



Win BFCM 2025

A Merchant Playbook, Your Way



Trends, Insights & a 30-Day Checklist to Win the Holiday Season

Why BFCM Matters?

In 2024, Shopify-powered stores recorded **\$11,500,000,000** in sales during BFCM alone, a new milestone even for the platform, illustrating both the scale of opportunity and the intensity of competition.

Black Friday and **Cyber Monday** are no longer just sales events, they've become the heartbeat of global eCommerce. These four days for Shopify merchants often make or break the holiday season.

Looking ahead to 2025, the bar will be even higher. Shoppers expect smoother checkouts, personalized offers, and faster site experiences. Merchants who prepare early with **mobile-ready storefronts**, **omnichannel strategies**, and **smart bundling** will be the ones to stand out and win.

The BFCM 2025 Landscape

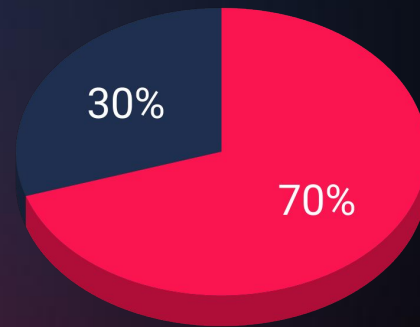
What to Expect and Why You Need to Act Now?

- **Cyber Week 2024 generated \$314.9B in global online sales (+6% YoY).** *(Salesforce)*
- **Mobile-first shopping dominated: ~80% of traffic and 70% of sales.** *(Salesforce)*
- **AI-driven purchases exceeded \$60B on Black Friday alone.** *(Salesforce)*
- **Global social commerce is projected to hit \$1.2T by 2025 (~17% of all eCommerce).**
(Shopify)

Shoppers are spending more, moving faster, and spreading purchases across multiple channels. To keep up, make sure your store is **mobile-optimized**, supports **flexible payments**, and is ready to sell on **social platforms** where buyers increasingly start their journeys.

Mobile-first is no longer optional

- In 2024, ~80% of BFCM traffic and 70% of orders came from mobile devices.
- Shopify data shows that conversion rates are higher when checkout is simplified for smartphones.
- Mobile users are more likely to abandon carts if the buying flow is slow or cluttered.



● Orders came from mobile devices
● Orders came from other devices

Shoppers are mobile-first. To capture them, make sure your store loads lightning-fast on smartphones, keep checkout flows short and frictionless, and design pages that highlight offers clearly on small screens. Use large, tappable buttons, simplified navigation, and visuals that are easy to scan at a glance.

AI is shaping how people shop

AI is no longer optional. To stay competitive



\$60B+

AI-driven purchases during BFCM 2024



71%

Of consumers expect personalized offers



76%

Feel frustrated when personalization is missing

- Use tools that personalize offers and product suggestions.
- Keep store data (titles, tags, descriptions) clean so AI systems can surface your products.
- Leverage AI-driven marketing (chatbots, predictive targeting) to engage shoppers before and during BFCM.

Supporting Insight

AI helps shoppers discover faster, compare smarter, and decide quicker.

Flexible payments are reshaping holiday spending

- **BFCM 2024:** 68% credit cards, 23% wallet pay. *(Salesforce)*
- **BNPL** is rising fast, especially with Gen Z & Millennials.
- **Market forecast:** \$340B+ by 2030. *(Deloitte)*



Takeaway for Shopify Merchants:

Offer wallets and BNPL, highlight the on product pages, and use clear payment messaging to build trust and increase AOV.

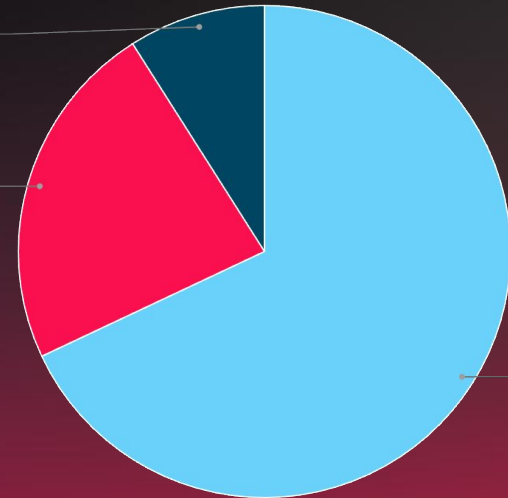
Supporting Insight

More payment choice = more purchase confidence.

