

# Gear up for this holiday sales season

**Is your business ready for the end-of-year shopping rush locally and internationally?** See how PayPal can help you take advantage of the growing global market, reach new customers and drive growth.

## Seasonal sales are on the rise

This year's seasonal sales present an unparalleled opportunity to reach new customers, tap into global markets and drive limitless growth.



**Singles Day 2020**  
sales were up 300% from 2019 in Mainland China<sup>1</sup>.



**2020 U.S. Cyber Monday sales** reached a high of \$12.16B while **Cyber Five** sales hit \$38.2B.



**El Buen Fin 2020** sales spiked 230% from 2019 in Mexico<sup>2</sup>.

## eCommerce is the new normal

There are more online shoppers than ever before, and they are becoming increasingly more comfortable with cross-border shopping.

**In 2021, global eCommerce sales are expected to hit**

# \$4,200,000,000,000<sup>3</sup>

## 5 tips to seize cross-border opportunities this holiday season:

Stay competitive through price and selection.



**39%**

of online shoppers shop cross-border for products they can't get domestically<sup>4</sup>.

Put shoppers at ease with secure purchases.



**29%**

of online shoppers prefer a payment method with buyer protection<sup>4</sup>.

Emphasize a seamless mobile experience.



**67%**

of online shoppers will use mobile devices to make purchases in 2021<sup>5</sup>.

Strategically partner with trusted experts.



**59%**

of users have abandoned a transaction because PayPal wasn't available<sup>6</sup>.

Be aware of seasonal spending spikes.



**3x**

Video game sales are usually 3x higher in November and December<sup>7</sup>.

### Why PayPal?

PayPal can help your business grow safely and efficiently by:

- Increasing conversion rates and customer value.
- Reaching new markets and groups of active buyers who buy more, and more often.
- Providing and maintaining a modern payment infrastructure that meets your unique system needs.

### Partner with PayPal to sell to the world.

Learn about PayPal's commerce solution for enterprise merchants at [paypal.com/enterprise](https://paypal.com/enterprise), or speak with your PayPal payments specialist today.



1. CNBC, Alibaba JD set new records to rack up record \$115 billion of sales on Singles Day as regulations loom, 12 Nov 2020 2. Statista/Xataka México, Sales revenue generated by online shopping during 'El Buen Fin' from 2016 to 2020 Dec 2020, sourced from Secretaría de Economía (Mexico); Asociación Mexicana de Venta Online; various (Centro de Estudios Económicos del Sector Privado (CEESP)); 2016 to 2020 3. Forbes, Global E-Commerce Sales To Hit \$4.2 Trillion As Online Surge Continues, Adobe Reports, 27 April 2021 4. PayPal commissioned Ipsos MORI PayPal Cross-border Insights 2021, n=13,000, 13 markets. Online survey of adults (aged 18+ who have purchased online in the past 3 months) between December 2020 — February 2021 5. Insider Intelligence/eMarketer, Retail eCommerce Sales Worldwide, by Region, 2021, Dec 2020, estimates based on analysis of data from other research firms and government agencies, historical trends, reported and estimated revenues from major online retailers, consumer online buying trends, and macro-level economic conditions 6. Nielsen Study, Commissioned by PayPal, July 2020 to September 2020 of 15,144 US consumers to understand and measure the impact that PayPal has for US-based LE merchants across different verticals 7. Statista, Video game sales are extremely seasonal, 25 Nov 2020