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Adobe: Cyber Monday Hits Record \$14.25 Billion in Online Spending with Over \$1 Billion Driven by Buy Now Pay Later

SAN JOSE, Calif. — December 2, 2025 — Today, Adobe (Nasdaq:ADBE) released online shopping data for the 2025 holiday season covering Cyber Week, the five-day shopping period from Thanksgiving through Black Friday and Cyber Monday. Based on Adobe Analytics data, the report provides the most comprehensive view into U.S. e-commerce by analyzing commerce transactions online, covering over 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, measure and personalize shopping experiences online.

Consumers spent a total of **\$14.25 billion** online for Cyber Monday, **up 7.1% YoY**, and above Adobe's initial projection of \$14.2 billion (up 6.3% YoY). In the peak hours of 8 pm to 10 pm, consumers spent \$16 million every minute. Cyber Monday remains the biggest online shopping day of all time, as shoppers took advantage of competitive discounts in categories such as electronics (peaking at 31% off listed price), toys (28%), apparel (25%), computers (23%), television (22%), furniture (19%), appliances (19%), and sporting goods (17%).

Deals are expected to linger in the days ahead. After Cyber Week, discounts will come down from their peaks, but shoppers can still find great bargains through the first week of December in toys (peaking at 23% off listed price), computers (20%), electronics (19%), televisions (19%), apparel (18%), sporting goods (15%), appliances (15%), and furniture (15%).

Cyber Week (the 5-day period from Thanksgiving to Cyber Monday) brought in **\$44.2 billion** online overall (**up 7.7% YoY**), bolstered by record spend online during Black Friday (\$11.8 billion, up 9.1% YoY). This is now the second holiday season in a row where Black Friday growth outpaced Cyber Monday (2024: Cyber Monday up 7.3% YoY, Black Friday up 10.2% YoY), as shoppers embraced early, competitive deals. Earlier deals drove record spending over the weekend as well (Nov. 29 and Nov. 30) at \$11.8 billion (up 8.7% YoY) and Thanksgiving at \$6.4 billion (up 5.3% YoY).



After a strong Cyber Week showing, Adobe expects the full 2025 holiday season (Nov. 1 to Dec. 31) to hit **\$253.4 billion** online, up **5.3% YoY**.

Buy Now Pay Later (BNPL) Crosses \$1 Billion Milestone

Usage of the flexible payment method hit an all-time high on Cyber Monday, driving **\$1.03 billion** in online spend (**up 4.2% YoY**), as consumers looked for greater flexibility in managing their holiday budgets. The vast majority of BNPL transactions are happening on a mobile device as well, at 79.4% share on Cyber Monday (vs. desktop). In an Adobe survey of over 1,000 U.S. consumers (conducted Nov. 2025), respondents said they were most likely to use BNPL for electronics, apparel, toys, and furniture purchases.

Online Shopping Propelled by AI and Social Media

Generative AI-powered chat services and browsers are making their mark on the holiday season, becoming a helpful tool for consumers to find deals and research products. On Cyber Monday, AI traffic to U.S. retail sites (measured by shoppers clicking on a link) **increased by 670%**. In the season so far (Nov. 1 to Dec. 1), AI traffic is up 760%. While the base of users remains modest, the uptick shows the value AI can deliver as a shopping assistant. These services were used most in categories including video games, appliances, electronics, toys, and personal care products.

Adobe also tracks the marketing channels that are driving consumers to hit buy on U.S. retail sites. Social media is the standout this season, with its share of revenue coming in at 3.6% on Cyber Monday, up a significant 56.5% YoY (2024: 2.3% share, up 4.5% YoY). In 'affiliates and partners', which includes social media influencers, revenue share came in at 21.8%, up 7.4% YoY (2024: 20.3% share, up 6.8% YoY). While major channels such as paid search and email continue to be reliable drivers of traffic and sales online, consumers are increasingly turning to social media to discover and learn about new products.

"U.S. retailers leaned heavily on discounts this holiday season to drive online demand. Competitive and persistent deals throughout Cyber Week pushed consumers to shop earlier, creating an environment where Black Friday now challenges the dominance of Cyber Monday," said Vivek Pandya, lead analyst, Adobe Digital Insights. "Shoppers have also become increasingly savvy in finding the best deals and locating the right products, embracing generative AI-powered chat services and browser tools for the second season in a row."

Additional Cyber Monday Insights



- **Mobile cemented as preferred transaction channel:** 57.5% of online sales came through a mobile device on Cyber Monday (vs. desktop), representing \$8.2 billion in spend (up 8.0% YoY). Shopping on smaller screens has seen significant traction in recent years, where just 5 years ago (2020), mobile share came in at 41.4% for Cyber Monday. On Thanksgiving this year, mobile share crossed 60% for the first time as well (at 61.6% share). This is driving more impulse shopping and boosting holiday season growth as a result.
- **Electronics, apparel, and furniture continue to dominate e-commerce:** On Cyber Monday, over half of online spend (57%) was driven by just three categories including electronics (\$3.7 billion, up 12.8% YoY), apparel (\$2.6 billion, up 5.2% YoY), and furniture (\$1.8 billion, up 5.4% YoY). Other standout categories included cosmetics (\$0.5 billion, up 7.0% YoY), and sporting goods (\$0.6 billion, up 6.0% YoY).
- **What consumers are buying:** Online sales of Bluetooth headphones and speakers were up 1,850% on Cyber Monday (compared to average spending levels in October 2025). Other categories with strong demand included video game consoles (up 1,800%), refrigerators and freezers (up 1,700%), home security systems (up 1,500%), smart home products (up 1,450%), smartwatches and fitness trackers (up 1,400%), vacuum cleaners (up 1,300%), small kitchen appliances (up 1,250%), computers (up 1,200%), earrings (up 950%), cookware (up 950%), power tools (up 900%), and outerwear (up 850%).
- **Hot sellers** on Cyber Monday included toys such as Fisher Price Little People, Manga Tiles, DIY craft kits, Play-Doh sets, Ms. Rachel learning toys, board and card games, Nerf guns, KPOP Demon Hunters toys and action figures, Paw Patrol toys, and stuffed animals and toys. Top selling gaming consoles included Xbox Series X, Nintendo Switch 2, PlayStation 5, and PlayStation Portal, and top games included Call of Duty: Black Ops 7, Battlefield 6, Donkey Kong Bananza, Pokémon Legends, Legends of Zelda games, and MLB The Show 25.
- **Other hot sellers** on Cyber Monday included digital cameras, luggage sets, fitness trackers, televisions, robot and cordless vacuums, massage guns, countertop ice machines, active wear and athleisure, and heated blankets.

2025 holiday season off to a strong start

Season-to-date (Nov. 1 to Dec. 1), consumers have spent a total of **\$137.4 billion** online, up **7.2% YoY**. Mobile shopping has driven a 52.8% share of online sales so far (vs. desktop), representing \$ 73.7 billion in spend and up 7.2% YoY. Additionally, Buy Now Pay Later has driven \$10.1 billion in spend, up 9.0% YoY.



Strong discounts this season have also driven shoppers to purchase higher-ticket items in categories such as electronics, sporting goods, and appliances—propelling e-commerce growth as a result. So far this season (Nov. 1 to Dec. 1), the 'share-of-units-sold' for the most expensive goods has increased by 19%. Across categories, this figure was up 54% in electronics, up 52% in sporting goods, up 41% in appliances, up 30% in personal care products, and up 26% in tools and home improvement.

About Adobe

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

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