



Cyber Weekend Report
Record-Breaking Sales for TCG Sellers



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2023: Cyber Weekend Report

Record-Breaking Sales for TCG Sellers

During Cyber Weekend 2023, TCGplayer hosted a four-day promotion on the Marketplace from Black Friday to Cyber Monday. During the promotional period, TCGplayer drove value to buyers and sellers alike, providing 10% store credit on all items purchased throughout Cyber Weekend. For sellers, this not only increased sales during the promotional period, but it also incentivised future transactions on the Marketplace.

Cyber Weekend represents the largest sales period in the retail calendar, and this year was no exception. As a result of our biggest promotion to date, increased buyer participation, the efficiency of TCGplayer tools in digitizing sellers' inventory pre-promotion, and the introduction of highly-sought after trading card games on the Marketplace this year, this Cyber Weekend outperformed all previous years, setting new sales records for TCGplayer sellers.

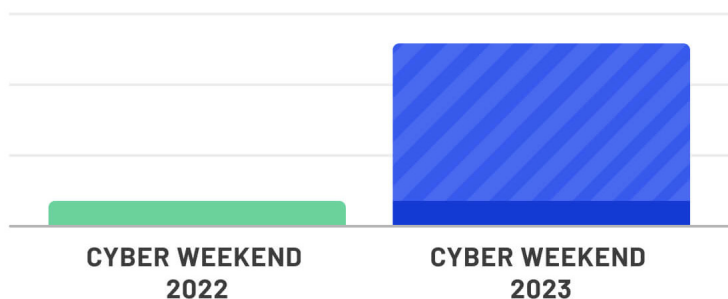
This report covers the trading card game (TCG) industry-leading trends observed over Cyber Weekend at TCGplayer, including gross merchandise value (GMV)¹, sales performance, TCG product line growth, and TCG top selling products.

Record-Breaking GMV Increase Driven by Huge Promotion, Digitization Tools, and Popular TCGs

Compared to last year, TCGplayer saw a significant increase in GMV over Cyber Weekend. For sellers, this meant record-breaking sales numbers which translated into substantial revenue growth. The introduction of highly popular new TCGs on the Marketplace, considerable product line growth year-over-year, and increased buyer engagement with higher spending per transaction drove sales over Cyber Weekend.

[Direct by TCGplayer](#) sellers saw an unprecedented boost in sales this holiday weekend compared to last year. The TCGplayer Authentication Center also took care of the fulfillment, verification, shipping, and customer service on behalf of sellers during Cyber Weekend. Direct sellers typically see more orders, as we feature their cards on the TCGplayer Marketplace to give their listings greater visibility to buyers as a part of the program. Plus, [buyers choose to shop Direct](#) to benefit from TCGplayer's expert authentication and one convenient package.

**Direct by TCGplayer Sales
Over Cyber Weekend**



Running promotions is also an important part of our commitment to local game stores — we're dedicated to empowering hobby shops by facilitating online sales opportunities. Through our marketing initiatives, we actively boost sellers' sales, aiming to diversify their revenue streams beyond their brick-and-mortar stores. The Marketplace offers not only an additional sales avenue, but one with

¹ Gross merchandise value (GMV) is the dollar amount of total sales over a specific timeframe.



a customer base of millions worldwide, so sellers can grow their business both online and offline. This Cyber Weekend, the promotions helped our [Certified Hobby Shop](#) sellers increase their sales dramatically compared to last year's Cyber Weekend.

TCGplayer Tools Empower Sellers To Increase Cyber Weekend Sales

TCGplayer is committed to empowering sellers by equipping them with a suite of tools and programs geared toward facilitating sales both in-store and on the TCGplayer Marketplace. These tools are crucial for sellers, especially in preparation for Cyber Weekend as they enable swift and seamless inventory digitization.

The [TCGplayer Mobile App](#) is a powerful and popular tool used to quickly digitize Magic: The Gathering, Pokémon, and Yu-Gi-Oh! cards. The mobile app image recognition accurately identifies singles with the abilities to scan multiple at once. TCGplayer [Level 4](#) sellers also have the ability to [import inventory directly from the TCGplayer mobile app](#) to the Seller Portal as a method to quickly list cards. Since the launch of this feature, inventory uploaded via the mobile app has increased by more than 20x.

[Pro by TCGplayer](#) is another frequently utilized program for Cyber Weekend preparation. Pro offers a suite of cutting-edge tools made to increase efficiency. [Quicklist](#) is one of the most valuable tools in the suite — the card scanning software is powered by intelligent image recognition that allows for quick TCG digitization. [MassPrice](#), another Pro by TCGplayer tool, is used to ensure prices remain up-to-date and competitive during a promotion.

