

# Unwrap the stats: 2022 holiday selling season

Shopify Plus brands are celebrating a record-breaking holiday selling season. Find out why. We packaged up the data from **November 1 through Cyber Monday**. Our gift to you.



Shopify Plus

# Record-setting holiday selling season

The 2022 holiday selling season started stronger than ever for Shopify Plus brands. Checkout times were down and sales were up. Let's break it down.

# 17.5%

More shoppers



# 13 MIN



Faster to checkout on avg. versus 2021

# 7.38%



Avg. conversion rate

# \$7.5B



Sold during Black Friday Cyber Monday weekend

# NOV. 25



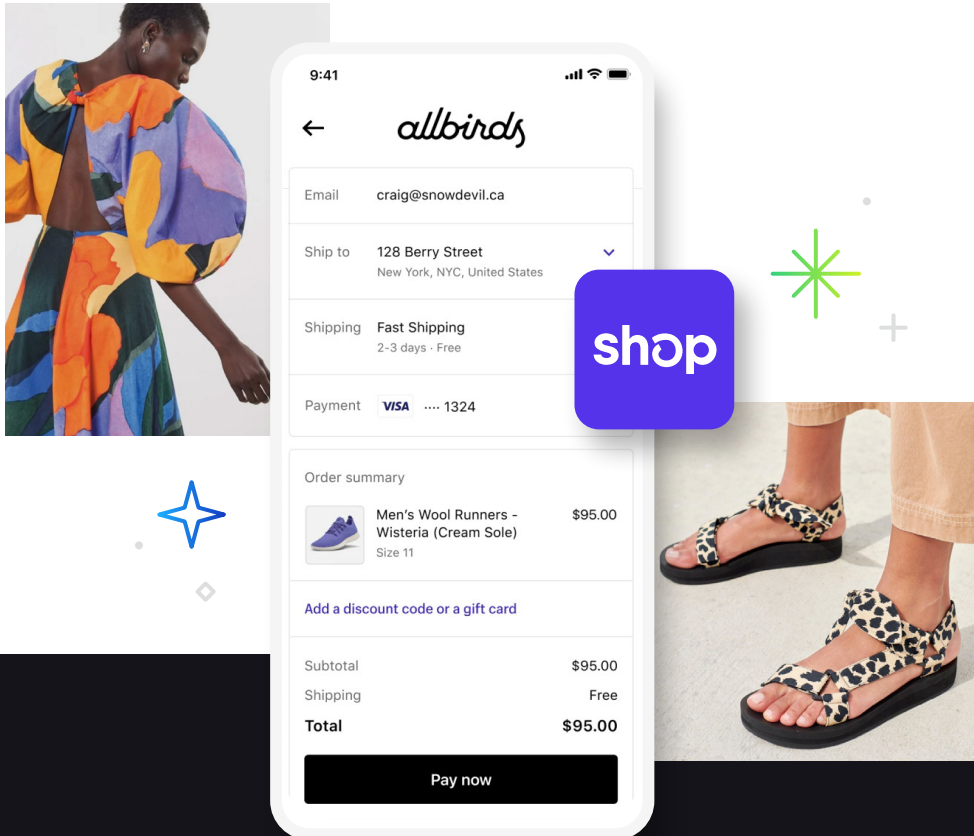
Peak-selling day

Record-setting holiday selling season

## Shop Pay

# Spotlight on Shop Pay

Shop Pay gave customers merry, bright, and faster-than-fast checkout experiences.



Spotlight on Shop Pay

# 1.43X      1.22X

**Better conversion rate  
(vs. non-Shop Pay buyer)**

**Faster time to complete checkout  
(vs. non-Shop Pay buyer)**

## Holiday offers and discounts

# Shopify Plus brands are trend setters

It's no surprise, Shopify Plus brands are innovative leaders in their industries. So, how *did* they actually use Shopify Plus to hit peak holiday sales?



14.3%

Average discount offered



13%

Gave a gift with purchase



84%

Shipped for free

Shopify Plus brands are trend setters

Global

# How they sold

# 24%

More sales generated by social commerce globally\*



How they sold



# 31%



Desktop

# 69%



Mobile

\*When compared to 2021

Global

# Top sales by

## Country

- 1. US
- 2. UK
- 3. Australia
- 4. Canada
- 5. Germany

## City

- 1. NYC
- 2. LA
- 3. London

## Top sales by category

- 1. Apparel & accessories
- 2. Health & beauty
- 3. Home & garden



## **Shopify Plus brands are celebrating their record-setting holiday sales—are you?**

See what your brand can do with Shopify Plus.

[Let's Talk](#)