



2020 SALES SEASON:

A WINNER FOR ECOMMERCE AND OMNICHANNEL



2020

A year that will go down in history. A year that changed us. A year that changed our industry. Amid lockdowns, recession, job losses and store closures, we saw a glimmer of hope. We saw retailers and consumers alike changing their behaviour; shifting and pivoting to find their new normal.

It was the retail digital revolution we needed.

In this report, we look at the industry's biggest sale days - Click Frenzy, Black Friday through to Cyber Monday (Cyber Weekend) and December / Boxing Day. We compile results from a variety of sources, as well as our own Comestri data, to paint a comprehensive picture of the season that was.

Did the 2020 sales season bring the results that many retailers were so desperately seeking?



There is no denying that online shopping grew strongly through 2020, and this reached a new level in December as millions of people chose to buy their Christmas gifts online.

Rodney Boys, Acting Chief Executive Officer
AUSTRALIA POST



**AUSTRALIA POST
DELIVERED**

52M

**PARCELS IN
DECEMBER 2020**

116%

YOY INCREASE IN TRAFFIC

\$206

AVERAGE ORDER VALUE

35%

YOY INCREASE IN ORDERS

[COMESTRI DATA]

55%

YOY INCREASE IN MARKETPLACE

ORDERS [COMESTRI DATA]



of consumers expect businesses to maintain the flexibility they've shown in selling across multiple channels during the pandemic.

[ADYEN]

01

CLICK FRENZY

After the lockdowns, stock shortages, reduced foot traffic and postage delays, would Click Frenzy start the 2020 sales season off with a bang or a fizzle?

We say BANG. Retailers on the Comestri platform saw an overall YoY order increase of 35%; not bad, all things considered. Interestingly, orders made via marketplaces increased 55% YoY, confirming that an omnichannel strategy is more important than ever.



Click Frenzy was a strong start to the sales season, and gave a great indication of what to expect over the coming weeks in the lead up to Boxing Day Sale. A solid end to the difficult year that was 2020.

Rhian Greenway, Chief Information Officer



02

CYBER WEEKEND

The US-led Cyber Week event gains momentum each year here in Australia, and 2020 was no different. Retailers were expecting big things, hoping to claw back lost revenue from the past 9 months. Many were forced to shift their strategy to battle through the new world of retail, and many did so seamlessly and achieved great results.

Salesforce reports that shoppers across the globe spent a record \$270 billion online this Cyber Week, growing an astonishing 36% YoY. Similarly, Shopify stores saw a massive 76% YoY increase, with \$5.1B USD spent on Shopify sites globally.

Comestri's own transactional data reveals a 22% YoY increase in transactions and, interestingly, a 55% increase in orders placed on Marketplaces (Amazon, eBay, Catch, The Iconic, etc) from 2019.

Did Cyber Week 2020 live up to its high expectations? Absolutely. Was it enough to cover the disastrous retail trade results for 2020? Time will tell.



In just a single day, [Shopify] merchants around the world produced **more than 80% of the sales of the entire holiday shopping weekend last year.**

Harley Finkelstein, President
SHOPIFY

Comestri's own data shows an increase in transactions across the entire Cyber Weekend from the previous year.

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42%

YOY GROWTH IN ONLINE PURCHASES
(FRIDAY - MONDAY)

6.8M

PARCELS PROCESSED
UP 17% ON 2019

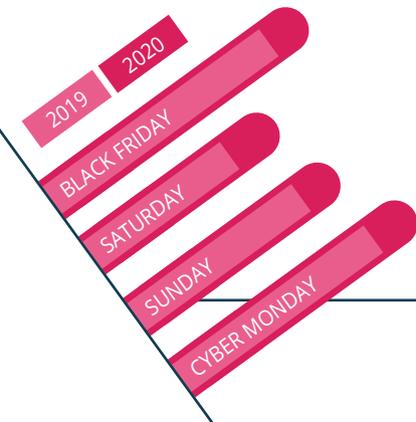
2.2M

HOUSEHOLDS SHOPPED ONLINE
UP 40% ON 2019

BLACK FRIDAY AOV

\$149.25

UP FROM \$128.93 IN 2019



26%

YOY GROWTH IN ONLINE PURCHASES
IN DECEMBER (COMESTRI DATA)

41%

YOY GROWTH IN ONLINE PURCHASES
ON BOXING DAY (COMESTRI DATA)

03

DECEMBER / BOXING DAY

Strong online sales helped retailers claw back lost revenue in December after a challenging 12 months. Online and marketplace sales surged ahead, with no sign of slowing down.

Preliminary stats from the ABS show that Australians spent \$30.3 billion in December - a YoY increase of 9.4%.

“ After a challenging 2020, December produced solid results for the business, setting us up for a strong 2021.

Lachlan Smith, CTO

Showpo.



Despite a challenging year for retail in 2020, ecommerce managed to perform above and beyond expectations. Globally, worldwide retail ecommerce sales posted a [27.6% growth rate](#) for the year, with sales reaching well over [\\$4 trillion](#).

Across the sales season (Click Frenzy, Black Friday through to Cyber Monday (Cyber Weekend), Boxing Day and December), online retail performed well, giving many retailers a glimmer of hope for the future. The retailers that are thriving have embraced omnichannel retailing and shifted their behaviour and practices to suit the new environment they find themselves operating in.

But it's not over yet; 2021 brings its own challenges. To survive, retailers need to draw on their key learnings from 2020 and apply them swiftly. Being agile, resilient and able to respond to constantly changing conditions will set retailers up with the best chance of success in these uncertain times.



Empowering brands to sell more everyday.

The platform gives merchants the ability to manage and enrich multiple sources of product information for use across independent sales channels such as ecommerce platforms (Salesforce Commerce Cloud, BigCommerce, Magento, Shopify), marketplaces (Amazon, eBay, The Iconic, Catch) and other online channels such as social media (Google, Facebook), email marketing platforms, order management systems and dropshippers.

Let's Connect.

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