

Black Friday & Cyber Monday 2024 Survey Results - Ireland

November 2024
PwC Research

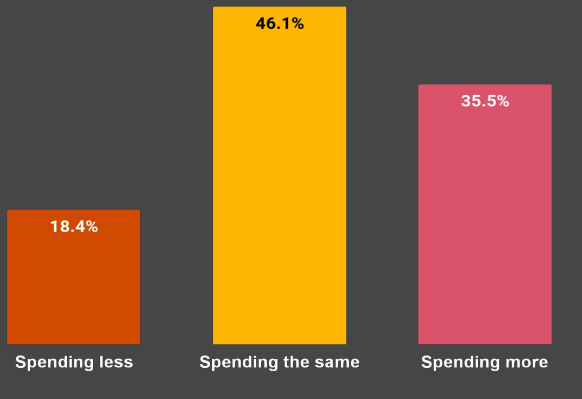


Irish consumers have significant interest in shopping for Black Friday and Cyber Monday deals



64% of Irish consumers said that they were either **likely or extremely likely to purchase at least one item** during Black Friday / Cyber Monday. The age cohort most likely to spend during this period are millennials aged **26-35**, with **84% likely or extremely likely to make a purchase**.

Spending levels for Irish consumers this Black Friday compared to last year:



While **81% of respondents believe they will spend the same or more than last year**, those who believe they will spend **less** cite **more cautious spending habits** and **having less money to spend** as the reasons why.



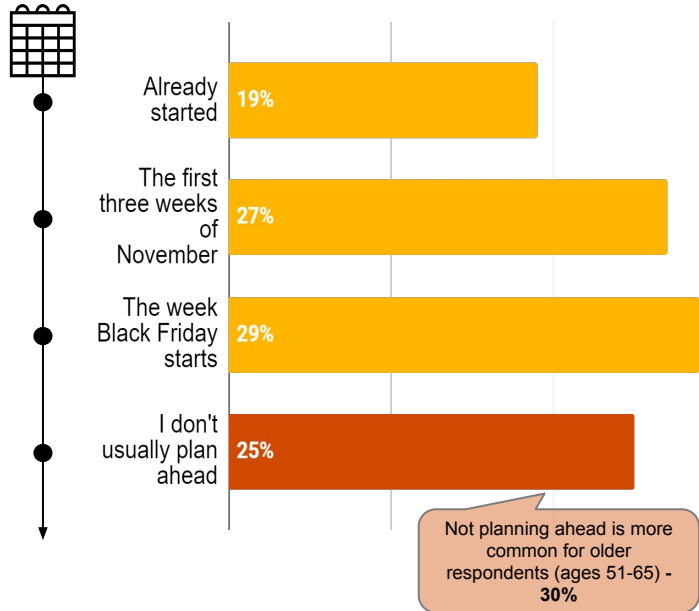
Irish consumers have a willingness to spend an average of **€329 during Black Friday / Cyber Monday sales**, the highest amongst all surveyed European countries.

