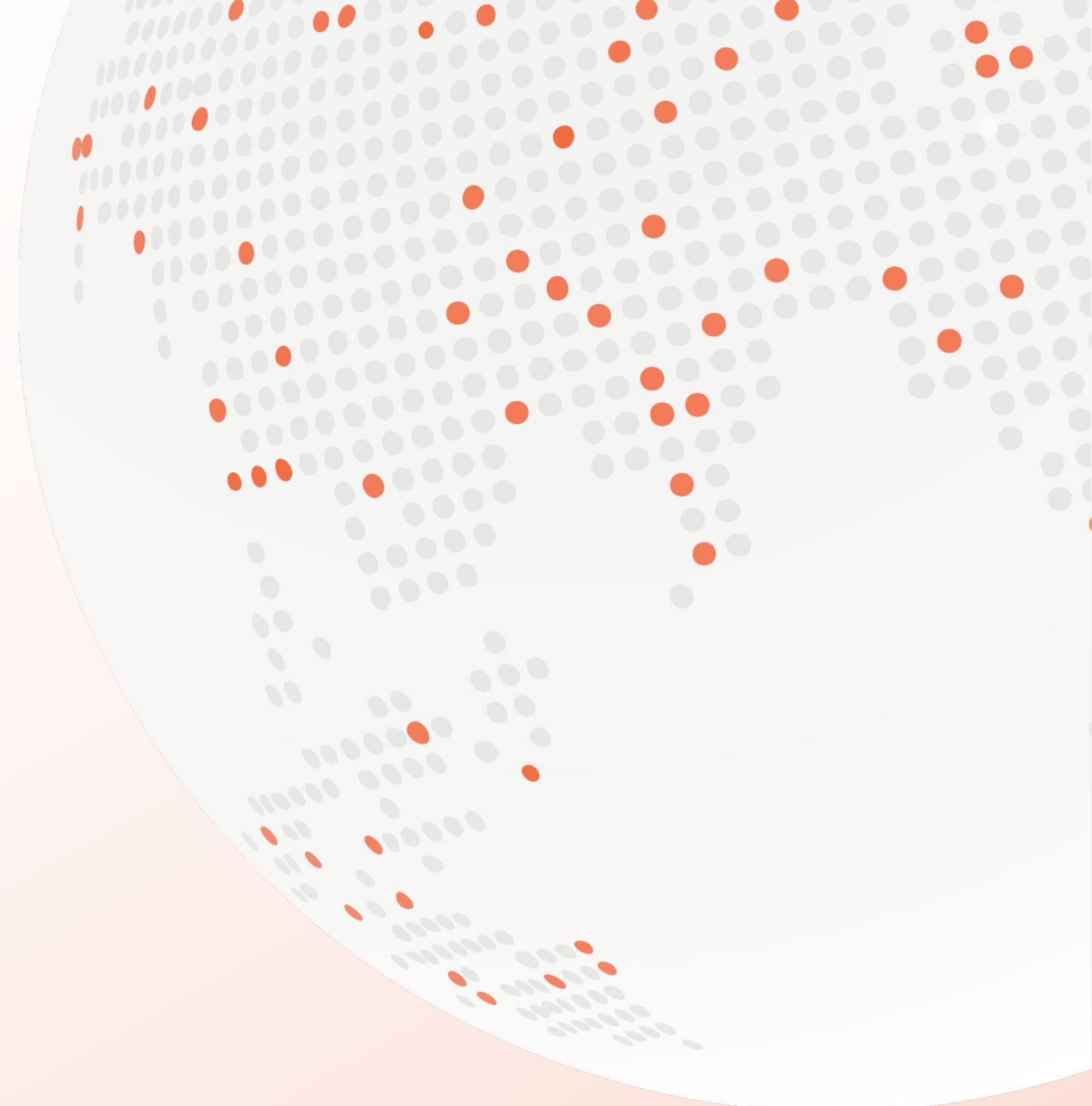


**Global**e

THE GLOBAL  
E-COMMERCE MARKET

**BLACK FRIDAY/  
CYBER MONDAY**

**2024**



## Record high sales over 2024 BFCM weekend

Global-e saw a **43% YoY increase** over the Black Friday-Cyber Monday (BFCM) weekend. E-commerce sales through the Global-e platforms starting two weeks prior to and including BFCM weekend, grew by 45% compared to the equivalent period last year.

