



# THE CROSS-BORDER ECOMMERCE MARKET

**BLACK FRIDAY/  
CYBER MONDAY**

**2023**



## OVERALL GLOBAL RESULTS: 2023 BFCM weekend was stronger than in 2022

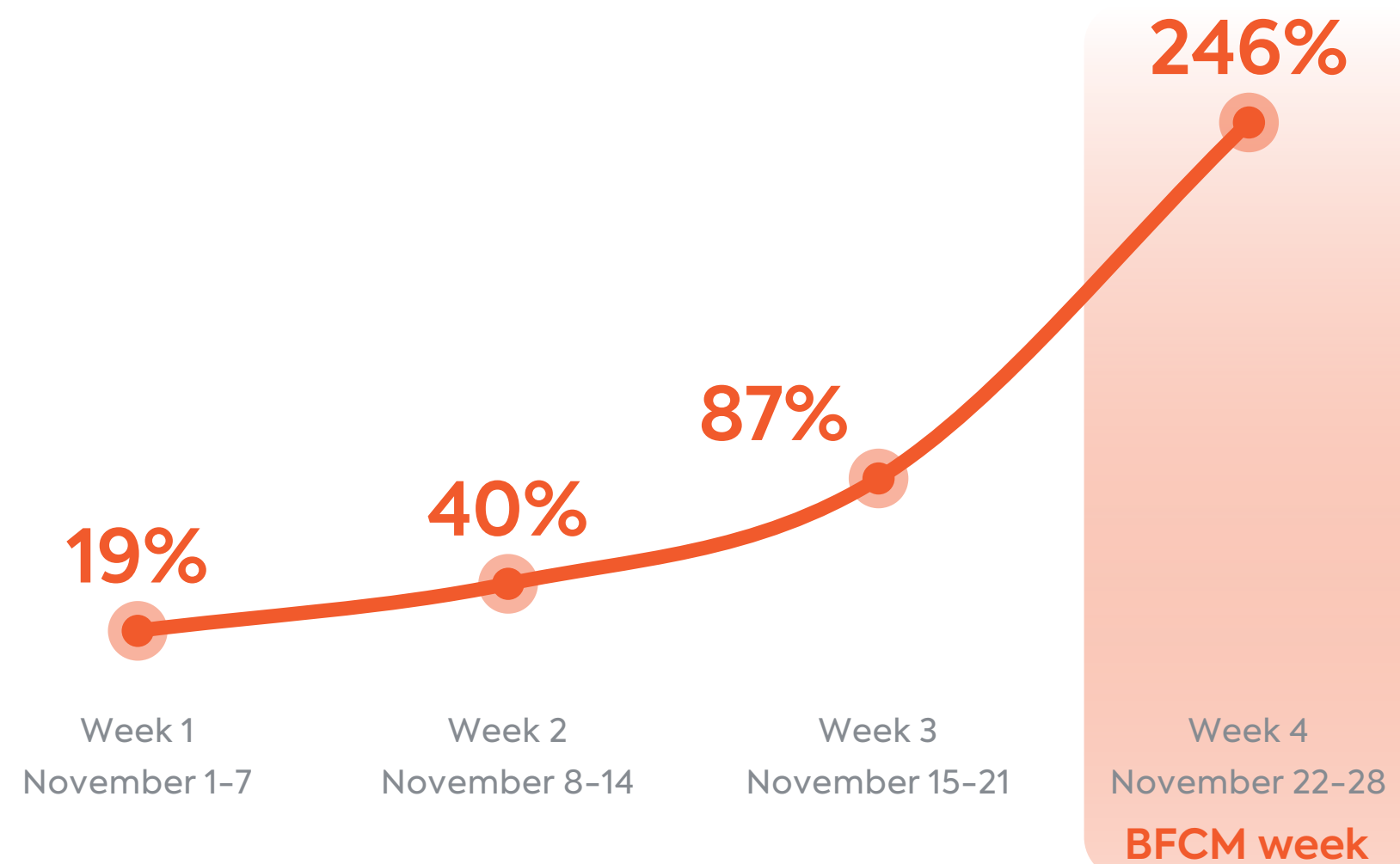
Global-e saw an overall 53% YoY uplift in Black Friday-Cyber Monday weekend cross-border ecommerce sales.

