

Unboxing last holiday season's shopping trends.



Last holiday season, the average US customer shopped 3.9 times with Afterpay.¹

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

69%

of US customers shopped with a business for the first time last holiday season.¹

109M

orders placed globally with Afterpay.¹

\$140

average US holiday order value.¹

Flexible payments brought solid returns during BFCM.

Black Friday/Cyber Monday (BFCM) weekend is a pinnacle moment during the festive season, and for Afterpay customers and the businesses that serve them. In 2025, customers filled bigger baskets, spent more, and turned to Afterpay throughout the sales weekend.

Here's how the numbers stacked up.

Afterpay customers meant business:

9%

bigger baskets year over year.²



6 million

Afterpay shop referrals.²



10%

higher spend per customer year over year.²



1042

Afterpay orders every minute.²

