

SOURCELOOP RESEARCH

Black Friday and Cyber Monday marketing statistics

Where holiday shoppers come from, what device they buy on, and which channels bring them back.

The 2025 season, from Adobe, Salesforce, NRF, Shopify, and Klaviyo

Key findings

The 2025 holiday weekend, from Thanksgiving to Cyber Monday, in the numbers that matter to marketers.

\$14.25B



Cyber Monday 2025 was the biggest US online shopping day on record, up 7.1% on 2024.

Adobe, December 2025

57.5%



More than half of Cyber Monday online sales in the US were made on a phone.

Adobe, December 2025

693%



Visits to US retail sites from AI assistants grew 693% over the 2025 holiday season.

Adobe, January 2026

20%



AI and agents influenced one in five online orders worldwide during Cyber Week 2025.

Salesforce, December 2025

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What shoppers spent

How many people shopped

Phones vs computers

AI assistants

Social and affiliates

Email and repeat buyers

Discounts

When people buy

What to do

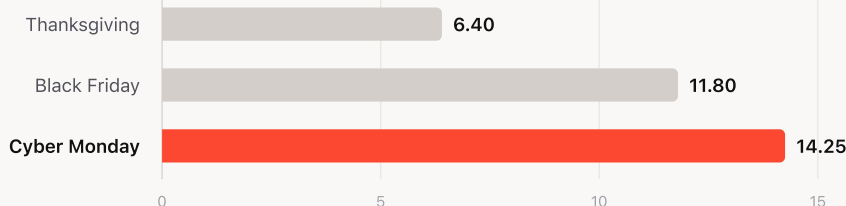
Cyber Monday 2025 drew a record \$14.25 billion in US online spend

Adobe measured \$14.25 billion in US online spend on Cyber Monday 2025, up 7.1% on 2024 and the biggest online shopping day ever. Black Friday brought \$11.8 billion, up 9.1%, and the whole Cyber Week from Thanksgiving to Cyber Monday reached \$44.2 billion.

US online spend over the holiday weekend

Billions of dollars, 2025

SourceLoop



Source: Adobe, December 2025

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Worldwide, Salesforce estimated global Cyber Week spend at \$336.6 billion, up 7%. Shopify's merchants alone sold \$14.6 billion over the weekend, up 27%, with an average cart of \$114.70.

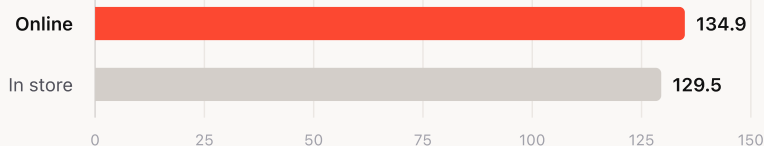
A record 202.9 million Americans shopped over Thanksgiving weekend

NRF counted 202.9 million shoppers from Thanksgiving to Cyber Monday 2025, beating the record of 200.4 million set in 2023. More of them shopped online, 134.9 million, than in stores, 129.5 million, and the average shopper spent \$337.86 over the weekend.

US shoppers over Thanksgiving weekend, by channel

Millions of people, 2025 (many shopped both ways)

SourceLoop



Source: NRF and Prosper Insights & Analytics, December 2025

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The weekend is rarely where shopping starts: 84% of those shoppers had already begun their holiday shopping before it.

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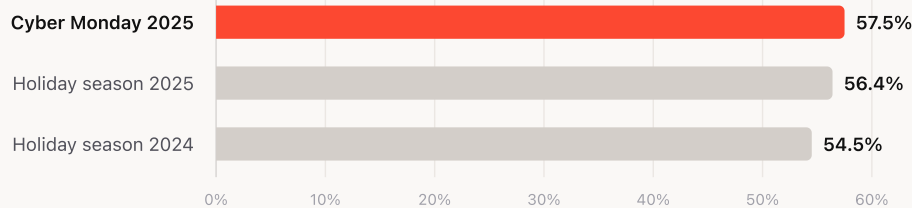
57.5% of Cyber Monday online sales happened on a phone

Phones took 57.5% of US online sales on Cyber Monday 2025, \$8.2 billion, and 56.4% across the whole holiday season, up from 54.5% in 2024. Counted by orders rather than dollars, Salesforce found mobile devices placed 70% of online orders worldwide during Cyber Week.

