Online order volumes on Cyber Monday outperform an already buoyant 2024 Black Friday by +78%, as consumers held out for final deals, according to Scurri's data

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The total number of sales for the Black Friday Cyber Monday (BFCM) period rose +33% year-on-year

Each day of BFCM 2024 outstripped sales volumes compared to 2023, with the biggest jump taking place on Saturday 30 Nov, up +42% year-on-year

Orders peaked at 5pm, with 27% of all sales taken on Cyber Monday taking place between 5pm – 6pm

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06 December 2024 -- London, UK – UK ecommerce sales volumes on Cyber Monday outstripped the number of online purchases made on Black Friday, as consumers held out until the final hours of discounting to make purchases, according to the latest data from Scurri, the next-generation delivery management and post-purchase experience software provider.

Data from Scurri's delivery platform covering the period during Black Friday Cyber Monday (BFCM) period (29 Nov – 02 Dec 2024, inclusive) showed online orders rose +33% year-on-year (YOY). With consistent rises in order volumes each day of the BFCM period, compared to last year, the Saturday of the Black Friday weekend saw the biggest yearly jump in orders, rising +42% against 2023.

Black Friday 29 Nov 2024	**Saturday** 30 Nov 2024	**Sunday** 01 Dec 2024	**Cyber Monday** 02 Dec 2024
+33% YOY	+42% YOY	+34% YOY	+30% YOY

After what IMRG described as a 'slow start' to UK retailers' Black Friday campaigns with its data suggesting online sales had actually dipped in the first two weeks of November as consumers resisted early offers and held out to ensure they bagged the best deals, pent-up demand for discounts took hold on Black Friday itself. Nationwide reported that by 5pm on Black Friday its customers had made over 7.39 million transactions, +11% higher than in 2023, while Amazon said it had experienced a record-breaking Black Friday period, hailing the sales event as its biggest to date.

Rory O'Connor, Founder and CEO of Scurri, commented: "Retailers will be welcoming the boost to sales across Black Friday – especially after perhaps a slower start than they'd have liked, as savvy shoppers played a cat and mouse waiting game, holding out to convert only when they were sure they'd secured the best deal available. Of course, the challenge now for retailers will be sustaining that performance into the rest of peak trading. And this will rely on capitalising on Christmas demand as well as unlocking additional sales opportunities within post-purchase delivery experiences – the time in the buying journey when shoppers are often the most engaged."

As with 2023, Cyber Monday orders once again outpaced the number of sales made on Black Friday, with sales volumes growing by +78%, as shoppers held off making purchases into the final hours of discounting. 5pm proved the peak time for conversions across both Black Friday and Cyber Monday, with 27% of all sales taken on Cyber Monday and 25% of all orders placed on Black Friday taking place between 5pm – 6pm.

Urgency and speed of fulfilment featured strongly in the delivery demands of shoppers during BFCM this year – while 21% opted for standard delivery services, 36% chose express fulfilment on their Black Friday orders, with a further 16% selecting Next Day deliveries.

“Speed and convenience are consistently critical factors in consumers' delivery demands, and no more so than during Black Friday, when the urgency to receive their goods reaches fever pitch, especially if – as we’ve seen this year - shoppers have withheld purchases ahead of the event. This means a greater need for agility within delivery networks, to ensure fulfilment promises – and customer experience - can be upheld to drive future sales and brand loyalty,” O’Connor concluded.

-ENDS-

For further press information, please contact Philippa at Fieldworks on:

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Note to Editors:

About Scurri: Scurri provides a Delivery Management platform that connects and optimises the online ordering, shipping and delivery process for online retailers. Scurri is an Irish company, which has raised €15.3 million to date, following a €9 million investment to accelerate growth in the European markets in 2021. Fuelled by the growth in online shopping in the UK and Ireland, the company has opened offices in London, and the Scurri technology now manages in excess of 100 million parcel deliveries annually for eCommerce merchants including The Perfume Shop, Butternut Box, Gousto and Bulk Powders to name a few and are integrated with delivery partners such as UPS, Royal Mail, An Post, HIVED, DHL, TNT, DPD, Yodel, Evri and many more.