



Cyber Monday Report: Holiday Sales up 10 Percent over 2007 (So Far)

Posted By Nathan Denny, on December 9, 2008 at 10:57 PM

Category: [Industry News: Trends](#), [Small Business Matters](#)

Finally! Last week, the business world saw a ray of hope amid seemingly endless gloomy economic reports: Cyber Monday, and the entire week following it, saw a sharp increase in online activity, up about ten percent over the same period last year.

Overall online sales for Cyber Monday were up a whopping 15 percent over 2007, according to PC World. (Most other news sources put this number a bit lower, though – the New York Times, for example, claims that, while transactions are up, actual sales numbers are not.)



The general consensus, though, is that the week of December 1 through 5 saw a significant sales increase over the same period last year. The Chicago Sun-Times reports an increase of 9 percent, which is consistent with most other reports. And online sales specific to small business were up 10 percent, according to Network Solutions (via MarketWatch).

Increased sales are always welcome news, of course, but this year especially so, given the fact that eCommerce activity had been lagging in recent weeks. Now, with the holiday season bump, those figures have bounced back, and are pretty much in line with last year's.

Of course, these numbers represent online sales only, so not all retailers are rejoicing. But it's a great shot in the arm for eCommerce, and in line with the larger economic trends, which have seen more and more shoppers turn to online buying in recent years due to its convenience and reduced cost. (Some news outlets are even stating, probably accurately, that Cyber Monday's success is the reason for Black Friday's increasingly disappointing returns.)

So, how have you been doing recently? Has your online business received the same boost as the online economy at large? Chime in and let us know in the comments section.



Categories

- [Aplus.Net](#)
- [Consumer Tech](#)
- [Developer's Corner](#)
- [Industry News: Players](#)
- [Industry News: Trends](#)
- [Net Neutrality](#)
- [Small Business Matters](#)
- [Tips and Advice](#)

Archive

December 2008

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

[« Nov](#)

Leave a Reply

Name (required)

Mail (will not be published) (required)

Website