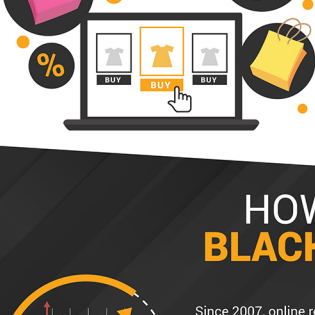


# BLACK FRIDAY



## THE STATISTICS BEHIND THE BIGGEST SHOPPING DAY IN THE WORLD



Black Friday remains the world's biggest love/hate relationship with retail. Starting among some retailers in the 1950s, it became a massive event thanks to the rise of online shopping in 2005.

With its dedicated sister Cyber Monday event, and the general rise of shopping around those dates, the period is hugely important for retailers and bargain hunters.

In 2018, Black Friday is on November 23 and Cyber Monday 2018 hits on November 26.

## HOW BIG IS BLACK FRIDAY?

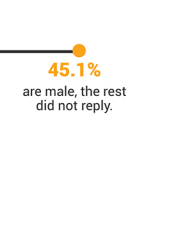


Since 2007, online revenue generated by Black Friday in the U.S. has increased by **341.95%**, hitting **\$2.36 billion** in 2017

At peak, shoppers spent **\$1 million** per minute, making an average of 168,000 orders an hour.



Mobile dominates Black Friday sales, smartphone users made up **64%**



of shopping visits in 2017, up from **54%** in 2016.

**50.4%** of Black Friday shoppers are female and



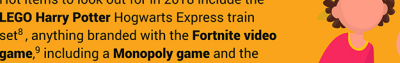
**45.1%** are male, the rest did not reply.



The best Black Friday deals aren't actually available on Black Friday. Online prices are lowest on Thanksgiving, with an average discount of **24%** according to Adobe.



According to Adobe, websites from small retailers (**<\$10 million**) convert twice as much as larger retailers earning over **\$100 million**.



Hot items to look out for in 2018 include the **LEGO Harry Potter** Hogwarts Express train set<sup>8</sup>, anything branded with the **Fortnite video game**<sup>9</sup> including a **Monopoly game** and the latest tech must-have, the smart screen

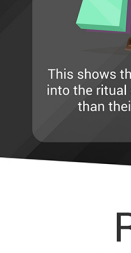


## BLACK FRIDAY IS NEVER OVER

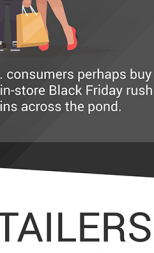


Don't buy into the shock-heavy tabloid headlines, Black Friday sales aren't weakening but spreading.

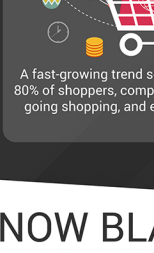
Despite what the record numbers in online shopping indicate, it appears that only **9%** of American consumers did their shopping purely online, whereas:



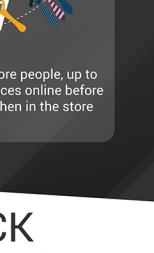
**16%** shopped entirely in stores



**29%** shopped mostly in stores, and a little online



**26%** shopped equally in stores and online



**20%** shopped mostly online, and a little in stores.



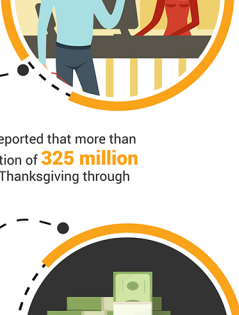
This shows that U.S. consumers perhaps buy into the ritual of the in-store Black Friday rush than their cousins across the pond.



A fast-growing trend sees more people, up to **80%** of shoppers, compare prices online before going shopping, and even when in the store

## RETAILERS KNOW BLACK FRIDAY IS MAKE OR BREAK

While some retailers have given up on the chaos, most recognise the value and importance of the event, with **86%** taking part in Black Friday 2017



The National Retail Federation reported that more than **174 million** (out of a population of **325 million**) Americans went shopping from Thanksgiving through Cyber Monday.

Those **174 million** Americans spent an average of **\$335** per person during that five-day period.



## THE BATTLE OF RETAIL VS ONLINE



Spending the most money were the ever-busy and **\$419.52** per person on average.



About **58 million** people shopped online only, while **51 million** shopped exclusively in stores. The remaining **65 million** consumers splurged mixed and matched, so **116 million** shoppers splurged in brick-and-mortar retailers



American shoppers spent a record **\$5 billion** in 24 hours (up 16.9% on 2016),



## Deloitte



Some **55%** of Americans will look to shop online, with

**36%** rushing to their local (or wider area) stores. That's according to Deloitte who see **44%** visiting discount stores and **28%** using department stores.

On average, multichannel shoppers spent **\$82** more than online-only shoppers, and **\$49** more on average than those shoppers who only shopped in stores.

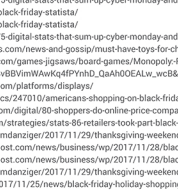
## AMAZON WINS BUT DO SHOPPERS?



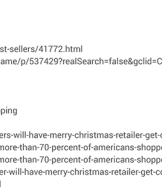
Amazon claimed between **45% and 50%** of all online sales in 2017, earning **\$1 billion** in 24 hours



In 2017, sales were up by **6%** over the first fortnight of the shopping season.



Typical discounts for apparel were **45%**, up from **36%** in 2016, across almost half of the clothing market



**FENDI**

**PRADA**

Luxury brands are more likely to discount now, with the likes of Prada and Fendi dropping prices by between **40% and 50%** in 2017

### SOURCE