

Ace Hardware Sees Holiday Sales Surge With 37% Online Sales Increase For December In 2022

Ace Hardware, the largest retailer-owned hardware cooperative in the world with more than 5,600 locally owned and operated stores, closed out 2022 with record online sales in December. After a strong start to the holiday shopping season with sales over the Cyber 5 weekend up +33% over 2021, Ace continued its upward sales trend through the end of December, bolstered by its seasonally relevant mix of products, enticing promotions, and a consumer-friendly shopping experience online.

Ace Hardware recorded record numbers on [acehardware.com](https://www.acehardware.com) over the entire month of December. Key figures for December 2022 included a 37% increase in gross sales over 2021, with a 28% increase in traffic to the site and a 20% increase in orders. Q4 numbers for 2022 were just as strong as December, with gross sales up 32%, orders up 13%, and traffic up 25% over 2021.

Ace Hardware attributes its online sales success over the 2022 Holiday Season to a variety of factors including product mix and online shopping experience. Ace saw strong demand for name brand products from Milwaukee tools, STIHL outdoor power equipment, Weber grills and EGO battery powered equipment including snow blowers. Consumer-focused promotions also drove holiday sales, including member-only events for Ace Rewards members and free assembly and delivery events for grill purchases.

Ace Hardware continues to leverage its reputation for helpful customer service in stores and on its digital platforms. Customers can choose from a variety of convenient order fulfillment options ranging from curbside pickup to online purchases delivered from local Ace stores. Ace makes it easy for customers to purchase online and have larger items like grills and snow blowers delivered and ready-to-use from their local Ace store courtesy of its Red-Vested Associates. Ace Hardware is committed to service excellence, consistently earning J.D. Power's highest ranking for customer satisfaction for 15 out of the last 16 years.

"The holiday and Q4 growth seen on our digital business at Ace is a testament to the seamless and speedy customer experience our site and stores deliver in their tireless effort to be the most helpful destination at retail," said Bill Kiss, Head of Digital at Ace Hardware.

With strong sales numbers recorded in December, Ace Hardware closed out 2022 with positive sales numbers for the year including gross sales up 10% over 2021. Digital sales from the Ace App were up 54% over 2021.

Looking ahead to 2023, Ace Hardware intends to build on its strengths of best-in-class service, best-in-category name brand merchandise and shopping convenience for consumers. With strong ties to the local communities it serves and a favorable mix of essential, seasonally relevant products, Ace is a vital destination for consumers looking to improve their time at home by improving the quality of their space indoors and outdoors. Whether they purchase online or choose to visit the helpful associates their local Ace store, a convenient, friendly shopping experience has proven to be a winning differentiator for Ace Hardware. For more information, or to find your local Ace Hardware location, visit [online](#), or on [Facebook](#) and [Twitter](#).

About Ace Hardware

Ace Hardware is the largest retailer-owned hardware cooperative in the world with more than 5,600 locally owned and operated hardware stores in approximately 65 countries. Headquartered in Oak Brook, Ill., Ace and its subsidiaries operate an expansive network of distribution centers in the U.S. and have distribution capabilities in Ningbo, China; and Santa Catarina, Mexico. Since 1924, Ace has become a part of local communities around the world and known as the place with the helpful hardware folks. In 2022, Ace ranked "Highest in Customer Satisfaction with Home Improvement Retail Stores" according to J.D. Power, 15 out of the last 16 years.

For more information, visit [acehardware.com](https://www.acehardware.com) or newsroom.acehardware.com.

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