

Black Friday/ Cyber Monday Goes Global

What started as a US shopping holiday, Black Friday/Cyber Monday shopping continues to expand to a global audience.

66%

of global consumers have shopped cross-border in the last year (2016 Global Online Shopping Study).



This year's data

The data is from a sample of over 170 US retailers reaching over 140 countries and territories. It showed that international consumers moved from a weekend shopping event to a whole week of cyber-shopping this year.

Where were the cross-border shoppers on Black Friday?

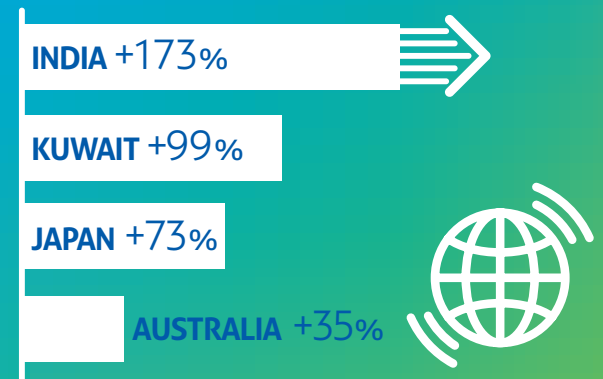
The top ten countries by number of orders placed for our US retailers on Black Friday.

- Canada
- United Kingdom
- Australia
- Hong Kong
- Republic of Korea
- China
- Saudi Arabia
- Russian Federation
- Japan
- Mexico



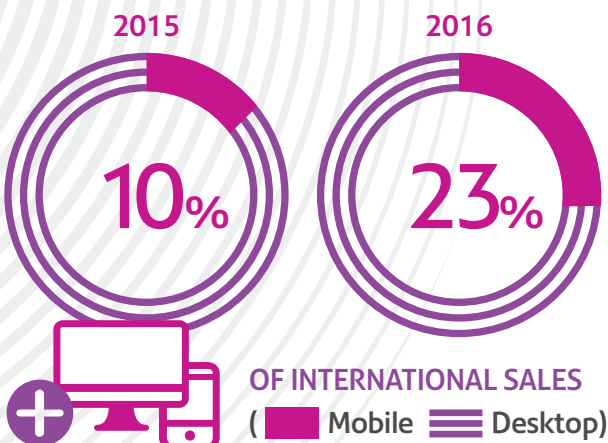
The top countries in YOY growth over the Black Friday/Cyber Monday weekend.

The data is from a sample of over 170 US retailers reaching over 140 countries and territories. It showed that international consumers moved from a weekend shopping event to a whole week of cyber-shopping this year.



How did people shop?

Mobile continues to rise globally.



What's on people's gift lists?

Popular items throughout the Black Friday/Cyber Monday weekend included:

- **Handbags:** Australia, China, Hong Kong, Japan and Singapore
- **Outerwear:** Canada and Russia
- **Flat screen TVs:** India and Israel
- **Cookware sets:** Republic of Korea and Russia
- **Jewelry charms:** Australia, China, Republic of Korea and Taiwan
- **Clothes for women, men and children are popular worldwide**



Pitney Bowes offers the **Borderfree retail experience** to consumers as part of its Global Ecommerce business. The Global Ecommerce business includes cross-border ecommerce solutions and shipping management solutions.

Learn more at pitneybowes.com/us/global-ecommerce