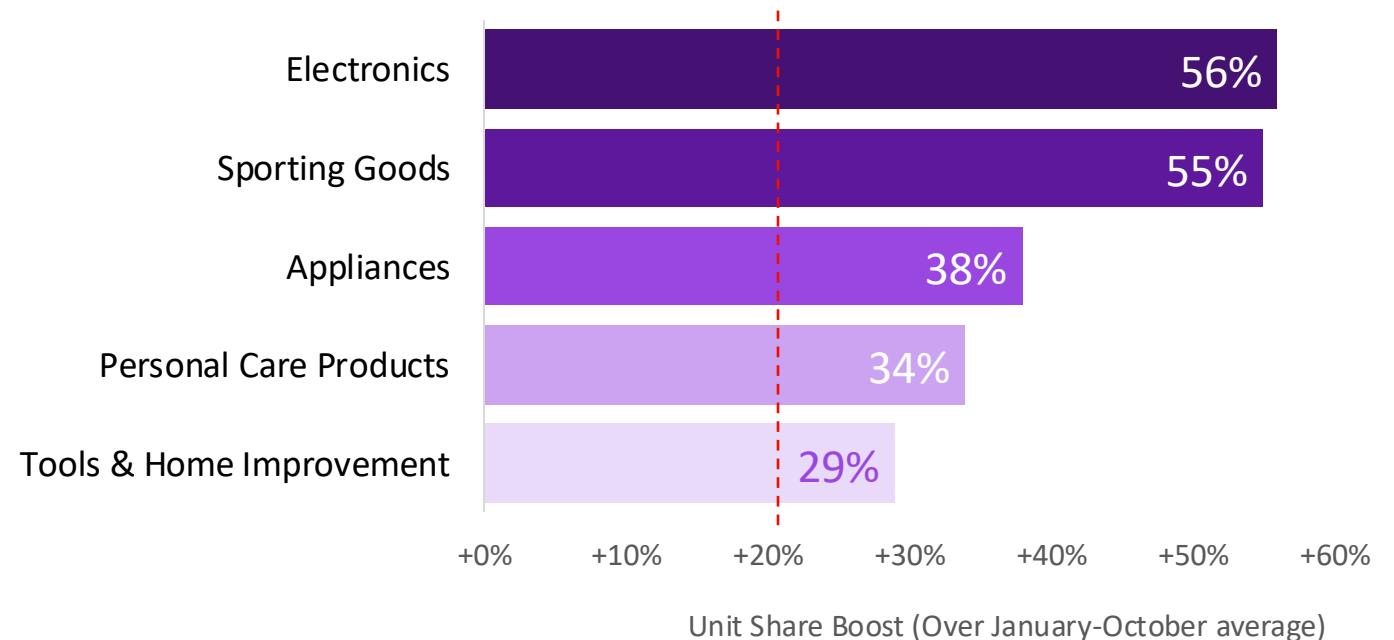


# Holiday trading up trends persist across key categories

- 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





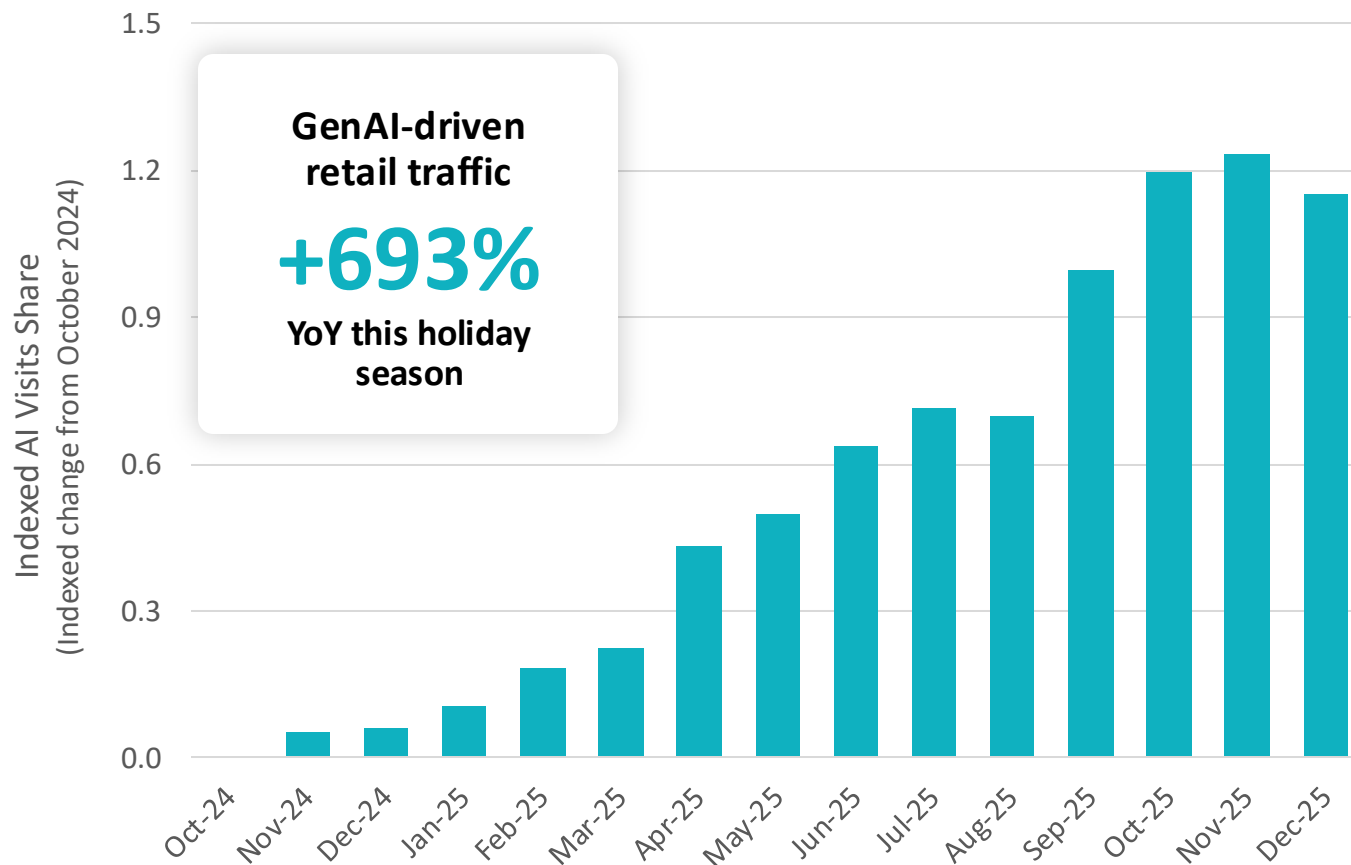
# GenAI

# 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

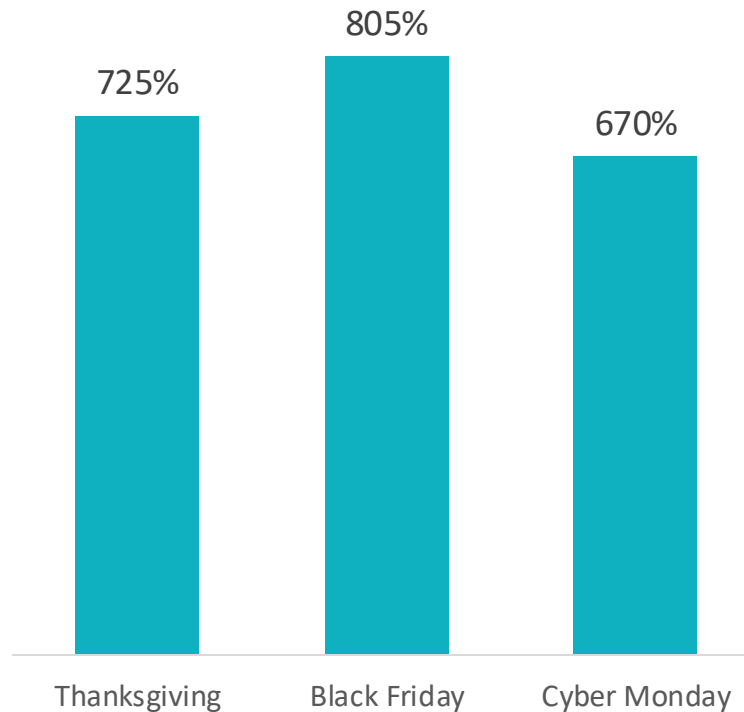


# Key shopping events saw massive AI gains

- 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