Black Friday planning: Timelines and research sources

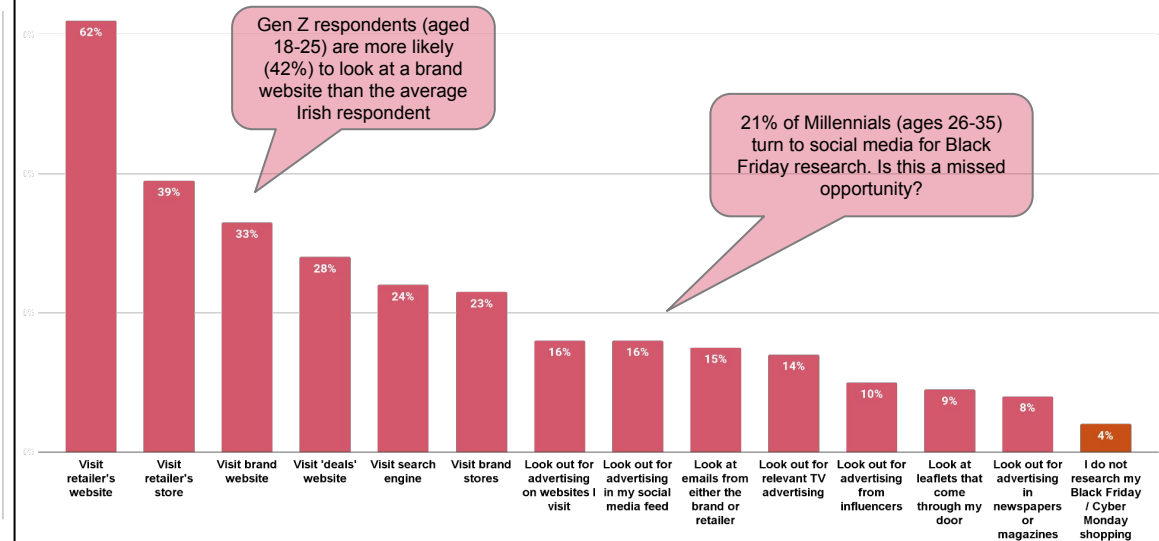


Planning for Black Friday varies from customer to customer, but research sources show the importance of both the retailer and brand website for discovering Black Friday deals.

At what time consumers **start thinking about Black Friday / Cyber Monday:**



How do consumers research their **Black Friday / Cyber Monday** shopping:



Irish consumers' Black Friday plans: Electronics & clothing for themselves and family, with 50% discounts as the sweet spot



Irish consumers are gearing up for Black Friday with plans to purchase electronics and clothing, with the fashion being the favoured option for Gen Z respondents. Most of these purchases are intended for family members or for themselves, but Gen Z and Millennials more likely to purchase for **friends** (36%) than the average respondent (26%).

Top 3 product categories

that Irish consumers want to buy during Black Friday / Cyber Monday



Electronics, technology (41%)



Adults clothing, shoes, etc (35%)



Health and beauty (23%)

For whom

discounted products are purchased during Black Friday / Cyber Monday by consumers



Oneself (78%)



Family (72%)

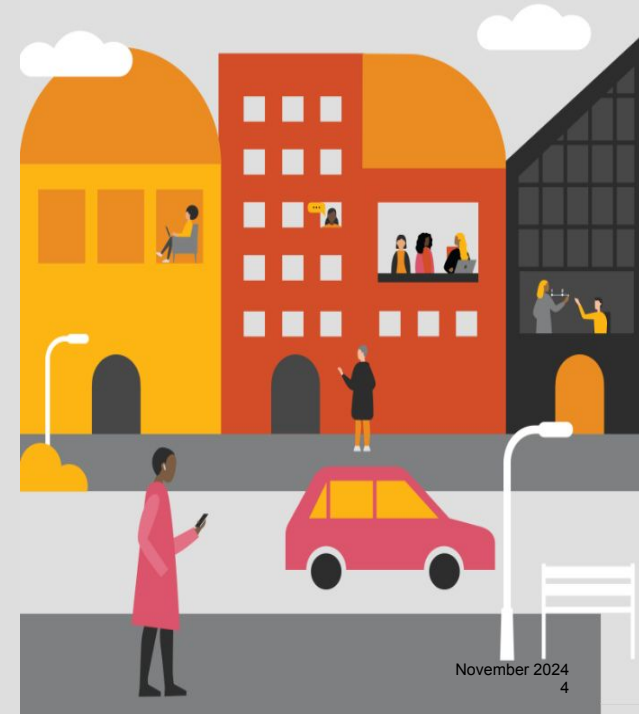


Friends (26%)

Promotions

The threshold for promotion to be considered a 'good deal' is

25-50% discount
51% of respondents

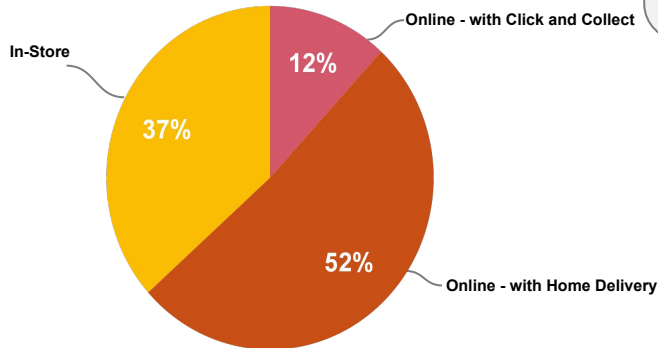


Consumers prefer to shop online during Black Friday, but the importance of an omnichannel approach remains



Irish consumers ranked second among those surveyed for in-store purchases during Black Friday and exceeded the European average in seeking 'Buy now, pay later' services during this period.

