

Unboxing last peak season's shopping trends.



The average customer shopped 7.1 times with Clearpay last festive season.¹

That meant more opportunities for UK businesses to connect with customers and turn festive browsing into sales. See how Clearpay customers shopped, highlighting the value of letting your customers know flexible payments are on offer.

73%

of customers shopped with a business for the first time last festive season.¹

12%

growth in sales value generated with Clearpay during Black Friday/Cyber Monday 2025.²

£62

average order value across the 2025 festive season.¹



Maximise BFCM with flexible payments.

Black Friday/Cyber Monday (BFCM) weekend is a pinnacle moment during the festive season, and for Clearpay customers and the businesses that serve them. In 2025, customers filled bigger baskets, spent more, and turned to Clearpay throughout the sales weekend.

Here's how the numbers stacked up.

Averages that were far from average.

Total average order value was

£65

during Cyber Weekend.¹

The average customer shopped

2.1

times with Clearpay.¹

Clearpay customers meant business.

38%

of Clearpay customers shopped during this sales period.¹

1 in 4



customers purchased from a small business.¹

2 in 5



customers shopped with a business for the first time.¹

174/min



Clearpay shop referrals occurred per minute.²