## The BFCM Peak started earlier in 2023

Cross-border ecommerce shopping peaked throughout November, with an uptick in sales already beginning at the start of the month, earlier than the promotions and uptick started last year.

Promotions continued throughout the month, leading to a peak in trading over the Black Friday weekend. The ecommerce sales made via Global-e's platform in November almost doubled compared to October. This is significantly higher than the uptick for the same period last year, indicating shoppers' stronger focus on promotions.

2023 Cross-border ecommerce sales growth, by week  
(vs. average weekly sales in October 2023)

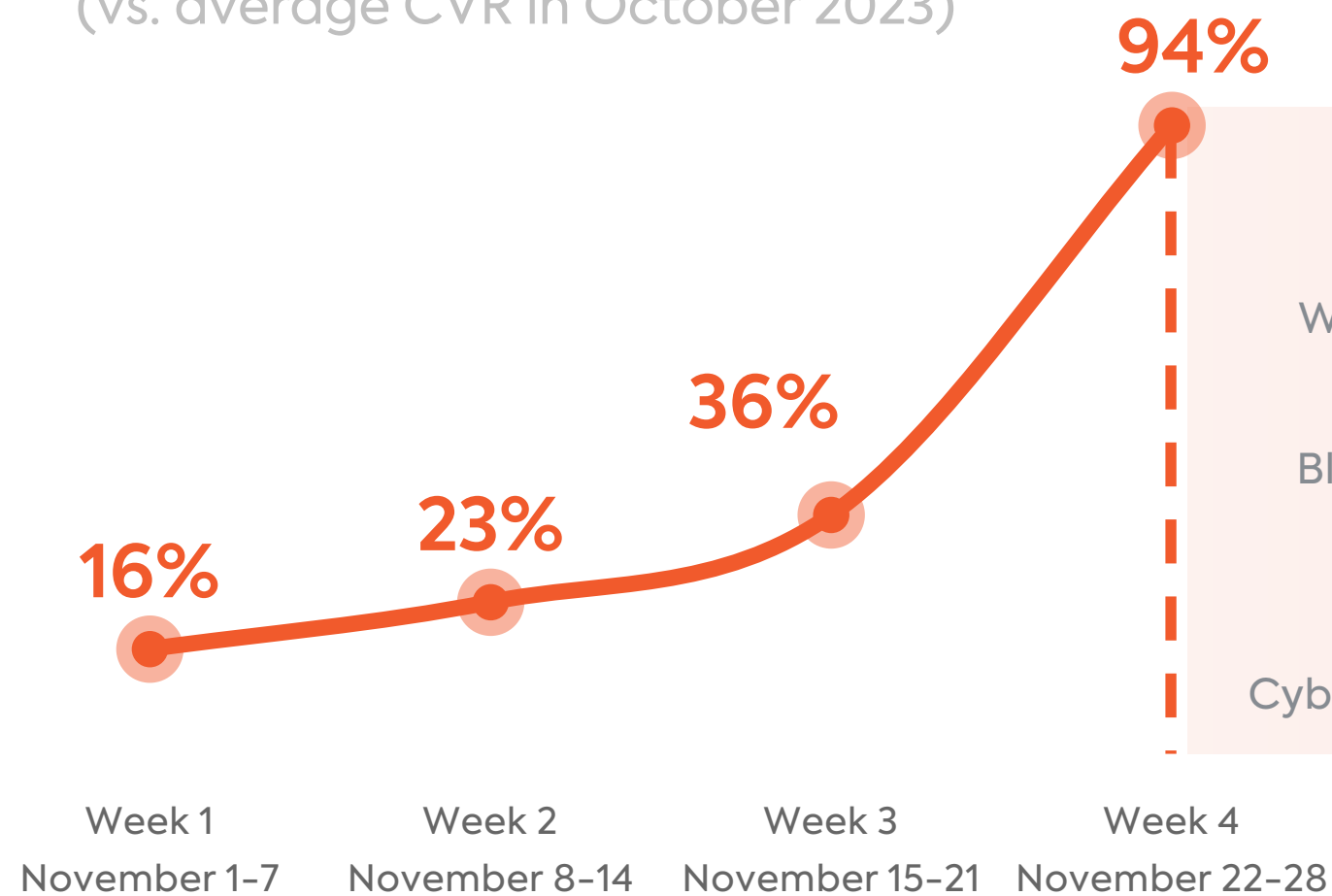


## CONSUMER BUYING INTENT

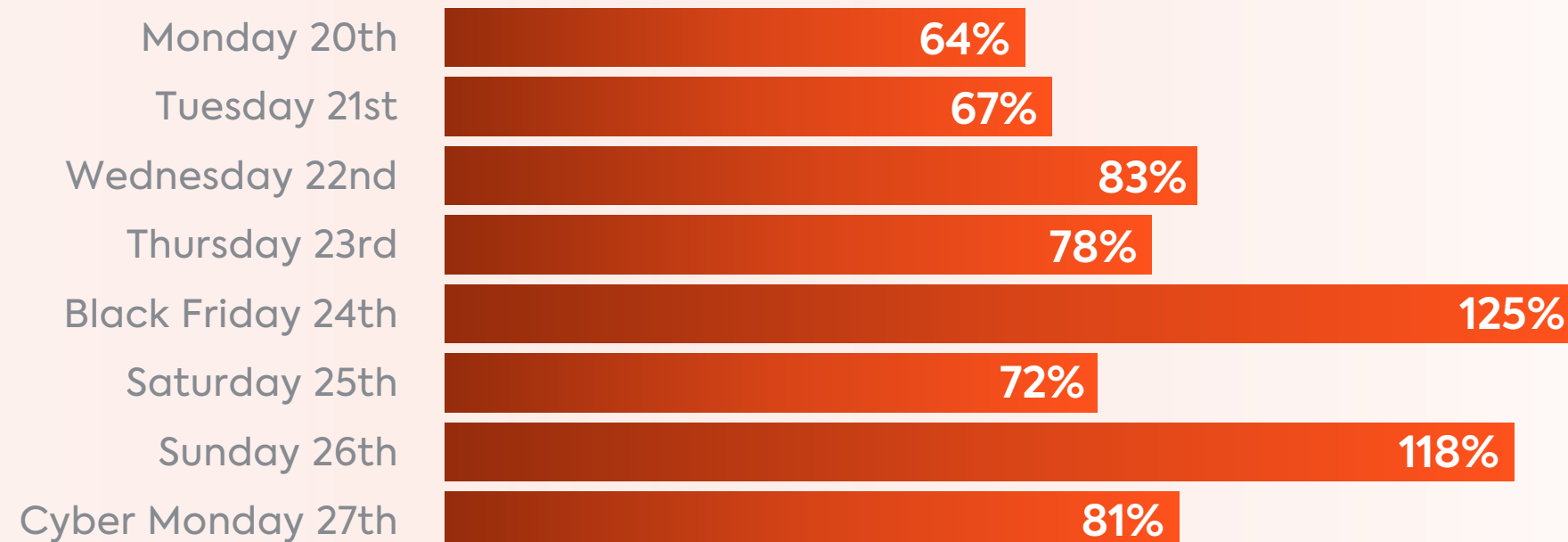
Average conversion rate already started to increase in the first week of November. Conversion rates continued to climb in the second and the third week of the month, reaching almost 100% uplift, versus the average CVR in October, in the week of Black Friday/ Cyber Monday.

Conversion rate reached its peak on Black Friday itself, with a 125% increase compared to the average CVR in October.

