Black Friday Cyber Monday 2025

TRENDS AND INSIGHTS

$1B Record BNPL volume on Cyber Monday

$20.2B Expected BNPL sales for November — December

This season revealed a consumer who blends tech-forward habits with a deeply personal approach to gifting.

Sezzle's survey results show that flexible payments are the new must-have at checkout, with 60% of Sezzle consumers ranking them as the No. 1 perk[1] — outpacing discounts (19%), shipping perks (13%), and delivery speed (7%).

[1] Responses based on Sezzle User survey conducted on October 1, 2025; n=1,054.

SEZZLE HOLIDAY TRENDS 2025

78%

Sezzle orders processed online vs. in-store during BFCM

45%

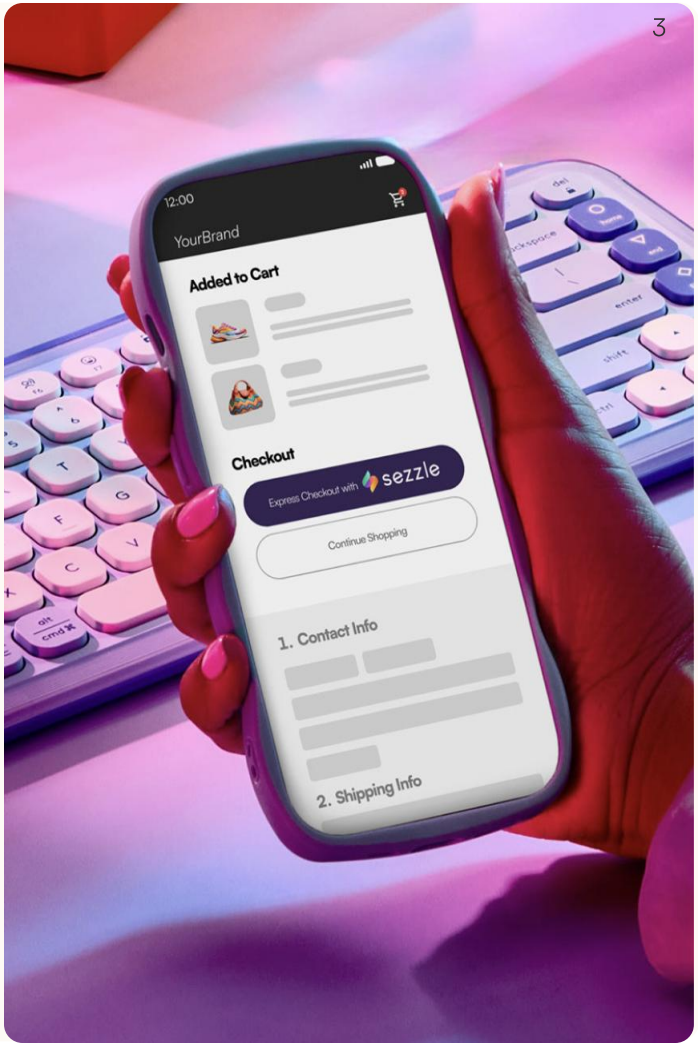
Sezzle users engaged with Earn Tab during Black Friday

56%

of Sezzle consumers shopping during BFCM were Millennials

Gifting is shifting digital, with 53% expecting virtual gifts to take over and 66% doing last-minute shopping online[1]. Yet 77% still rely on their own judgment over AI when picking gifts.

Together, these trends illustrate a new era of the holiday consumer who's increasingly ***digital, value-conscious, and intentional*** about how they spend.



[1] Responses based on Sezzle User survey conducted on October 1, 2025; n=1,282.