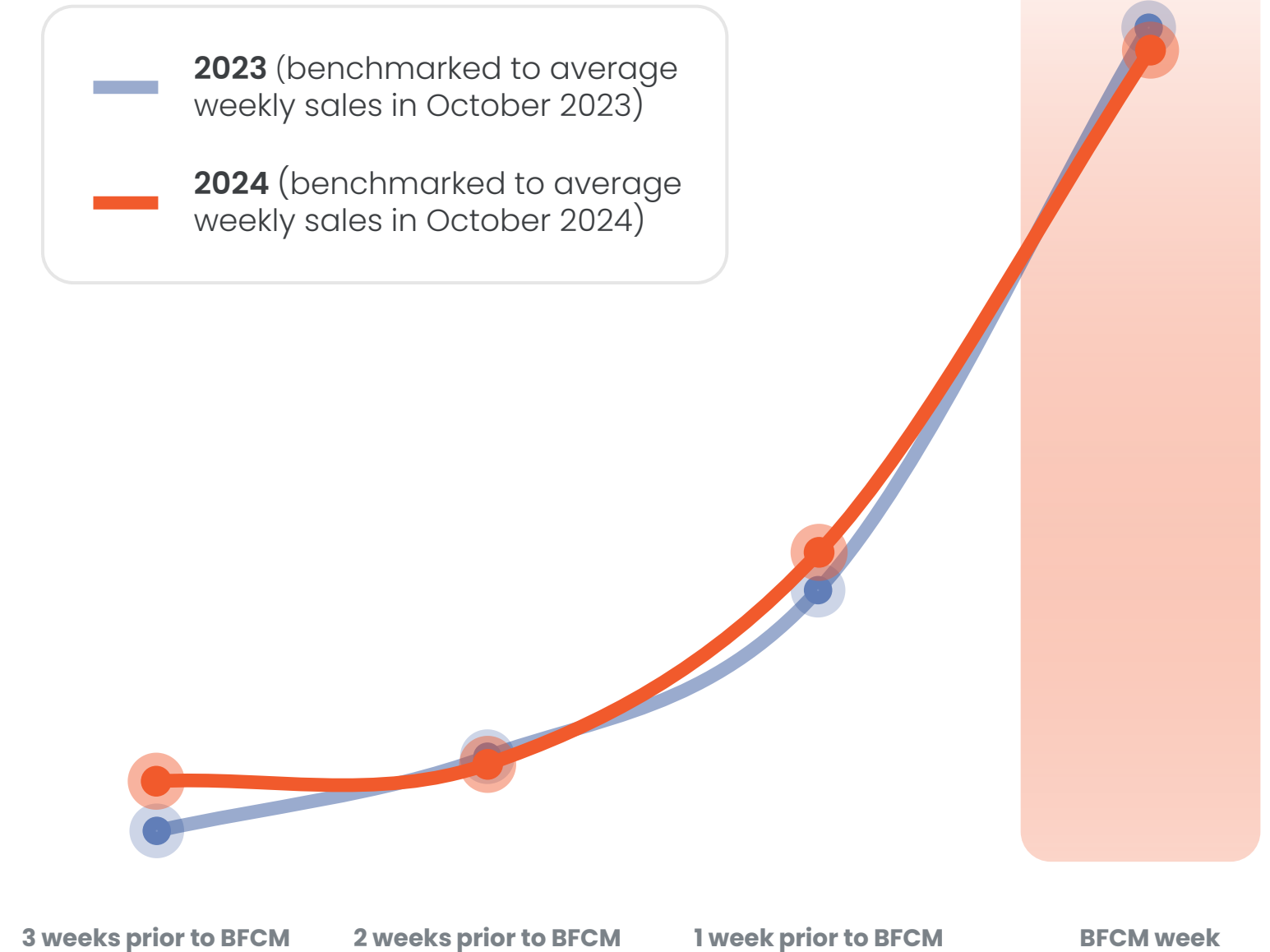
Black Friday (accounting for 33% of total BFCM weekend sales) outperformed Cyber Monday (23% of total BFCM weekend sales) as the top sales day over the BFCM weekend.

## Peak in sales started in the weeks leading up to BFCM

The peak in global e-commerce sales started already at the beginning of November, with sales momentum building as early as three weeks before the BFCM week, led by promotions that ran throughout the month.

