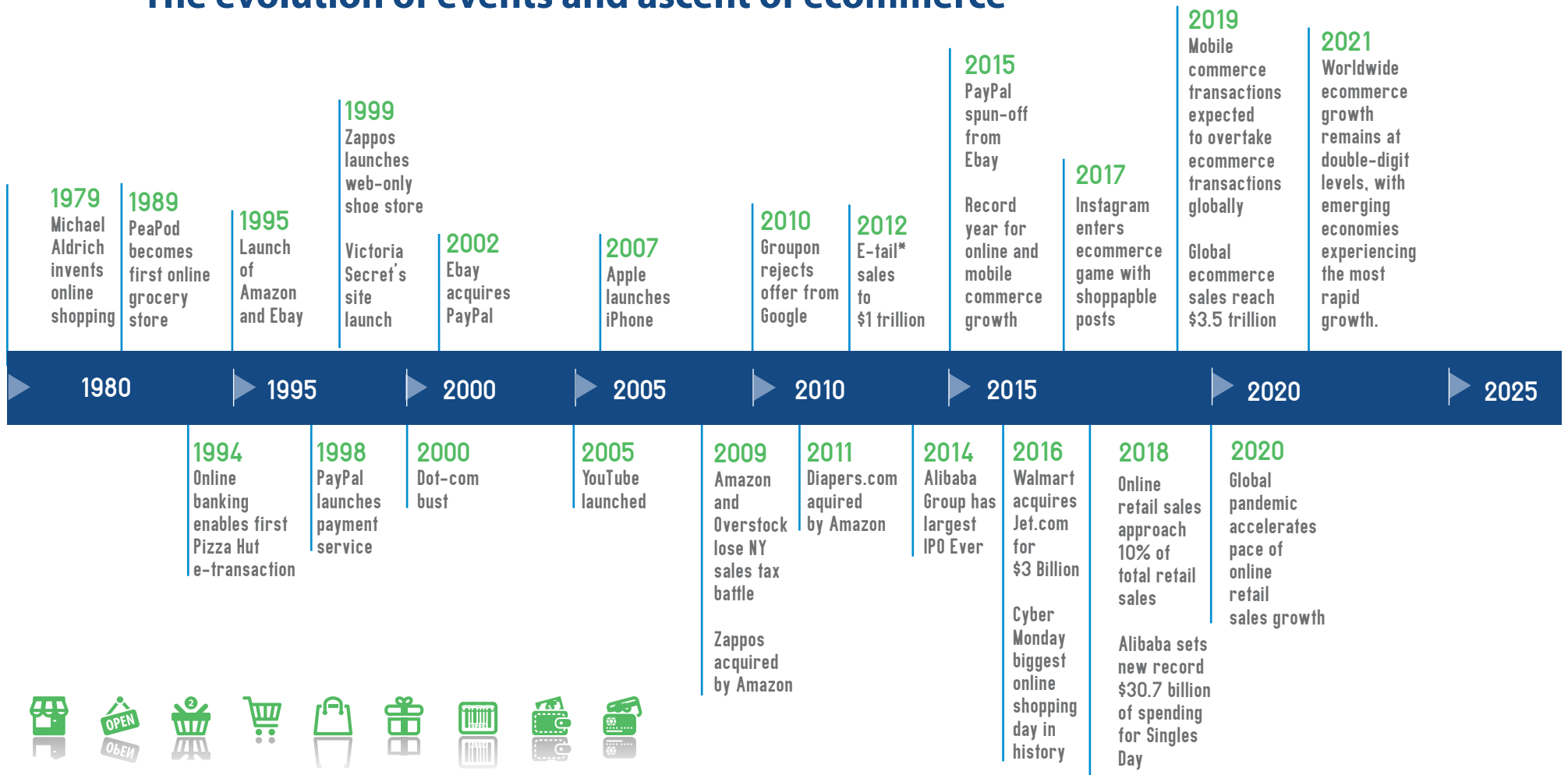




# History of Online Retail

## Major Milestones

The evolution of events and ascent of ecommerce





# Top 10 Global Spending Days

Online Retailers Get Greater Share of Total Retail Sales

Global ecommerce sales surpassed

**\$4.9 trillion** in 2021.

Thanks to its convenience, price, selection, and rapid delivery options, online shopping has transformed the way we shop. Here's a list of some of the biggest cyber shopping days around the globe.

## GLOBAL SHOPPING CALENDAR

**JANUARY 1**

### NEW YEAR'S DAY

As the holiday shopping season comes to a close, many more shoppers are spending those gift cards online.



