

BFCM 2024

Daily ecommerce performance

BFCM Holiday Shopping Statistics 2024

The frenzy of Cyber weekend 2024 has now passed! And we've wrapped up our annual breakdown of ecommerce performance. Analyzing over a hundred million website visits to over a thousand Nosto-powered stores, here's your breakdown of how retail's most anticipated weekend looked for ecommerce this year.

Overall weekend performance

Percentages represent year-on-year increases and decreases.

- Traffic: +14.71%
- Sales: +4.38%
- AOV: +4.05%
- Orders: +0.32%
- Number of pages viewed: +24.28%
- Time spent on page: +4.5%

Performance by day

Black Friday 2024

- Traffic: +18.94%
- Sales: +4.19%
- AOV: +3.01%
- Orders: +1.15%

Saturday 2024

Percentages represent year-on-year increases and decreases.

- Traffic: +17.82%
- Sales: +7.99%
- AOV: +4.87%
- Orders: 2.98%

Sunday 2024

Percentages represent year-on-year increases and decreases.

- Traffic: +9.86%
- Sales: +4.72%
- AOV: +5.73%
- Orders: -0.96%

Cyber Monday 2024

Percentages represent year-on-year increases and decreases.

- Traffic: +11.43%
- Sales: +0.99%
- AOV: +3.18%
- Orders: -2.12%

Mobile

Percentages represent year-on-year increases and decreases.

- Traffic: +19.81 %
- Sales: +9.18%
- AOV: +4.25%
- Orders: +4.73%

Desktop

Percentages represent year-on-year increases and decreases.

- Traffic: -0.27%
- Sales: -2.79%
- AOV: +5.3%
- Orders: -7.68 %

Mobile vs desktop

Figures represent percentage share.

Traffic

- Mobile: 73.08%
- Desktop: 26.92%

Sales

- Mobile: 61.8%
- Desktop: 38.2%

AOV

- Mobile: 120.71 USD
- Desktop: 140.47 USD

- Desktop: 34.69%

Performance by region

Percentages represent year-on-year increases and decreases.

North America

- Traffic: +27.41%
- Sales: +5.84%
- AOV: +7.63%
- Orders: -1.66%

United Kingdom

- Traffic: +50.15%
- Sales: +8.22%
- AOV: +2.77%
- Orders: 5.3%

Performance by platform

Percentages represent year-on-year increases and decreases.

Shopify

- Traffic: +15.57%
- Sales: +6.76 %
- AOV: +7.61%
- Orders: -0.79%

Magento

- Traffic: +48.41%

Product and content discovery campaign performance

Percentages represent year-on-year increases and decreases.

Product Recommendations

- Number of Product Recommendations shown: +14.04%
- Number of Product Recommendations clicked: +97.38%

Content Personalization

- Number of Content Personalization campaigns shown: +28.17%
- Number of Content Personalization campaigns clicked: +6.81%

