stripe

Three shopping trends from Stripe's Black Friday/Cyber Monday spend data

Key lessons for retail and ecommerce leaders

Stripe processed over $40 billion in payment volume, peaking at 152,000 transactions per minute throughout Black Friday and Cyber Monday (BFCM). This dataset provides key insights into the holiday season's evolution, showcasing the global scale of shopping and capturing three key trends: the growth of cross-border shopping, the rise of agentic commerce, and how businesses are managing fraud.

$40B+

processed by businesses on Stripe over Black Friday and Cyber Monday

[Metric definition] Cumulative payment volumes processed through Stripe during the BFCM window,* converted to USD

*BFCM window: Thursday, November 27, 12:00 p.m. UTC to Tuesday, December 2, 8:59 a.m. UTC

578M+

transactions processed over the 4-day period—reaching up to 152,000 transactions per minute

[Metric definition] Total number of payment flows facilitated by Stripe during the BFCM window

>99.9999%

uptime maintained by the Stripe API throughout the 4-day period

TREND NO. 1

Shoppers are embracing international commerce

Despite ongoing uncertainty, customers are increasing cross-border spending. Businesses are driving this acceleration of global commerce by localizing checkouts and providing more than 100 payment methods to match local preferences.

$4.4B+

in cross-border transactions

[Metric definition] Payments where customers and businesses are located in different countries

+37%

increase in cross-border transaction volume year over year

Top currency volumes:

1. US dollar
2. Euros
3. British pounds
4. Australian dollars
5. Canadian dollars

[Metric definition] Volume processed from transactions in each currency, ranked by USD equivalent volume

> "What we've come to take for granted with Stripe is the flexibility and agility of being able to just switch on a payment method in a new market and go live that same day. And that's really where Stripe stands out—it's able to meet PepsiCo's needs on an agility standpoint."
>
> **Henry Mori**, former VP of Engineering, PepsiCo

TREND NO. 2

Agents are showing up on behalf of shoppers and businesses

Autonomous commerce is accelerating business efficiency. During BFCM, users leveraged our Model Context Protocol—allowing their AI agents to interact with the Stripe API for tasks such as refunds, disputes, and invoicing. This shift streamlines business workflows and enables teams to focus on customer engagement.

Additionally, it was the first year that US consumers could shop autonomously, making purchases directly through ChatGPT's Instant Checkout. This marks a significant shift in how customers can purchase: shoppers can now describe what they want, ask for product recommendations, compare options, and buy—all within a single chat thread.

How did businesses use Stripe's Model Context Protocol to direct AI agents and LLMs to interface with the Stripe API?

41% to manage products and pricing

38% to search Stripe documentation, account info, and resources

16% to manage subscriptions and invoicing

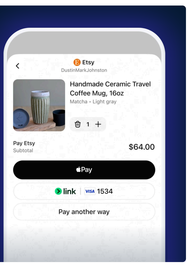
4% to track customers

1% for managing resources and disputes

This is the first BFCM where humans aren't the only purchasers. Stripe worked with Etsy and OpenAI to launch Instant Checkout within ChatGPT, where customers in the US were able to make purchases in-app.

Read more about how to enable agentic commerce or join the waitlist.

> "Stripe has spent the last 15 years optimizing commerce for human buyers. Now, we are starting to do the same for agents."
>
> **Kevin Miller**, Head of Payments, Stripe



TREND NO. 3

Sophisticated fraud meets advanced protection

Fraud attempts are a recurring theme in peak season, becoming more sophisticated with advances in AI. For businesses, proactively preventing fraud is a balancing act, since 41% of customers won't return after a false decline. Stripe is fighting back with strength: the intelligence from the Stripe network, which has seen 92% of processed cards before, allows businesses to stop fraudulent actors while keeping legitimate customers safe.

24.6M

attempted fraudulent transactions prevented with Stripe Radar during BFCM

[Metric definition] Number of transactions blocked by Radar during the four-day period

38%

average reduction in fraud from enabling Stripe Radar

> "Radar has given us the flexibility we need to customize our fraud management approach for different customer segments, while still relying on an always-on system to do the heavy lifting."
>
> **Jeffery Johnson**, Former Senior Director of Ecommerce, Dermalogica

For strategies that industry leaders can implement to stay ahead of new threats, check out Stripe's 2025 state of AI and fraud report.

Global retail and ecommerce leaders trust Stripe for unmatched reliability and performance—365 days a year.

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> "Our customers expect seamless checkout online and in stores during BFCM. Stripe's performance and stability help us deliver that consistency at scale."
>
> **Rob Frieman**, Chief Information Officer, URBN

Make next peak season your best yet.

Contact us to learn how Stripe can help your business break new records in 2026.

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