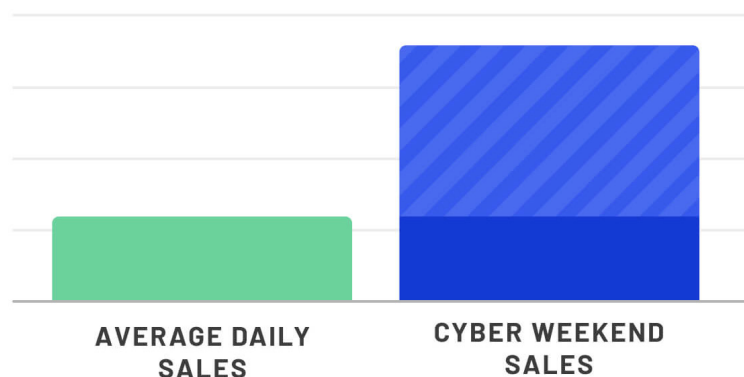
These tools helped enable sellers to increase their Marketplace listings significantly during Cyber Weekend 2023 compared to Cyber Weekend 2022.

Massive Surge in Sales Compared to Daily Average Fueled by Heightened Buyer Engagement

The exponential increase in sales over Cyber Weekend 2023 not only highlighted a substantial surge compared to last year, but it also surpassed the average sales day in 2023 by an impressive margin.

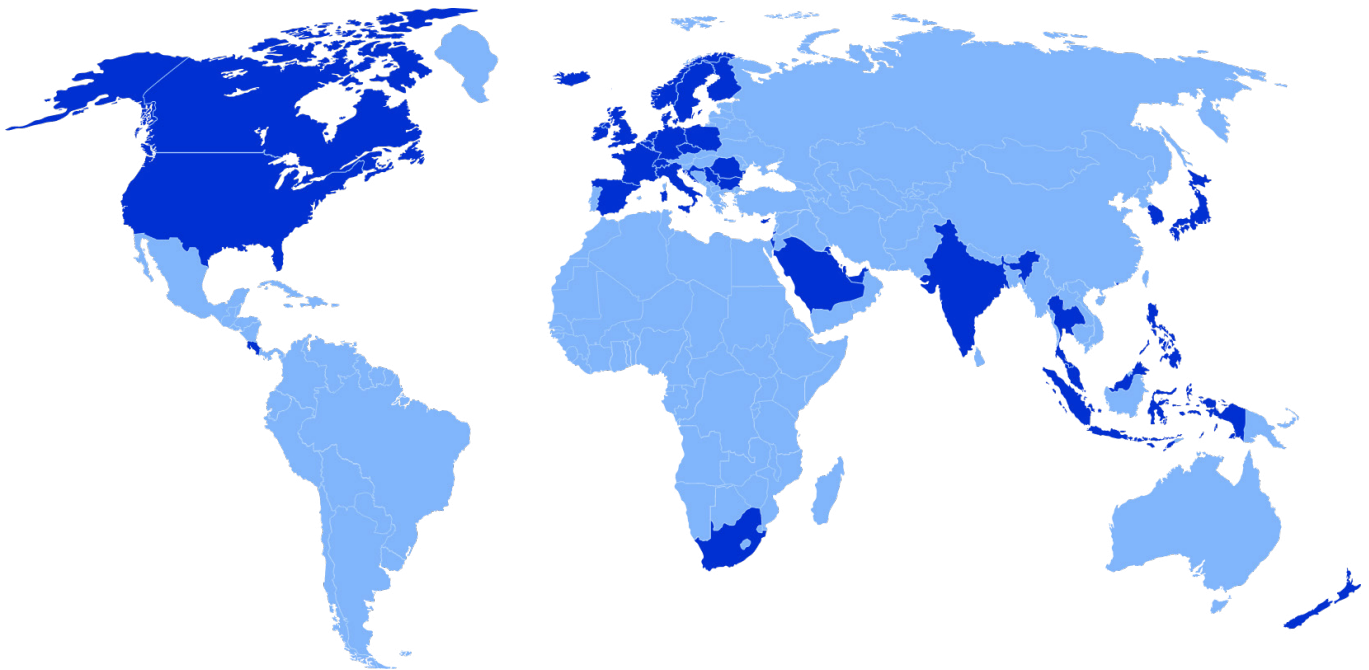
By capitalizing on this increased consumer engagement and listing as much inventory as possible, sellers can boost both their short-term and long-term revenue, since store credit promotions incentivize future transactions.