others
9.0%

Wallet Pay
23.0%

Credit Cards
68.0%



Social platforms are becoming shopping malls

- **U Global social commerce sales are projected to reach \$1.2T by 2025.** *(Accenture)*
- **TikTok, Instagram, and Facebook are driving impulse purchases through in-app checkout.**
- **Younger shoppers (Gen Z & Millennials) trust recommendations from creators more than traditional ads.**



Shoppers are choosing with their values

Sustainability is no longer a niche concern, it's mainstream. Research shows that 70% of consumers are willing to pay more for eco-friendly brands (*McKinsey*).

During BFCM 2024, searches for **“Sustainable Gifts”** and **“Eco-friendly packaging”** grew faster than generic shopping terms, showing how values shape purchasing decisions.

For many shoppers, **“Green Friday”** is becoming just as important as Black Friday. Highlighting ethical sourcing, recyclable packaging, or carbon-neutral shipping can make your offers stand out in an increasingly crowded market.



Takeaway for *Shopify* Merchants:

- Add eco-friendly labels on product pages. 
- Create bundles around “sustainable choices” 
- Communicate efforts openly to build trust 

Global borders don't stop holiday shoppers

Cross-border shopping is now a major driver of holiday sales. In 2024, 59% of global consumers purchased from international stores (DHL). By 2030, the global cross-border eCommerce market is projected to surpass \$2 trillion.

For BFCM, this means your potential customers aren't just local, they could be browsing from anywhere. Merchants who prepare with localized pricing, transparent duties, and clear shipping policies are better positioned to capture this expanding audience.



Takeaway for *Shopify* Merchants:

- Localize your storefront with multi-currency and multi-language options.
- Display shipping times and duties upfront to reduce cart abandonment.
- Highlight international-friendly bundles and offers.



Bundles turn browsers into buyers

During BFCM, shoppers are overwhelmed with choices and short on time. Bundles simplify the decision-making process by grouping products into ready-to-buy sets. Shopify benchmarks show that bundling strategies can increase AOV by 20–30% and lift checkout conversions.

Bundles don't just increase revenue, they also strengthen customer trust by presenting curated solutions (e.g., skincare kits, holiday bundles, or “complete the look” fashion sets). For merchants, this means more value per customer, without needing to drive more traffic.



Psychology of Bundles



Decision Simplification

Shoppers face too many choices during BFCM. A ready-made bundle reduces decision fatigue.



Perceived Value

Buying items together feels like a better deal, even when the discount is small.



Completeness

Bundles create a sense of “getting everything I need” in one click (e.g., skincare set, gaming starter pack, holiday gift kit).



Urgency & Exclusivity

Limited-time bundle offers push shoppers to act faster.



Takeaway for *Shopify* Merchants:

- Think beyond discounts. Bundles aren't just about price, they're about making shoppers feel smarter, faster, and more satisfied with their purchase.

Place bundles where shoppers act

Bundles work best when they're positioned in the **key decision points** of the customer journey:

- **Product Page (PDP)** → Inspire early with “Complete the Look” or product kits.
- **Cart Page** → Upsell and increase basket size before checkout.
- **Checkout Page** → Last chance to boost order value with add-ons



Takeaway for *Shopify* Merchants:

Cover all three points (PDP, Cart, Chechout) for maximum impact

Supporting Insight

The closer the bundle is to the final purchase action, the higher the chance of conversion, but bundles on PDP spark early engagement.

Your 30-Day BFCM Checklist



Phase 1 (Day 30–21): Optimize Storefront

- Improve site speed and mobile responsiveness.
- Simplify checkout with express pay & fewer fields.
- Add conversion boosters like urgency banners and trust badges



Phase 2 (Day 20–10): Operations Ready

- Standardize product titles, images, and categories.
- Sync product feeds across Shopify + marketplaces.
- Prepare promotions and social shop feeds



Phase 3 (Day 9–1): Sales & Marketing

- Publish bundle offers across PDP, Cart, Checkout & social shops.
- Schedule email, SMS, and ad campaigns.
- Double-check inventory and fulfillment timelines.