The early uptick in sales seen through November 2024 mirrors the trend observed during the equivalent period last year. This repeating sales trend highlights the growing importance of promotions leading up to the BFCM weekend.

### Global e-commerce sales trends in the month of BFCM



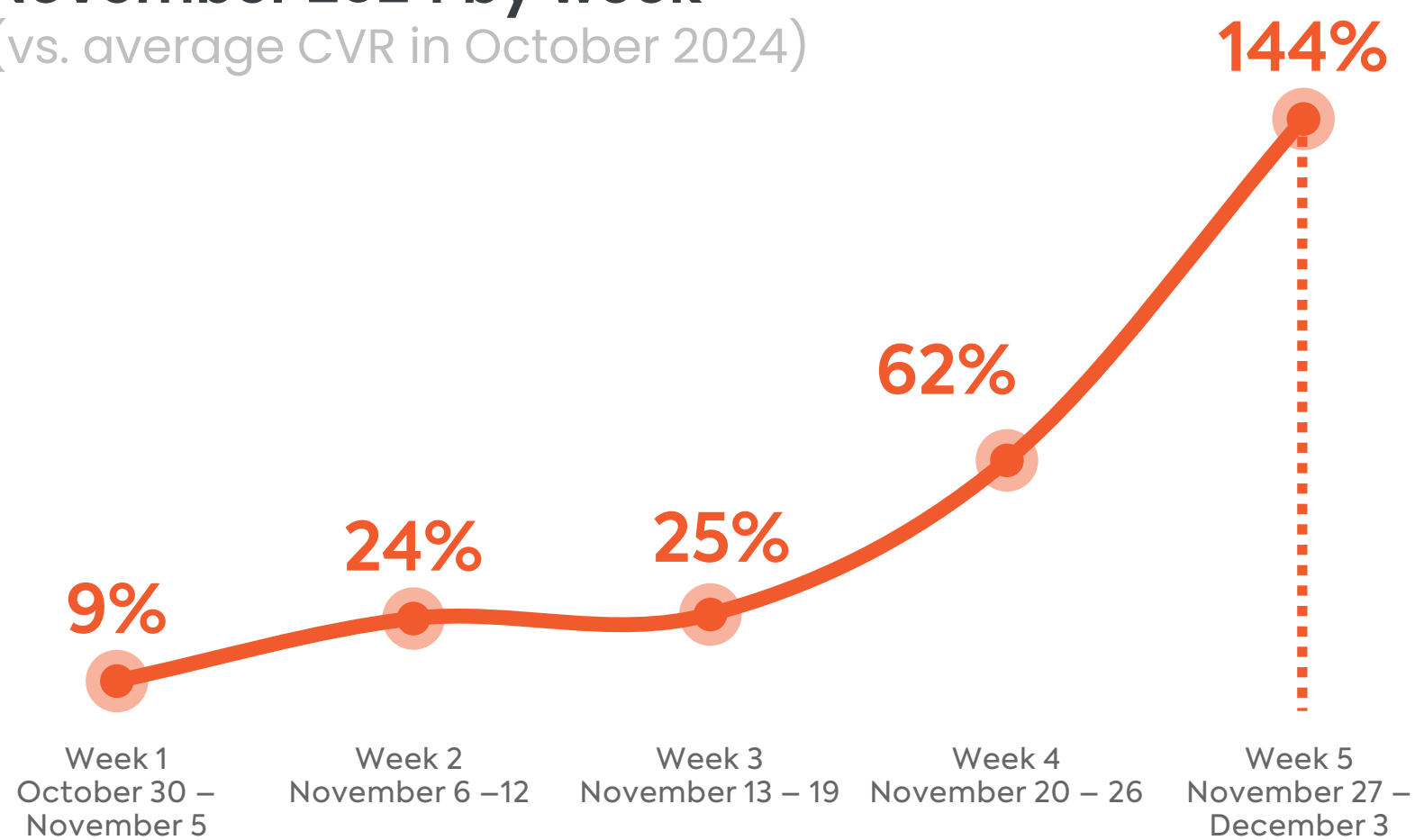
## Consumer Buying Intent

The average conversion rate started to increase four weeks prior to the BFCM week. Conversion rates (CVR) continued to climb in the second and third week of November, with a sharp increase in the week leading up to BFCM. This surge in average conversion rate continued into the Black Friday/ Cyber Monday week, peaking at a 144% uplift, versus the average CVR in October, higher than the uptick in CVR seen last year.

