

FAST START REPORT

YOUR POST-PEAK PERIOD PLAYBOOK

Start strong, sell more and stay ahead in 2026.

Learn how Afterpay can drive business growth during peak periods – and beyond.

January in Australia and New Zealand has its own rhythm. The Black Friday Cyber Monday (BFCM) frenzy is over. The festive sprint is behind us. Shops are quieter. Beaches are busier.

But smart retailers don't pause. They reset. They refocus. They turn the slow months into an early lead, acquiring customers, building loyalty and setting up the year for momentum.

THEY DO IT WITH AFTERPAY

Afterpay isn't just a payment option. It's a growth engine: driving sales, basket size, acquisition and loyalty – during peak season and beyond.

THIS GUIDE SHARES HOW TO KICKSTART YOUR 2026.



CYBER MONDAY

THE PLATFORM THAT POWERS SALES IN EVERY SEASON

HOLIDAY

BLACK FRIDAY

In peak moments and everyday purchasing, Afterpay is more than a payment solution. It's a growth engine that drives momentum.

PEAK EVENTS. POWERED BY AFTERPAY.

BFCM is a big event for any retailer. And this year it was bigger than ever for Afterpay businesses.

Millions of shoppers paid with Afterpay during BFCM 2025, as customers chose to check out with flexibility and ease. But shoppers weren't the only winners. Afterpay helped businesses like yours experience more sales, more new customers and bigger basket sizes.

2.3m

AUSTRALIAN AND KIWI SHOPPERS CHECKED OUT WITH AFTERPAY DURING BFCM 2025

11%

YEAR-ON-YEAR GROWTH IN AFTERPAY USAGE DURING BFCM

If winning 2026 is the goal, Afterpay gives you an edge where it matters. How?

During major retail moments like BCFM, Afterpay connects businesses with next-generation customers and drives millions of referrals from the Afterpay Shop Directory.

71%

OF AFTERPAY'S BFCM 2025 CUSTOMERS WERE GEN Z AND MILLENNIALS

95

AFTERPAY SHOP REFERRALS OCCURRED PER MINUTE DURING BFCM

In 2026, make sure shoppers are spending with you.

QUIET SEASON? STRONG SALES.

Afterpay isn't just built for peak season. It keeps sales growing all year round. Offering flexible payments helps you unlock:



BIGGER BASKETS



NEW CUSTOMERS



LOYALTY THAT COMPOUNDS



NEXT-GENERATION GROWTH



afterpay

CITY PERFUME

“AFTERPAY HELPS US TAP INTO A YOUNGER MARKET”

When Sydney retail group City Perfume introduced Afterpay, the impact was immediate. “There was a 30 per cent instant increase in basket size, which has made a massive difference,” says general manager Steven Haskas.

Much of that growth came from new, younger customers. Haskas says, “Afterpay has definitely helped us tap into a younger market. It has made products more accessible. It’s given them more financial freedom and allowed them to budget a little bit better.”

He would “absolutely” recommend Afterpay to other business owners. “In fact, I’d say ‘Why don’t you have it already?’”

BASKET SIZE
30%▲



NEXT-GEN SHOPPERS. NEXT-LEVEL GROWTH.

More customers equals more sales. It’s that simple.

As Australia and New Zealand’s preferred Buy Now Pay Later (BNPL) platform, Afterpay puts you in front of more than 4.4 million active shoppers.

And here’s the kicker: most of them are Gen Z and Millennials: the cohorts shaping culture, driving trends and deciding which businesses win.

That makes Afterpay the perfect way to reach a new generation of shoppers and future-proof your business.

CREDIT CARDS
GIVES THEM
“THE ICK”

56%

CREDIT CARDS? GEN Z WOULD RATHER NOT.

Next-gen shoppers want control, clarity and zero cringe. Traditional credit cards? They’re a hard pass.

Nearly two-thirds of Gen Z don’t fully understand credit card terms¹, and more than half (56%) say that credit cards give them ‘the ick’². No wonder 60 per cent have abandoned credit cards for alternative methods of payment like Afterpay³.

