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Mastercard SpendingPulse.

**Jason Bramwell** • Dec. 27, 2022



U.S. retail sales excluding automotive increased 7.6% year over year this holiday season, spanning Nov. 1 through Dec. 24, according to Mastercard SpendingPulse, which measures in-store and online retail sales across all forms of payment and is not adjusted for inflation.

“This holiday retail season looked different than years past,” said Steve Sadove, senior advisor for Mastercard and former CEO and Chairman of Saks Incorporated.

“Retailers discounted heavily but consumers diversified their holiday spending to

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<b>Total Retail (ex. auto)</b>	7.6%
<b>In-Store</b>	6.8%
<b>Online</b>	10.6%
<b>Apparel</b>	4.4%
<b>Department Store</b>	1.0%
<b>Electronics</b>	-5.3%
<b>Jewelry</b>	-5.4%
<b>Restaurants</b>	15.1%

 Source: Mastercard SpendingPulse, which measures in-store and online retail sales across all forms of payment and is not adjusted for inflation.

Source: Mastercard SpendingPulse

Key trends this holiday season, included:

- E-commerce shoppers “add to cart”: Online sales grew 10.6% compared to the same period last year, the preliminary insights show. This holiday season, e-commerce made up 21.6% of total retail sales, up from 20.9% in 2021 and 20.6% in 2020. Online buying continues to experience elevated growth as consumers prioritize convenience and availability of discounts.
- Weekend shopping reigns supreme: Black Friday sustains its title as the top spending day of the 2022 holiday season, up +12% year-over-year excluding automotive. This was followed closely by Saturdays in December.

- Ringing in the holidays in restaurants: Building on the ongoing demand for

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