

Black Friday Report

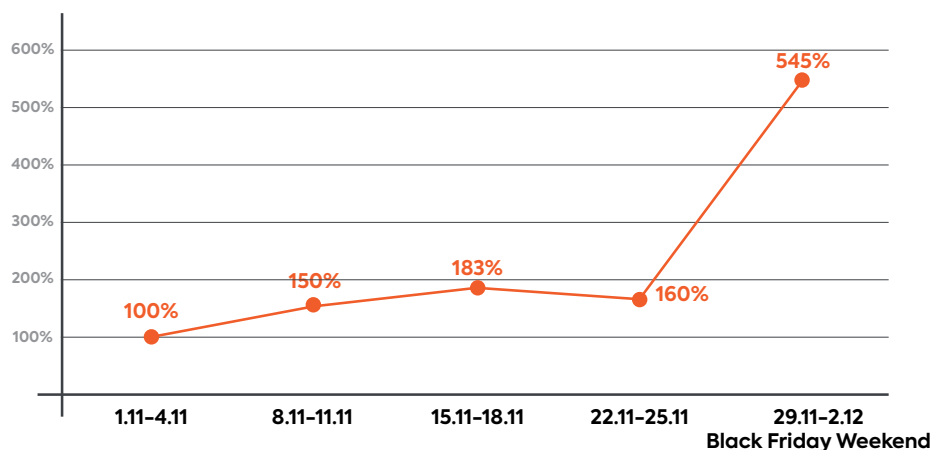


Black Friday did not disappoint in 2019, with a huge uplift in online sales across many markets worldwide and over 2018 numbers.

The number of cross-border retail orders started to climb dramatically well in advance of Black Friday. The weekend of 8-11 November — three weeks before Black Friday — already saw an increase of **150%** in order count compared to the week before, climbing to an increase of **183%** the following weekend and reaching an incredible **545%** increase during the Black Friday weekend, as many shoppers throughout the world have been allured by the Black Friday shopping phenomenon.

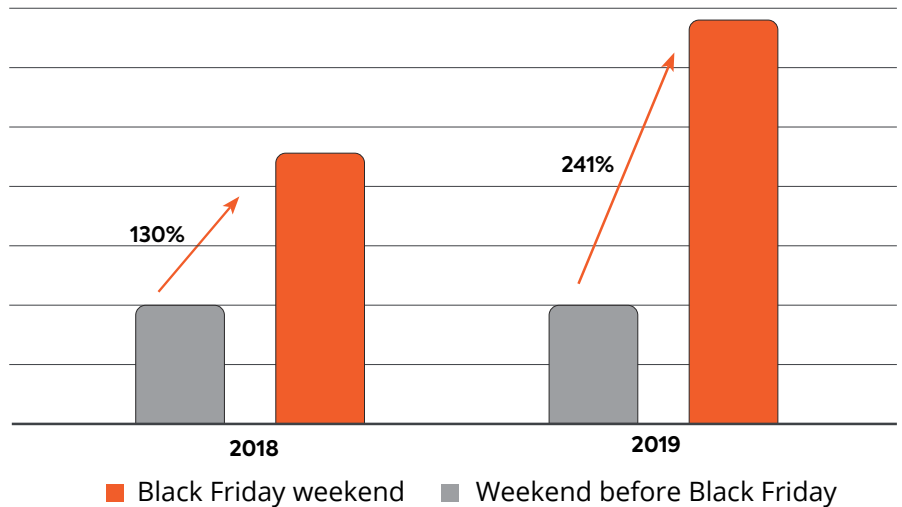
Growth of cross-border orders during November 2019

(Growth as compared to the first weekend of November 2019)



Growth in orders during Black Friday weekend

The growth in orders around Black Friday was also significantly greater during 2019 than in 2018, with a **241%** growth in 2019 compared to a **130%** growth in 2018.

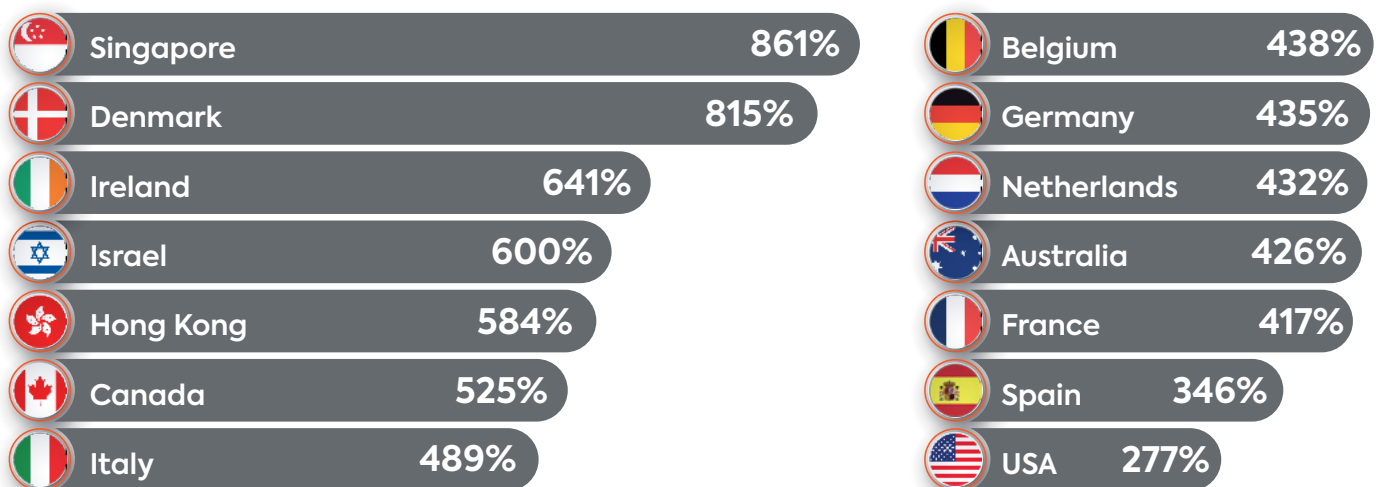


Black Friday has gone Global

The significant growth in cross-border online sales around the Black Friday weekend was seen across many markets worldwide, some of which experienced huge uplifts in sales. This globalisation of Black Friday demonstrates the considerable potential for merchants to boost their sales by targeting online shoppers around the world and providing them with a seamless, localised shopping experience.

Increase in number of cross-border orders

(Comparing the day of Black Friday to the average number of orders made on Friday during November 2019)



How were your Black Friday sales this year?

Discover more about how you can start boosting your online international sales in 2020 with Global-e's end-to-end cross border ecommerce solution. To book a demo, [click here](#).