The final week before BFCM

- T-7** Confirm inventory & fulfillment capacity
- T-5** Test site speed, discount codes, and checkout flow
- T-3** Send teaser emails & schedule ads
- T-1** QA all bundle placements and checkout



Takeaway for *Shopify* Merchants:

Treat the last 7 days as a launch sequence, not business as usual

Final Checklist

Your BFCM launch pad

Before the doors open:

- ✓ Storefront loads fast on mobile
- ✓ Payment methods include wallets & BNPL
- ✓ Campaigns are scheduled and tested
- ✓ Bundles are visible on PDP, Cart & Checkout
- ✓ Customer support is ready for peak traffic

Takeaway:

When these boxes are checked, you're ready to win BFCM 2025.



Industry Insights: How Different Categories Perform During BFCM

Every industry experiences BFCM differently.

By analyzing **Fast Bundle's merchant data** across categories and comparing it with global retail insights from **Shopify**, **McKinsey**, and **Salesforce**, we uncovered unique patterns in how shoppers behave, spend, and respond to bundling strategies.

This section breaks down the 10 key industries that drive the highest BFCM performance, so you can benchmark your store and identify new opportunities for 2025.



Takeaway for *Shopify* Merchants:

Use these insights to tailor your offers, improve timing, and find out what truly resonates in your niche.

FASHION & APPAREL



Fast Bundle



FASHION SHOPPERS SPENT MORE BUT SHOPPED SMARTER

Apparel holds **≈ 23%** of global online retail sales, the largest single category. [*\(uniformmarket\)*](#)

Fashion shoppers increasingly buy via mobile: **76%** of traffic and 66% of sales come from smartphones. [*\(SaleCycle\)*](#)

Median AOV for apparel orders reached **\$169** in 2023 (+9% YoY). [*\(Digital Commerce 360\)*](#)

Supporting Insight

The fashion category continues to dominate e-commerce, but competition is fierce. Mobile discovery, influencer marketing, and seamless checkout flows decide who wins BFCM traffic.

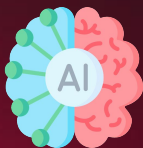
BUNDLES FUELED EXPLOSIVE GROWTH FOR FASHION STORES



40% *of online shoppers purchase clothing impulsively, the highest of any category.*



#1 *Product type sold via social media*



Tens of Billions

In fashion purchases influenced by AI & personalized recommendations.

Supporting Insight

Apparel is emotion-driven. Visuals + urgency outperform discounts. Flash sales, influencer content, and curated “complete look” bundles tap into impulsive buying behavior.

FASHION SHOPPERS SPENT MORE BUT SHOPPED SMARTER

Real Shopify apparel store using Fast Bundle during BFCM



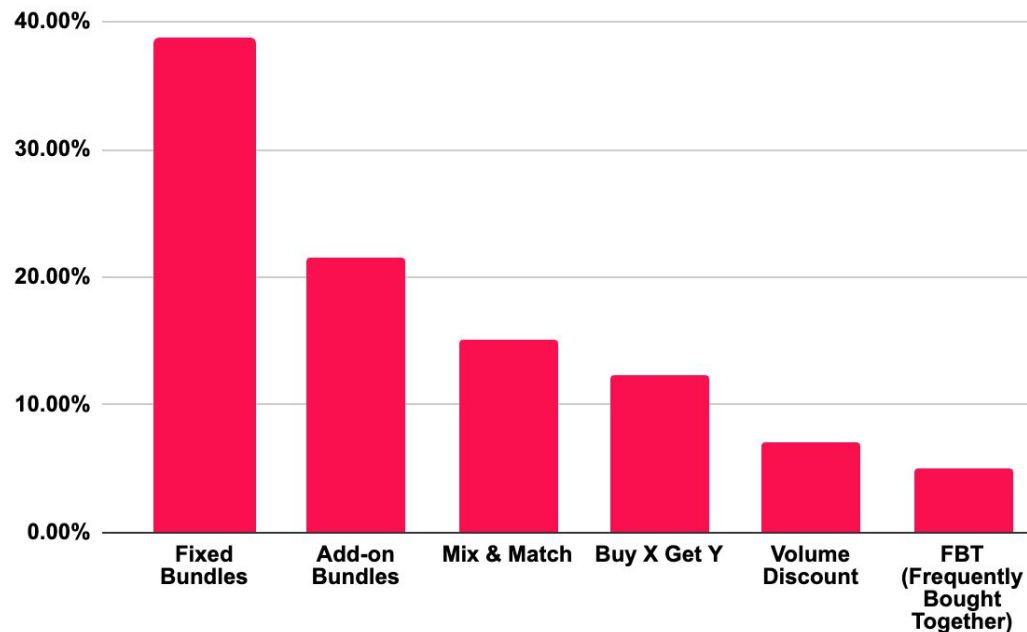
- **Bundle AOV was 125 % higher** than non-bundle orders.
- **Bundle sales grew 68.5 % faster per day** than other product sales.