Category Merchandising

- Sales from merchants using Nosto's Category Merchandising: +32.73%

Personalized Search

- Sales from merchants using Nosto's Personalized Search: +157.19%

About the data

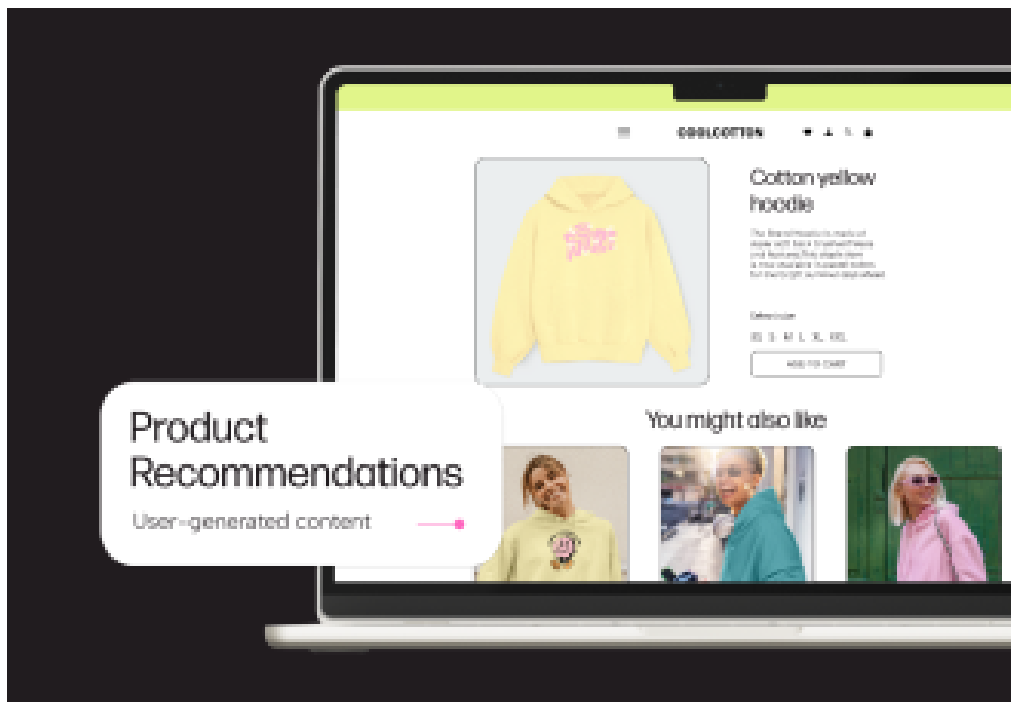
Nosto's findings are based on analysis of over 135 million website visits during BFCM weekend (96 hours across Friday 00 UTC to Tuesday 00 UTC) to 1048 online stores that use Nosto's Commerce Experience Platform (CXP), including merchants in North America, United Kingdom, Europe, Latin America, and Asia Pacific. The analysis incorporates data for the period between Black Friday and Cyber Monday 2024, and compares seasonal performance metrics against Nosto merchant websites during the same period in 2023. The comparative YoY analysis demonstrates performance adjustments across common merchants that were using Nosto's platform in 2023 and in 2024. Singular 2024 analysis demonstrates the total performance of all merchants using Nosto's platform during the BFCM weekend 2024.



Article

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Product updates

What's New in Nosto: Enriching Product Recommendations with User-Generated Content

User-generated content (UGC) is becoming all the more important for ecommerce brands to nurture trust and influence shopping decisions. In fact, in a survey last year, 92% of ecommerce marketers stressed how UGC influences purchasing decisions—with 85% saying it's now critical to their business. While Nosto's long enabled brands to showcase UGC across their stores, [...]



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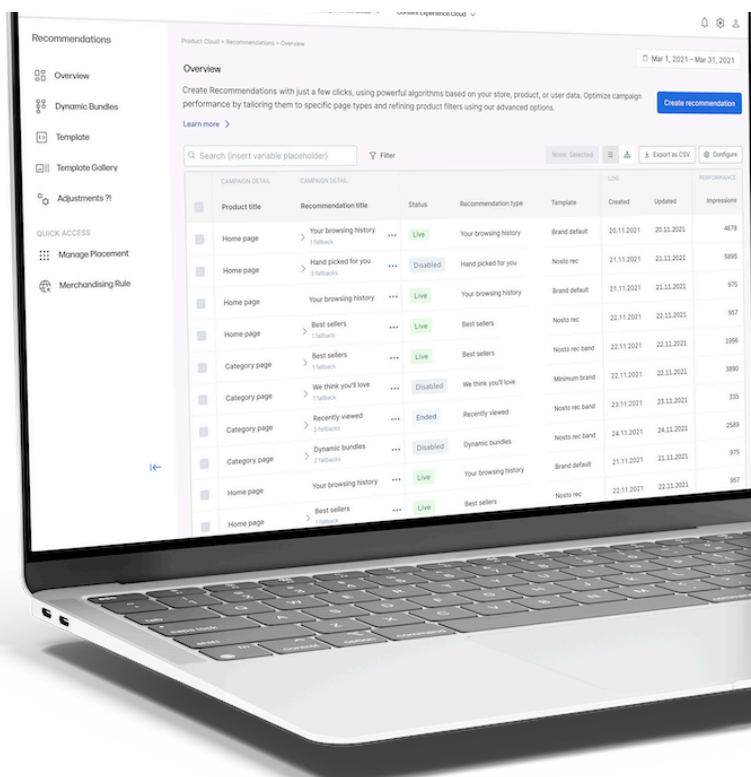
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