

sellerapp

Black Friday & Cyber Monday Report - Amazon

Introduction

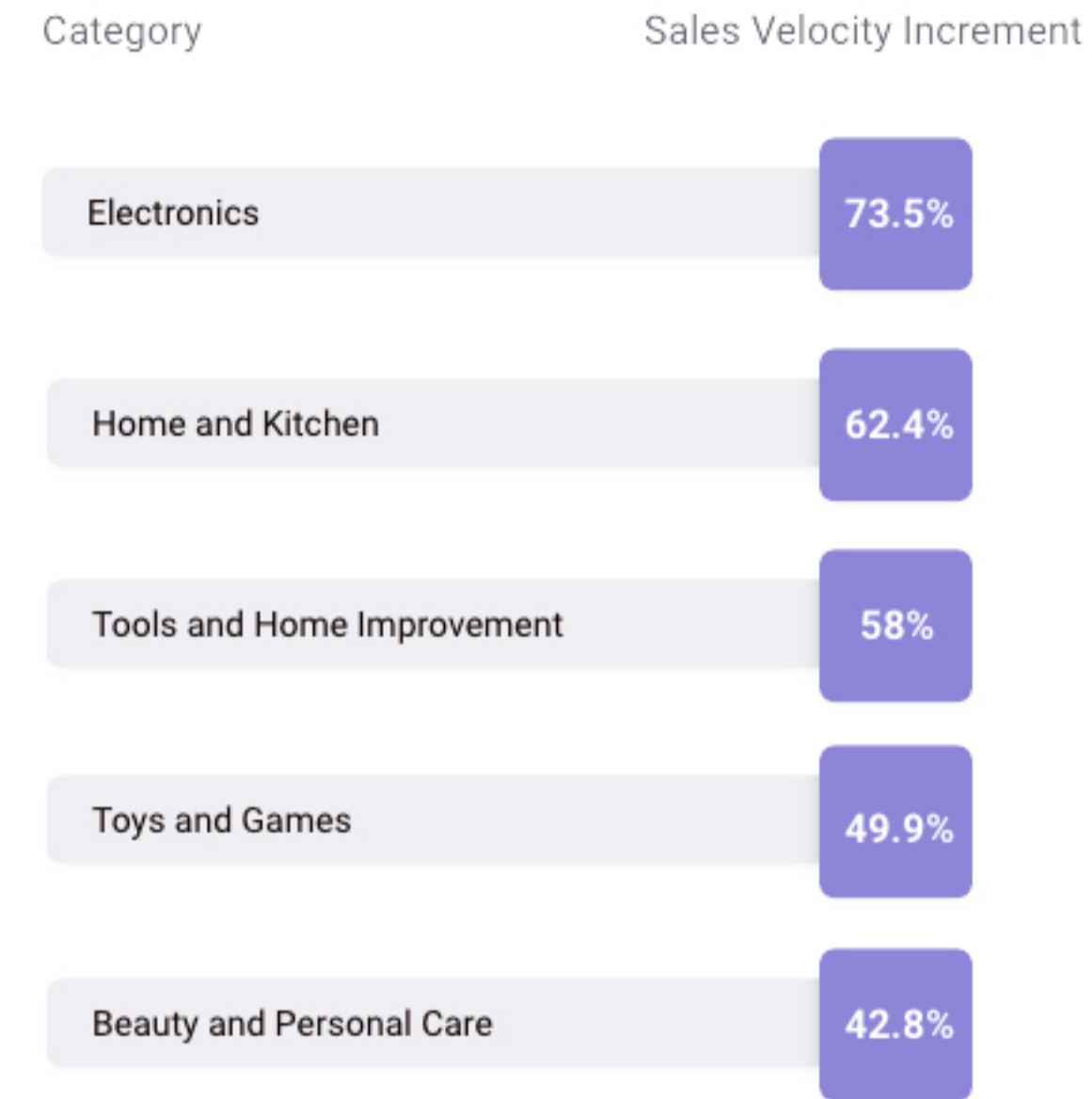
The Black Friday and Cyber Monday frenzy always comes with plenty of interesting developments. Every year surpasses the previous year in terms of the sales generated, and this year has followed the same advancement. Amazon has declared that they have made record-breaking sales over the weekend starting from Black Friday and leading up to Cyber Monday. This is owing to the fact that Amazon puts up irresistible offers for their customers on products belonging to every category.

