Printful's Cyber-5 product trend report 2023

Take a look back at 2022 Cyber week and see what the global and Printful data reveal about customer buying patterns.

This report focuses on the main points you should keep in mind to achieve even better results during the next BFCM shopping season.

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Global sales trends

According to Adobe Analytics, **Thanksgiving Day saw record-breaking spending of $5.29 billion,** up 2.9% from the previous year.

A new Black Friday online spending record set in 2022—$9.12 billion spent in a day. Globally, online sales reached $65.3 billion.

Shopify merchants reached a record $7.5 billion in sales, an 18% increase from last year. Over the BFCM weekend, 52 million shoppers searched for the best deals in Shopify stores.

In the US, Cyber Monday was the biggest online sales day in 2022.

Globally, Black Friday brought in more sales than Cyber Monday.

Cyber Monday spending was even higher than record BFCM sales—$11.3 billion, up by 5.8% from 2021, when it was $10.7 billion. Worldwide sales reached $46.2 billion.

Cyber Week globally generated $281 billion in online sales, up 2% from 2021, and $68 billion in the US, up 9%.

Printful's overall sales trends

In 2022, we saw the **demand for gift-worthy products stretch out even after Cyber week into December**, allowing for more sales compared to previous years.

BFCM deals have been successfully adopted in other parts of the world outside the US. In 2022, Printful saw an **increase in online sales in countries like Spain and Italy.**

Printful's trends in more detail

On Cyber Monday, same as last year, the home & living departament experienced the most sales out of our four large departments (embroidery, DTG, cut & sew, home & living).

The global embroidery market is growing, and it's forecasted to reach $5.4 billion by 2027. We also see **our embroidery category growing with embroidered hoodies being the top pick during BFCM.** As this trend is here to stay, apparel products and hats with this technique are a great addition to your store.

## The best-selling category of the Cyber-5 was t-shirts. This is a trend that we see year-round.

Global
Black Friday bestsellers

Electronics **sold well in 2022**, with Apple Watches and AirPods being popular during Black Friday.

Apparel and accessories were a big Black Friday hit. This has been an overall spending trend on Black Friday in 2022 — clothing, shoes, and accessories account for 53% of all purchases.
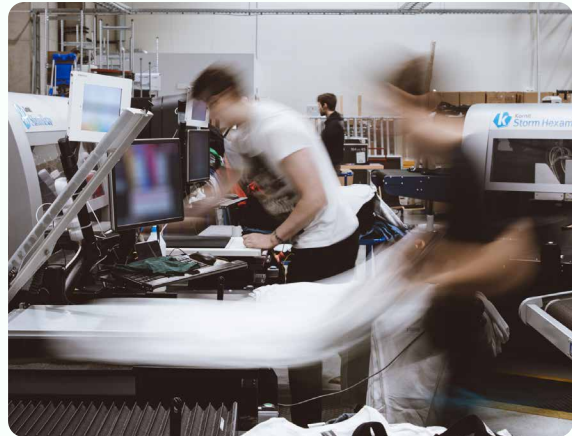
Printful's bestsellers
on Black Friday in 2022

On this day, people are searching for gifts and deals in the apparel category.

In 2022, the top-selling products during BF were t-shirts, sweatshirts and hoodies, with the most popular being the Unisex Staple T-Shirt | Bella + Canvas 3001.

Global
Cyber Monday bestsellers

Categories like toys, computers, and electronics <u>sold the best on CM</u>.

According to <u>Adobe holiday shopping trends</u>, the top products sold globally were Legos, PlayStation 5, Hot Wheels, Madden 23, and smart watches.

Printful's Cyber Monday
home & living bestsellers in 2022

Customers are looking more for H & L products on CM,

our top-selling products in 2022 were posters, stickers, mugs, blankets and postcards, with the most popular being the <u>Enhanced Matte Paper Poster (in)</u>.

Learnings when preparing for 2023 BFCM

💡 **Start running holiday offers as early as mid-October**

What advice do you have for ecommerce businesses looking to grow their sales this holiday season?

❝

Start thinking about Q4 ahead of Q4.
Customer acquisition costs will greatly increase the closer we get to Black Friday with so much competition from other advertisers, so the earlier you can think about customer acquisition and warming up your existing audience, the better.

Karilynn Fulbright,
Marketing Director at Snow Commerce

💡 **Extend the Cyber-5 discounts further in the week after Cyber Monday.**

We suggest focusing on these categories on BF and CM

On Black Friday, promote apparel—add Printful's Black Friday bestsellers to your store

On Cyber Monday, highlight home & living—add Printful's top Cyber Monday bestsellers

We also recommend researching the newest product additions from these categories and adding them to your store to make it stand out more

Add embroidery products to your catalog

Design t-shirts to showcase in your campaign

Prepare early for the December holiday gift seekers with these popular products:

★ Focus on **wooden ornaments, phone cases, mugs and blankets** from Home & Living category

★ **Add long sleeve t-shirts, sweatshirts, and hoodies** from apparel

★ **Add sweatshirts and hoodies** from the eco-friendly category

Spending habits

Find out **what impacted customer purchasing decisions** during the Cyber-5.

