

2021 Peak Season

BY THE NUMBERS

Peak Season 2021 proved that shoppers are embracing online shopping more than ever before. In response, retailers started the season earlier, amid significant supply chain delays, labor shortages, and potential product outages to try to flatten the traditional seasonal volume spike.

Here are some helpful stats that show how online fulfillment continues to explode, with little sign of slowing down, and how Locus helped fulfill the demand.

THE MARKET

Total Global Online Sales

\$275 billion



40%

of all Cyberweek orders were via mobile



Biggest Single Day

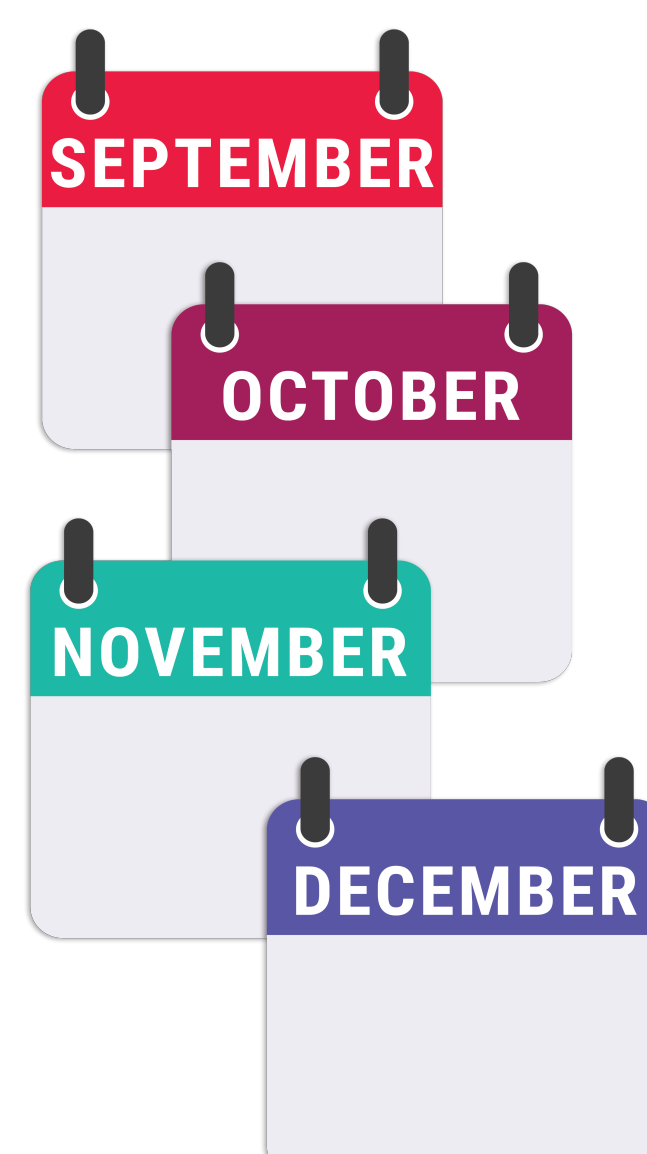
Black Friday



It's now a GLOBAL event!

Longer Season

Retailers now hold sales and events earlier in the season to mitigate stock outages, labor shortages, and supply chain challenges.