Sezzle's *Busiest* Hours of BFCM Shopping

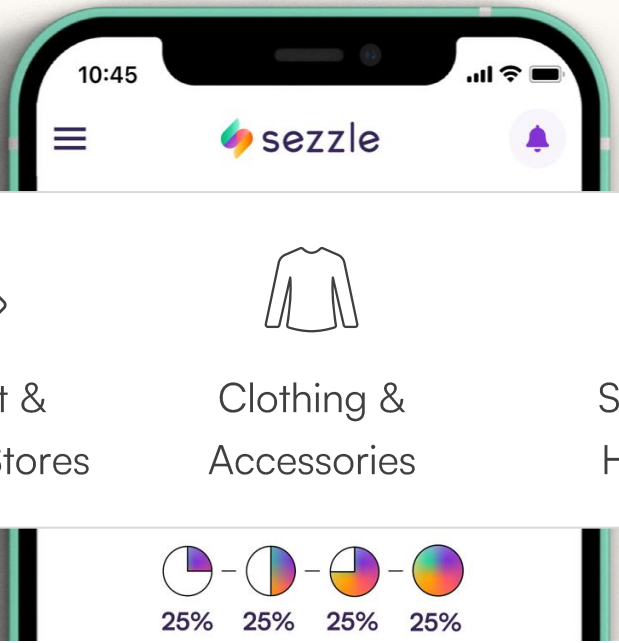
- 1 P.M. *Black Friday peak*
- 3 P.M. *Sunday peak*
- 3 P.M. *Saturday peak*
- 8 P.M. *Cyber Monday peak*

Black Friday Orders by Hour

All times listed in Eastern Standard Time.

Top Categories of Black Friday

From groceries to general merchandise and apparel, Sezzle made it easier for consumers to cover both ***necessities and gifts*** during the biggest shopping day of the year.



General Merchandise

Discount & Specialty Stores

Clothing & Accessories

Sports & Hobbies

Grocery & Supermarket

What looked Different in 2025 for Black Friday?

2025 broke the mold. Beauty services and hobby stores grew alongside grocery and home supply, reflecting a consumer who balances ***intentional purchases with essential restocking.***

88% Hobby, Toy, & Game Shops

86% Home Supply Warehouse Stores

79% Barber and Beauty Shops

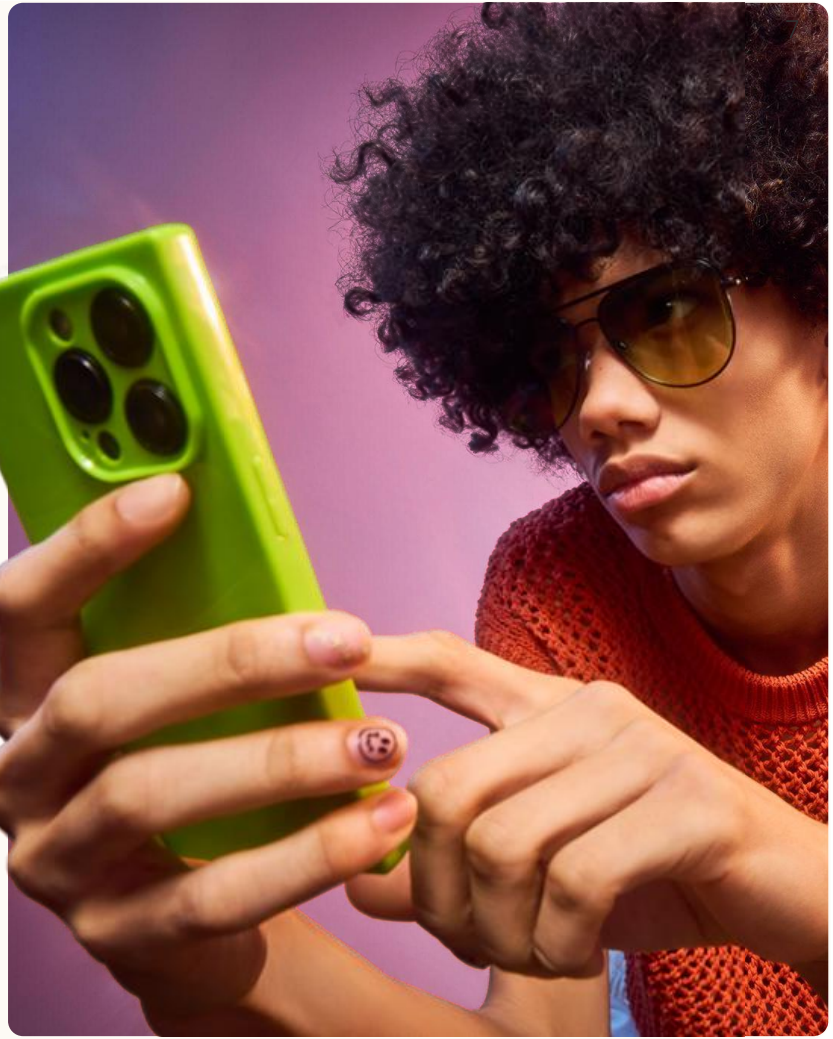
43% Grocery Stores, Supermarkets

Category Growth YoY

Consumers Are More *Strategic* than Stressed

45% felt “excited” or “eager but need to be smart,” while only **26% reported feeling stressed** about overspending.