**FEBRUARY 8**

### CHINESE NEW YEAR

The Chinese New Year or Spring Festival is a 15-day holiday celebrated by a number of countries in Asia. Cleaning before the New Year is a tradition, followed by the need to shop for new purchases to ring in the new year.



**FEBRUARY 14**

### VALENTINE'S DAY

Western cultures celebrate with the purchase of items such as flowers, chocolates, and jewelry. In 2021, an increasing amount of "love dollars" were spent using mobile devices.



**MARCH-MAY**

### MOTHER'S DAY

In Brazil, it is the second most profitable day for online retailers. In 2021, Mother's Day online sales generated \$6.4 billion R\$, an increase of 73%.



**MID-OCTOBER**

### DIWALI

India's 5-day Diwali festival celebrating the victory of light over darkness, has become a big online shopping period. This year's Festive Sale saw Amazon, Flipkart, Snapdeal, and Myntra battling for ecommerce market share.



**NOVEMBER 11**

### SINGLES DAY

Singles Day, China's 24-hour online shop-a-thon held every year since 2009, generated \$139 billion in sales in 2021 for Alibaba and JD.com.



**LATE NOVEMBER**

### THANKSGIVING

Thanksgiving Day marks the traditional start of the U.S. holiday shopping season. A growing number of shoppers are opting to stay home, eat turkey, watch football, and shop online. In 2021, ecommerce sales surpassed \$5 billion for the first time.



**DAY AFTER THANKSGIVING**

### BLACK FRIDAY

Black Friday, the traditional U.S. holiday shopping day which falls the day after Thanksgiving, has now spread to many countries around the globe. Online shoppers spent a total of \$8.8 billion in 2021, just shy of the \$9 billion mark hit during 2020.



**MONDAY AFTER THANKSGIVING**

### CYBER MONDAY

Created originally to get more people to shop online, Cyber Monday has become the biggest U.S. online holiday shopping day of the year. Consumers logged Cyber Monday sales of \$10.7 billion in 2021.



**DECEMBER 26**

### BOXING DAY

Boxing Day is traditionally a day synonymous with discounts and savings for UK consumers. Omicron concerns cut foot traffic by 44%, as shopping moved online.



## ONLINE COMMERCE

Globally, **online sales have grown at an annual rate of 20%**, versus only 5% for retail.

Sources: Bloomreach, Statista, RedSeer, Alibaba, Adobe Analytics, SimilarWeb, Payments.com

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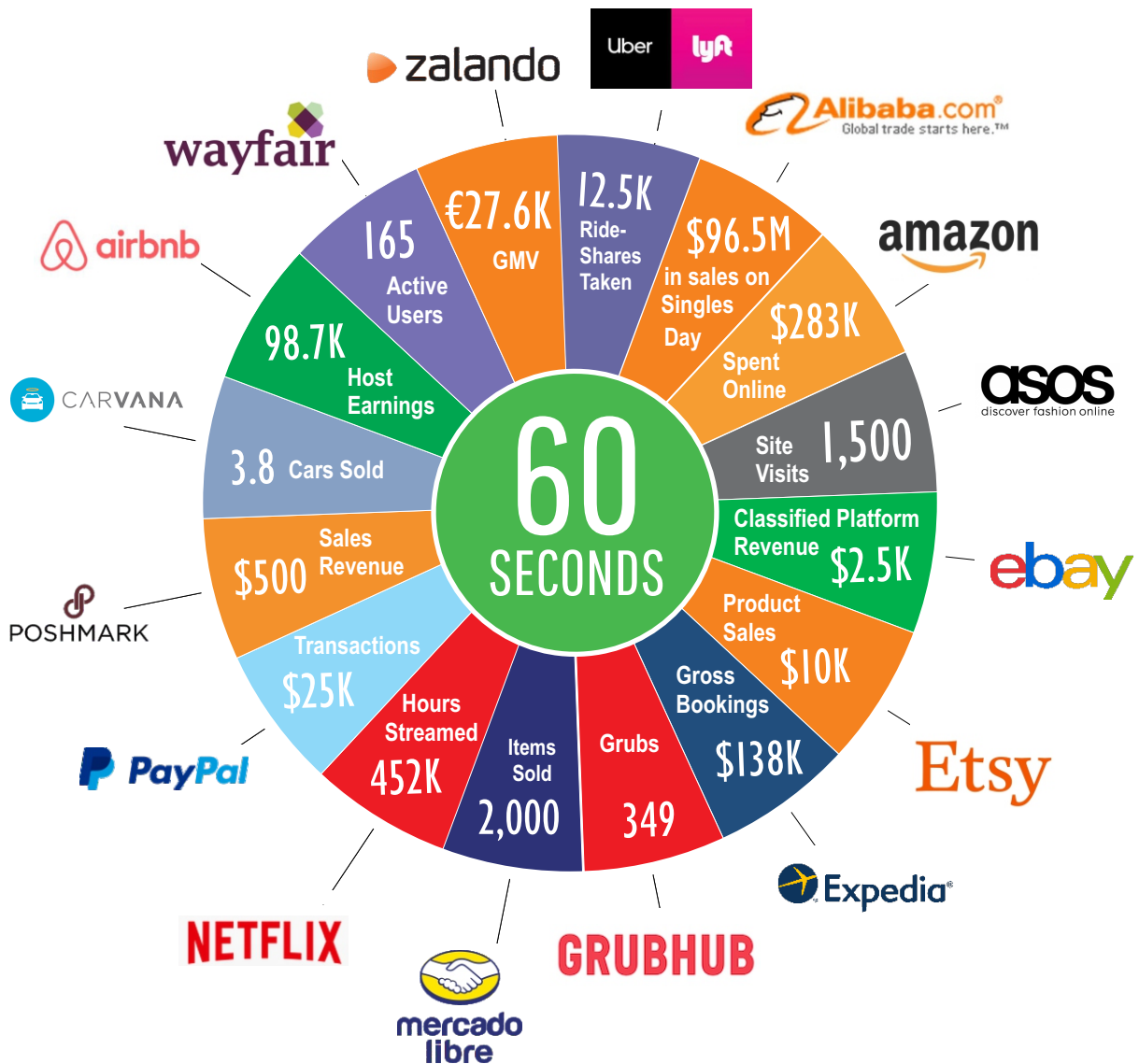


