



# SINGLES' DAY



Singles' Day was originally created in **1993** as an **Anti-Valentines Day**.



Over **40% of sales** in 2018 went to **international brands**.

In 2018, **710 million payments** were made and **467 million parcels** were delivered. That's **double** the online sales from **Thanksgiving, Black Friday, and Cyber Monday combined**.



Chinese shoppers had **26% higher add-to-cart rates** on Singles' Day and were **84% more likely to start a check-out** than their American counterparts on Black Friday.

Within **30 minutes**, Apple and its Chinese rival Xiaomi had already exceeded **100 million yuan (US\$14 million)** in sales.



In 2018, US auto manufacturer Buick sold **over 7,000 vehicles**.



In 2018, MAC sold **3,700 Singles' Day special edition lipstick** in **one second!**



Singles' Day 2018 included **3,700 different categories** representing **180,000 foreign brands** from **75 regions**.