Supporting Insight

This store's results show how bundling can turn single-item purchases into coordinated outfits, driving both higher order values and faster daily revenue growth during the peak sales season.

What Type of Bundles Work Best for Apparel Stores?

Fix bundles drive the Highest sales among Fashion Stores



BEAUTY & FITNESS



Fast Bundle



BEAUTY & FITNESS LEADS THE SELF-CARE ECONOMY

The global beauty and wellness market surpassed **\$580B** in 2024, with online sales growing by **+12%** YoY. *(Statista)*

During BFCM 2024, beauty brands saw record engagement, especially among **Gen Z shoppers** seeking *self-care bundles* and *eco-friendly sets*.

Social commerce and influencer-driven shopping continue to boost discovery and conversion in this category.

Supporting Insight

- Beauty is no longer just about products — it's about personalization and purpose.
- Consumers expect brands to reflect their values (sustainability, inclusivity, self-care) while offering a seamless omnichannel journey.

BEAUTY SHOPPERS SEEK PERSONALIZATION AND TRUST EXPERTS



71%

Of beauty shoppers expect personalized product recommendations.



65%

Of consumers are more likely to buy when products are offered as curated sets, "Skincare Routines," "Hair care Kits," or "Wellness Packs."



Top 3

Most-searched beauty shopping terms on social media during BFCM 2024 were "gift set," "bundle deal," and "routine kit."

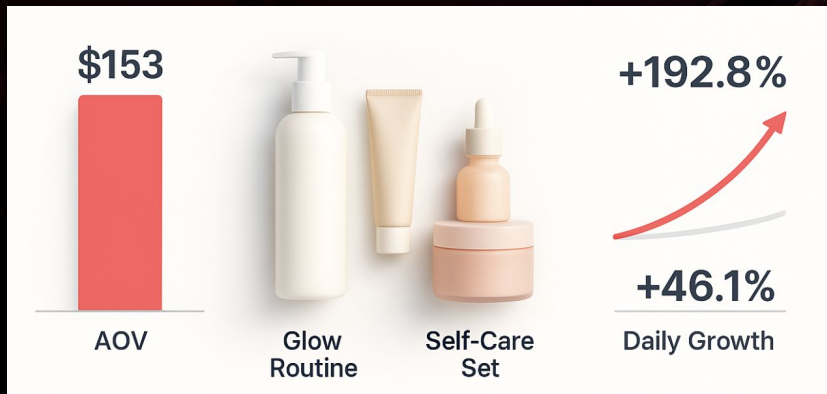
Supporting Insight

- Beauty purchases are emotionally driven and guided by trust.
- Visual storytelling, expert curation, and routine-based bundles outperform single-item sales.
- Merchants that combine personalization (AI-driven recommendations) with credibility (influencer content, reviews, certifications) see higher AOV and retention during BFCM.

BUNDLES FUELED EXPLOSIVE GROWTH FOR BEAUTY & FITNESS STORES

Real Shopify Beauty & Fitness store using Fast Bundle during BFCM

- Bundle AOV was 92% higher than non-bundle orders (\$153 vs. \$79.64).
- Bundle sales grew 192.8% faster per day than other product sales.
- Overall GMV grew 46.1%, showing that bundling drove nearly 4x faster growth than the store average