Distribution of consumers' Black Friday / Cyber Monday **spend across channels** (in percent):

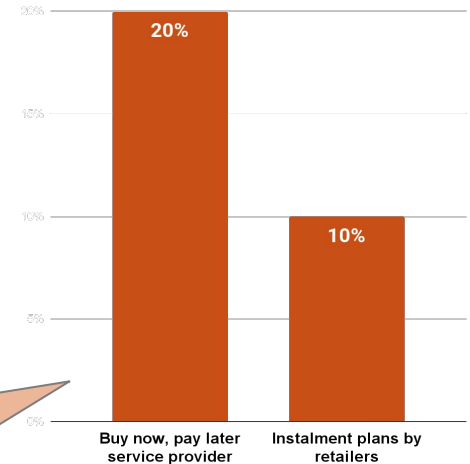


Black Friday shoppers notice that the **Covid-19 pandemic has a long-lasting impact** - 33% of Irish consumers say they **still buy more online during Black Friday** than before the pandemic



Younger respondents (18-35) are more likely to use a 'buy now, pay later' provider (29%) than average consumer

Consumers **interested to use payment plans** for Black Friday / Cyber Monday purchases (in percent):



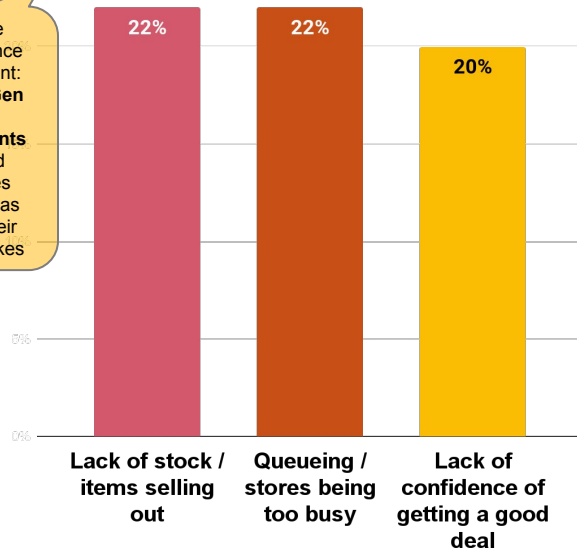
Even though consumers experience pain points during their Black Friday shopping experience, returns are lower than usual



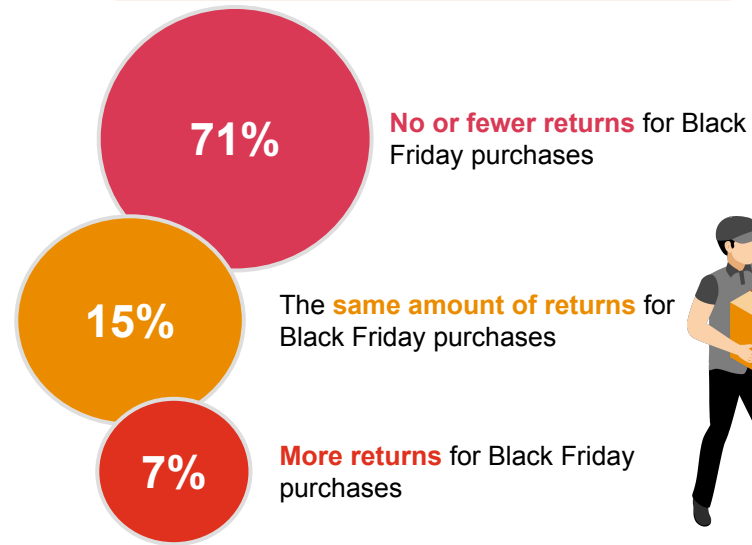
Irish consumers get more frustrated by busy stores and excessive queueing during Black Friday than the average European consumer and feel that there is too much advertising leading up to the sales.