This year, make sure you’re showing up where tomorrow’s customers already are. Unlock the shoppers who matter now – and next.

¹ Why Credit Cards Give Gen Z The Ick, Morning Consult 2025
² Why Credit Cards Give Gen Z The Ick, Morning Consult 2025
³ Why Credit Cards Give Gen Z The Ick, Morning Consult 2025

SMALL PAYMENTS. BIG BASKETS.

With Afterpay, your customers can buy what they want, when they want it and pay in instalments – while your business gets paid in full upfront. Win-win.

Afterpay gives customers the flexibility to shop on their terms. They can snap up new drops, secure pieces before they sell out, opt for higher-value products and add last-minute extras to complete their cart.

And that flexibility pays off. Thirty-seven per cent of Afterpay merchants report larger average order values after adopting Afterpay⁴.

37%

AFTERPAY
MERCHANTS REPORT
LARGER BASKET
SIZES



THEIR FRESH START. YOUR SALES JUMPSTART.

Tap into new-year energy with Afterpay. Lift basket size while helping your customers return to routine. Offering Afterpay can help them sign up to subscriptions, update their wardrobes or stock up on office or school supplies.

Sign up now, start the year stronger.

[Get Started >](#)

MEJURI

“AFTERPAY BOOSTS BASKET SIZE BY 75% AT MEJURI”

For Mejuri, elevating the customer experience is a constant pursuit. So, it made sense for the fine jewellery brand, which has millions of customers, to offer Afterpay.

“Our job is to meet customers where they are when they’re shopping,” says chief digital officer Rohit Nathany. “We knew Buy Now Pay Later was becoming a major part of the commerce landscape.”

Less than a year after launch, Afterpay has helped drive millions of dollars in global revenue, while also increasing basket size in Australia by 75 per cent.

Nathany’s advice to other businesses? “Afterpay is one of the popular payment methods. It just doesn’t make sense not to do it.”

BASKET SIZE

75%▲

POWERING PURCHASE FREQUENCY

When customers can get what they want or need, when they need it, without the stress of a large upfront payment, they shop more often. And Afterpay proves it: more than half of businesses (53%) report an increase in repeat purchases after adopting Afterpay⁵.

13x

AVERAGE ANNUAL FREQUENCY FOR AN AFTERPAY CONSUMER⁶

53%

BUSINESSES SEE AN INCREASE IN REPEAT PURCHASES AFTER ADOPTING AFTERPAY⁷

HIDEAWAY BEAUTY

“AFTERPAY HAS BEEN INTEGRAL TO OUR SUCCESS”

Afterpay was a natural fit for perfume, bath and body brand Hideaway Beauty. “Afterpay aligns perfectly with our goal of affordable luxury,” says marketing manager Galen Graham, who explains that Afterpay increases basket size by 20 per cent.

It drives loyalty, he says, “The convenience and flexibility of spreading [customers’] payments makes it easier for them to indulge in their favourite products or try new fragrances. Afterpay encourages repeat purchases and loyalty.”

INCREASED BASKET SIZE
20%▲



BAILEY NELSON

“AFTERPAY DRIVES LOYALTY”

Whenever optometrist Bailey Nelson opens a new store around the world, it launches with Afterpay.

Not only does Afterpay help attract new customers, but it boosts basket size by 10 per cent and drives loyalty by increasing shopping frequency.

“We know that Afterpay builds loyalty for our brand – we can see it in the numbers,” says co-founder Pete Winkle.



BOOSTS BASKET SIZE
10%▲

⁵ Afterpay’s economic impact in Australia report
⁶ Afterpay, Internal Customer Demographics as of Q4 2024
⁷ Afterpay’s economic impact in Australia report

AFTERPAY DAY

A SALES SURGE WHEN YOU WANT IT MOST

Driving sales means driving excitement – and that’s easy during the festive season or a big retail moment like Mother’s Day.

BUT WHAT ABOUT THE IN-BETWEEN?

That’s where **Afterpay Day** comes in.