The infamous Black Friday and Cyber Monday sales are eagerly awaited upon by customers belonging to every demographic. Thanks to the incredible opportunities to save big on purchases, everybody wants a piece of this pie. Also, one cannot deny Amazon's smart tactic to attract customers with their oh-so-helpful gifting guides. Customers' Most-Loved Gifts, Oprah's Favourite Things, Holiday Toy List, Home Holiday Guide, Experts' Gift Picks, etc, are some of their gifting guides that have contributed to the phenomenal boost in Black Friday and Cyber Monday spending.

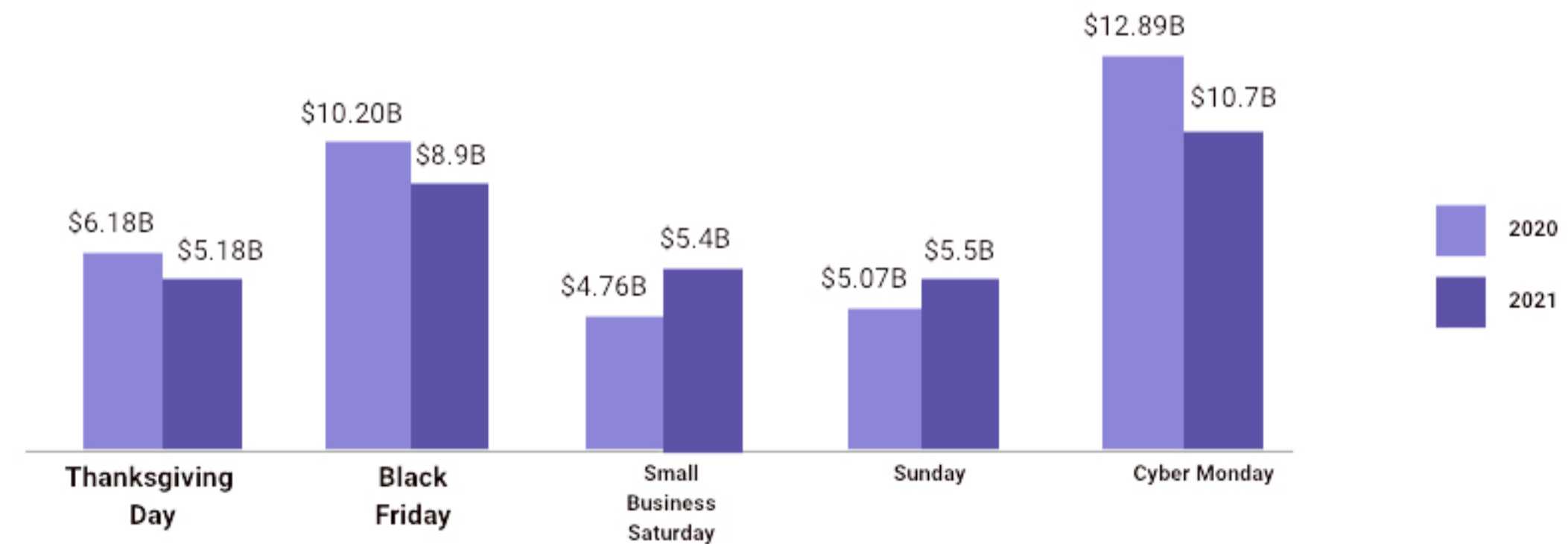


Category Trend Analysis

With irresistible offers in every category, the highest number of sales was recorded in a select few as seen in the image on the right. Among some of the best-selling items were the Apple AirPods, REVLON One-Step Hair Dryer, and Amazon's own products like the Echo Dot (3rd Gen) and Fire TV Stick with Alexa Voice Remote, in the Electronics category. Crest 3D Whitestrips in the Personal Care category and the Colorfulkoala Yoga Pants bagged the best-selling items' label in the other categories.