Increase in conversion rate during November 2023, by week  
(vs. average CVR in October 2023)



Increase in conversion rate during the week of BFCM, by day  
(vs. average CVR in October 2023)



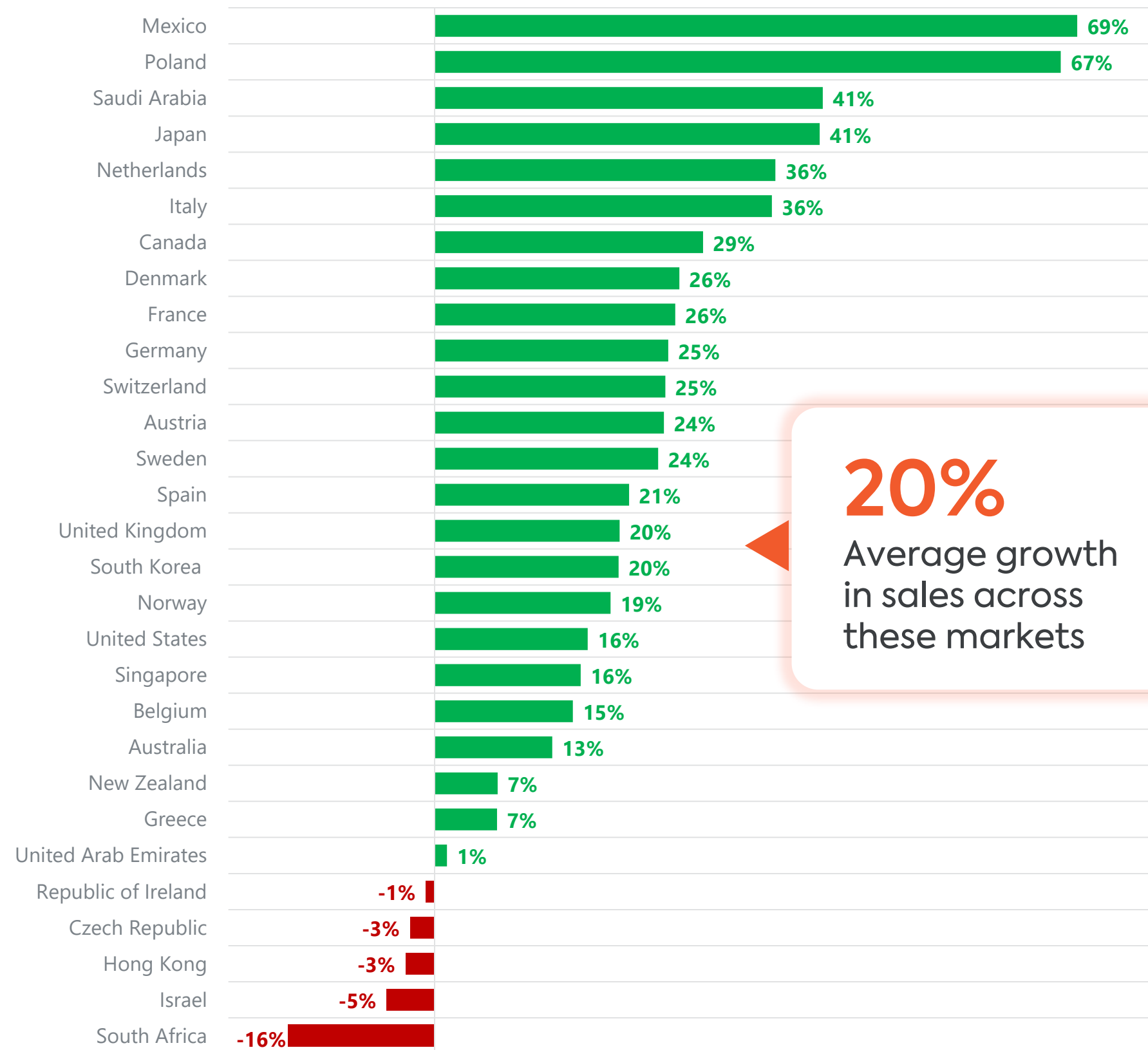
## IMPRESSIVE GROWTH ACROSS MERCHANTS/ LANES

Analyzing the BFCM weekend sales of merchants/lanes that have been trading with Global-e internationally for the two periods, we saw a 20% YoY increase in sales during the 2023 BFCM weekend versus the BFCM weekend in 2022.

## PEAK TRENDS IN DIFFERENT MARKETS

YoY increase in sales over the 2023 BFCM weekend was seen across many markets worldwide. 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 2023 vs. 2022



Data: November 24-27, 2023 vs. November 25-28, 2022

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