**M-commerce To Overtake Desktop Shopping**

US shoppers spent a record-breaking $9.8 billion online on Black Friday, up 7.5% year-over-year, says Adobe, while Salesforce says US Black Friday sales were $16.4 billion, up 9% from 2022. Adobe says mobile commerce accounted for 54% of the transactions, and notes that m-commerce will overtake desktop shopping this holiday shopping season for the first time, which it says can be partially attributed to influencers and social media ads that have made mobile shopping more accessible.

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[*https://www.cnbc.com/2023/11/25/black-friday-shoppers-spent-a-record-9point8-billion-in-us-online-sales-up-7point5percent-from-last-year.html*](https://www.cnbc.com/2023/11/25/black-friday-shoppers-spent-a-record-9point8-billion-in-us-online-sales-up-7point5percent-from-last-year.html)

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