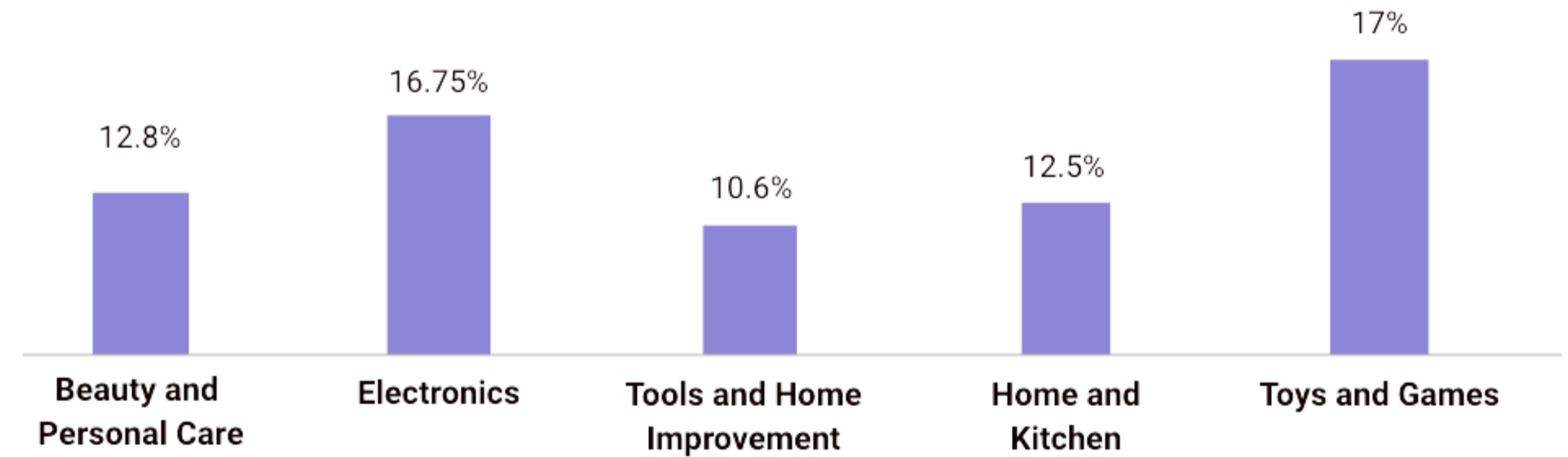
The change and increase in customer spending over the different sale days through the year 2021 in comparison to their spending in the previous year can be seen in the chart provided:



PPC Trend Analysis

The need for winning the top spots for Amazon ads increases tenfold during Black Friday and Cyber Monday sales. This is owed to the fact that every seller wants to get his products in front of as large an audience as possible with the help of his ads. With every seller competing for winning positions and spending more than normal on CPC, what was witnessed was a fierce competition like never before. This resulted in a phenomenal increase in CPC as compared to the previous days leading up to the Black Friday sale.

Advertising CPC Changes for the top 5 categories:



Promotions and Discounts

- Category

It was observed that sellers and brand owners began sending out promotional emails early on for Black Friday. However, the deals and discounts being offered on the actual day of the sale were not enticing enough for shoppers. The discounts on offer were low and didn't apply to all the products in their portfolio. Only a select few were being discounted and they were all high-availability items. The average promotional discount was noted as 33.4% which is lesser than last year's average of 37%.

