

#InsightsByXPDEL

# AHEAD OF PEAK 2023

A Sneak Peek Behind the Scenes of 2022



**\$1 Trillion**  
US eCommerce sales surpassed in 2022



**\$201.3 Billion**  
Online shoppers' expenditure during the holidays in the US



**\$35.3 Million**  
Cyber Week raked in

## — Important Peak Dates —

**THANKSGIVING**

23<sup>rd</sup> Nov

**BLACK FRIDAY**

24<sup>th</sup> Nov

**CYBER SATURDAY**

26<sup>th</sup> Nov

**CYBER SUNDAY**

27<sup>th</sup> Nov

**CYBER MONDAY**

28<sup>th</sup> Nov

**ONLINE HOLIDAY SALES PROJECTION 2023:**

**\$221.8 Billion**

Total sales between Nov. 1 and Dec. 31

## Top Product Categories



Active footwear sales grew

**31%**



General footwear sales increased by

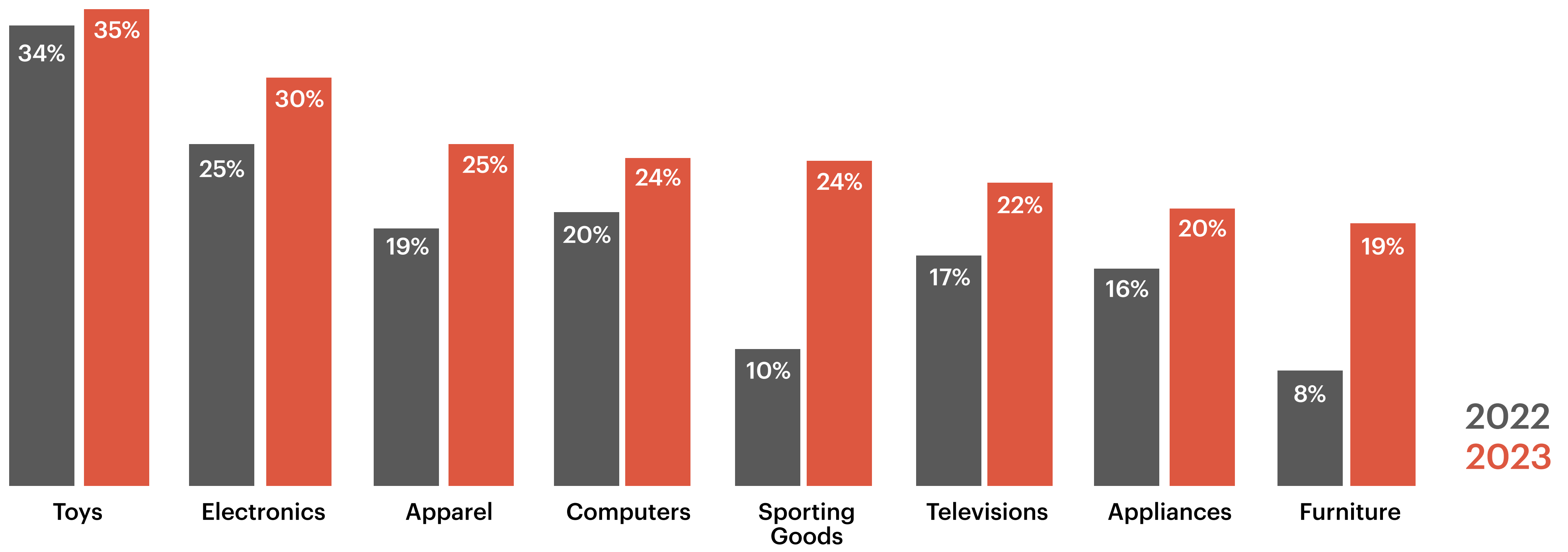
**15%**



Handbag and luggage sales rose by

**12%**

## Retailer Discount Breakdown:



## Buy Now, Pay Later (BNPL) Wins the Race

**\$14.5 Billion** in 2022

**\$17 Billion** BNPL's projected influence on online spending

**51.2%** of spending to occur on mobile devices, surpassing computer-based shopping for the first time.

## Shopping Behavior

**49%** of buyers started holiday shopping in October this year.

## 2022 Returns

**11% - 20%** of items sold were returned.

**\$170 Billion** Was the dollar figure for all returned gifts

## Ring in the Celebrations with XPDEL

During the bustling peak season, nothing ordinary would make the cut for you. And that is why, the tech and talent of XPDEL, the leading 3PL of North America, is to your rescue. With a laser-sharp focus on agility and business scalability, we optimize order processing, inventory management, and last-mile delivery, ensuring that businesses not only meet but exceed customer expectations.

LET'S CONNECT AND GROW YOUR BUSINESS