Consumers are leaning into BFCM intentionally, balancing excitement with financial caution.



Responses based on Sezzle User survey conducted on 12/1-12/2, n=153.

Consumers Focused on Preparation and *Maximizing Value*

The most influential shopping factors were:

Feeling financially prepared — 47%

Rewards/perks — 44%

Feeling it's "worth it" — 42%

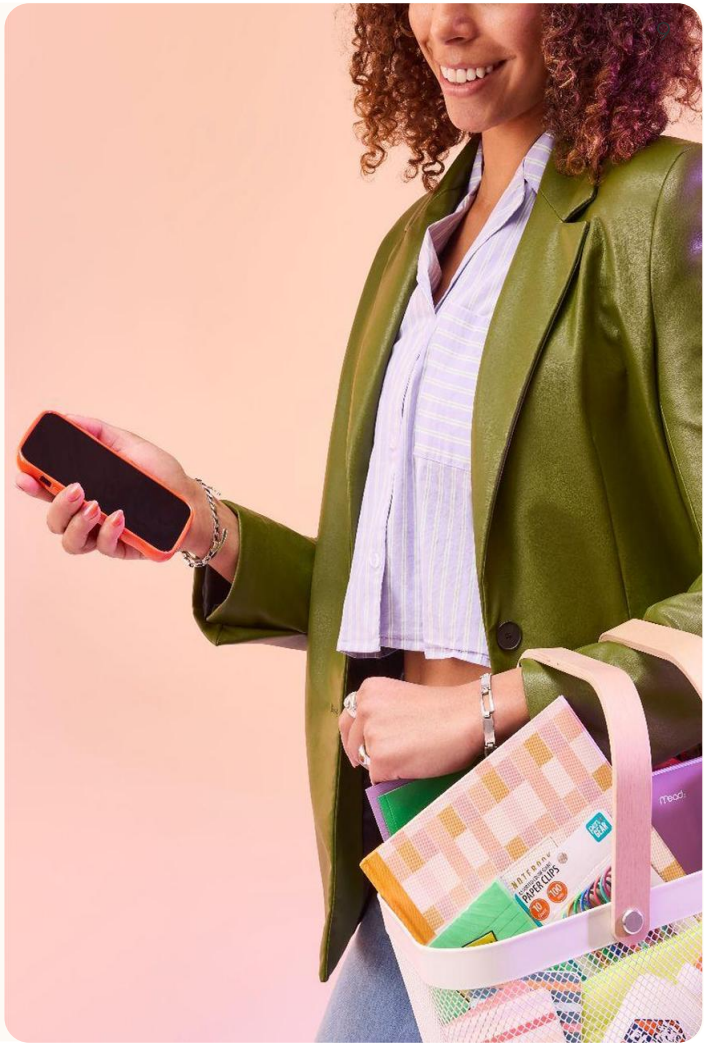
Ability to compare prices — 40%

Responses based on Sezzle User survey conducted on 12/1-12/2, n=153.

AI Isn't *Replacing* Human Gift Picking Anytime Soon

50% said they have not used AI at all, and another 29% "might try it" but haven't yet. Only 21% used it multiple times.

GenAI curiosity is rising, but gift-giving is still human-led and emotionally driven.



Responses based on Sezzle User survey conducted on 12/1-12/2, n=153.

Black Friday Still Matters but Consumers Admit It's *Changing*

Black Friday isn't dying — it's flattening into a longer, value-driven season rather than a single-day frenzy.