Zooming in on the BFCM week, conversion rate reached its peak on Black Friday itself, with a 186% increase compared to the average CVR in the previous month.

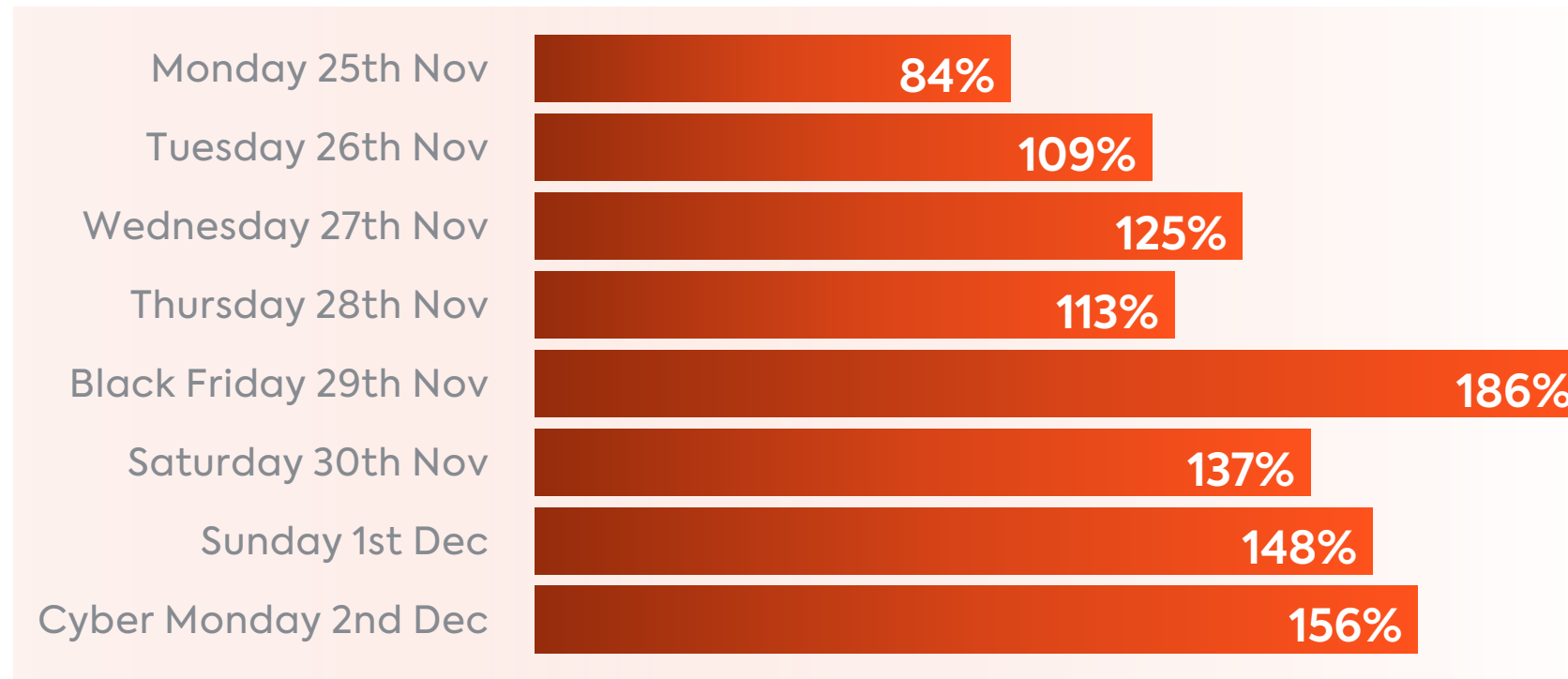
### Increase in conversion rate during November 2024 by week

(vs. average CVR in October 2024)



### Increase in conversion rate during the week of BFCM, by day

(vs. average CVR in October 2024)