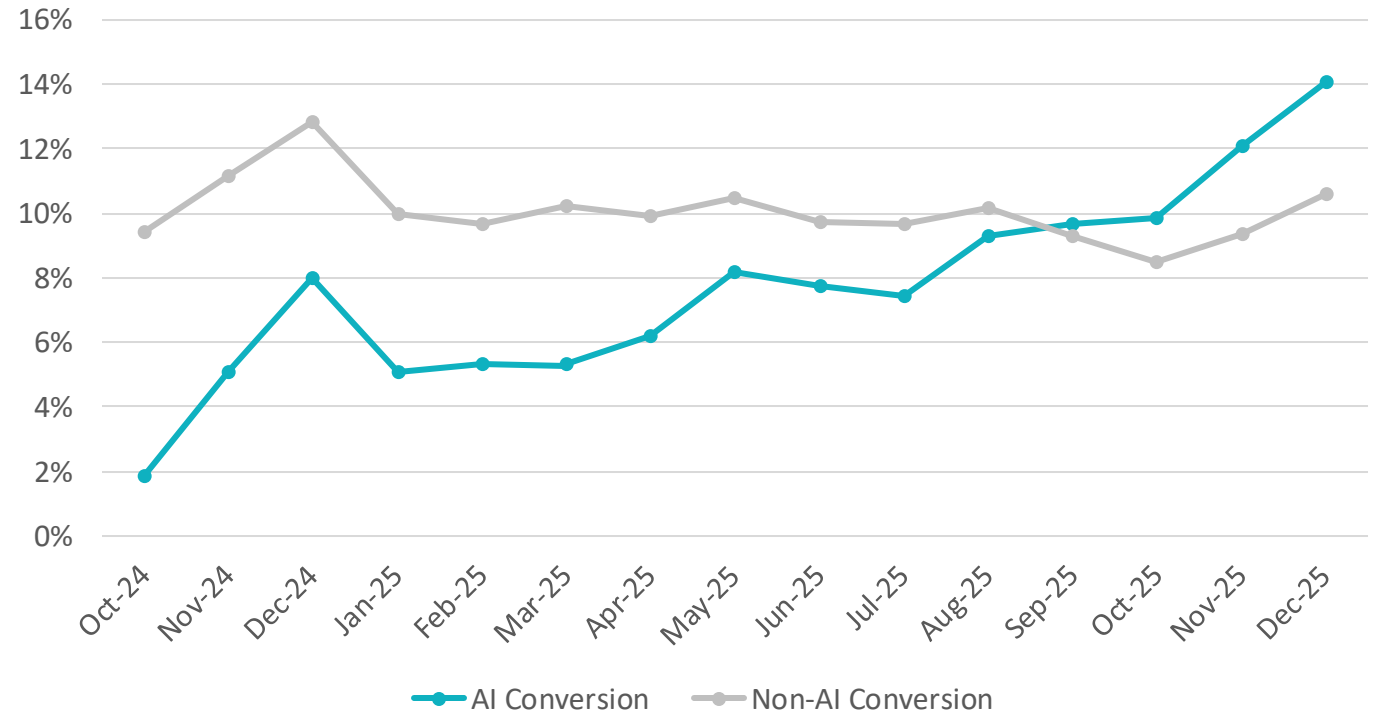


# AI Conversion is 31% Higher in Holiday Season

- 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



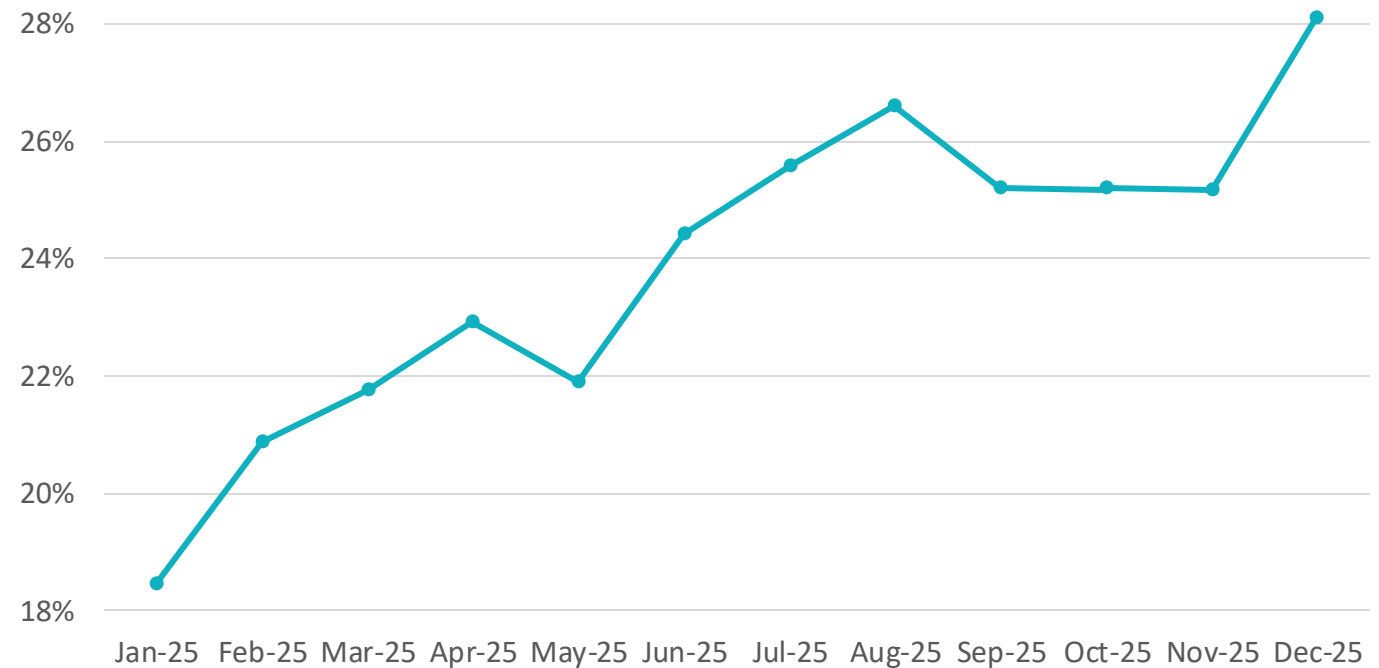


# AI-Referred Traffic: Desktop First but Shifting Toward Mobile

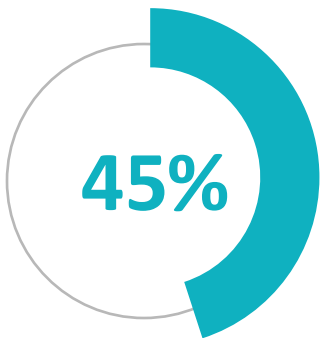
- AI mobile visit share has steadily increased throughout 2025, rising by **50%** since the start of the year.