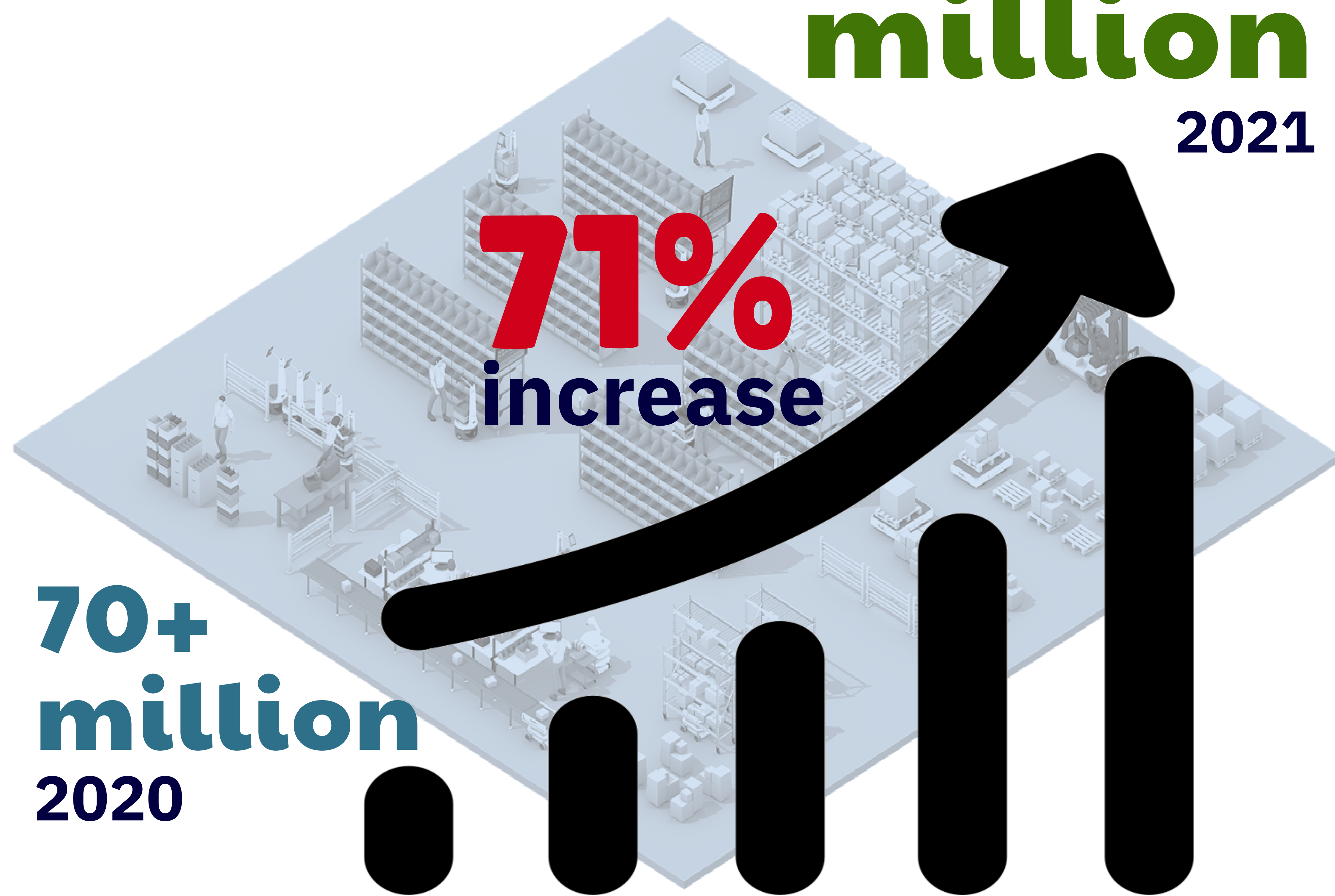


Sources: Adobe Analytics, Salesforce Cyberweek Report, BigCommerce Pty. Ltd. | November 1-29 sales period

