

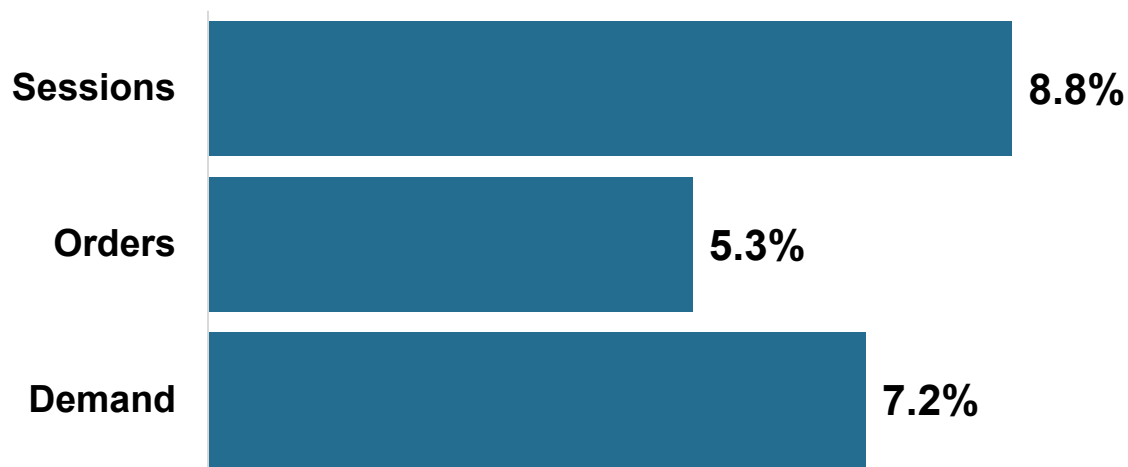
TREND REPORT

Labor Day Weekend 2025

cohereOne + J.SCHMID

Labor Day 2025: Weekend Signals Positive Start to Fall

LABOR DAY WEEKEND 2025 VS 2024



Labor Day weekend drove strong engagement, with apparel, outdoor brands leading growth. Home retailers also saw strong performance.

