



BF 2021 in Numbers

119%

Average daily revenue was increased by 119% across industries during the BF weekend, comparing the whole year's avg daily revenue.

Daily revenue increase per industry

170%

for the **fashion** industry

100%

for **sportswear**

60%

for **online pharmacies**

Average order value was amplified by 3.5% across industries during the BF weekend, compared to the whole year's avg order value.

3.5%