

NIQ Perspectives

October 16th, 2025

“The term ‘Cyber 5’ reflects the extended promotional period that defines today’s holiday shopping environment and underscores the importance of eCommerce within it. Retailers and brands should not overlook eCommerce during this time, as online sales volumes have scaled substantially across many categories and increasingly influence in-store behavior. In 2025, success will require more than just eCommerce fundamentals like in-stock products, strong product content, and sound promotional strategy. Winning brands will also need to consider emerging influence points and shopping channels, including social commerce and AI-driven shopping.”



Jack O’Leary
Director,
eCom Insights,
NielsenIQ

“Brands and retailers cannot misstep during critical shopping periods like Cyber 5. Understanding demographic and behavioral patterns during these events, as well as the channels and categories driving the most growth, is essential to building a winning strategy. Success during Cyber 5 will define performance for the entire holiday season, Q4, and the full year for many organizations.”



Kevin Kirby
Director,
Digital Purchases,
NielsenIQ

NielsenIQ

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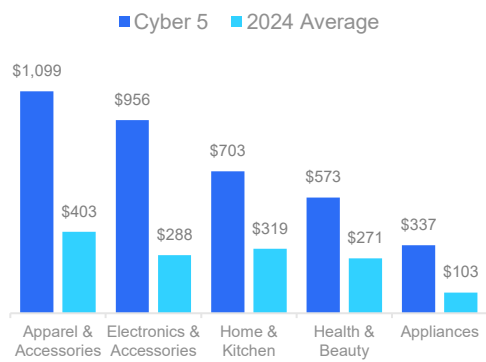
Cyber 5 Preview: eCommerce Impacts the Holiday Shopping Surge

42% of holiday shoppers plan to split gift purchases evenly between online and in-store channels this year¹

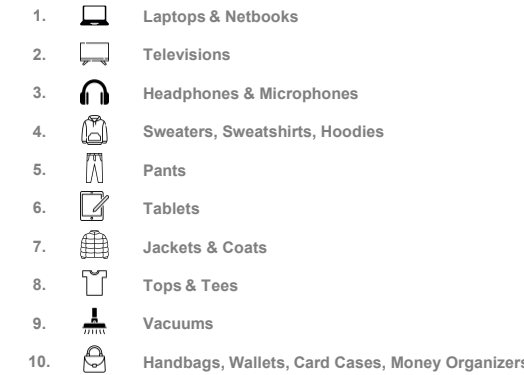
Apparel Poised to Be the Top-Selling Category During Cyber 5 2025

Cyber 5—the five shopping days from Thanksgiving through Cyber Monday—is expected to drive substantial online sales volume this year. In 2024, many top categories saw more than double² their average daily eCommerce order volume compared to the rest of the year. According to pre-holiday shopper survey data, the Apparel and Accessories category is projected to be the most-shopped gift category, with 76%¹ of shoppers indicating they plan to make purchases of these items. This aligns with last year’s performance, when Apparel and Accessories generated over \$1 billion² in online sales per day during the period. Electronics and Accessories is also expected to be a leading vertical. In 2024, laptops, televisions, and headphones were among the top-performing products across all categories during Cyber 5.

Cyber 5 2024: Top 5 Categories by Average Daily Online Sales vs. Full-Year Benchmark (USD mil)²



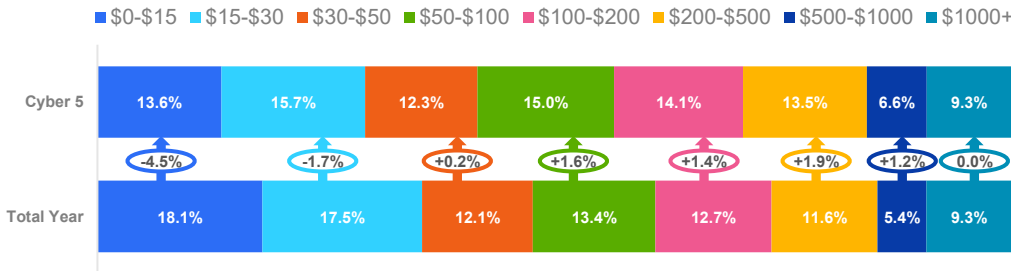
Cyber 5 2024: Leading Product Types by Online Sales



Price Points Reflect Gifting Behavior, But Self-Purchasing Is Also Strong

Items priced above \$50 accounted for a disproportionately high share of total Cyber 5 sales in 2024 compared to the rest of the year. This trend aligns with the gifting-oriented nature of shopping during this period. However, cost-conscious consumers are not just shopping for others. For 2025, 70% of Gen Z and 66% of Millennials indicate they plan to take advantage of holiday discounts to shop for themselves.¹

Share of Online Sales by Item Price: Cyber 5 2024 vs. Full-Year 2024²



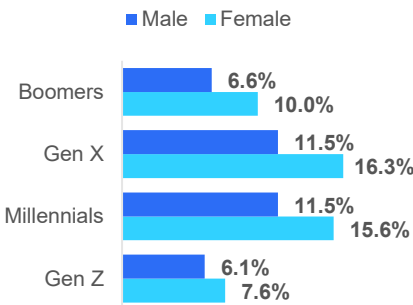
Women, Gen X, and Millennials Drive Larger Baskets During Cyber 5

In 2024, shoppers built significantly larger baskets during Cyber 5 compared to the rest of the year, with an average order value of \$82.40 (versus \$43.90) and nearly one additional item per order (2.4 versus 1.6).² Who were these shoppers? Women spent more across generations during this period, and Generation X and Millennials accounted for the highest overall online spend. It is also important to consider what influences holiday shopping behavior—nearly half of Gen Z (46%) and 38% of Millennials report planning to use social media and influencers for holiday shopping inspiration in 2025.¹

Cyber 5 vs. Full-Year 2024: Basket Dynamics²

Avg.	Cyber 5 2024	Total 2024
Items per Order	2.4	1.6
Order Value	\$82.40	\$43.90
Item Price	\$36.70	\$31.70

Cyber 5 2024: Share of Online Sales by Generation and Gender (Excludes Unknown)²



Source: *NIQ BASES 2025 Holiday Research, 9.26.25; *NIQ – Digital Purchases, 10.16.2025