33%

still see it as one of the biggest holidays

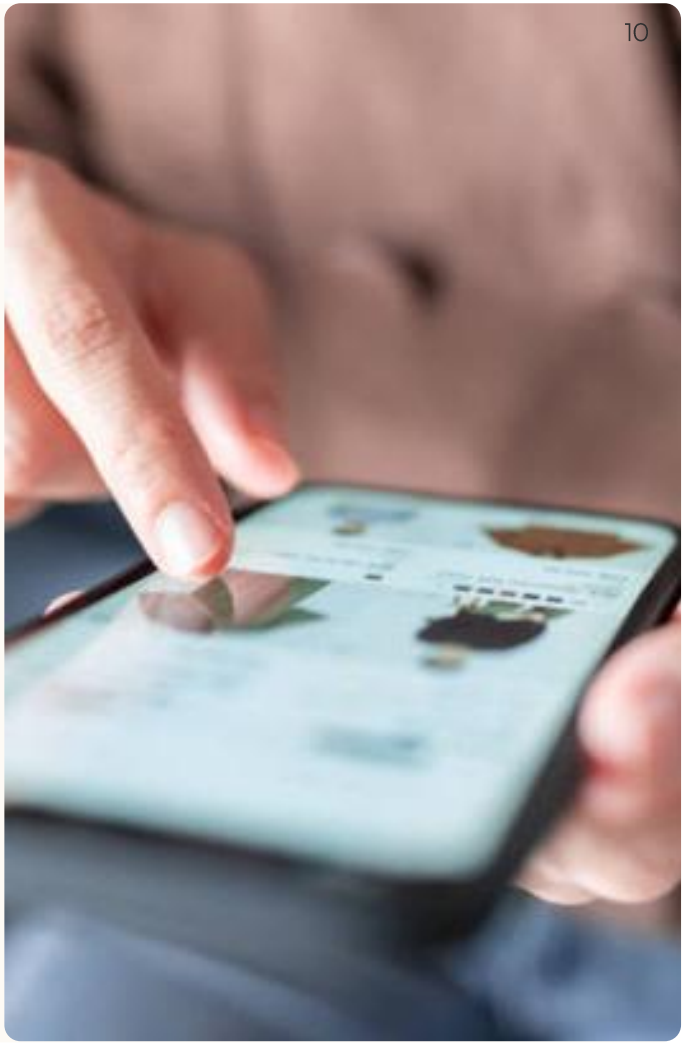
22%

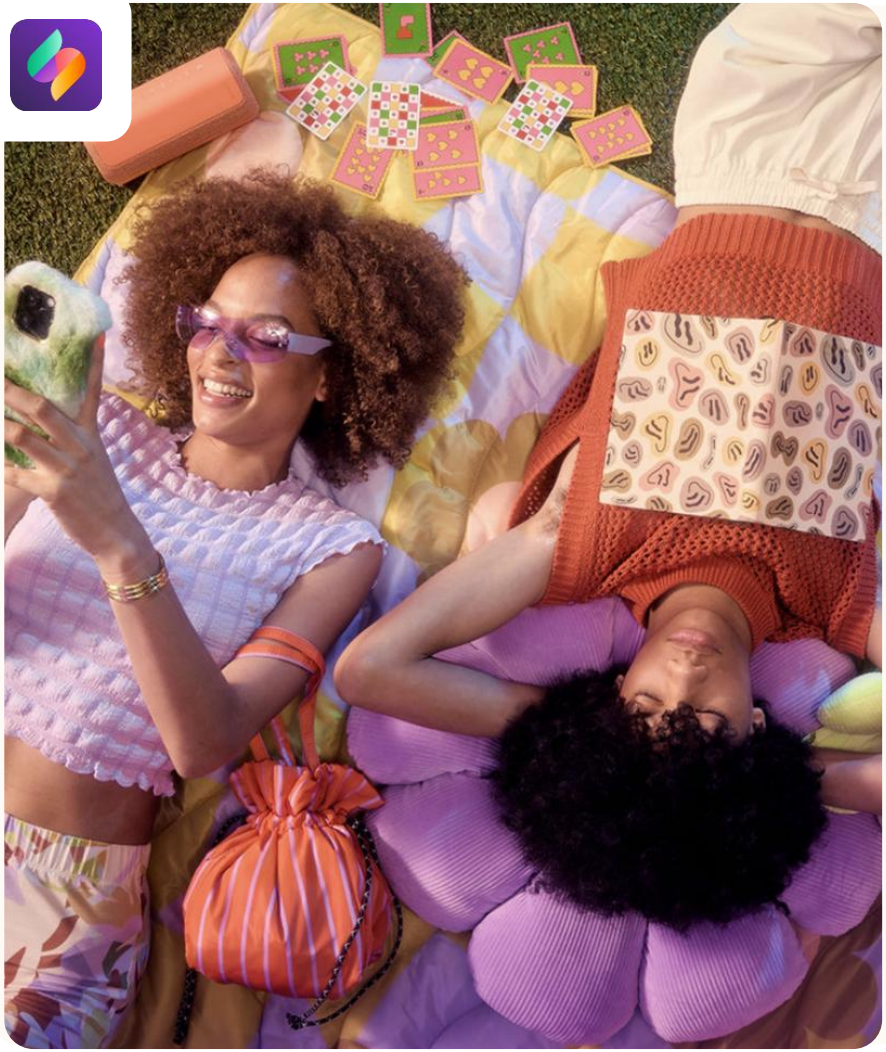
say it's no longer a big deal

45%

say it's not like it used to be

Responses based on Sezzle User survey conducted on 12/1-12/2, n=153.





Top Platforms for Ad Clicks During BFCM

44%

14%

19%

14%

Responses based on Sezzle User survey conducted on 12/1-12/2, n=153.

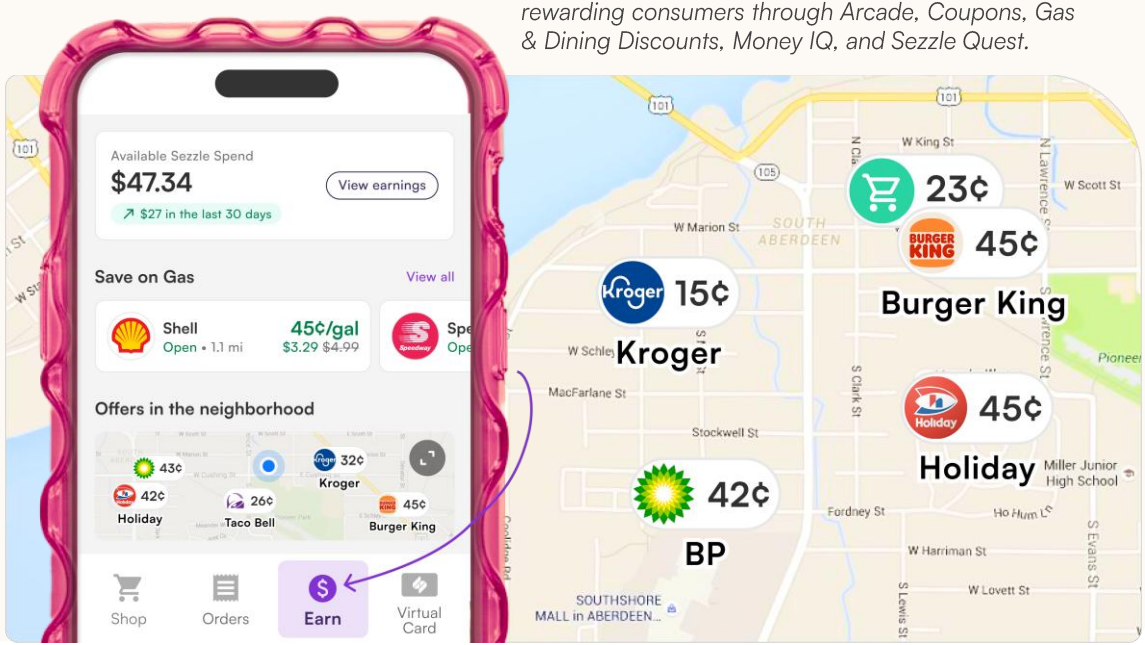
“Deal Apps” and Savings Tools Saw Big Seasonal Interest

33%

signed up for a new savings or couponing app this season, and another 13% thought about it[1].

Consumers are actively building a "holiday savings stack" to optimize value.

The Earn Tab is becoming a key engagement hub, rewarding consumers through Arcade, Coupons, Gas & Dining Discounts, Money IQ, and Sezzle Quest.



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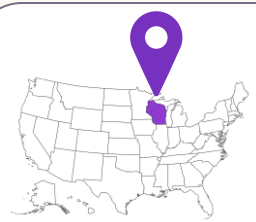
Sezzle's BFCM State Snapshot



Wisconsin

Meta Ray-ban
Smart Glasses

South Dakota

Pokemon TCG Temporal
Forces Booster bundle

New Jersey

Men's Fear of God
Essential Hoodie

Arizona

Christian Dior J'adore
Eau de Parfum

sezzle

The Responsible Way to Pay