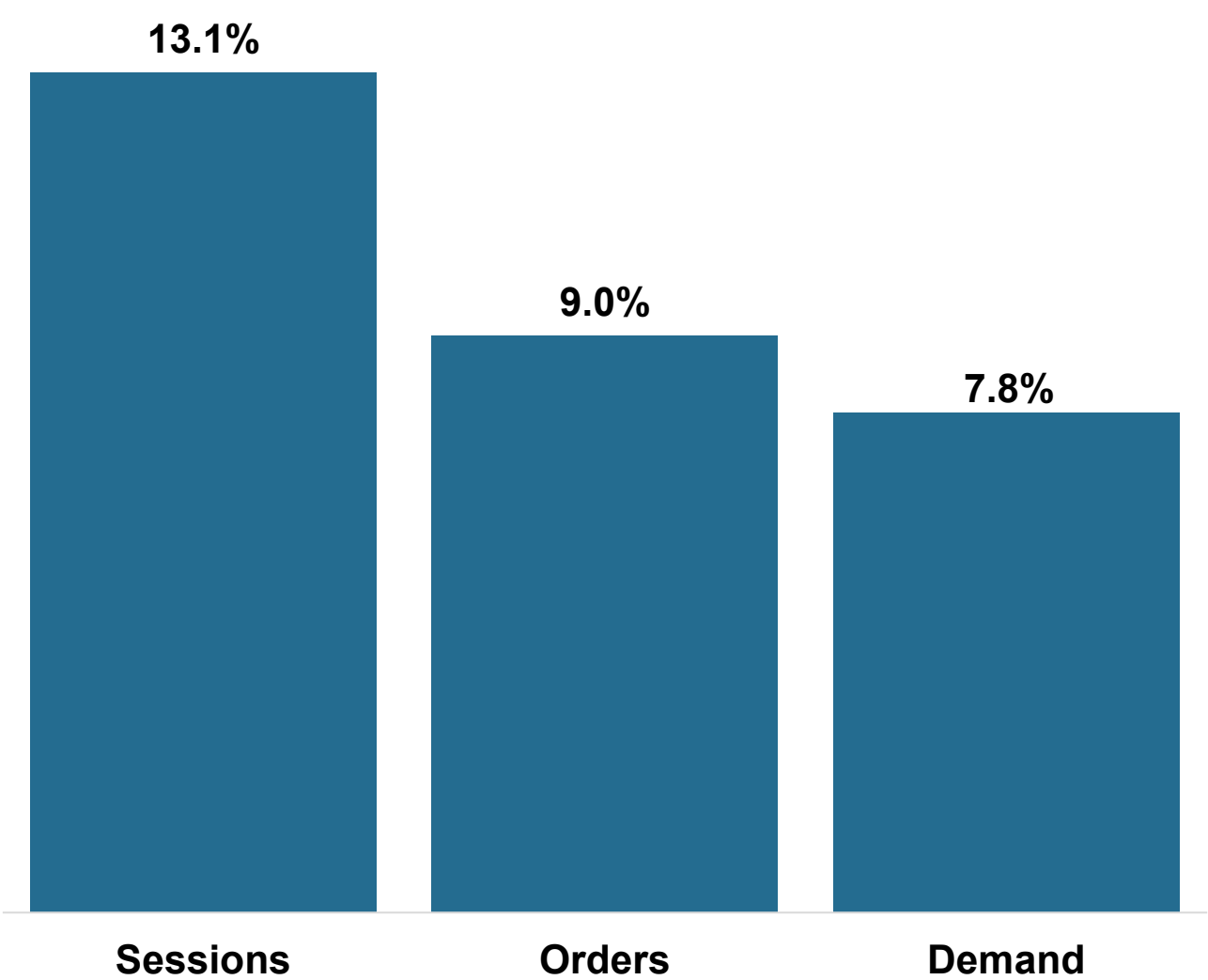
Compared to the same period last year:

- **Sessions increased +8.8%:** Consumers showed heightened interest.
- **Orders rose +5.3%:** Solid conversion rates this year, despite trailing traffic growth.
- **Demand climbed +7.2%:** Sales grew, average order values (AOVs) were up.

Overall, the Labor Day weekend's results point to a solid start heading towards the fall retail season.