TOTAL NUMBER OF PEAK UNITS PICKED BY LocusBots

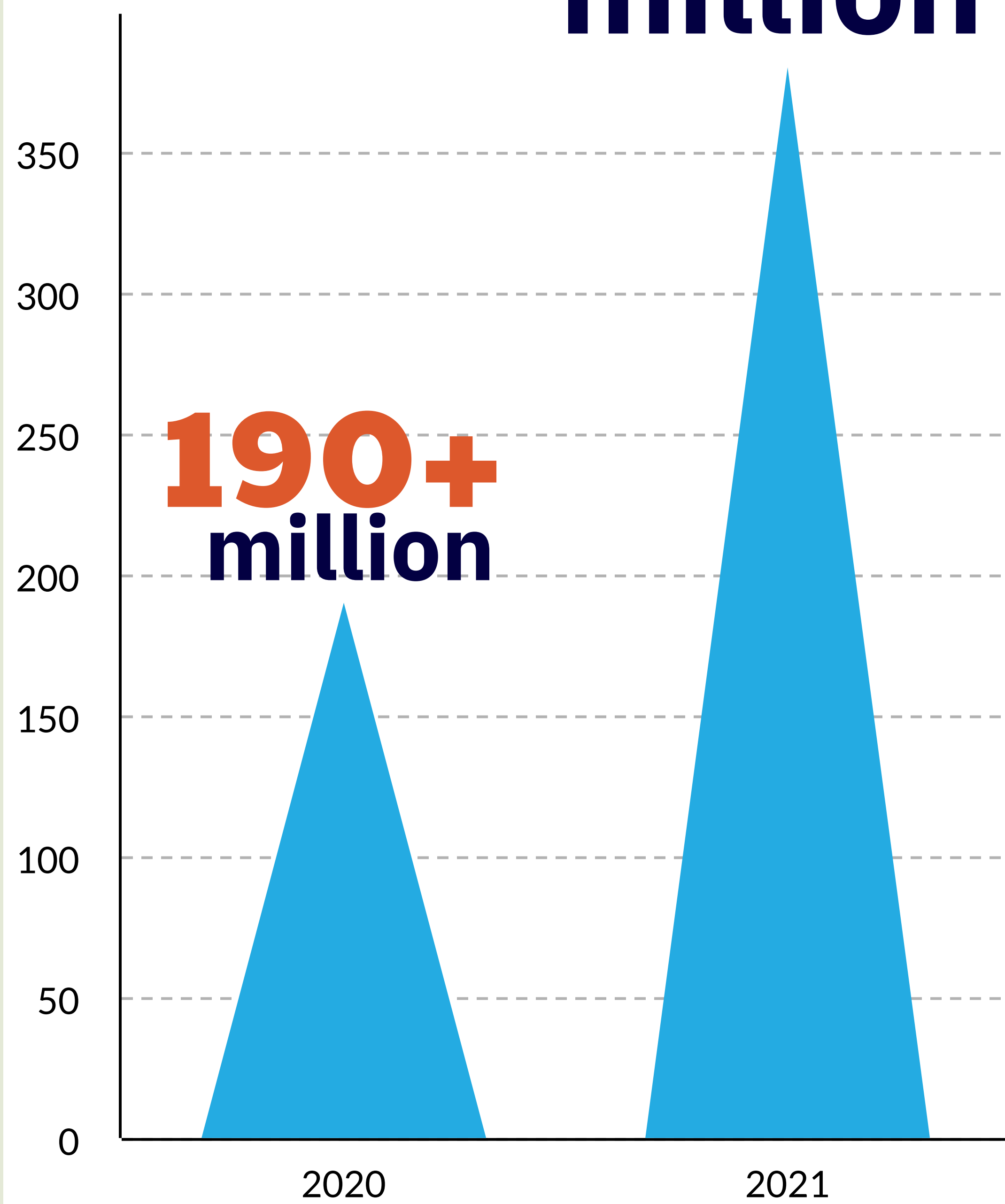
120+ million

2021



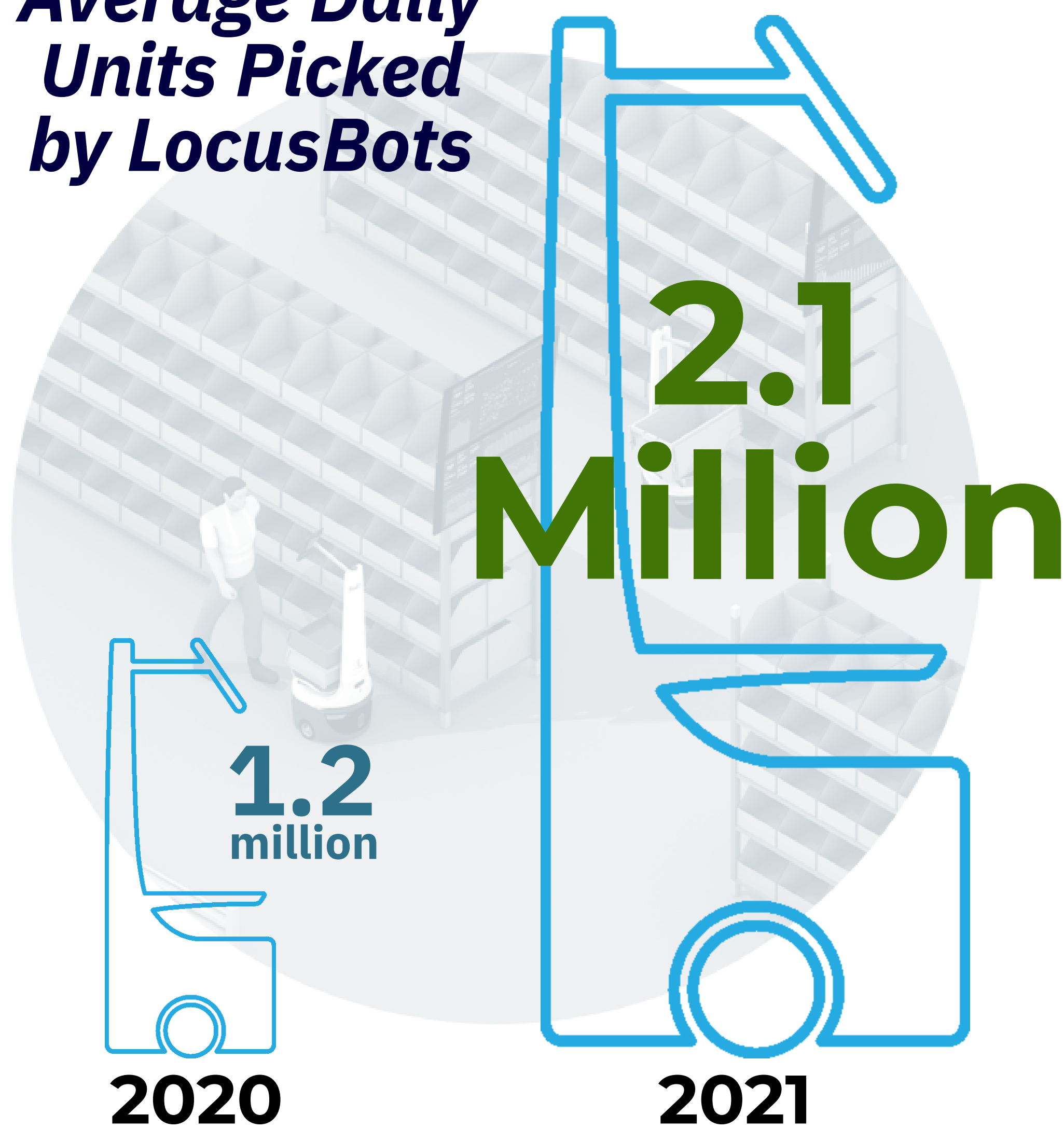
TOTAL NUMBER OF UNITS PICKED BY LocusBots in 2021

380+ million



+2x Increase vs 2020!

Average Daily Units Picked by LocusBots



Total Units Picked To Date