- During the Holiday Season, mobile accounted for nearly **27%** of AI traffic, while desktop contributed **73%**.

## 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.**

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

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

- |  |   |
|--|---|
| <ul style="list-style-type: none"><li>• Nintendo Switch 2 Console</li><li>• Daise Bedazzled Kit</li><li>• Smartwatches</li><li>• Toys Swirly</li><li>• Gumball Machine</li></ul> | <ul style="list-style-type: none"><li>• Dyson Vacuum Cleaner</li><li>• CeraVe Serum/Serum/Moisturizer Products</li><li>• Lego Sets</li><li>• Air Fryers</li><li>• Hot Wheels Toys</li></ul> |
|--|---|



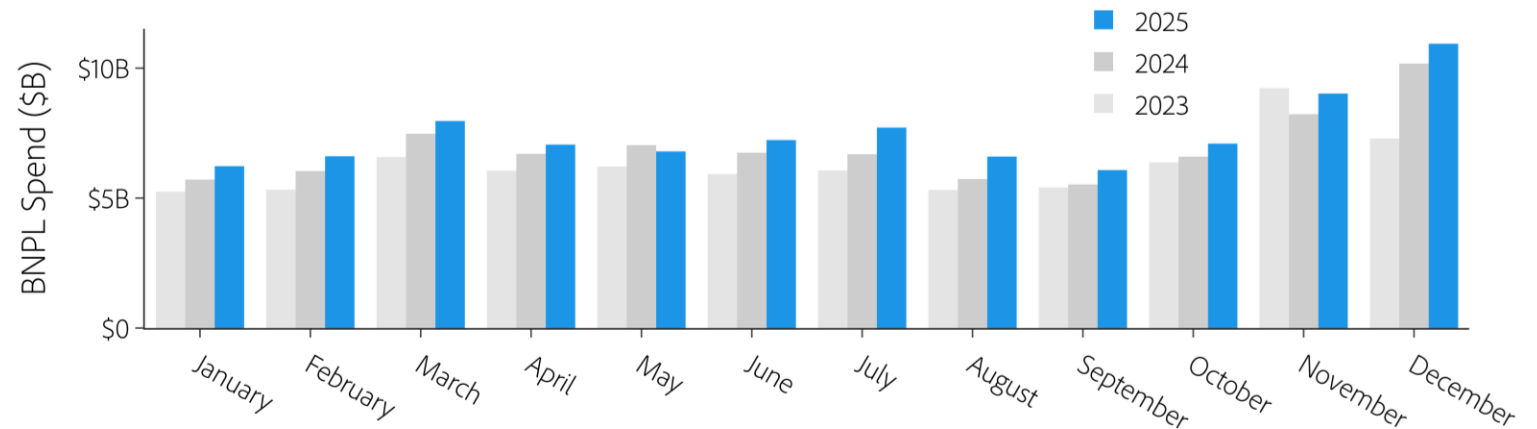
# Buy Now, Pay Later (BNPL)

