



# Amazon By the Numbers: Cyber Weekend Spending, Prime Accounts, Online Share, P/E

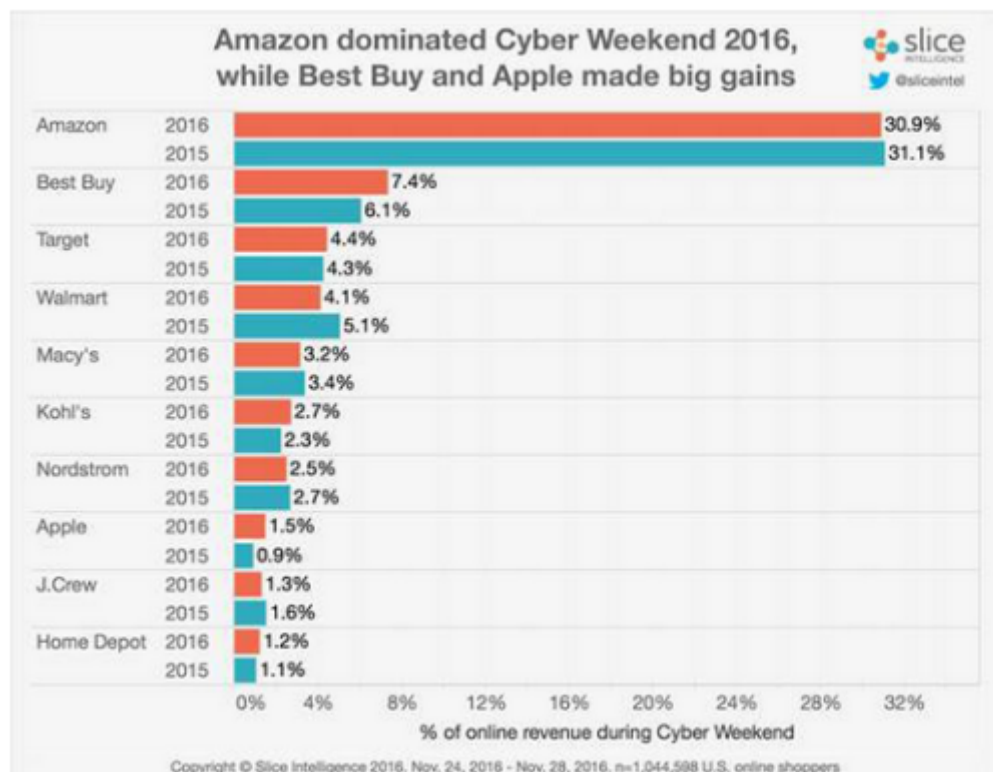
by mishgea 01 Thursday Dec 2016

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Amazon sports some pretty startling numbers. Let's dive into various reports for a close look.

## Amazon captured 31% of online spending over Cyber Weekend



CNBC reports Amazon [captured 31% of online spending over Cyber Weekend](#)

According to new data by Slice Intelligence, which scanned more than 1 million online shopping receipts from Thanksgiving through Cyber Monday, Amazon accounted for 30.9 percent of sales. It was followed by Best Buy at 7.4 percent, Target at 4.4 percent, and Wal-Mart at 4.1 percent.

## Amazon Prime

Barrons reports Amazon Prime Grows to [50 Million Members](#)

Amazon's Prime membership is up 23% from a year ago, according to new data from Cowen & Co.

Amazon.com doesn't disclose its Prime membership count, so Cowen bases its estimate off a panel of 2,500 U.S. consumers. Some 45% of that panel now has Prime, which translates to 49.5 million total consumers, Cowen estimates, up 23% from a year ago, when the firm estimated 40 million Prime subscriptions. Prime costs \$99 a year. It gives Amazon shoppers free two-day shipping, plus free access to the company's growing library of streaming TV and music.

### **Other Data from Cowen's Report**

- 83% of Prime members purchased an item from Amazon in October versus 49% of U.S. consumers that don't have Prime.
- The number of people making "Grocery and consumable" purchases at Amazon are up 12% from last year, Cowen estimates.
- Meanwhile, those making the same kind of purchases fell 2% at Wal-Mart and rose just 1% at Target.

### **Online and Mobile Sales**

The Chicago Tribune reports [Cyber Monday sales spike 9.4%, early data show.](#)

- 55 percent of visits to retail websites on Black Friday were made from mobile devices.
- Data released this weekend offers evidence that online spending was strong on Thanksgiving and Black Friday. Adobe, which analyzed 22.6 billion visits to retail websites, reported that a record \$3.34 billion was spent online on Black Friday, up 21.6 percent from the previous year. Sales on Thanksgiving were up 11.5 percent to \$1.93 billion.

### **Black Friday Record Breaking Sales Online**

Tech Crunch reports [Black Friday online sales to hit a record-breaking \\$3 billion, over \\$1 billion from mobile.](#)

- Adobe's final numbers indicate that Black Friday surpassed estimates, with \$3.34 billion – 21.6 percent growth, year-over-year. Mobile accounted for \$1.2 billion, a 33 percent increase from the year before.
- Walmart said that 60 percent of Black Friday orders on Walmart.com came from mobile devices, for example.
- Mobile was also driving the majority of retail sites visits on Friday at 56 percent, Adobe noted. Most of that (47%) was from smartphones, as opposed to tablets (9%).

- In addition, mobile accounted for 40 percent of sales, with 29 percent from smartphones, and 11 percent for tablets. By 3 PM ET, mobile alone had accounted for \$680 million in online sales.

## Online Sales Growth

In 2015 [Amazon accounted for 60% of U.S. online sales growth](#).

Amazon.com Inc. generated about 60% of total U.S. online sales growth in 2015 far outpacing the competition, according to data compiled by Forrester Research.

The retail giant tallied \$23 billion more in U.S. e-commerce sales in 2015 than 2014, the report found.

“Amazon makes up a larger percentage of e-commerce in the U.S. than any other player, and its retail growth has outpaced overall online retail,” Forrester Research wrote in a recent report, titled “U.S. Online Retail Forecast: 2015 to 2020.”

## Amazon Share Price Stats

### Amazon.com, Inc. (AMZN)

NasdaqGS - NasdaqGS Real Time Price. Currency in USD

**743.65** -6.92 (-0.92%)  
 At close: 4:00 PM EST  
**Amazon Stats**  
**2016-12-01**

Summary

Conversations

Statistics

Profile

Financials

Previous Close	750.57	Market Cap	353.36B
Open	0.00	Beta	1.54
Bid	0.00 x	PE Ratio (TTM)	170.37
Ask	0.00 x	EPS (TTM)	4.36
Day's Range	738.03 - 753.36	Earnings Date	Jan 26, 2017 - Jan 30, 2017
52 Week Range	474.00 - 847.21	Dividend & Yield	N/A (N/A)
Volume	4,456,423	Ex-Dividend Date	N/A
Avg. Volume	4,084,438	1y Target Est	922.12

Above data from [Yahoo Finance](#).

## Amazon Stats Synopsis



*Amazon is a big hurdle for the e-commerce competition to overcome*

Good companies don't necessarily make good stocks.

Mike "Mish" Shedlock

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Source: [MishTalk](#) Mish's Global Economic Trend Analysis