Black Friday Bounces Back With Record-Breaking Online Sales

Unlike last year's lackluster start to the holiday shopping season, this time around consumers are back to breaking sales records.

U.S. shoppers spent $9.12 billion online, buying everything from toys to electronics to exercise equipment this Black Friday, according to Adobe Analytics. That's a 2.3% increase compared to last year.

Mastercard SpendingPulse, which measures online and in-store retail sales across multiple forms of payment, stated Black Friday year-over-year U.S. sales rose 12%, excluding automotive.

"On the heels of two very atypical holiday seasons, 2022 is showing signs of normalcy," said Bruce Williams, head of performance marketing at Dentsu Media U.S.



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