# 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.**

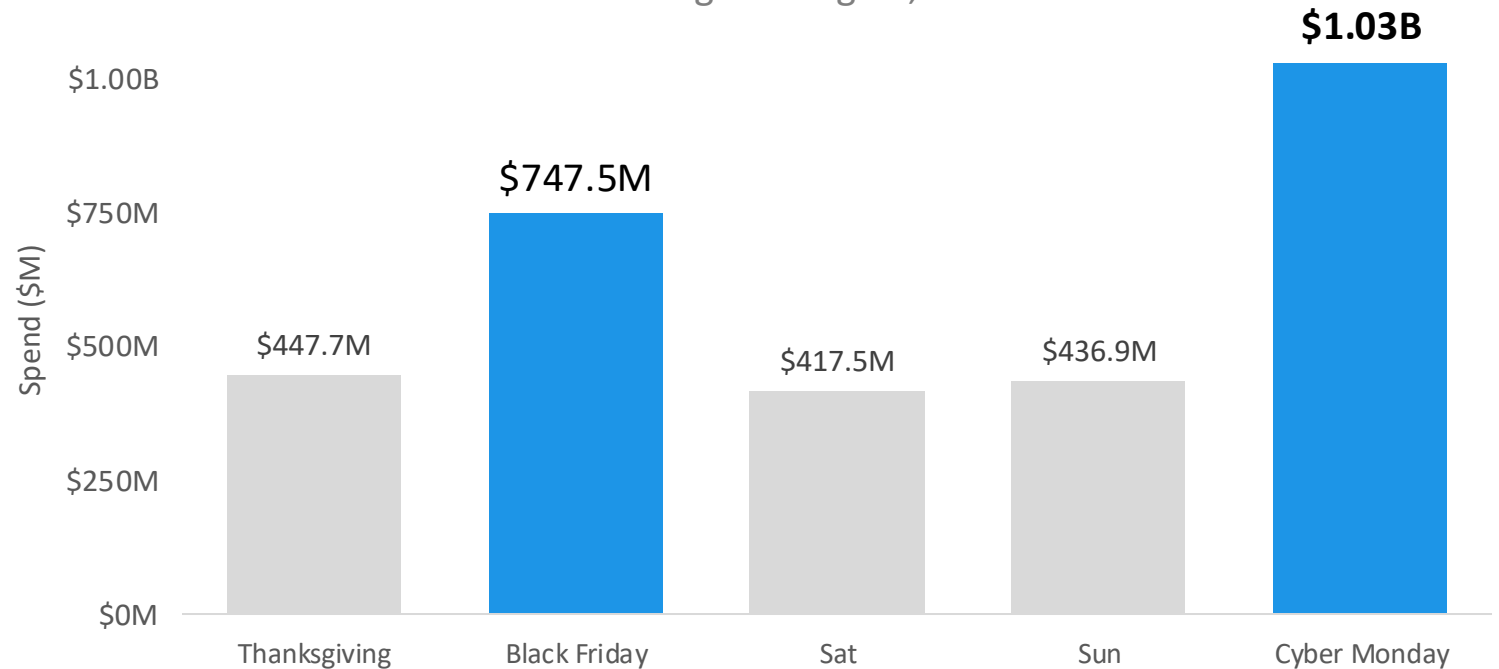


# Cyber Monday sets a new single day record

- 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

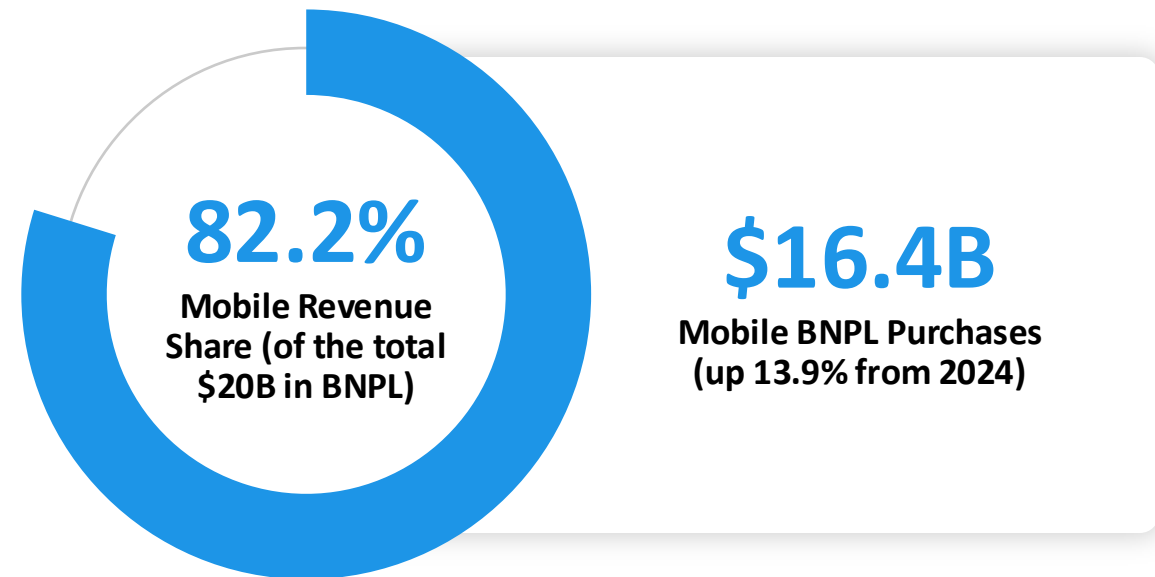


# BNPL purchases happen predominately on mobile devices

- 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**.