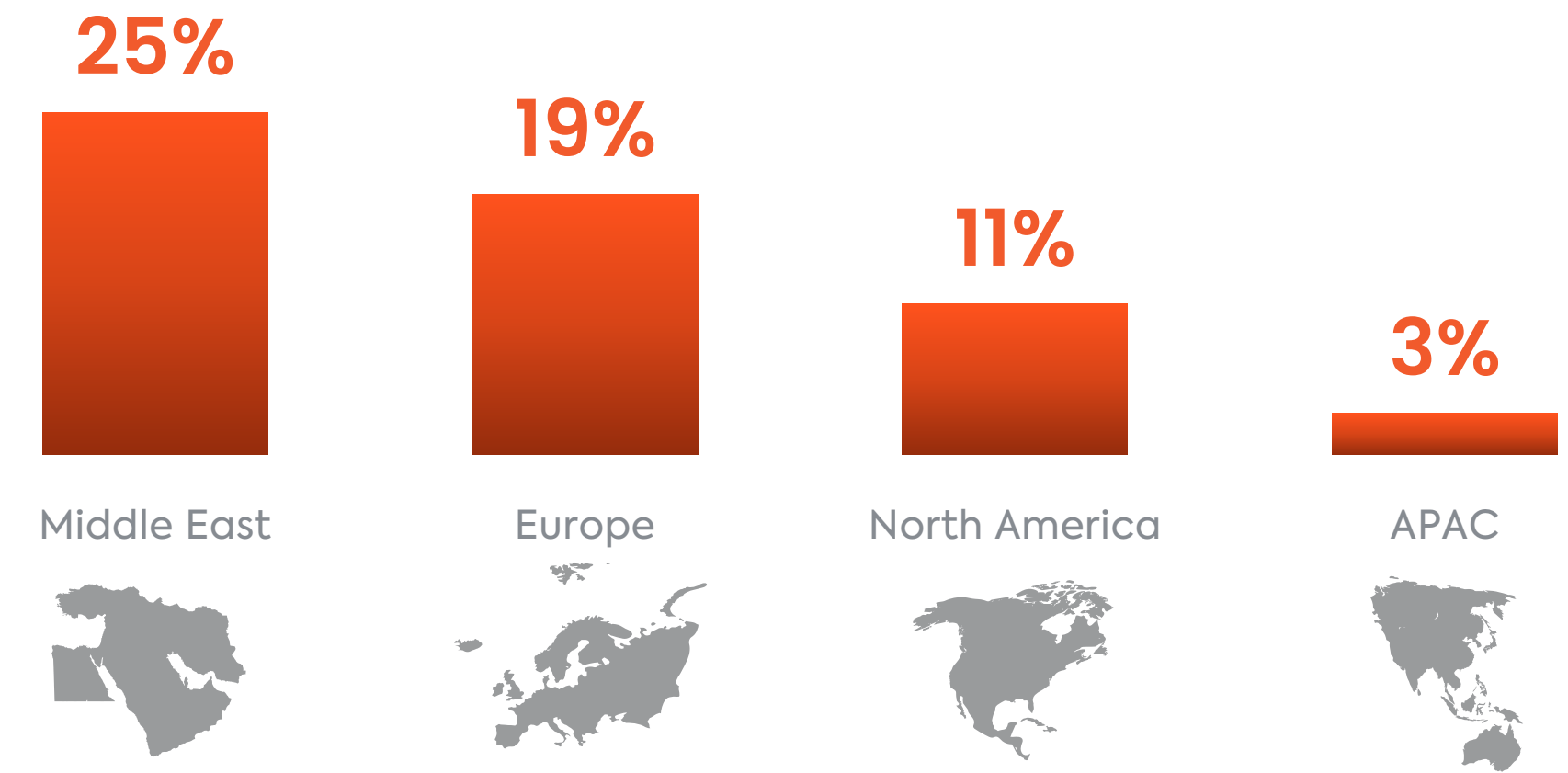
## Impressive Growth Across Merchants/ Lanes

Analyzing the BFCM weekend sales of merchants/lanes that have been trading with Global-e internationally for the two periods, we saw a 15% YoY increase in sales during the 2024 BFCM weekend versus the BFCM weekend in 2023.

## BFCM Weekend Peak Trends: Regional Overview

YoY increase in sales over the 2024 BFCM weekend was seen across all regions. The Middle East bounced back after a slower BFCM in 2023, with a 25% YoY increase in sales during the 2024 BFCM weekend. Europe traded strongly, with a 19% YoY increase. APAC showed moderate uplift, driven by mixed trends among the markets in this region.