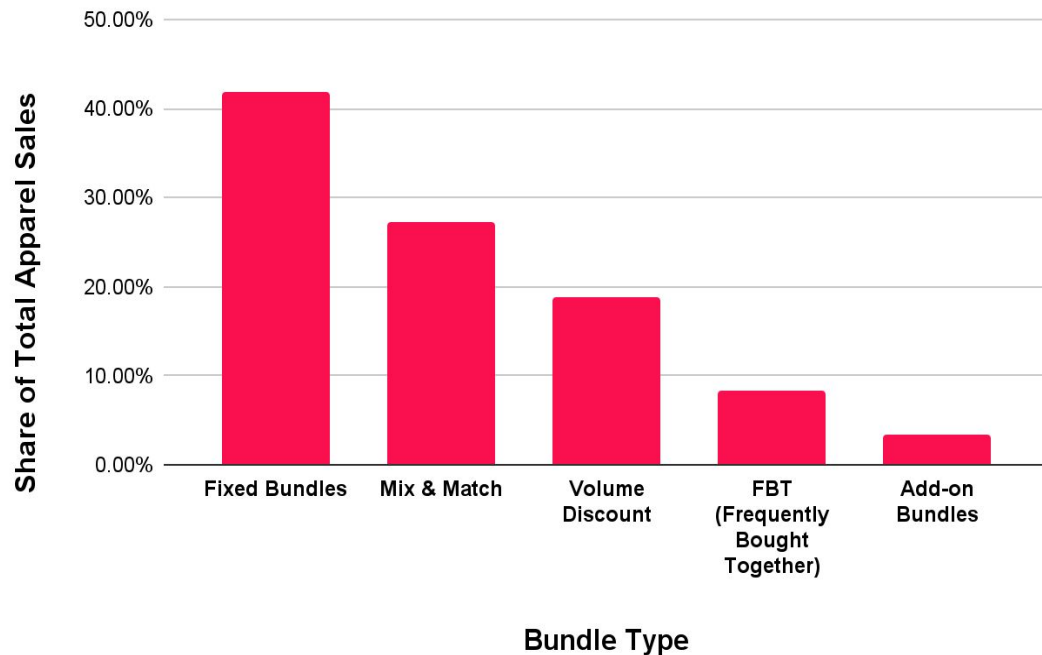


Supporting Insight

Fast Bundle helped beauty brands transform single-item purchases into complete self-care experiences. Coordinated bundles like “Cleanse + Moisturize + Serum” boosted both AOV and repeat visits during BFCM.

What type of bundles
work best for beauty
stores?

Fix bundles drive the
Highest sales among
beauty merchants.

