



Shopping Over Thanksgiving Weekend and Cyber Monday Tops \$545 Million in Nevada

Online Shopping Up More Than 51 Percent Over 2019

Over the long Thanksgiving weekend and Cyber Monday, shoppers across the Silver State headed to stores and online retailers to take advantage of holiday deals and discounts. In the Silver State, the Retail Association of Nevada (RAN) estimates that over 1.7 million people spent a total of \$545.7 million on gifts, decorations and other merchandise over the five-day period, down from \$638.9 million last year.

Online retail sales over the Thanksgiving weekend reflected the growth trends reported for most of 2020 due to the pandemic. In Nevada, an estimated 899,000 consumers did their Thanksgiving weekend shopping exclusively behind a computer or cell phone screen, an increase of more than 51 percent, according to RAN estimates.

“This has been a challenging year for Nevada retailers, and a lot of preparation has gone into making this holiday shopping season safe for our customers and employees,” said Bryan Wachter, Senior Vice President of RAN. “Retailers are listening to our customers and are investing in the infrastructure to keep stores safe and online shopping and curbside pickup as convenient as possible.”

Nationwide, an estimated 186.4 million consumers shopped over the Thanksgiving weekend and on Cyber Monday, a slight decline from the 189.6 million shoppers a year earlier, according to the National Retail Federation (NRF). Shoppers over the five days spent an average of \$311.75, with nearly \$225 going toward gifts and holiday items, according to NRF survey data.

Due to ongoing social distancing measures and public health concerns due to the COVID-19 pandemic, shopping at traditional brick-and-mortar stores declined compared to recent years. With many stores closed on Thursday this year, in-store shopping on Thanksgiving Day dropped 55 percent from 2019, while Black Friday in-store shopping dropped by 37 percent, according to the NRF. On a positive note, 70 percent of shoppers said they felt safe shopping in-store due to efforts by retailers to create safe environments for consumers.

On a national level, online sales surpassed \$29.6 billion during the Thanksgiving weekend and Cyber Monday, a 5.0 percent increase over a year ago, according to Adobe Digital Insights. That total included \$9.0 billion on Black Friday and \$10.8 billion on Cyber Monday, which set a new record for online shopping volume in a single day. Adobe Digital Insights noted that social media played a big part in driving

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Mission Statement:

Our Mission is to strengthen the business environment for Nevada Retailers and Associates by providing a government relationship program which supports retail industry needs through effective lobbying at federal, state and local levels.

Looking out for Business

At RAN we make it our business to support and protect your business. From monitoring local, county, state and some federal issues, RAN is there to inform you on the events that can have a real

online sales this year. Over the shopping weekend, social media drove 1 in 10 visits to retail websites, a 17 percent increase from last year.

Top purchases over the long shopping weekend included clothing (purchased by 52 percent), toys (32 percent), books/music/movies/video games (29 percent), gift cards (29 percent) and electronics (27 percent), according to the NRF.

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About The Author

Applied Analysis, founded in 1997, is a Nevada-based advisory services firm providing information and analyses for both the public and private sectors.



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