Twice a year – in March and August – Afterpay Day turns a standard trading weekend into a high-performance event, designed to boost engagement, drive traffic and lift sales when you need it most.

And it delivers. Afterpay Day has become one of Australia and New Zealand’s major retail moments. Media outlets cover it. Influencers post about it. And businesses enjoy a welcome sales boost as well as an influx in new customers. Last Afterpay Day, seven orders were placed every second. This year, will they be shopping with you?

1.1m

CUSTOMERS SHOPPED AFTERPAY DAY

24%

SALES UPLIFT FOR PARTICIPATING BUSINESSES

39%

AFTERPAY DAY CUSTOMERS SHOPPED WITH A BUSINESS THEY’VE NEVER SHOPPED WITH BEFORE*



Partnering with Afterpay across retail moments can be powerful for your business. Get your brand in front of ready-to-shop customers via the Afterpay Shop Directory, access free marketing assets and more.

[Plan ahead for 2026 here.](#)

UPLIFT IN NEW
CUSTOMERS

60%▲

FACTORY BUYS

“AFTERPAY DAY GREW SALES BY 66%”

Afterpay Day has become a cornerstone of Factory Buys’ marketing calendar, says CEO Kate Gaske.

During Afterpay Day in 2025, the business recorded a 66 per cent increase in sales and a 60 per cent uplift in new customers.

“It’s really big on our calendar,” says Gaske. “It’s basically our Black Friday, EOFY sale, Boxing Day – and Afterpay Day.”

OZ HAIR & BEAUTY

“AFTERPAY DAY HAS BECOME A MASSIVE EVENT FOR US”

Afterpay Day delivers a range of benefits to beauty retailer Oz Hair & Beauty.

“We get a lot of traffic to our site,” says co-founder and COO Guy Nappa. “We can see that our customers are waiting for these events.”

Last year, sales surged by 157 per cent during Afterpay Day and Oz Hair & Beauty saw a 168 per cent increase in new customers. Nappa says, “Afterpay Day is another thing that Afterpay has done really well on the consumer behaviour front. They drive loyalty and help with new customer acquisition.”

SALES SURGED

157%▲

* All Afterpay Day data Internal Afterpay Data, 14-17 August 2025.

SEAMLESS INTEGRATION

Signing up to Afterpay is simple, easy and free. Whether your customers are foodies or football fans, tourists or tech lovers, you simply visit [Afterpay For Business](#) to sign up.

Integration is just as effortless – regardless of whether you’re an in-store business, an e-commerce retailer or an omnichannel merchant.

If your website is created with one of the major e-commerce platforms, such as Shopify or WooCommerce, activating Afterpay is as simple as downloading an app and following the instructions. In-store integration is just as smooth.

For franchises, we offer a tailored and personal approach to integration. [Click here](#) to get started.



**JUST FILL OUT THIS FORM,
AND WE’LL HELP YOU GET
STARTED TODAY.**



\$1m▲
IN GLOBAL
SALES (USD)

“INTEGRATION WAS STRAIGHTFORWARD”

Balsam Hill partnered with Afterpay to offer its customers the flexibility to pay for festive decor and ultra-realistic, premium Christmas trees in instalments.

From the beginning, Afterpay was “unbelievably responsive” and the integration was “straightforward from a tech standpoint” says Jennifer Howard of Balsam Hill, which has sold millions of trees around the world.

As a result, the partnership with Afterpay yielded \$1 million USD in global sales within the first five weeks alone. “We have seen tremendous growth year over year in conversion,” says Howard. “As well as a reduction in cart and checkout abandonment.”

INSTANT IMPACT

START THE YEAR RIGHT

GROW FASTER WITH AFTERPAY

Join over 425,000 global businesses⁹ and sign up to Afterpay.

Afterpay powers sales for businesses like yours – in peak times and in quiet periods. Make 2026 the year you grow faster, with Afterpay.

⁹ Afterpay internal data, January 2025

All individual brand statistics provided by brands. Late fees, eligibility criteria and T&Cs apply. Credit checks may apply. Afterpay Australia Pty Ltd Australian Credit Licence 527911.