Cyber Weekend Sales Vs. Average Daily Sales



Customer Map

Cyber Weekend Sales Across The Globe



 Countries where TCGplayer Customers Made Cyber Weekend Purchases

TCGplayer Connecting Buyers and Sellers Globally: Purchases Spanning 47 Countries Worldwide

TCGplayer's founding mission of connecting players and collectors around the world with local game stores reached new heights this Cyber Weekend. We observed a huge increase in buyers on the TCGplayer Marketplace this promotion compared to the 2022 holiday weekend, accompanied by an increase in their average spending. Customers made purchases across the globe, extending to 47 different countries, highlighting the expansive reach of the TCGplayer Marketplace and its ability to connect sellers with buyers on a worldwide scale.

One Piece Card Game and Disney Lorcana Among Top Performing Product Lines

An analysis of the top selling product lines by sales on the Marketplace indicates that Magic: The Gathering, Pokémon, Yu-Gi-Oh!, One Piece Card Game, and Disney Lorcana were the top performers over the promotional period.

Top Selling Games During Cyber Weekend

Based on the Total GMV of Products Sold

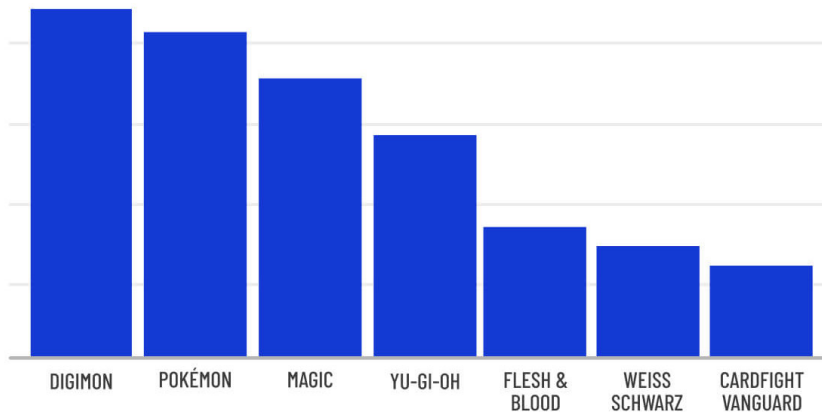


- 1 *Magic: The Gathering*
- 2 *Pokémon*
- 3 *Yu-Gi-Oh!*
- 4 *One Piece Card Game*
- 5 *Disney Lorcana*
- 6 *Digimon Card Game*
- 7 *Flesh & Blood*
- 8 *Sorcery: Contested Realm*
- 9 *Weiss Schwarz*
- 10 *Cardfight Vanguard*

Of the top three performers, Pokémon experienced the largest year-over-year increase for the third year in a row. In recent years, Pokémon has consistently grown, a trend that shows no signs of slowing down. A driving force behind its growth for 2023 is the surge in the competitive Pokémon community, evident in the escalating participation rates at tournaments around the world. As a result, this rise in competitive players has only increased the demand for Pokémon products, and especially singles. This continuous surge in popularity is not an anomaly; it aligns with the upward trajectory for both Magic: The Gathering and Yu-Gi-Oh!

Growth in TCG Sales

GMV Growth from Cyber Weekend 2022 to 2023



Though Bandai's One Piece Card Game launched on the TCGplayer Marketplace just over a year ago, the TCG has experienced considerable growth in a short time period. Sales increased dramatically from Cyber Weekend 2022 to Cyber Weekend 2023; however, the TCG was released in early December 2022, meaning last year's Cyber Weekend sales were presale items. From One Piece Card Game's full launch on the Marketplace to December 2023, sales have skyrocketed. It was also the fourth highest grossing game over Cyber Weekend, right under Yu-Gi-Oh!. The rapid growth was driven in part by an established fanbase with the One Piece manga and anime television series, the tutorial app Bandai released, and the TCG's fun, unique gameplay.

Similarly, Disney Lorcana was added to the Marketplace just a few months ago and it was instantly a runaway success. The TCG dominated the industry with massive lines at gaming conventions before its release, and then almost immediately sold out upon the mass retail release in September. The TCG continues to perform well, ranking as the fifth highest grossing game over Cyber Weekend. Its explosive and rapid growth was driven most notably by its accessible nature, the already established Disney fanbase, and the scarcity of the product leading to more hype and demand. Disney Lorcana was created to be easy-to-learn, designed to ensure that individuals new to the type of game could easily grasp the gameplay. On top of that, Disney is one of the largest media companies in the world, with an expansive fanbase that resonates across diverse demographics worldwide. The game's combination of innovative and accessible gameplay, coupled with a strong intellectual property, resulted in an almost instantaneous sell-out, further fueling demand.

Top Selling Magic: The Gathering Singles Over Cyber Weekend ²

The top selling singles for Magic: The Gathering showcase the growing popularity of the Commander format. Roaming Throne, Arcane Signet, Spelunking, Chimill, the Inner Sun, and Ghalta, Stampede Tyrant all provide massive value when playing Commander, with Ghalta, Stampede Tyrant being a notable upgrade for those who purchased the Veloci-Ramp-Tor Commander Precon. This list also confirms that shoppers are frequently seeking format staples, or cards that are widely played. TCGplayer encourages sellers to list format staples ahead of promotions, as they are often sought after singles.



