

Amazon says 2020 shopping season has been their biggest ever with big Black Friday, Cyber Monday sales

1 December 2020, by Brett Molina, Usa Today



Sales during Black Friday and Cyber Monday shattered previous records as more consumers skipped physical shopping because of the COVID-19 pandemic. Consumers spent \$9 billion during Black Friday, up 21% from the previous year, says Adobe Analytics. Cyber Monday was the largest U.S. shopping day ever, according to Adobe, pulling \$10.8 billion, up more than 15% from the previous year.

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Online sales during Black Friday and Cyber Monday were expected to break records this holiday, and it appears Amazon was one of shoppers' key destinations.

Amazon announced Tuesday this year's holiday shopping season was the biggest in the company's history.

The e-commerce giant did not offer specific financial figures on how much was spent during Black Friday and Cyber Monday. Amazon did note independent businesses selling on the platform topped \$4.8 billion in [worldwide sales](#) between Black Friday and Cyber Monday, up 60% from the year before.

The best-selling items in the U.S. included Amazon's new Echo Dot, one of several products made by the company and discounted during the holiday season. Also popular: former President Barack Obama's latest book "A Promised Land," the Revlon One-Step Hair Dryer and Volumizer Hot Air Brush, and the Lite-Brite Ultimate Classic.

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