BY INDUSTRY

APPAREL



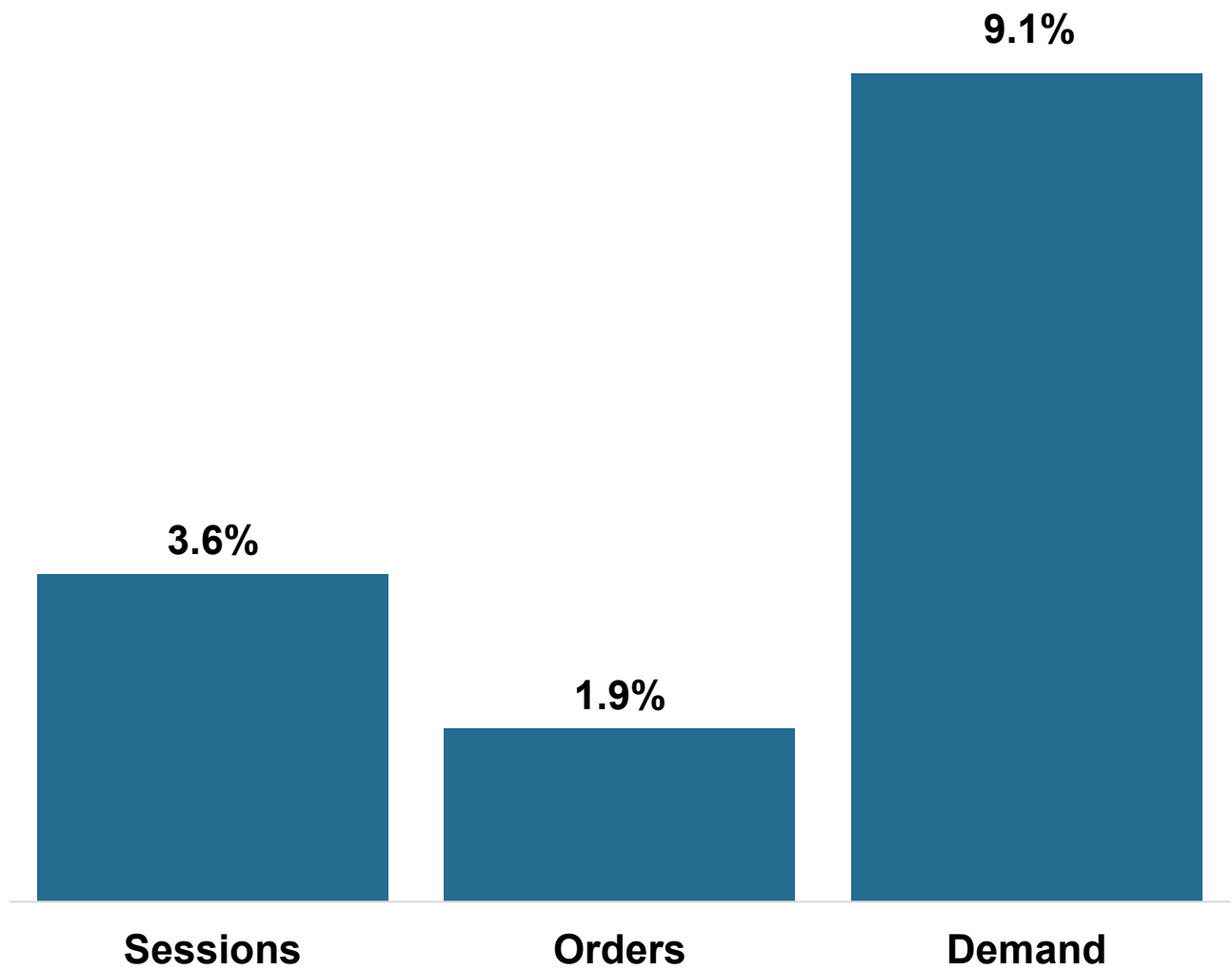
Labor Day Weekend 2025
Apparel / Fashion

Sessions Increased +13.1%: Apparel retailers saw sessions jump as shoppers flocked online across Labor Day weekend.

Orders Increased +9%: Although orders were strong compared to last year, conversion rates dipped.

Demand Increased +7.8%: Apparel spending rose significantly compared to last year, reflecting strong purchasing behavior and heightened market activity.

