Buying On Phones Thanksgiving Weekend Nearly Doubles Year Over Year

More online consumers still buy via tablets – but growth is flat.

Data collected from nearly 5 million purchases this holiday weekend shows more customers than ever before are relying on their mobile devices to buy. In fact, when compared to 2012 – mobile shopping increased 187% this holiday season.

Bizrate Insights, a division of Connexity, utilized its Point-of-Sale survey invitation data to reveal these consumer buying trends.

The increase in purchases via a mobile phone speaks not only to consumer demand, but also to retailers’ ability to successfully meet consumers where, and how they want to shop.

Hayley Silver
Vice President, Bizrate Insights

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Another interesting trend: the percentage of shoppers relying on their mobile devices was highest on Thanksgiving Day, perhaps an indication of the growing importance of Thanksgiving Day sales – even when away from home – and the role that mobile plays in meeting consumer demand during the holiday.

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Data collection and methodology: This Bizrate Insights Device Tracker was conducted via the Bizrate survey platform with data collected immediately after purchasing from the Bizrate Network of over 5,000 e-commerce retailers in the US and Canada. Data for this Bizrate Insights Device Tracker was collected from over 4.8 million online purchases from November 27 – 30, 2014. Prior years’ data was collected November 28-December 1, 2013 (n>4.7 million) and November 22-25, 2012 (n>4.1 million).