## BNPL Revenue by Device Type

Adobe Digital Insights, 2025



# 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



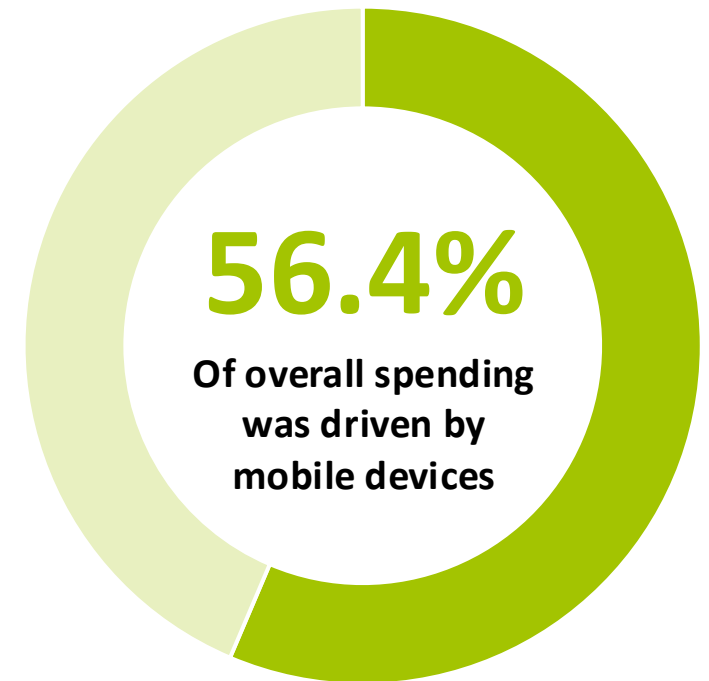
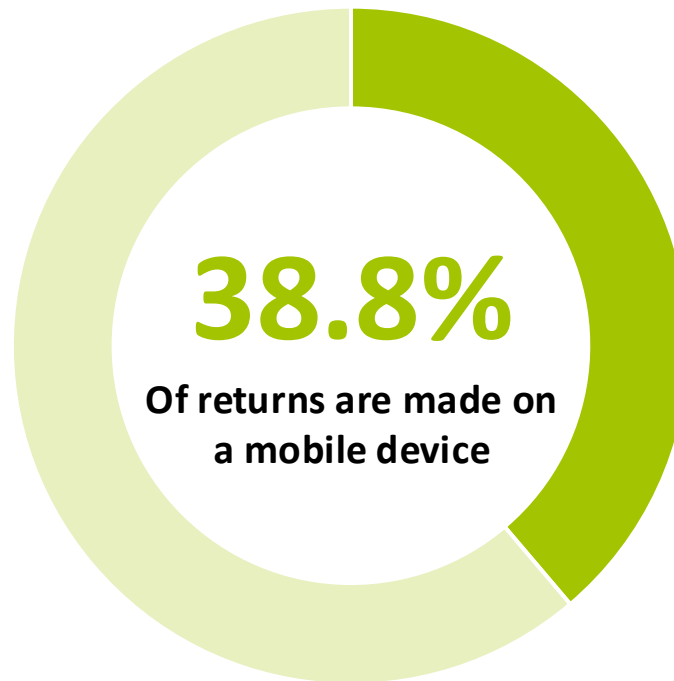
4.7%

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.