HOME



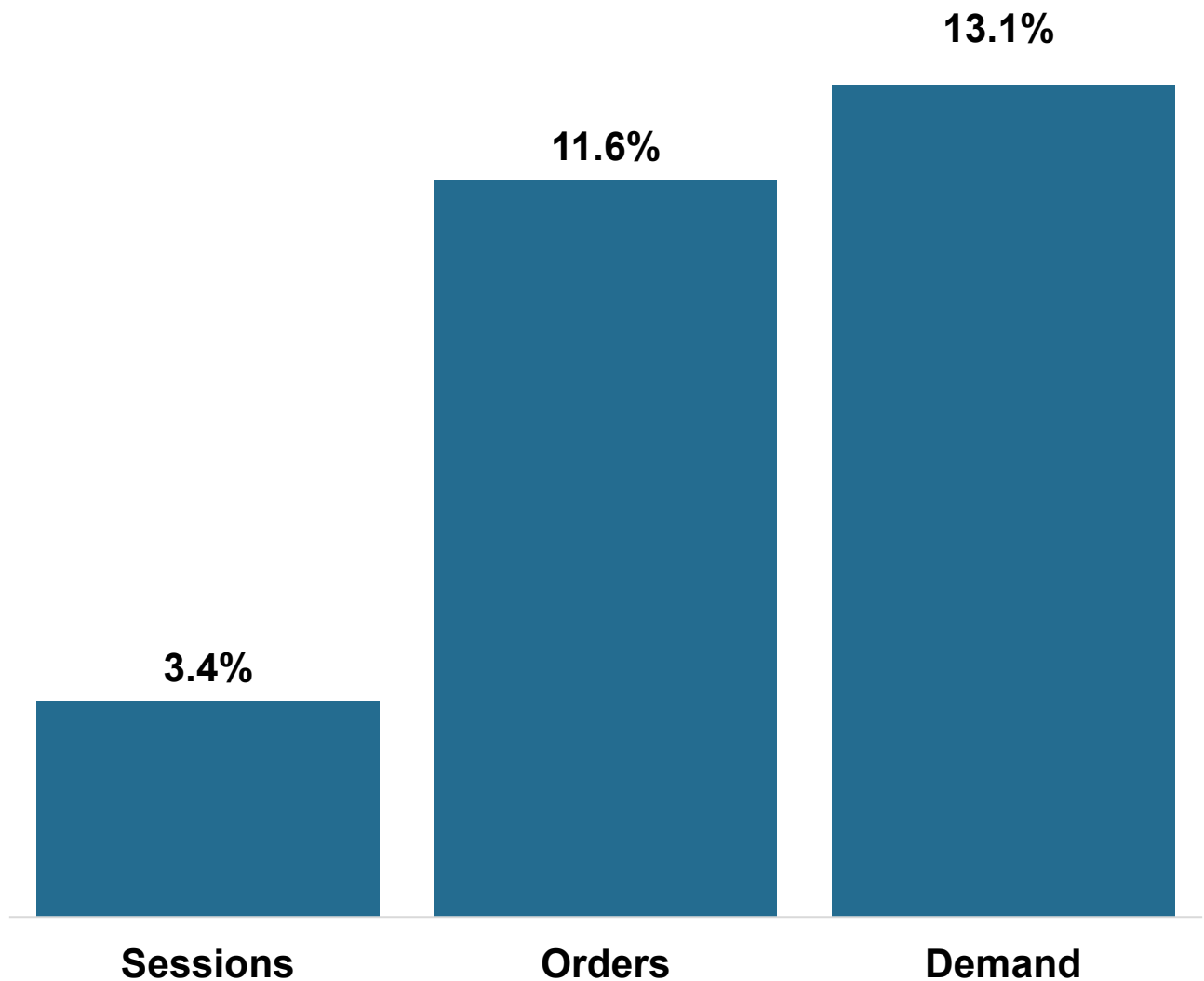
Labor Day Weekend 2025 Home

Sessions Increased +3.6%: Sessions for home brands grew compared to last year.

Orders Increased +1.9%: Orders also increased compared to 2024.

Demand Climbed +9.1%: With higher average order values (AOVs), demand for home goods was strong.

