

FESTIVE INSIGHTS



Unboxing last festive season's shopping trends.



Shoppers placed 59 million orders with Afterpay across Australia and New Zealand last holiday season.¹

That meant more opportunities for businesses to connect with customers and turn festive browsing into sales. See how Afterpay ANZ customers shopped, highlighting the value of letting your customers know flexible payments are on offer.

16.5

times the average customer shopped with Afterpay last holiday season.¹

89%

of customers shopped with a business for the first time.¹

\$113

average order value.¹



Maximise BFCM with flexible payments.

Black Friday, Cyber Monday Weekend (BFCM) is a key shopping moment for Afterpay customers and the businesses that serve them. Customers shopped online, found new merchants, and supported small businesses.

Here's how the numbers stacked up.

Averages that were far from average.

Total average order value was

\$126¹

The average Afterpay customer shopped

3.2 times¹

Online average order value was

\$142¹

Averages that were far from average.

11%

growth in Afterpay usage.²

71%

of Afterpay customers were Millennial or Gen Z.*

55%

of customers shopped with a merchant for the first time.¹



More than half of Afterpay customers shopped.¹

1 in 3



customers shopped with a small business.¹

95/min



Afterpay shop referrals occurred per minute.²



¹Afterpay internal data, January 2026.
²Black Friday and Cyber Monday: Data from Afterpay samples millions of transactions across all seller industries globally in 2025 from November 27, 13:00:00 UTC to December 3, 7:59:59 UTC. Based on 2025 results.