Share of US online sales made on a phone

By value of sales

SourceLoop



Source: Adobe, December 2025 and January 2026

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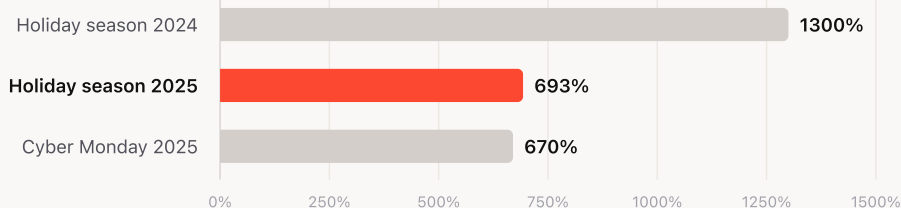
AI assistant traffic to retail sites grew 693% over the 2025 holidays

Adobe found visits to US retail sites from AI assistants such as ChatGPT grew 693% over November and December 2025, and 670% on Cyber Monday alone. The growth rate is lower than 2024's 1,300% because the base is now much larger.

Growth in AI assistant traffic to US retail sites

Year over year

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Source: Adobe, December 2025 and January 2026

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Salesforce estimates AI and agents, from product recommendations to shopping assistants, influenced 20% of all online orders worldwide during Cyber Week, worth \$67 billion in sales.

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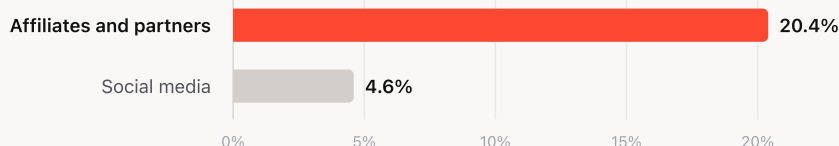
Affiliates and influencers drove 20.4% of US holiday online revenue

Affiliates and partners, a group that includes influencers, brought in 20.4% of US online revenue over the 2025 holiday season, up 15.9%. Social media drove 4.6% directly, up 40.3%. Salesforce found social media sent 15% of all traffic to retail sites during Cyber Week, with TikTok's share of that social traffic up 55%.

Share of US holiday online revenue, by channel

November and December 2025

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Source: Adobe, January 2026

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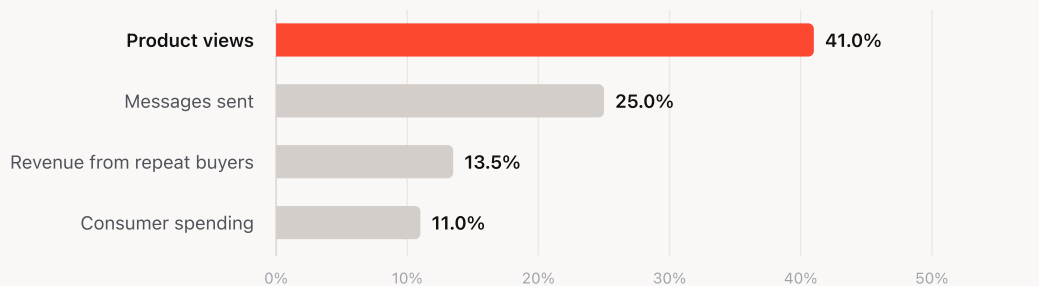
Revenue from repeat buyers grew 13.5% over BFCM 2025

Brands using Klaviyo sent 22.7 billion messages over the 2025 weekend, 25% more than in 2024. Revenue from repeat customers grew 13.5%, faster than from new buyers, and product views rose 41% as shoppers spent longer comparing before they bought.

Change over the BFCM weekend, brands using Klaviyo

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Year over year, 2025



Source: Klaviyo, December 2025

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Klaviyo estimates one in every twenty dollars spent online in the US over the weekend came from a message or experience it delivered.