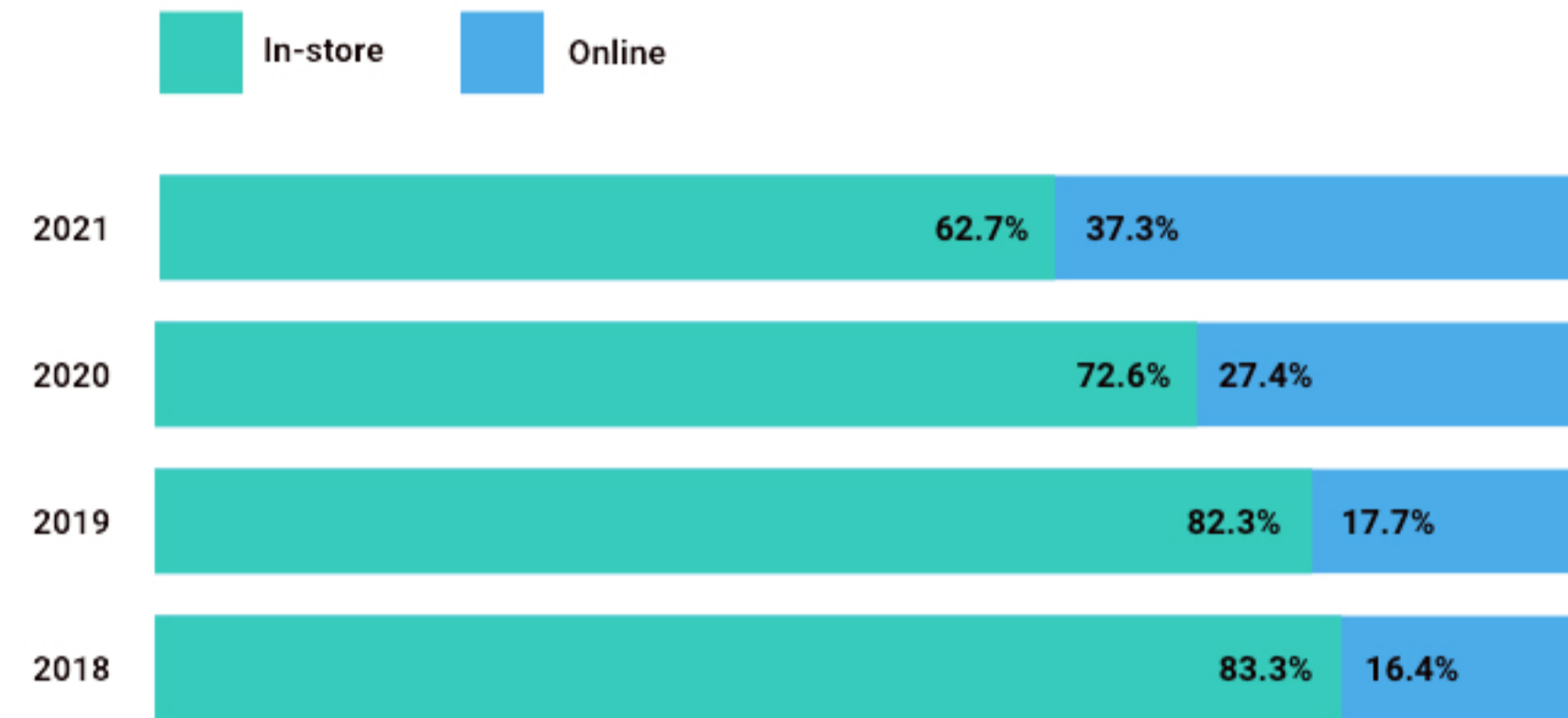
Experts at SellerApp have attributed the top influencing factors for purchasing decisions in the US



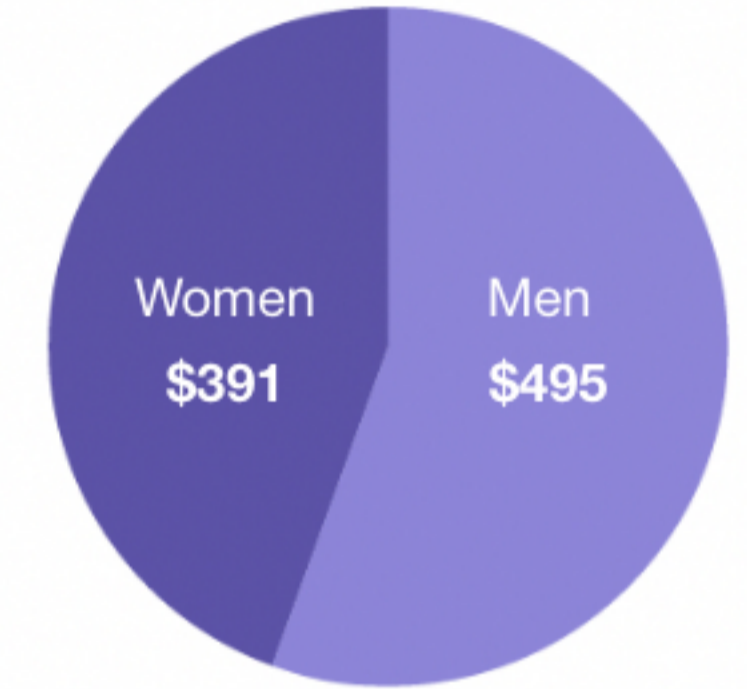
Consumer Behaviour Analysis

This year's Black Friday sales saw Amazon come out victorious as the top retailer across all racial, ethnic groups and other demographics excluding Gen Z. Amazon gained its major share from millennials and Gen X spending. Amazon also grabbed a good share of spending from Asian and Hispanic/Latino shoppers. Out of all the ethnic groups, Black/African American customers exhibited the highest growth in spending while Caucasian/White consumers grabbed the highest Amazon share.