# One Minute in Online Retail

# 2021

# 60 SECONDS OF ONLINE RETAIL

**\$1.6 Million Spent Online**



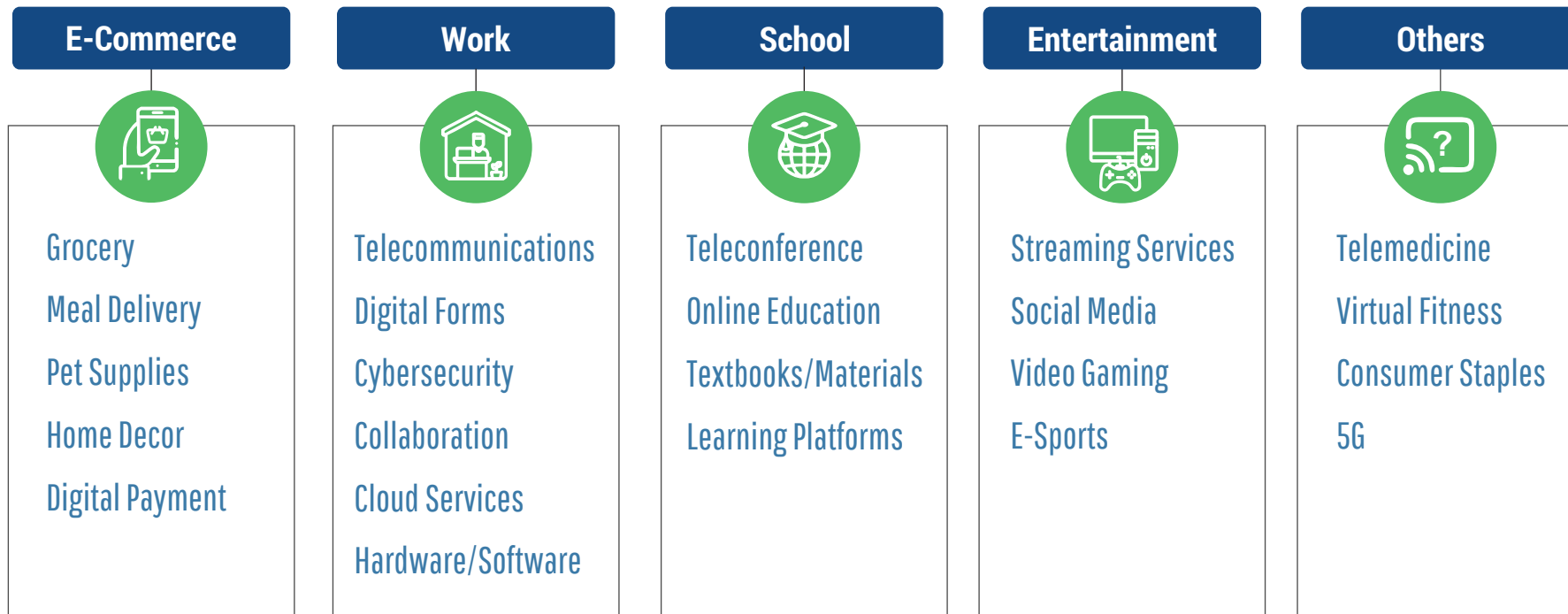
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# Which Industries Will Be Disrupted?