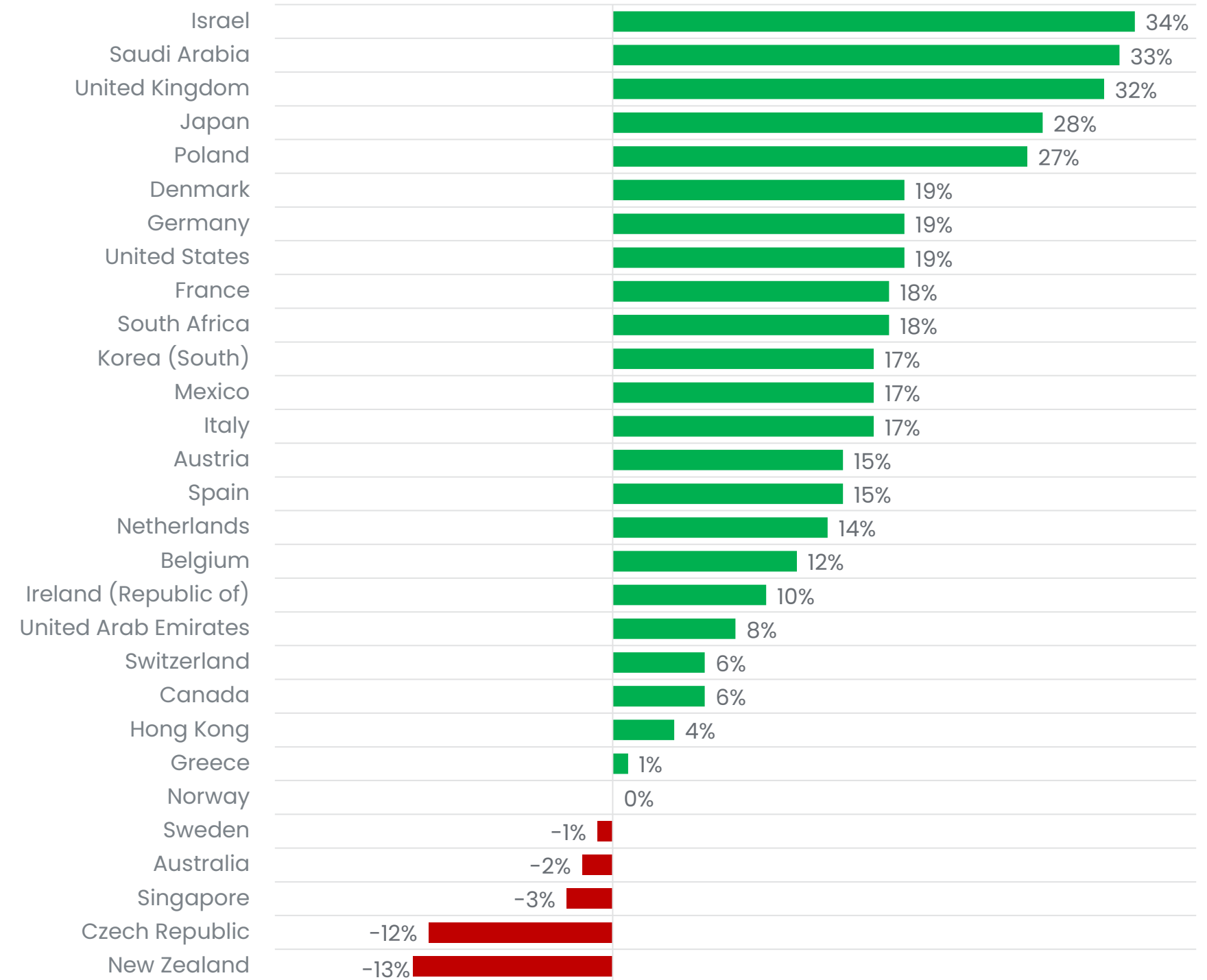
### Sales change % – BFCM weekend 2024 vs. 2023 By Region



## BFCM Weekend Peak Trends: Market Overview

YoY increase in sales over the 2024 BFCM weekend was seen across many markets worldwide, reflecting the growing global nature of BFCM. Here is a breakdown of how key international markets performed on Black Friday through Cyber Monday (inclusive) this year versus the same days last year, across merchants/ lanes that traded internationally with Global-e for the two periods.

### Sales change % - BFCM weekend 2024 vs. 2023 By Market



Data: November 29<sup>th</sup> - December 2<sup>nd</sup>, 2024 vs. November 24<sup>th</sup> - 27<sup>th</sup>, 2023

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