07

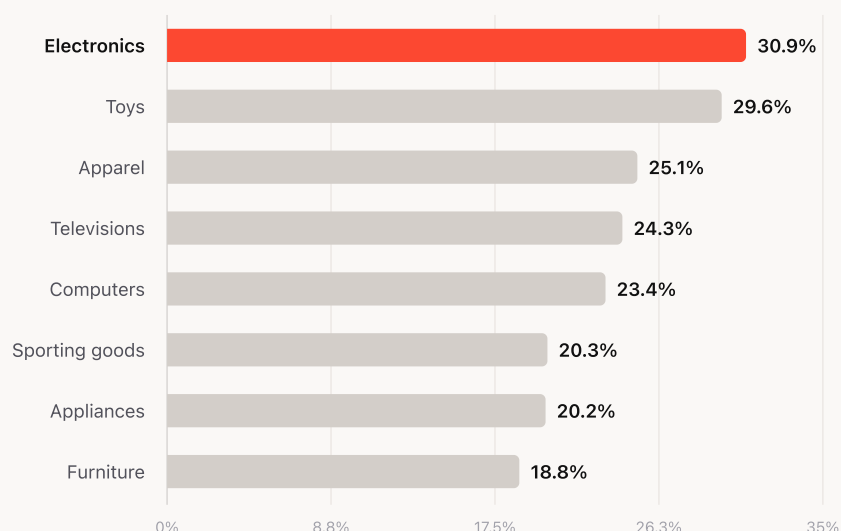
Electronics discounts peaked at 30.9% off in the 2025 season

Electronics carried the deepest holiday discounts at 30.9% off list price, followed by toys at 29.6% and apparel at 25.1%. Deeper discounts did not mean more growth: Klaviyo found discount rates fell 10% while spending rose 11%, and brands with the smallest discounts grew fastest.

Peak discount off list price, by category

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US online, 2025 holiday season



Source: Adobe, January 2026

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Shoppers also leaned on buy now, pay later, which drove \$1.03 billion of US online spend on Cyber Monday and \$20 billion across the season.

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Cyber Monday spending peaked at \$16 million a minute between 8 and 10 pm

On Cyber Monday 2025, US online spending peaked between 8 pm and 10 pm at \$16 million a minute. Shopify's merchants hit their peak earlier, \$5.1 million a minute at 12:01 pm Eastern on Black Friday. Among the weekend's days, the Sunday before Cyber Monday grew fastest for brands on Klaviyo, up nearly 14%.

What to do with this



Tag every holiday link

Affiliates, influencers, emails, and texts drive a large share of holiday revenue. Untagged, they all land as Direct.



Measure phones properly

Most holiday sales happen on a phone. Check every phone sale is tracked back to its source.



Track AI assistants as a channel

AI traffic to retail sites grew nearly eightfold. Grouped into referral, it is invisible.



Judge channels by sales, not clicks

Holiday clicks are plentiful. What matters is which channels bring buyers, and which bring them back.

About this report

This report gathers the 2025 holiday shopping figures marketers ask about most, each quoted from the company that measured it and linked below. Publishers measure in different ways: Adobe tracks US retail websites, Salesforce estimates global sales, NRF surveys US adults, and Shopify and Klaviyo report on their own merchants. Figures from different publishers are never combined on one chart.

We update this report after each Cyber Monday, when the new season's figures come out.

Sources

 [Adobe, "Cyber Monday hits record \\$14.25 billion in online spending"](#)
December 2, 2025 · Adobe Analytics, more than 1 trillion visits to US retail sites

 [Adobe, "Holiday shopping season drove a record \\$257.8 billion online"](#)
January 7, 2026 · Adobe Analytics, US retail sites, November 1 to December 31, 2025

 [Salesforce, "AI and agents propel Cyber Week to record \\$336.6B in global spend"](#)
December 5, 2025 · Shopping activity of 1.5 billion+ shoppers in 89+ countries

 [NRF and Prosper Insights & Analytics, "Thanksgiving holiday weekend draws a record 203 million shoppers"](#)
December 2, 2025 · Survey of 3,099 US adults, November 26 to 30, 2025

 [Shopify, "Shopify merchants generate record-breaking \\$14.6 billion in BFCM sales"](#)
December 2, 2025 · Shopify merchants worldwide, BFCM weekend

 [Klaviyo, "Klaviyo breaks records with first AI-powered BFCM"](#)
December 2, 2025 · Brands using Klaviyo, Thanksgiving to Cyber Monday

Cite this report

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