Roaming Throne

The Lost Caverns of Ixalan



Roaming Throne

Borderless
The Lost Caverns of Ixalan



Arcane Signet

Commander Legends: Battle for Baldur's Gate



Garruk's Uprising

Wilds of Eldraine: Enchanting Tales



Spelunking

The Lost Caverns of Ixalan



Growing Rites of Ilimoc

The Lost Caverns of Ixalan



Ghalta, Stampede Tyrant

The Lost Caverns of Ixalan



Kutzil, Malamet Exemplar

The Lost Caverns of Ixalan



Chimil, the Inner Sun

The Lost Caverns of Ixalan



Matzalantli, the Great Door

The Lost Caverns of Ixalan

² Please note, this list excludes basic lands.

Top Selling Pokémon Singles Over Cyber Weekend ³

The top selling singles for Pokémon highlight the demand for powerful cards within the Standard format that are also versatile. These cards not only provide a competitive advantage, but can seamlessly fit into a variety of decks, making them a valuable asset for players. While Iron Hands ex and Mew ex are less versatile, they were both featured in the winning deck at the Latin America International Championships in November. This indicates an increase in competitive players shopping on the Marketplace, highlighting more of a demand for powerful singles.



1

[Iono - 185/193](#)

SV02: Paldea Evolved



2

[Super Rod - 188/193](#)

SV02: Paldea Evolved



3

[Nest Ball - 181/198](#)

SV01: Scarlet & Violet Base Set



4

[Earthen Vessel](#)

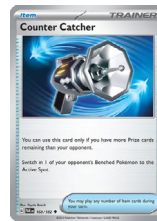
SV04: Paradox Rift



5

[Battle VIP Pass](#)

SWSH08: Fusion Strike



6

[Counter Catcher](#)

SV04: Paradox Rift



7

[Iron Hands ex - 070/182](#)

SV04: Paradox Rift



8

[Switch Cart](#)

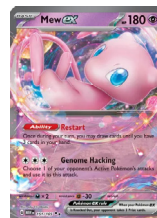
SWSH10: Astral Radiance



9

[Blastoise ex - 009/165](#)

SV: Scarlet and Violet 151



10











[Mew ex - 151/165](#)

SV: Scarlet and Violet 151

³ Please note, this list excludes Code Cards.

Top Selling Yu-Gi-Oh! Singles Over Cyber Weekend

The top selling Yu-Gi-Oh! singles demonstrate that customers are often seeking cards that play a supporting role in tournament-level strategies. Most of these are from the 25th Anniversary Rarity Collection, a set that includes many reprints of tournament staples played in a variety of decks at a price level that's accessible to a wider audience of buyers. Though the Yu-Gi-Oh! tournament scene experienced a decline throughout 2023, this particular set provided rarities at a less expensive price point, allowing for more players to return to playing the game. This trend indicates a resurgence in the player community, offering sellers the opportunity to capitalize on the renewed enthusiasm surrounding Yu-Gi-Oh!

- | | | | |
|----------|---|-----------|--|
| 1 |  <p><u>Forbidden Droplet</u> 25th Anniversary Rarity Collection</p> | 6 |  <p><u>Lightning Storm</u> 25th Anniversary Rarity Collection</p> |
| 2 |  <p><u>Baronne de Fleur</u> 25th Anniversary Rarity Collection</p> | 7 |  <p><u>Pot of Prosperity (UR)</u> 25th Anniversary Rarity Collection</p> |
| 3 |  <p><u>Ash Blossom & Joyous Spring</u> 25th Anniversary Rarity Collection</p> | 8 |  <p><u>Triple Tactics Talent</u> 25th Anniversary Rarity Collection</p> |
| 4 |  <p><u>Infinite Impermanence</u> 25th Anniversary Rarity Collection</p> | 9 |  <p><u>Evenly Matched</u> 25th Anniversary Rarity Collection</p> |
| 5 |  <p><u>Super Starslayer TY-PHONE - Sky Crisis</u> Age of Overlord</p> | 10 |  <p><u>Pot of Prosperity</u> 25th Anniversary Rarity Collection</p> |



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Record-Breaking Sales for TCG Sellers

The record-breaking Cyber Weekend success for TCGplayer sellers highlights the TCG industry's sustained and robust growth, showing no signs of slowing down. As the industry continues to evolve, our focus remains on empowering sellers with tools designed to grow their hobby shops, while continuing to drive value to our vibrant community of buyers and sellers with promotional initiatives.