Global consumer behavior

A noticeable increase in sales started already on November 6**, signaling an early start to the shopping season.**

When using desktop devices, people order more items per order**, when compared to smartphones or tablets:**

	BF	CM
desktop	3.6	3.7
smartphone	2.9	3
tablet	2.8	2.8

Customers used "buy now pay later" to pay later for the goods they love, often without any interest payments. Adobe Analytics data shows that **orders increased to 85%** during Cyber Week compared to the week before, while revenue rose to 88%. **The BNPL solution improves customer experience and is an optimal solution to spread out expenses.**

Nearly half **(48%) of online sales were made on mobile**, up from 44% last year, according to Adobe's 2022 Holiday Shopping Trends & Insights Report.

The average yearly cart abandonment rate ranges from 59.2% to 79.8%. During BFCM, it was 78% globally, with the most popular reasons for it being

92% negative reviews

80% poor return policies

75% slow loading speed

59% unreadiness to purchase

There are also other concerns, such as

55% hidden extra costs

35% required registration

35% site security concerns

27% comlicated checkout process

27% high prices

16% slow delivery

Learnings when preparing for 2023 BFCM

Mobile-oriented strategies can increase your sales during the biggest shopping days of the year, so we suggest **tailoring your marketing activities to smartphone users.**

Check how <u>mobile-friendly</u> your website is and make sure it has:

★ Clear navigation

★ Less text, more space

★ Easily visible call-to-action

★ More eye-catching buttons

Create your campaigns with a mobile-first approach

Have marketing and sales channels— **SMS and mobile apps—optimized for mobile users**

Prepare mobile-only deals

Here are some strategies to decrease your cart abandonment rate

Work on your review section. Customers prefer to see a mix of positive and negative reviews, with an average rating of 4.2–4.5 stars.

Work on creating a one-click-purchase option. Payment methods like <u>Apple Pay</u> and <u>Google Pay</u> save payment and shipping information, giving customers the ability to make hassle-free purchases.

<u>87% of ecommerce sites</u> don't respond to negative reviews, so make the most of them by **addressing the concerns of your customers.**

<u>Improve your store's site speed</u> by compressing and optimizing images, **eliminating unnecessary plugins, and reducing redirects.**

You've worked with pretty big brands. What strategies/activities can smaller businesses adapt for a successful holiday season?

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Run competitive deals as you are able while maintaining profitability. **With every brand running a discount during this time, yours will need to stand out.** The average BFCM discount was 30% in 2022. If you can't use that discount site-wide and ensure profitability, consider creating special collections at higher discounts to attract shoppers. You can also do more creative promotions like a free-gift with purchase, tiered discounting (e.g. spend $50, save 15%, spend $75 save 20%, etc.), free shipping, and more.

Karilynn Fulbright

Why customers buy during BFCM

The top two reasons to spend money on BFCM were:

★ **"Finding gifts for other people"**

★ **"Getting good deals"**

The data about Cyber Monday shows similar spending trends:

71% of shoppers spent more or the same amount as last year

For Gen Z (18–24 year-olds),
this number reached **82%**

The average consumer spent **over $100 on Cyber Monday, while 75% of shoppers spent over $100 on Black Friday this year.**

The need to save drove consumers to take advantage of Black Friday sales:

22% of people spent less than last year

27% of them spent the same amount

46% spent more this year than before

NIQ survey data shows that, over the course of the weekend, **consumers spent an average of $325 on holiday-related purchases** (up from $301 in 2021). Most of it was spent on gifts—$229.

What marketing channels were used

Our customers focused on running discounts and free shipping offers and advertised them through

43%
social media

17%
paid ads

9%
email

Social media brought in the most sales compared to other channels. This was also the most beneficial marketing channel in 2021.

TikTok had a great impact on Black Friday shopping—people posted hauls and wishlists on the app. Most-used hashtags were:

#blackfriday2022
with 247.5 million views

#blackfridaydeals
with 819.9 million views

According to Digital Commerce 360's research of the top 100 retailer websites, **89% of retailers offered sales and 66% offered free shipping,** which is a highly demanded benefit by customers.

Learnings when preparing for 2023 BFCM

Combine your marketing efforts—paid search results and social media are a solid basis for reaching your target audience.

Use popular hashtags for your customers to share on social media, and don't forget about the more specific long-tail keywords on your website, targeting specific products.

Paid search results are expected to grow in 2023 and beyond, predicted to account for 30% of total media spending by 2026. Make sure your Google ads are on point:

Don't just use the relevant keywords in search ads, but make sure that the landing page contains the same keywords and is relevant to what is advertised. This will improve the ad rating, thereby improving potential results and ad cost.

Don't go too broad with keyword targeting. It's better to be more specific and include niche keywords. Use broad-match keywords with caution, and always check the keyword impression reports to know the queries your ads appear in, and adjust accordingly.

Optimize negative keywords, so that Google won't show your ads on searches that are not relevant for your audience or don't have a shopping intention.

Use all relevant Ad Extensions for a considerable performance boost.

Fill out all the space for ad copy and test several text variations.

Remember the reasons why people shop on BFCM (finding gifts for others and good deals), and include urgency in your campaign copy.

What trends are emerging in the coming holiday season for ecommerce marketing?

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I wouldn't say this is a new trend, but every holiday season we see huge revenue increases from our email audience. **Q4 is email's time to shine.** It's said that email can account for ~30% of revenue for more brands in general during the holidays. Build your list early, practice good segmentation to warm up your email list, and make them feel special this holiday season through deals and messaging.

Karilynn Fulbright