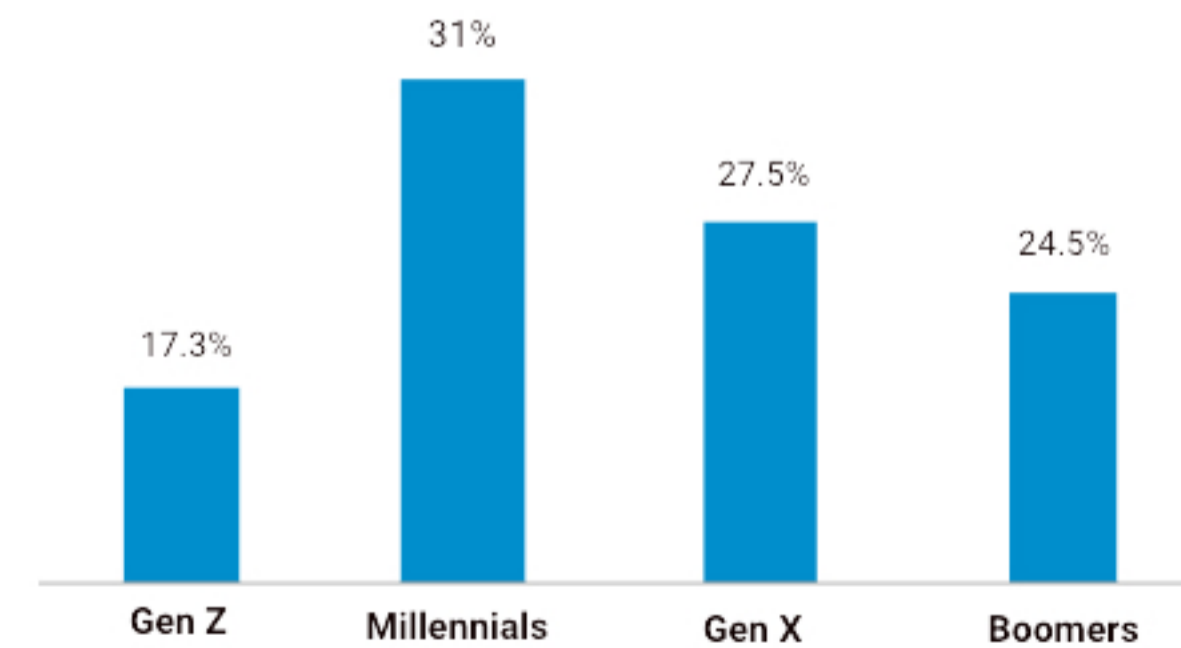
Black Friday In-Store Vs. Online Share



Women to Men Spend Ratio



Buying on Amazon (age distribution)



SellerApp Managed Services - Customer Stories

Articka

Articka

Articka is a Computer Accessories brand under the Sketchbooks & Notebooks category which has shown a major spike during the Black Friday and Cyber weekend with a greater than 100% spike in revenue during the festive period. The key metrics are as follows:

Sketchbooks & Notebooks

Category

50.6%

ACoS

113.74%

Avg Revenue Growth during the period



SellerApp Managed Services - Customer Stories

Caddy Daddy Golf

Caddy Daddy Golf is a Golf Accessories brand under the Sports category which had a tremendous YoY growth as compared to the previous year during the Black Friday and Cyber Monday (BFCM) week. This year witnessed a growth of over 150% in revenue with its key metrics outlined here:



Sports and Outdoors

Category

16.54%

ACoS

160.12%

YoY revenue growth during the period



SellerApp Managed Services - Customer Stories

Urban Lab

Urban Labs has witnessed the biggest growth as compared to their previous year sales during the same festive period. Urban Labs provides a wide array of products for Home and Kitchen category which had over a 8x growth this year.



Home and Kitchen

Category

11.52%

ACoS

857.86%

YoY growth as compared to last Black Friday period



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For more information on our product and managed services, you can schedule a demo with us, and our support team will be happy to take you through our platform.

[Schedule Demo](#)