OUTDOOR



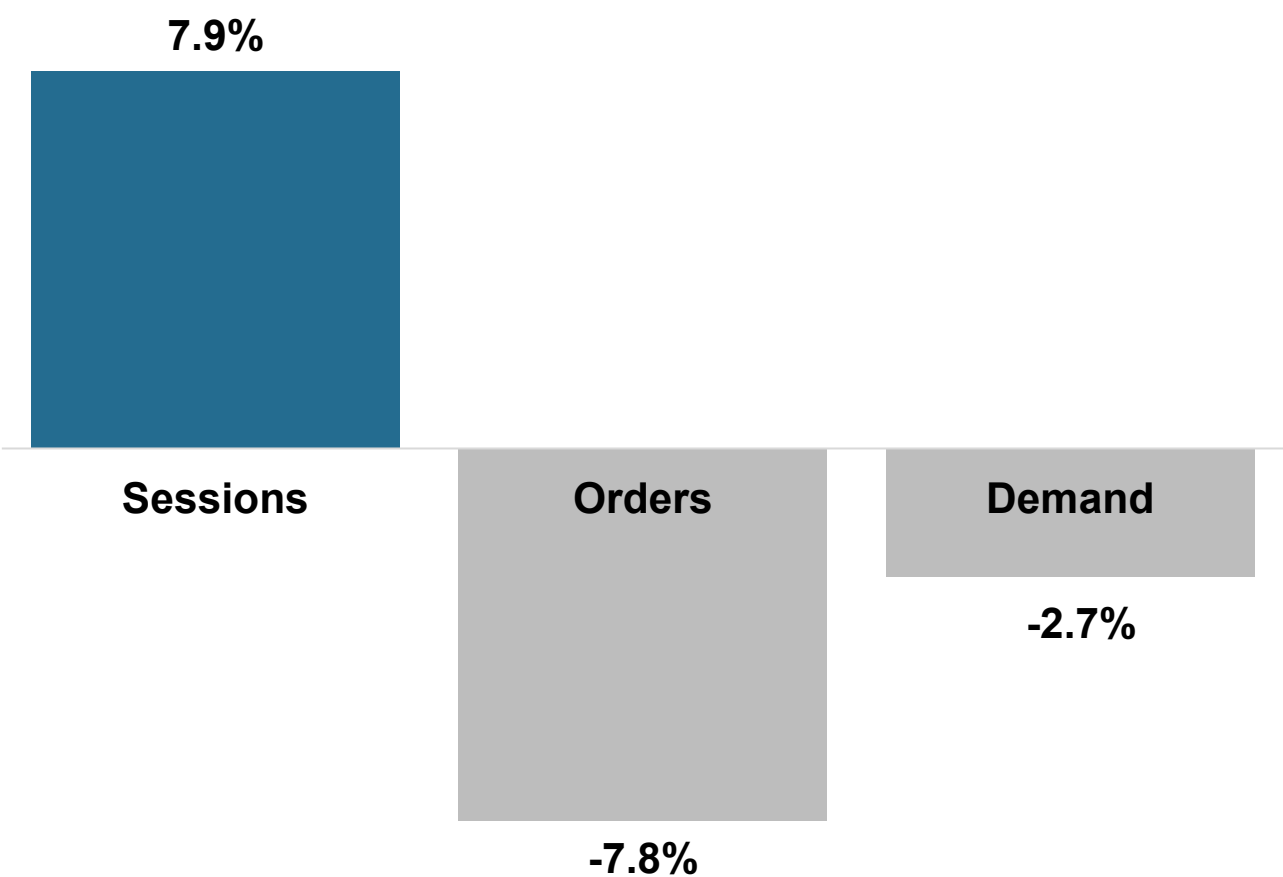
Labor Day Weekend 2025 Outdoor

Sessions Increased +3.4%: Labor Day 2025 brought a boost in sessions for outdoor brands, reflecting seasonal momentum.

Orders Grew +11.6%: Outdoor brands saw strong conversion during Labor Day weekend, with orders up.

Demand Increased +13.1%: Strong conversion rates drove year-over-year growth, with average order values also on the rise.

SPECIALTY



Labor Day Weekend 2025 Specialty

Sessions Increased +7.9%: Specialty Retailers saw increased sessions compared to Labor Day weekend last year.

Orders Decreased -7.8%: Despite higher traffic, order volume declined as consumers remained cautious with spending.

Demand Decreased -2.7%: A dip in demand over Labor Day weekend further underscores consumer hesitancy around discretionary purchases.

We compiled these trends from over 100 brands, comparing data from August 29, 2025 to September 1, 2025 vs. August 30, 2024 to September 2, 2024

This industry update is brought to you by:

cohereOne

As the premier direct-to-consumer marketing partner serving Retail Brands, CohereOne's insights and experience grant us an unrivaled depth of visibility into the industry's performance. Our team of marketing professionals has broad experience and a track record of successfully launching or growing consumer-facing brands.

J.SCHMID

J.Schmid is a creative and branding agency that helps brands harness the power of human emotion. We're not just designers. Our team of direct marketing experts understands the nuances of selling. We don't view any single channel as a stand-alone piece, but rather part of a brand's integrated, cohesive marketing mix.