



NEWS RELEASE

# Wayfair Reports 58% Increase in Direct Retail Sales for Peak Five-Day Holiday Shopping Weekend

11/28/2018

**Black Friday Marks Biggest Growth Day of Holiday Period for e-Commerce Retailer as Shift to Online Shopping Continues to Gain Momentum**

BOSTON--(BUSINESS WIRE)-- **Wayfair, Inc.** (NYSE:W), one of the world's largest online destinations for the home, today reported a 58 percent increase year over year in direct retail gross sales, defined as dollars of order intake, for the five-day peak shopping period of Thanksgiving Day through Cyber Monday. While Cyber Monday was the peak sales day of the holiday weekend, Black Friday marked the highest growth day as consumers continued to shift their spending from brick and mortar to online and took advantage of Wayfair's unrivaled shopping experience for the home.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20181128005240/en/>

Wayfair Reports 58% Increase in Direct Retail Sales for Peak Five-Day Holiday Shopping Weekend (Photo: Business Wire)

"As expected and as in past years, the Thanksgiving holiday weekend was an exceptionally

strong sales period for us. We anticipated the continued shift of dollars online and were well positioned to capture that growth on Black Friday and throughout the weekend with an unprecedented number of flash deals and holiday promotions," said Niraj Shah, CEO, co-founder and co-chairman, Wayfair. "We see the overall cadence of holiday shopping changing with online becoming the clear leader throughout the holiday weekend, driving outsized growth. As the broader shift from brick and mortar to online shopping continues to gain momentum, Wayfair is capturing a leading market share in the home goods category."

Throughout the peak holiday weekend, Wayfair customers shopped for every room of the house, purchasing

everyday essentials such as bedding and kitchenware as well as major furnishings including sofas, recliners and dining sets. On Cyber Monday alone, Wayfair customers purchased a Christmas tree every 10 seconds, a sofa every nine seconds, a mattress every six seconds, a barstool every five seconds, and a rug approximately every one and a half seconds. In addition, shoppers took advantage of Wayfair's great deals on lighting, faucets and vanities while benefitting from fast, two-day delivery and assembly services on renovation items. Wayfair sold a faucet or vanity every 15 seconds on Cyber Monday.

This year, Wayfair unveiled exclusive collections of seasonal décor with the expansion of Wayfair Basics, offering an array of affordable options for tree skirts and decorative lighting as well as holiday trees spanning more styles and colors than ever before. Pre-lit faux garland was among the most popular décor items this year and consumers also mixed and matched across thousands of new styles available in Wayfair's **Five for \$25 Ornament Shop**.

In housewares, Wayfair customers stocked up on kitchen gadgets such as deep fryers and air fryers as well as coffee makers, toasters, blenders and hand mixers. Shoppers also invested in larger outdoor items such as hot tubs, gazebos, swing sets and trampolines. Storage items such as deck boxes and outdoor sheds were also popular as many consumers begin to pack up their outdoor furniture, décor and recreation items in preparation for the winter season. Among the heaviest items to ship during the five-day period was a 3,000-pound wooden storage shed.

In addition to extensive deals sitewide, Wayfair also launched its first-ever MyWay Members-Only Sale, offering exclusive prices with discounts of up to 75 percent, which runs through November 30.

"During the holiday season, home is top of mind as consumers prepare their homes to welcome guests and for celebrations with family and friends. Throughout the entire peak shopping weekend, our customers took advantage of the exceptional shopping experience we offer throughout the entire year, from stocking up on seasonal décor to purchasing everyday household essentials," added Shah. "This year, we provided even more value to our customers, offering fast, free shipping with no order minimums and launching thousands of flash sales kicking off on Black Friday and running throughout the entire weekend."

## About Wayfair

Wayfair believes everyone should live in a home they love. Through technology and innovation, Wayfair makes it possible for shoppers to quickly and easily find exactly what they want from a selection of more than 10 million items across home furnishings, décor, home improvement, housewares and more. Committed to delighting its customers every step of the way, Wayfair is reinventing the way people shop for their homes - from product discovery to final delivery.

The Wayfair family of sites includes:

- Wayfair - Everything home for every budget
- Joss & Main - Affordable discoveries for gorgeous living
- AllModern - Unbelievable prices on everything modern
- Birch Lane - Home of classic designs and fresh finds
- Perigold - The widest-ever selection of premium home

Wayfair generated \$6.2 billion in net revenue for the twelve months ended September 30, 2018. Headquartered in Boston, Massachusetts with operations throughout North America and Europe, the company employs more than 10,900 people.

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Source: Wayfair, Inc.