

Black Friday and Cyber Monday sales are always a foretaste of the shopping season. Black Friday and Cyber Monday are the compasses for measuring where things are heading in the next year. Shopify says their store owners collectively made a whopping \$6.3 billion in sales globally between Black Friday and Cyber Monday 2021. This is a 23% increase from 2020. Data suggests that 47 million shoppers purchased from Shopify-powered businesses, and peak sales per minute accrued to \$3.1 million at a \$100.70 average cart price. The situation might be different this year due to the looming inflation and recession. But that doesn't mean game over on your sales plans. Evidence shows the industry is picking and inching towards pre-pandemic sales levels. You can build a lucrative and sustainable marketing plan for long-term success with a well-informed strategy. We've narrowed down the top ShopifyPlus apps to help you secure the bag this Black Friday Cyber Monday. Dig in.