



ParcelHero predicts Singles Day will conquer UK as sales top \$14bn

International e-commerce delivery experts say Singles Day will take off in the UK next year, as global sales rise by 60%.

Following record sales for Singles Day yesterday, the global delivery expert [ParcelHero](#) is predicting it is inevitable that Singles Day will be embraced in the UK in 2016. ParcelHero's Head of Public Relations, David Jinks MILT says: 'Currently Singles Day is overwhelmingly centred on China, but sales of \$14.3bn will not go unnoticed in the west. In contrast Cyber Monday, which is the biggest online shopping day in the west, reached a 'mere' \$2.68bn last year.'

Explains David: 'This year experts were predicting Singles Day sales of around \$10.4bn. This figure was smashed and we believe it won't be long until UK and US shoppers are as familiar with Singles Day as we now are Black Friday and Cyber Monday. Alibaba's charismatic CEO Jack Ma said last year he hopes Singles Day will be "a global shopping day for the U.S., Europe, anywhere in the world" within five years, and we think he is correct.

Reminds David: 'Don't forget that Alibaba has hired former Tesco executive Ameer Chande as its first UK boss, as the Chinese ecommerce giant expands its presence in Europe. Ameer won't be slow to see its potential in the UK. Sainsbury's has already joined in the event, selling Singles Day bargains to customers in China via Alibaba's Tmall site. Tmall is setting up partnerships with other UK and global brands to manage logistics and sales from outside of China and use Tmall as largely a front-end. Beyond China, bargain conscious UK Consumers yesterday were already hitting the AliExpress site for bargains!'

David continues: 'Singles Day is supremely well timed. If it catches on it will take the heat out of the Black Friday-Cyber Monday weekend, which is straining some retailer's supply chains to breaking point. You only have to turn on the TV and it's already wall-to-wall Christmas advertising, by November 11 shoppers are already in full-on Christmas mode. For consumers, small traders, and everyone wishing to buy gifts and send parcels in good time for Christmas, Singles Day presents a chance to purchase and send bargain gifts weeks ahead of the Black Friday madness.'

For more information about the fascinating and unusual origins of Singles Day and its rapid growth in China, don't miss reading [more](https://www.parcelhero.com/blog/e-tail/forget-looking-for-love-just-treat-yourself-on-singles-day) on the ParcelHero website: <https://www.parcelhero.com/blog/e-tail/forget-looking-for-love-just-treat-yourself-on-singles-day>

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