Global-e Sees 36% YoY Uplift in Black Friday-Cyber Monday Weekend Global E-commerce Sales

December 2, 2025

PETAH-TIKVA, Israel, Dec. 2, 2025 /PRNewswire/ -- Global-e (NASDAQ: GLBE), the platform powering global e-commerce, announced today a 36% year-over-year increase in sales over Black Friday-Cyber Monday (BFCM) weekend.

Many markets around the world experienced year-over-year growth in sales over the 2025 BFCM weekend, reflecting the global nature of the BFCM online shopping event. Top performers included Japan, the United States, Hong Kong, the Netherlands, Spain, France and Germany.

The shopping peak began earlier than in previous years, with promotional activity starting at the beginning of November. Merchants who launched promotions early saw corresponding upticks in sales from the outset, demonstrating the growing adoption of extended promotional periods. E-commerce sales through Global-e's platforms during the promotional season, beginning early November and including BFCM weekend, grew by 37% compared to the equivalent period last year. This strong promotional period performance drove Global-e to cross, for the first time, the milestone of $1 billion in GMV in a single month.

Black Friday (November 28th) accounted for 31% of total BFCM weekend sales, while Cyber Monday (December 1st) represented 22% of weekend activity.

"Merchants that were well prepared for the early holiday shopping peak, reaped the rewards," said Nir Debbi, President of Global-e. "The weekend's unprecedented sales indicate shoppers' growing willingness to spend when promotions are available - especially in times of economic uncertainty. This further underscores that brands that optimized their global offering to meet local expectations, while safeguarding their profitability targets, were able to maximize the strong consumer appetite throughout the peak season."

Cautionary Note Regarding Forward Looking Statements

Certain statements in this press release may constitute "forward-looking" statements and information, within the meaning of Section 27A of the Securities Act of 1933, Section 21E of the Securities Exchange Act of 1934, and the safe harbor provisions of the U.S. Private Securities Litigation Reform Act of 1995, including statements or information regarding Global-e's expectations, assumptions, and beliefs regarding future events and business performance. These forward-looking statements may be identified by the words "believe," "project," "expect," "anticipate," "estimate," "intend," "strategy," "future," "opportunity," "plan," "may," "should," "will," "would," "will be," "will continue," "will likely result," and similar expressions. Forward-looking statements are predictions, projections and other statements about future events that are based on current expectations and assumptions and, as a result, are subject to risks and uncertainties. Global-e believes there is a reasonable basis for its expectations and beliefs, but they are inherently uncertain. Many factors could cause actual future events to differ materially from the forward-looking statements in this announcement, including but not limited to, market conditions, competition, technological developments, regulatory changes, economic conditions, and the other risks and uncertainties described in Global-e's Annual Report on Form 20-F for the year ended December 31, 2024, filed with the SEC on March 27, 2025 and other documents filed with or furnished by Global-e from time to time with the Securities and Exchange Commission (the "SEC"). The foregoing list of factors is not exhaustive. You should carefully consider the foregoing factors. These and other important risks and uncertainties could cause actual events and results to differ materially from those contained in the forward-looking statements. These statements reflect management's current expectations and speak only as of the date of this press release. Readers are cautioned not to put undue reliance on forward-looking statements Although we believe that the expectations reflected in the forward-looking statements are reasonable, we cannot guarantee that future results, levels of activity, performance and events and circumstances reflected in the forward-looking statements will be achieved or will occur. Except as required by applicable law, we undertake no obligation to update or revise publicly any forward-looking statements, whether as a result of new information, future events or otherwise, after the date on which the statements are made or to reflect the occurrence of unanticipated events

About Global-e

Global-e (Nasdaq: GLBE) is the world's leading platform enabling and accelerating global, Direct-To-Consumer e-commerce. The chosen partner of over 1,400 brands and retailers across North America, EMEA and APAC, Global-e makes selling internationally as simple as selling domestically. The company enables merchants to increase the conversion of international traffic into sales by offering online shoppers in over 200 destinations worldwide a seamless, localized shopping experience. Global-e's end-to-end ecommerce solutions combine best-in-class localization capabilities, big-data best-practice business intelligence models, streamlined international logistics and vast global e-commerce experience, enabling international shoppers to buy seamlessly online and retailers to sell to, and from, anywhere in the world. For more information, please visit: www.global-e.com.

Global-e Media Contact
Sarah Schloss
Headline Media
sarah.schloss@headline.media
+1 914 506 5104

Global-e Investor Contact
Alan Katz
Vice President, Investor Relations
IR@global-e.com

View original content:https://www.prnewswire.com/news-releases/global-e-sees-36-yoy-uplift-in-black-friday-cyber-monday-weekend-global-e-commerce-sales-302630254.html

SOURCE Global-e