

Shopify Black Friday / Cyber Monday Weekend Sales Data

Worldwide Sales

Data reflects from November 29, 2019 at 12:01 AM UTC +13 to December 2, 2019 at 11:59 PM PT

Worldwide sales (UTC +13 to PT)	<i>From the start of Black Friday in New Zealand through the end of Cyber Monday in California our merchants total sales were \$2.9+ billion.</i>
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Additional Sales Data

Data reflects from November 29, 2019 at 12:01 AM ET to December 2, 2019 at 11:59 PM ET

Number of consumers	Over 25.5 million consumers made a purchase from a Shopify merchant. <i>In 2018, over 16 million consumers made a purchase from a Shopify merchant.</i>
Growth of consumers	The number of consumers purchasing from Shopify merchants has grown by 57% since last year.
Peak sales per minute	\$1.5+ million on Black Friday at 3:01 PM ET <i>In 2018, peak sales per minute were \$870,000+, which occurred on Black Friday.</i>
Peak sales hour	Black Friday at 11:00 AM ET <i>In 2018, the peak sales hour occurred at 11:00 AM on Black Friday.</i>

Data represents online and offline sales made by Shopify's 1 million+ global merchants, in over 175 countries. All data presented here (including worldwide sales) is approximate and is based on various assumptions. All data is unaudited and is subject to adjustment. All figures in USD unless otherwise indicated. *Shopify's Black Friday/Cyber Monday Shopping Index is a proprietary index that provides a unique look at what's trending during this busy shopping season based on orders, products added-to-cart, and pageviews across our more than one million merchants.

Average cart price	<p>\$83.05 USD</p> <p><i>That's up from last year's average of \$76.67 USD.</i></p>
Average time to checkout	<p>24.66 mins</p> <p><i>That's down from last year's average of 26.86.</i></p>
Mobile sales vs desktop sales	<p>Mobile: 69% Desktop: 31%</p> <p><i>In 2018, mobile sales accounted for 66% of sales, while desktop accounted for 34%.</i></p>
Top selling countries	<ol style="list-style-type: none"> 1. United States 2. United Kingdom 3. Canada 4. Australia 5. China
Top selling cities	<ol style="list-style-type: none"> 1. New York, New York 2. Los Angeles, California 3. Vernon, California 4. London, England 5. San Francisco, California 6. Toronto, Ontario 7. Santa Monica, California 8. Austin, Texas 9. Brooklyn, New York 10. Alpine, Utah
Top product categories	<ol style="list-style-type: none"> 1. Apparel & Accessories 2. Health & Beauty 3. Home & Garden 4. Electronics 5. Media

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Top products	<ol style="list-style-type: none"> 1. Makeup 2. Mobile Phone Accessories 3. Coats & Jackets 4. Skincare 5. Vitamins & Supplements
Percentage of cross-border orders	19%

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U.S. Sales Data

Sales growth	Sales on the Shopify platform in the U.S. grew 48% since last year.
Number of consumers	Nearly 17 million consumers in the U.S. made a purchase from a Shopify merchant. <i>The number of US consumers purchasing from Shopify merchants has grown by 51% since last year.</i>
Peak sales hour	Black Friday at 11:00 AM ET New York: Cyber Monday at 9:00 PM ET California: Black Friday at 12:00 PM PT
Average cart price	\$85.88 USD <i>That's up from last year's average of \$79.87 USD.</i>
Average time to checkout	24.80 mins <i>That's down from last year's average of 26.74.</i>

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Canada Sales Data

Sales growth	Sales on the Shopify platform in Canada grew 52% since last year.
Growth of consumers	The number of Canadian consumers purchasing from Shopify merchants has grown by 57% since last year.
Peak sales hour	Black Friday at 11:00 AM ET
Average cart price	\$96.30 USD <i>That's up from last year's average of \$96.23 USD.</i>
Average time to checkout	27.46 mins <i>That's down from last year's average of 31.64.</i>

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UK Sales Data

Sales growth	Sales on the Shopify platform in the UK grew 52% since last year.
Growth of consumers	The number of UK consumers purchasing from Shopify merchants has grown by 55% since last year.
Peak sales hour	Black Friday at 9:00 AM GMT
Average cart price	£66.13 <i>That's up from last year's average of £51.45.</i>
Average time to checkout	21.93 mins <i>That's down from last year's average of 24.55.</i>

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France Sales Data

Sales growth	Sales on the Shopify platform in France grew 180% since last year.
Growth of consumers	The number of French consumers purchasing from Shopify merchants has grown by 151%
Peak sales hour	Black Friday at 9:00 PM CET
Average cart price	€60.32 <i>That's down from last year's average of €60.45.</i>
Average time to checkout	23.59 mins <i>That's down from last year's average of 25.05.</i>

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Germany Sales Data

Sales growth	Sales on the Shopify platform in Germany grew 80% since last year.
Growth of consumers	The number of German consumers purchasing from Shopify merchants has grown by 133%
Peak sales hour	Black Friday at 4:00 PM CET
Average cart price	€66.05 <i>That's down from last year's average of €74.97.</i>
Average time to checkout	22.78 mins <i>That's down from last year's average of 24.23.</i>

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