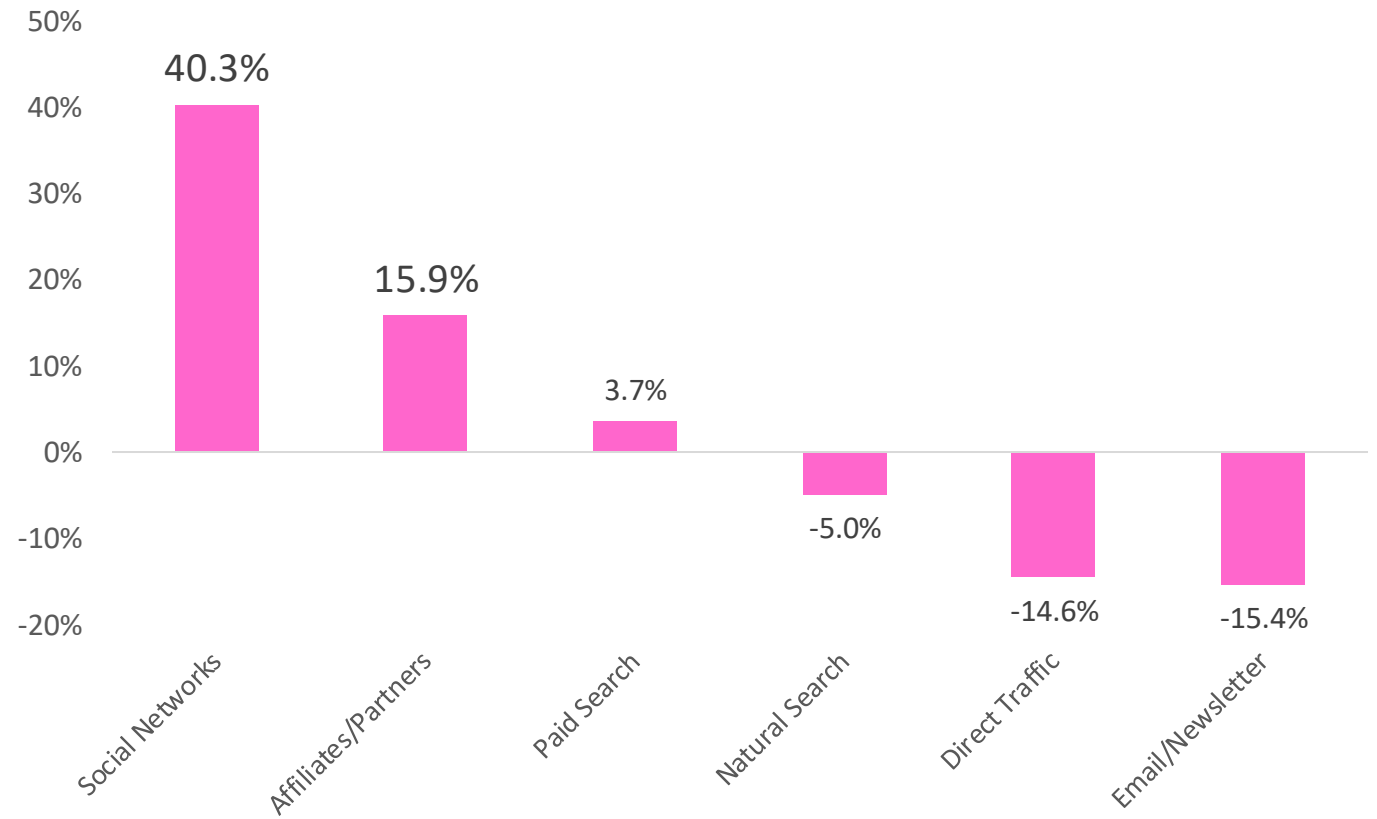
# Social

# 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

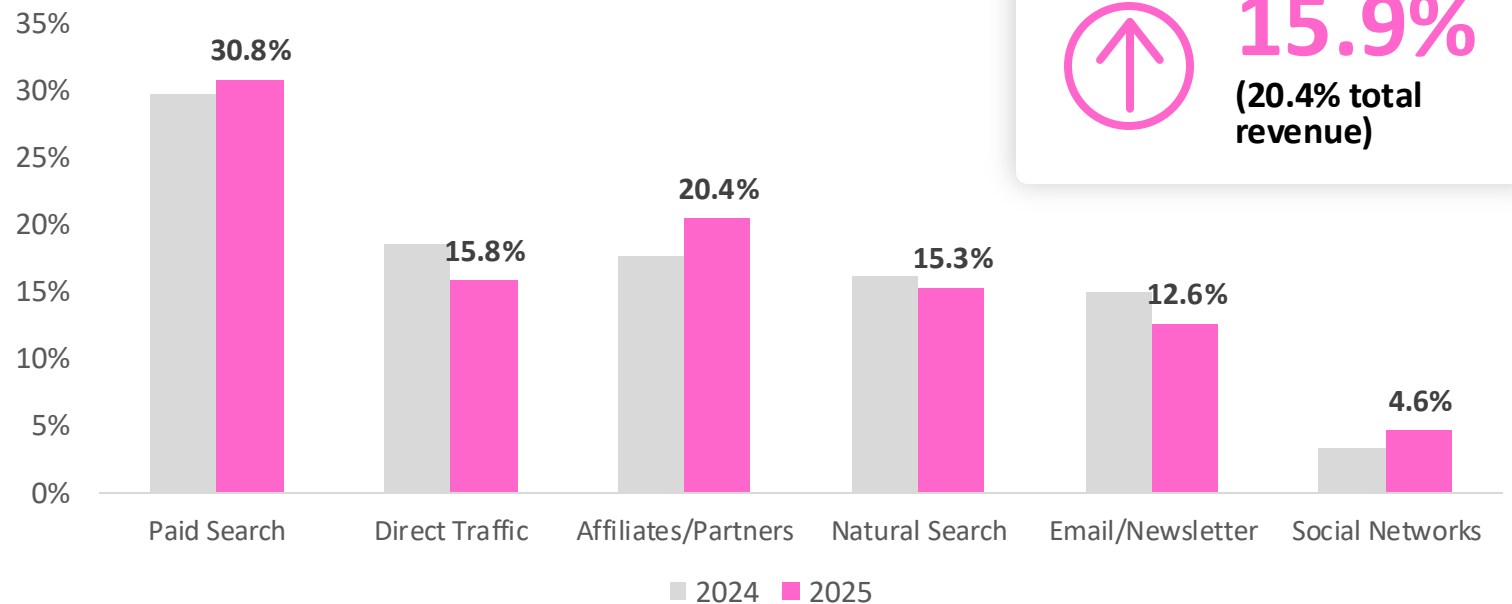


# Affiliates and Social Outperform in the Holiday Season

- 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

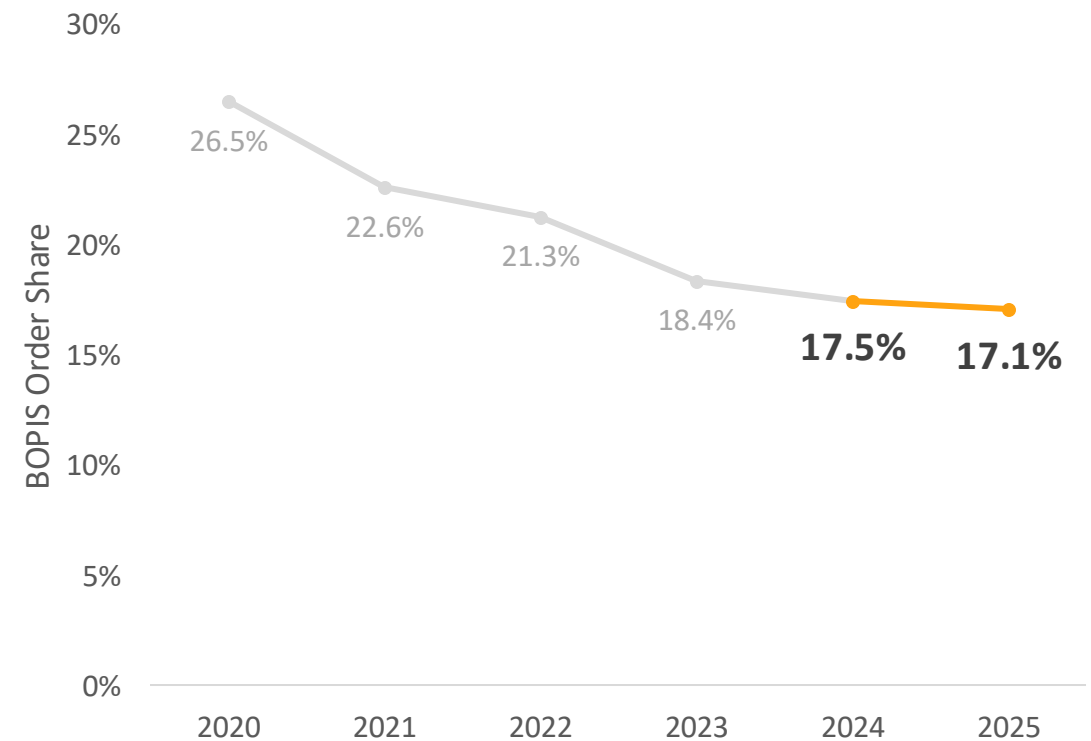


# Curbside pickup still important for last minute gifts

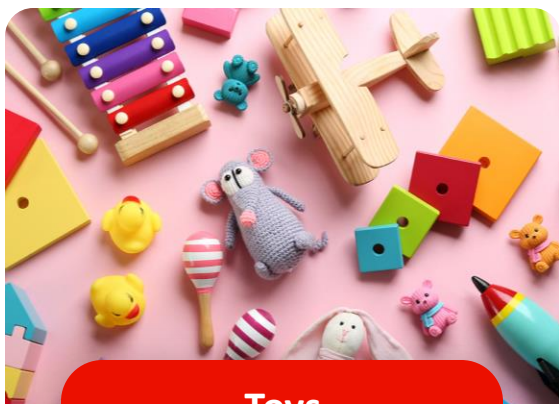
- Curbside pickup saw a slight decline this season as consumers used the fulfillment method in **17.1%** of orders, compared to 17.5% during the 2024 holiday season.
- Consumers continue to rely on the service later in the season for **last minute gifts**.
- Curbside pickup peaked on December 23rd (the 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.

## BOPIS Order Share

Adobe Digital Insights, 2020 - 2025

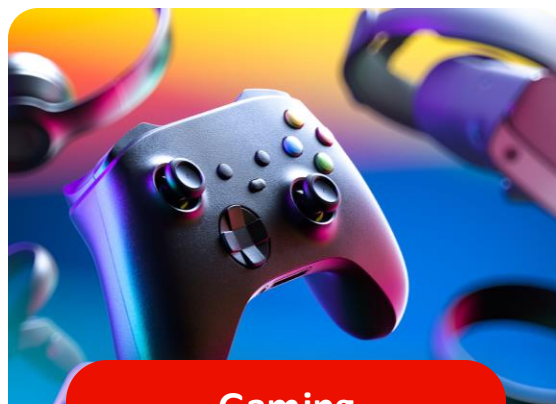


# Holiday season best sellers



## 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: Nightreign
- 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)





**Adobe**