Consumers top 3 **disliked about Black Friday / Cyber Monday** shopping experience in previous years (in percent):

Website performance is important: 21% of Gen Z respondents selected 'Websites crashing' as one of their top 3 dislikes



Consumers **comparing return rate** for Black Friday / Cyber Monday purchases and regular purchases (in percent):



Younger survey respondents are more willing to make returns than older counterparts







Black Friday planning: The majority of consumers use Black Friday to purchase Christmas gifts - for better value for money



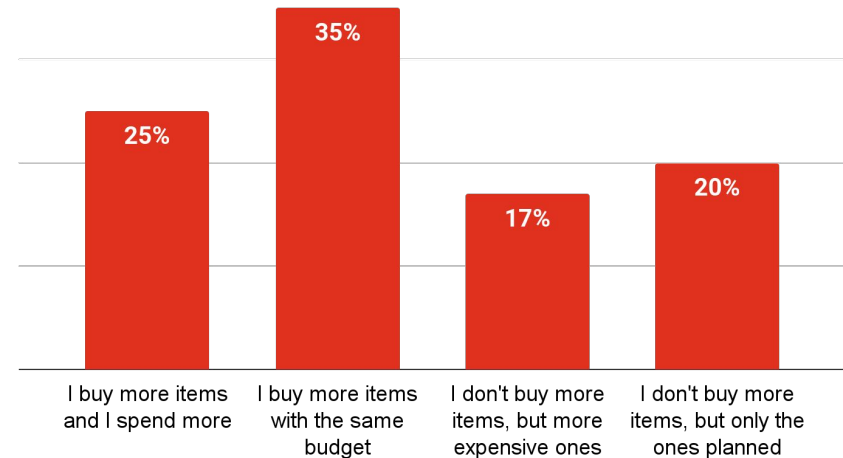
Compared to other surveyed European nations, Irish respondents are among the most likely to buy more items and spend beyond their intentions during Black Friday (25% versus 21% European average). They are also more inclined to purchase a significant portion of their Christmas presents during this sale period.

83% of Irish consumers use Black Friday / Cyber Monday to purchase a significant portion of Christmas presents:

-  32% buy up to a quarter of all presents
-  34% buy up to half of all presents
-  11% buy up to three-quarters of all presents
-  6% buy all their presents

88% of Millennials (ages 26-35) purchase Christmas gifts, with 12% of them completing all their Christmas shopping on Black Friday.

When it comes to buying **Christmas gifts on Black Friday and Cyber Monday**, consumers often experience variations from their initial intentions (in percent):

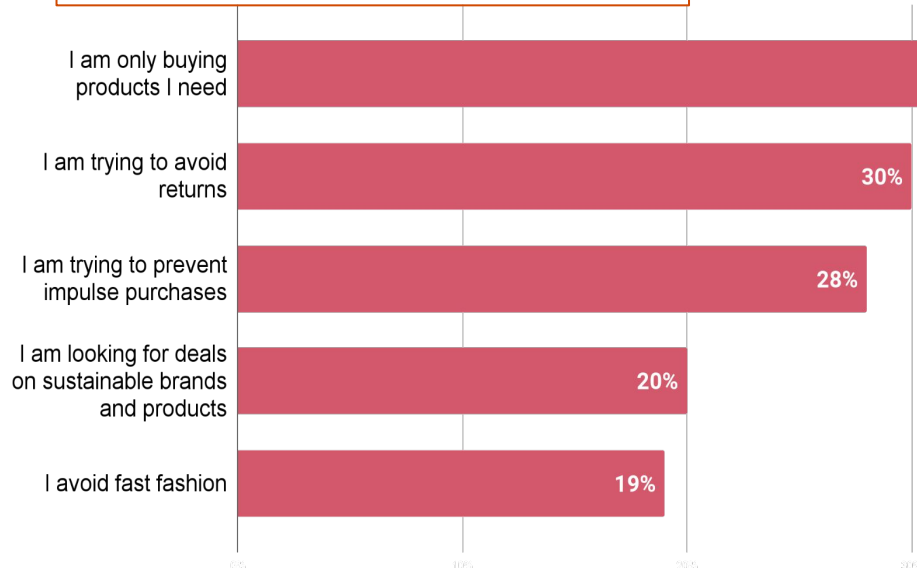


Consumers plan to make sustainable purchases by buying only what they need



While over a quarter of Irish consumers are trying to prevent impulse purchases, **18% bought at least one item on impulse** during last year's Black Friday / Cyber Monday sales. Other consumers are trying to shop sustainably by avoiding returns and looking for deals on sustainable brands and products.