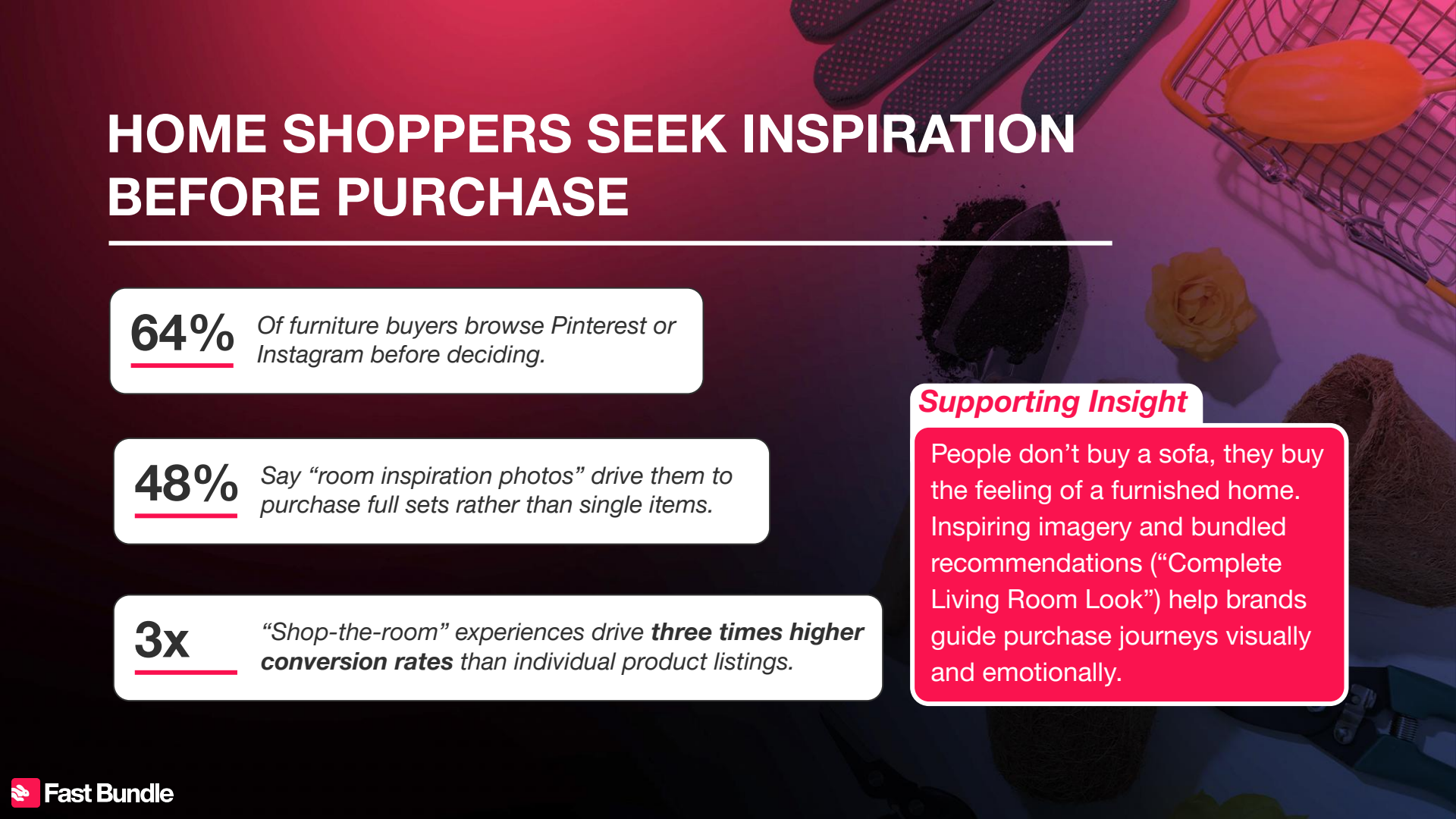


HOME & GARDEN

 **Fast Bundle**



HOME SHOPPERS SEEK INSPIRATION BEFORE PURCHASE



64%

Of furniture buyers browse Pinterest or Instagram before deciding.

48%

Say “room inspiration photos” drive them to purchase full sets rather than single items.

3x

*“Shop-the-room” experiences drive **three times higher conversion rates** than individual product listings.*

Supporting Insight

People don't buy a sofa, they buy the feeling of a furnished home. Inspiring imagery and bundled recommendations (“Complete Living Room Look”) help brands guide purchase journeys visually and emotionally.

BUNDLES FUELED FASTER GROWTH FOR HOME & GARDEN STORES

Real Shopify Home & Garden store using Fast Bundle during BFCM

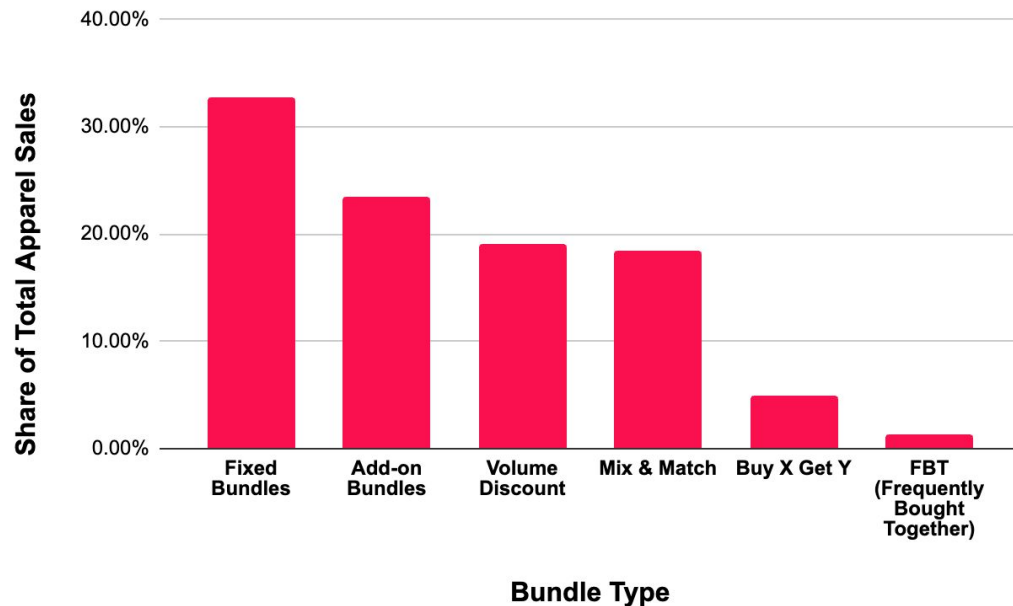
- **Bundle AOV was 90% higher than non-bundle orders (\$769.71 vs. \$405.14).**
- **Bundle sales grew 210.7% faster per day than other products.**
- **Overall GMV increased 194.2%, confirming that bundled sets significantly outperformed single-item listings.**

Supporting Insight

Bundling furniture and accessories into ready-to-buy collections maximized both AOV and conversion speed. “Complete Room Sets” reduced choice overload and boosted confidence during BFCM decision peaks.

