# US consumers spend a record-breaking $241.4 billion on ecommerce during the holiday season



During the recent holiday season, consumers in the United States made a significant shift in their shopping habits, contributing to a record-breaking $241.4 billion in ecommerce sales throughout November and December. According to final data released by Adobe, this remarkable surge in online spending indicates a robust growth trajectory for the ecommerce sector.

The data compiled by Adobe is based on an extensive analysis of over 1 trillion visits to retail websites in the U.S., illustrating the scale of online shopping. The final sales figure surpassed Adobe's earlier holiday forecast, which had predicted a total of $240.8 billion, marking an overall increase of 8.4% compared to previous years.

One of the most noteworthy trends in the 2024 holiday season was the growing dominance of mobile shopping. For the first time, over half of all ecommerce transactions, specifically 54.5%, were made via smartphones. This figure represents an increase from 51.1% during the 2023 holiday season. On Christmas Day alone, mobile purchases peaked at 65%, an uptick from 63% the previous year.

The surge in mobile shopping is closely linked to advancements in smartphone technology and applications, which have streamlined the shopping experience. Furthermore, the introduction of generative AI-powered chatbots has revolutionised customer interactions, resulting in a staggering 1,300% increase in site traffic directed by these virtual assistants compared to the preceding holiday season. Cyber Monday was particularly notable, showing a remarkable 1950% rise in traffic attributed to chatbots.

An Adobe survey of 5,000 U.S. consumers revealed that 70% of chatbot users felt these tools significantly improved their shopping experiences. The survey highlighted various ways in which these AI-driven tools are utilised: 20% of respondents employed them to uncover the best deals, 19% to locate specific items, and 15% to receive brand recommendations.

Vivek Pandya, lead analyst at Adobe Digital Insights, commented on these findings, stating that the 2024 holiday shopping landscape signifies a shift towards a consumer who favours making transactions on smaller screens and utilising generative AI to enhance shopping efficiency. He noted that these changes create fresh opportunities for retailers to offer innovative services and experiences, catering to an evolving online shopping environment.

The final holiday report from Adobe also uncovered additional insights into consumer behaviours and preferences, suggesting a continuing transformation within the ecommerce space as technology and consumer expectations continue to advance hand in hand.

Source: [Noah Wire Services](https://www.noahwire.com)

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