Irish consumers' top 5 actions to make more sustainable purchases during Black Friday / Cyber Monday (in percent):



While all age groups showed consistency in their sustainable practices during Black Friday, **younger respondents are more likely to let sustainability influence** their shopping habits compared to older ones.



Key Takeaways for Black Friday / Cyber Monday 2024 in Ireland



1

Irish consumers are **very interested** in Black Friday / Cyber Monday sales, and were upbeat in their responses regarding their spending intentions.

2

While consumers are more likely to make their purchases online during this period, the importance of an **omnichannel approach** remains, with a significant cohort still preferring to shop in-store.

3

Irish consumers' main frustrations during Black Friday include **crowded stores, poor stock management, and website crashes**. With high expectations for a seamless experience, retailers need to address these issues when planning for the sale period.

4

The majority of Irish Black Friday shoppers **purchase Christmas gifts** during this period. Retailers can capitalise on this high-spending period by targeting these Christmas gifting opportunities.

5

Sustainability is on the minds of Irish shoppers during Black Friday and Cyber Monday shopping. They are **avoiding impulse purchases** and showing a strong preference for **sustainable brands and products**.

Demographics

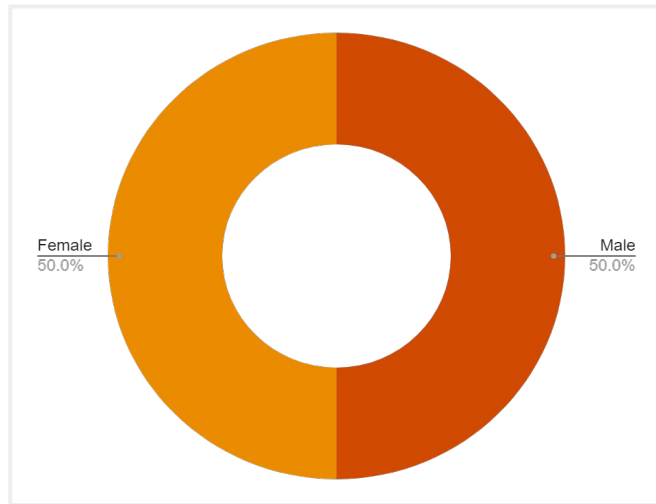


This report includes the final findings for the 2024 Black Friday Survey. We conducted an online survey accessing a global sample.

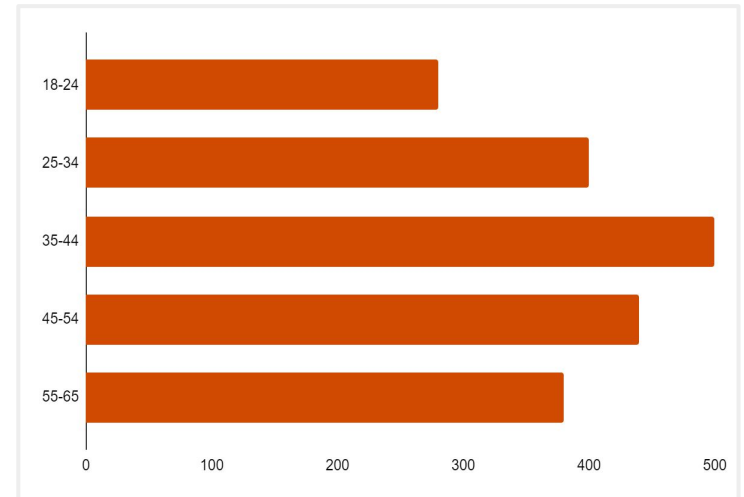
Data collection took place between 24th September - 7th October 2024.

10,000 completes were achieved across 5 countries, with 2000 Irish respondents.

Gender



Age



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