## A New Sub-Economy Emerges

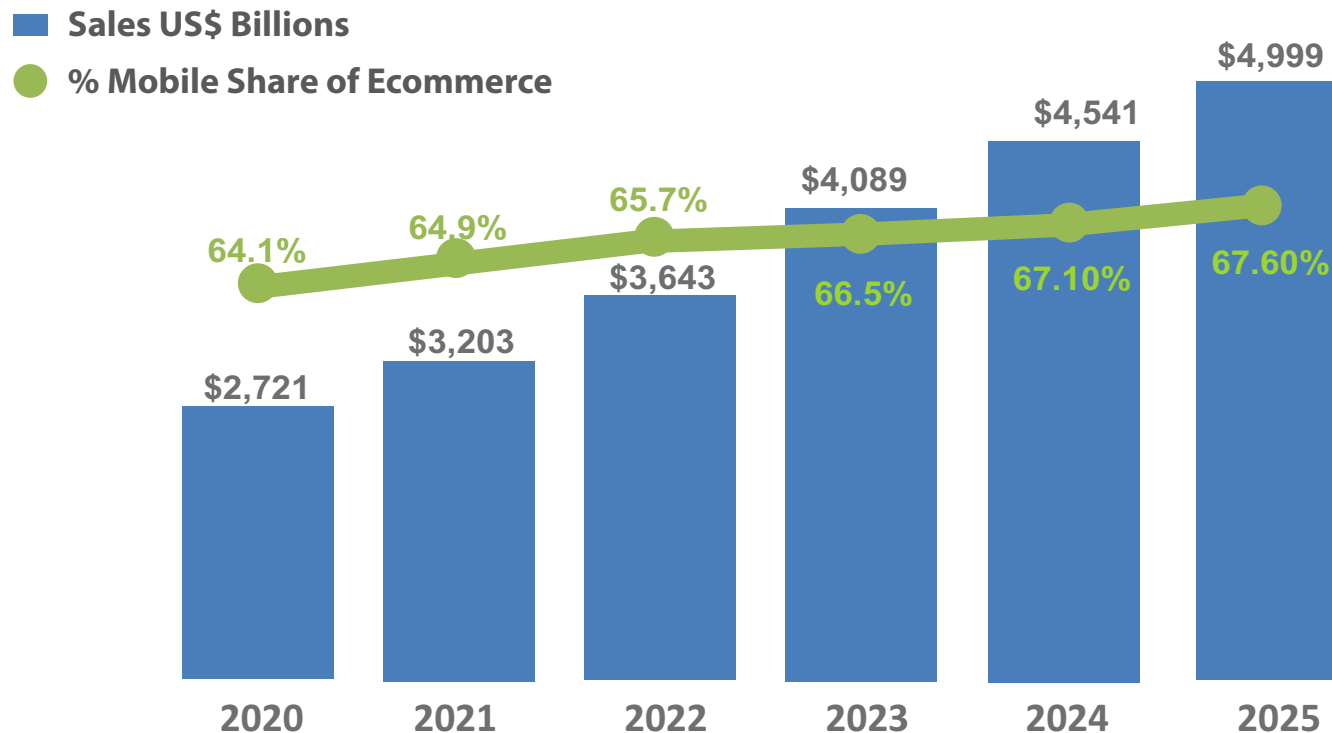
Who are the biggest beneficiaries of the #STAYATHOME economy?





# The Rise of Mobile Commerce Sales

## Retail Mcommerce Sales Worldwide Sales Worldwide 2020 - 2025



\*As of January 2022

Source: eMarketer

*Note: includes product or services ordered using the internet, regardless of the method of payment or fulfillment; excludes travel and event tickets, payments such as bill pay, taxes or money transfers, food services and drinking place sales, gambling and other vice goods sales.*