**In-Store Shopping Bounces Back This Black Friday, Cyber Monday Weekend - up 46% with Afterpay**

*Shopping data confirms that Christmas giving is back and bigger than ever, with omnichannel experiences driving past lockdown demand*

**Under Embargo: December 2,** **2021** -- Afterpay, the global Australian founded leader in “Buy Now, Pay Later,” today released its consumer shopping trends from Afterpay’s database for this year’s highly anticipated Black Friday and Cyber Monday shopping bonanza.

After a year of accelerated digital adoption, e-commerce is still maintaining a stronghold, with a 21% increase year-over-year of Afterpay sales online. But serious shoppers are making their way back in-store and in-centre, with a whopping 37% more Afterpay customers buying from bricks and mortar year-over-year, rather than waiting for online orders to arrive. This supports [Afterpay’s Lockdown Liberation Study](https://afterpay-corporate.yourcreative.com.au/wp-content/uploads/2021/10/Lockdown-Liberation-Report.pdf) released in October, 2021. The study found that Next Gen Aussies are eager to go back in-store - with 61% missing being able to physically look and feel the product, 55% missing comparing products in person and 55% missing trying clothes on before buying them during the lockdown period.

When it comes to who shopped between Black Friday and Cyber Monday, Afterpay found 55% more Gen X customers shopped the weekend through its platform, compared to the lead up to the sales, - demonstrating that even older generations are ditching their credit card and turning to BNPL to better manage their finances during the festive season.

Merchants specialising in Travel & Events and Technology, were the most popular with shoppers this year - up 33% and 12% year-over-year, respectively. This also supports the findings of [Afterpay’s Lockdown Liberation Study](https://afterpay-corporate.yourcreative.com.au/wp-content/uploads/2021/10/Afterpay-Lockdown-Liberation-Press-Release.docx) that found that Gen Z and Millennials are setting their sights on getting back to life experiences, with travelling overseas and holidaying remaining on the 2022 bucket list for almost half (45%). While music gigs and festivals (47%) are other top choices that young Aussies can’t wait to dive back into, followed by sporting events (35%), the theatre (32%) and big cultural events like Mardi Gras (33%).

When it comes to top selling items, Afterpay customers are looking for smart gifts including gift cards, babywear, make up, summer fashion and the all-important gift wrapping to make this festive season even more special. Afterpay’s merchant partners also saw a 9% increase in basket size on Cyber Monday, as consumers secured the best online deals, while over 450K AU customers shopped at a new merchant during the four-day sale weekend.

“As we celebrate another festive season in the pandemic, consumers were eager to gain a sense of normalcy and spend on gifts, travel and experiences for themselves and loved ones,” said **Katrina Konstas, Afterpay’s EVP of Australia/New Zealand (ANZ)**. “Compared to previous Black Friday and Cyber Monday weekends, we’re thrilled to partner with even more merchants to offer Afterpay’s convenient and flexible pay in four payment option - revitalising brick-and-mortar spending and helping consumers budget before the new year.”

When it comes to spending more broadly on BNPL in Australia, this has also increased with 33% of respondents from a [Mozo BNPL Report](https://mozo.com.au/buy-now-pay-later/articles/mozo-s-2021-buy-now-pay-later-report-aussies-have-a-new-go-to-for-their-biggest-purchases) from June 2021, saying BNPL is their go-to payment method. And it continues to surge through the busy festive shopping period, as consumers return to in-store and shopping online, with 59% of BNPL customers preferring Afterpay[[1]](#footnote-1).

With more than 3.6 million ANZ customers, Afterpay is the preferred BNPL solution for consumers looking for an accessible way to make purchases. Afterpay saved Australians $110 million in consumer fees and interest compared to credit cards by making purchases with Afterpay in 2020[[2]](#footnote-2). As consumer preference transitions away from credit cards, 85% of AU shoppers used debit cards this festive season to shop at nearly 100,000 of Afterpay’s global merchant partners.

**ENDS**

**About Afterpay Limited**

Afterpay Limited (ASX: APT) is transforming the way we pay by allowing customers to buy products immediately and pay for their purchases over four instalments, always interest-free. The service is completely free for customers who pay on time - helping people spend responsibly without incurring interest. As of June 30, 2021, Afterpay is offered by nearly 100,000 of the world’s favourite retailers and nearly 16 million+ active customers have adopted the service.

Afterpay is currently available in Australia, Canada, New Zealand, the United States and the United Kingdom, France, Italy and Spain, where it is known as Clearpay. Afterpay is on a mission to power an economy in which everyone wins.

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1. Source: Brand Equity-Wave 4, Sept 2021 [↑](#footnote-ref-1)
2. [Afterpay Economic Impact Report, 2020](https://afterpay-corporate.yourcreative.com.au/wp-content/uploads/2021/04/Afterpay-Economic-Impact-report-2020-Accenture.pdf)  [↑](#footnote-ref-2)