



## Fastest Growing Holiday Shopping Categories

The Nielsen//NetRatings Holiday E-Commerce Index leapt 16 percent in the week ending December 3, led by specialty gift sites, which increased 80 percent over the prior week. Ashford.com skyrocketed 385 percent while RedEnvelope.com more than doubled. Value-oriented sites also performed strongly, garnering 53 percent more shopping trips than last week, followed by books/music/video merchants, which grew 22 percent.

Overall online holiday shopping has increased 62 percent since the start of the holidays, led by the specialty gifts category. The categories for toys and games, and consumer electronics are also attracting shoppers, rising 138 percent and 88 percent respectively.

**Table 2. Nielsen//NetRatings Holiday E-Commerce Index (U.S., Total Visits, Combined Home & Work)**

Category	% Change Weeks Ending Nov. 26-Dec. 3	% Change for Weeks Nov. 5-Dec. 3
SPECIALTY GIFTS	80.1%	186.5%
TOYS & GAMES	14.7%	137.6%
CONSUMER ELECTRONICS	-11.3%	88.2%
APPAREL	16.3%	85.6%
VIRTUAL DEPARTMENT STORES	13.0%	82.3%
VALUE-ORIENTED SITES	52.8%	44.1%
BOOKS/MUSIC/VIDEO	21.9%	32.7%
COMPUTER HARDWARE	14.2%	-2.0%
<b>TOTAL</b>	<b>16.1%</b>	<b>61.9%</b>

*Note: The index is comprised of five representative sites in each category, and acts as a barometer to gauge the level of usage of e-commerce sites during the holiday season. A visit is a single trip to a shopping site.*

*Source: Nielsen//NetRatings, December 2000*

## About Nielsen//NetRatings

Nielsen//NetRatings, the Internet audience measurement service from Nielsen Media Research and NetRatings, Inc., collects real-time data from more than 70,000 panel members in the United States. The U.S. panel sample consists of 62,000 at-home users and 8,000 at-work users. These panels collectively represent the largest representative media research sample of Internet users in the industry. Internationally, Nielsen//NetRatings services are provided via ACNielsen eRatings.com, a venture between ACNielsen (NYSE: ART) and NetRatings, Inc. Globally, Nielsen//NetRatings services measure the Internet experiences of nearly 200,000 global Internet users.

Nielsen//NetRatings services use unique technology capable of measuring both Internet use and advertising to provide the most timely, accurate and comprehensive Internet usage data and advertising information in the global marketplace. Nielsen//NetRatings services leverage proprietary data-collection technology from NetRatings, Nielsen Media Research's 50 years of expertise in research and audience measurement, and ACNielsen's international leadership in supplying market research information covering more than 100 countries.

*Editor's Note: Please source all data to Nielsen//NetRatings.*

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