What Type of Bundles Work Best for Home & Garden Stores?

Fix bundles are the clear for Home & Garden merchants.



FOOD & DRINK



FOOD SHOPPERS BUY FOR VALUE AND INDULGENCE

The global Food & Beverage e-commerce market passed \$360 B in 2024, growing **+14% YoY**. *(Statista)*

More than 68 % of grocery and snack orders now come from mobile devices.

Subscription-style offers and bundle deals made up nearly 40 % of online food purchases during BFCM 2024.

Supporting Insight

Online food shopping mixes rational value with emotional reward, customers look for convenience and treats in one click.

Fast checkout and “bundle savings” outperform traditional discount codes in this category.

TASTE, CONVENIENCE AND TRUST DRIVE PURCHASES

72% *of consumers say they prefer brands that offer pre-packed meal kits or bundled snack boxes.*

58% *Mention that fast delivery and easy reorder options are more important than price.*

The most-searched terms on Shopify stores during BFCM 2024 included “gift box,” “snack bundle,” and “coffee subscription.”

Supporting Insight

Food buyers shop with habit and emotion. They respond to convenience and recurrence. Bundled offers like “Breakfast Essentials Pack” or “Healthy Snack Box” turn one-time orders into repeat subscriptions.

BUNDLES DROVE REPEAT PURCHASES FOR FOOD & DRINK MERCHANTS

Real Shopify Food & Drink store using Fast Bundle during BFCM

Bundle AOV was **22%** lower than non-bundle orders (**\$69.6 vs \$89.2**) due to volume discounts.

But Bundle Daily Growth was **+57.5%**, showing customers buy more frequently when bundles are offered.

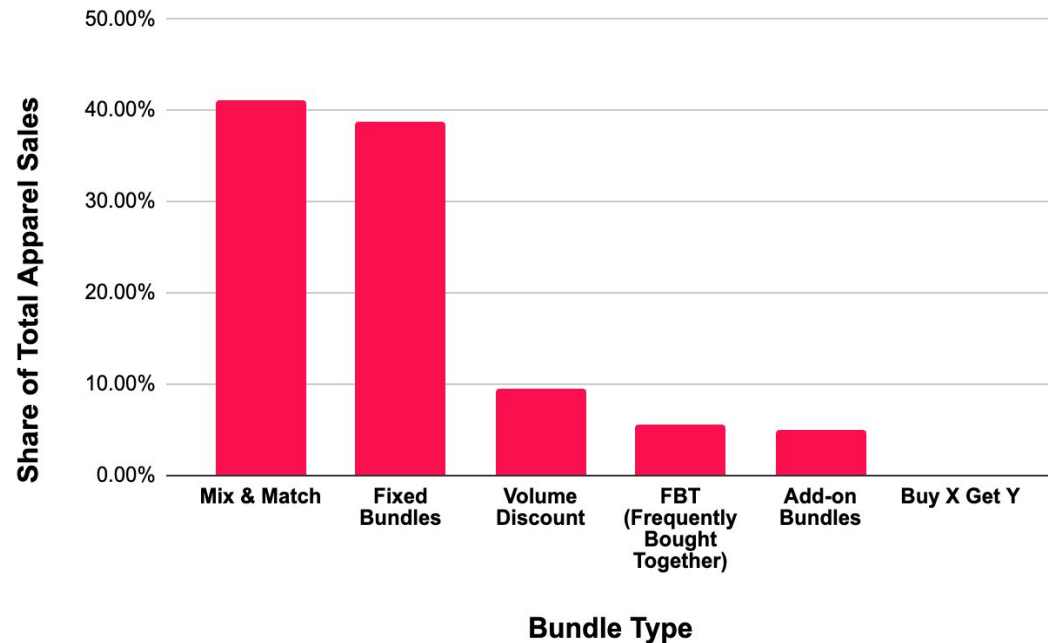
GMV retention post-BFCM = 67%, indicating high repeat purchase rates.

