

# Unwrapping the 2024 Peak Holiday Season

International ecommerce drove strong holiday season performance for our clients, showing the positive, powerful impact of market expansion.

## Our clients had a very happy holiday

ESW clients saw across-the-board (and cross-border) growth this holiday shopping season.

- 192% year-over-year sales growth for a premier athletic brand after expanding into Asia with ESW.
- Flexible, localised checkouts helped an apparel client boost checkout conversion rates by 18%.
- High cross-border checkout conversion rates gave an apparel brand a 4X Black Friday sales boost.

## Spending was up year over year

+9.6%

Nov 1 – Nov 24<sup>1</sup>

In the month of December, our clients averaged a 41% year-over-year sales increase.

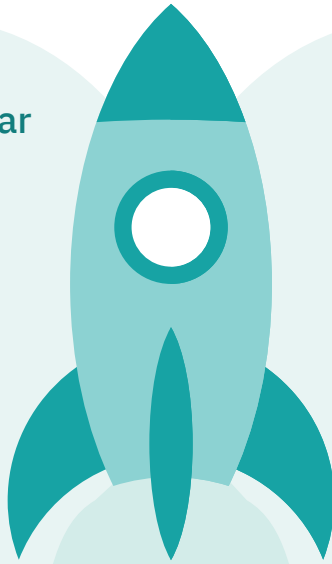
+10%

Black Friday<sup>2</sup>

+7%

Cyber Monday<sup>3</sup>

41%



## Ecommerce keeps growing

2.24 billion web visits<sup>4</sup>

+11.79% over 2023<sup>5</sup>

ESW's clients saw +16% growth in orders and +10% in sales in international markets year-over-year.

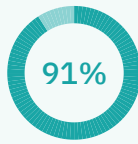
## Sales and promotions help drive traffic and sales

### Shoppers find mobile shopping handier than ever

Nov 1 – Dec 2

53% of online sales were made on a mobile device<sup>6</sup>.

But desktop conversion rates outperform mobile<sup>7</sup>.



91% of US brand websites mentioned Black Friday and Cyber Monday on their sites with most advertising discounts or special offers.



Promotions helped an ESW client in the Beauty industry achieve a 56% year-over-year sales increase.

## Looking ahead

Even though the 2024 holiday season is barely behind us, it's never too early to start planning for 2025.

- ✓ Increase incremental revenue by expanding into new markets.
- ✓ Deploy omnichannel marketing, fulfilment and returns solutions.
- ✓ Optimise your mobile strategy, focusing on conversion paths.
- ✓ Localise sales and promotion strategies per market.

## Want to take your brand to new markets next year?

ESW makes worldwide ecommerce powerful and simple. We reduce the complexity of international expansion and create moments that matter between shoppers and brands in more than 200 markets. How? With localised checkouts, seamless delivery and returns, regulatory and risk compliance and strategic expertise for long-term growth and profitability.

<sup>1</sup>Holiday Shopping Statistics For 2024: The Season Started With A Bang  
<sup>2</sup>Holiday Shopping Statistics For 2024: The Season Started With A Bang  
<sup>3</sup>Cyber Monday online sales hit new record of \$13.3 billion | Chain Store Age  
<sup>4</sup>2024 Holiday Shopping Stats From 2.3 Billion Online Visits  
<sup>5</sup>2024 Holiday Shopping Stats From 2.3 Billion Online Visits  
<sup>6</sup>Holiday Shopping Statistics For 2024: The Season Started With A Bang  
<sup>7</sup>2024 Holiday Shopping Trends, Statistics & Insights | Adobe  
<sup>8</sup>Black Friday And Cyber Monday 2024: Offers Galore Spur Spending