Supporting Insight

Even with lower AOV, bundles boosted total sales and retention — especially for snack and beverage brands offering “Mix & Match” deals. Fast Bundle helped turn discount pressure into steady volume growth.

What Type of Bundles Work Best for Food & Drink Stores?

Mix & Match bundles top performers for Food & Drink merchants.



HEALTH & WELLNESS



HEALTH SHOPPERS SEEK TRUST AND LONG-TERM VALUE

The global health & wellness e-commerce market exceeded \$700B in 2024, up 11% YoY.

The global health & wellness e-commerce market exceeded \$700B in 2024, up 11% YoY.

55% of health buyers say they're more likely to purchase from stores with transparent ingredients & science-backed claims.

Supporting Insight

Trust is currency. Shoppers reward brands that show evidence, clarity, and consistent results — not just discounts.

HEALTH SHOPPERS RESPOND TO PERSONALIZATION AND ROUTINE-BUILDING



82%

of consumers say personalization is a decisive factor when choosing a health or wellness brand.



78%

of health consumers show stronger brand loyalty when their provider meets digital personalization expectations.



60%

of shoppers prefer brands that maintain continuous, personalized engagement and understand their broader wellness goals.

Supporting Insight

Health buyers love routine. Bundle models that simplify habit formation (“Your 30-Day Wellness Kit”) convert best and boost retention.

BUNDLES DROVE REPEAT PURCHASES FOR FOOD & DRINK MERCHANTS

Real Shopify health store using Fast Bundle during BFCM

Bundle AOV: \$127.18 vs Non-Bundle \$60.79 → +109% higher AOV

Bundle Daily Growth: +195%, showing strong repeat purchasing behavior through bundled offers

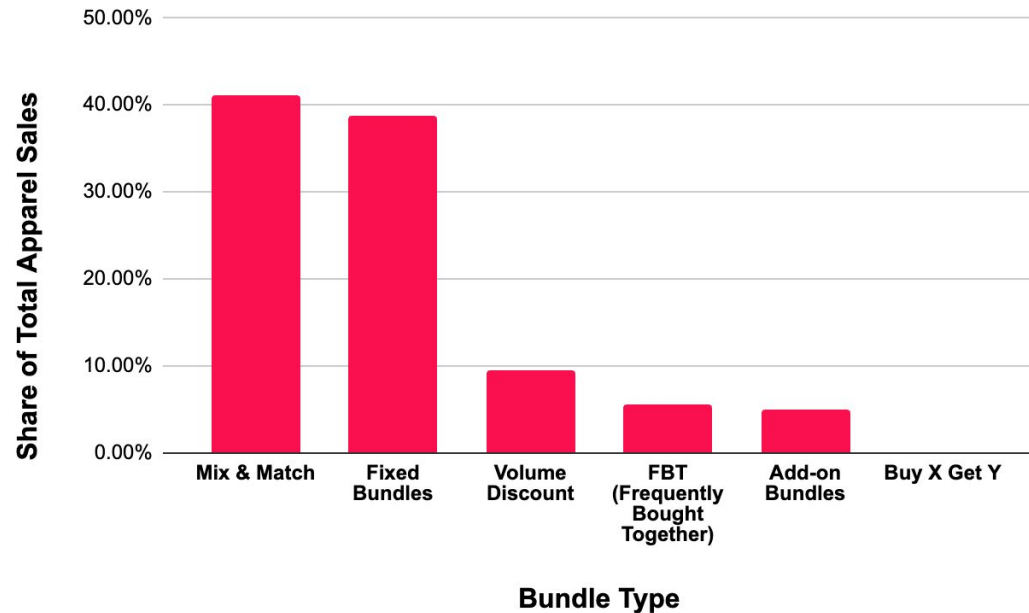
GMV retention post-BFCM = 67%, indicating high repeat purchase rates.

Supporting Insight

- In health, bundles turned routine buys into higher-value sets.
- “30-Day Wellness” and “Immunity” bundles boosted repeat purchases and lifetime value — showing that habit-driven bundling beats one-off discounts.

What Type of Bundles Work Best for Health Stores?

Fixed bundles drive the strongest sales in health stores.



Turning Insights into Action

BFCM isn't just a sale, it's a season of strategy.

Use these category insights to refine your offers, position your bundles, and prepare early.
Merchants who plan, test, and personalize outperform those who wait for the rush.

Ready to bundle smarter this BFCM?

Start with [Fast Bundle](#)



Fast Bundle