

# Watch out retailers: Black Friday is around the corner!

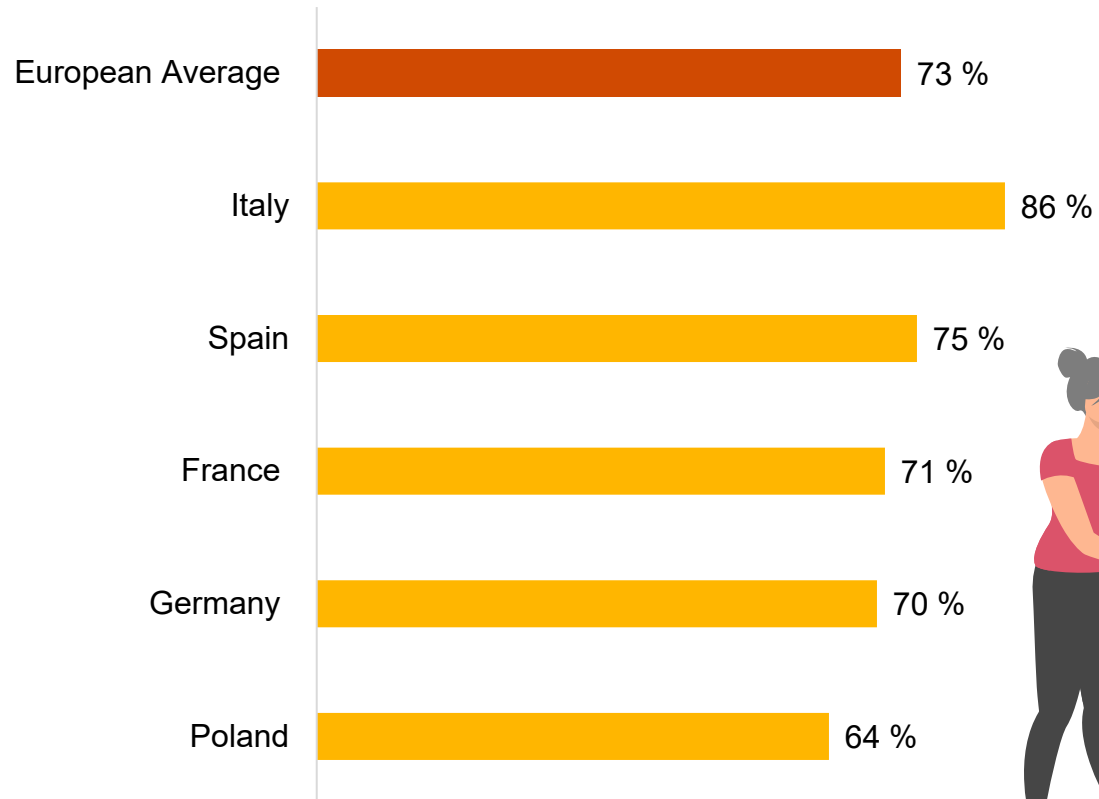
PwC Black Friday Survey  
Results from France, Germany, Italy, Poland and Spain

November 2023

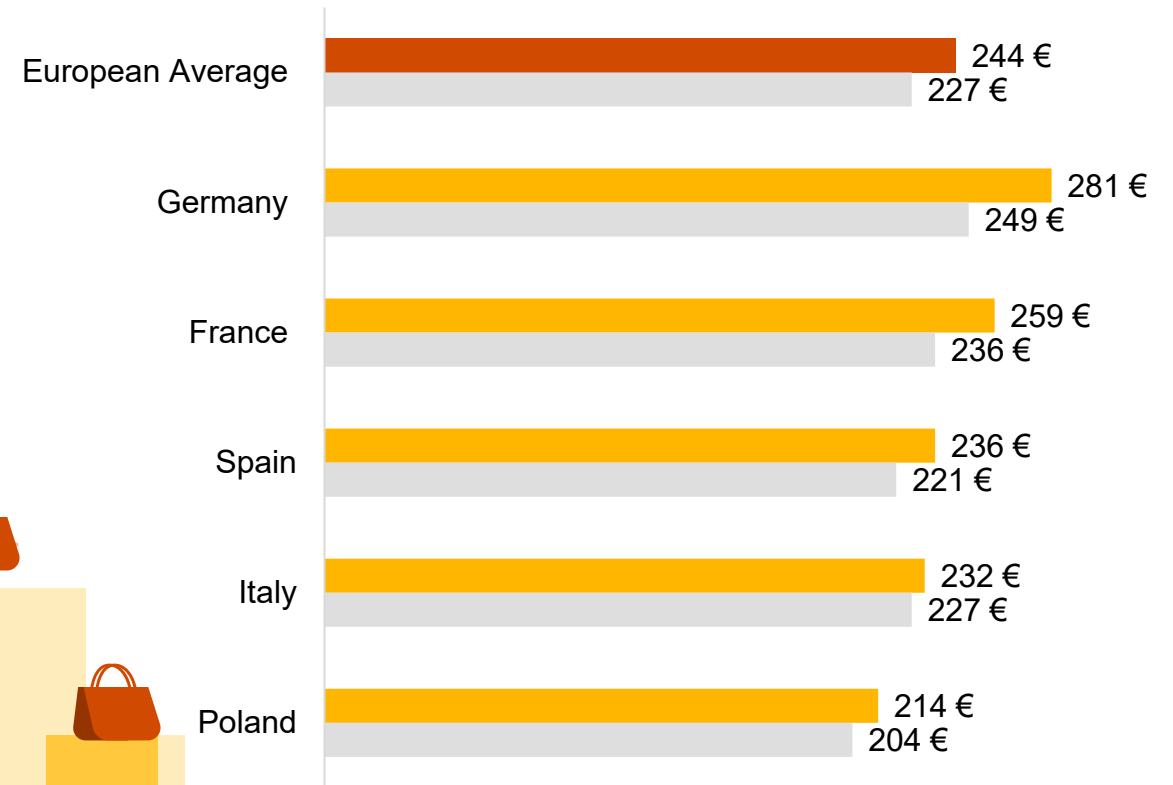


# Interest in Black Friday deals is high; on average, European consumers plan to spend 244€

Consumers who are **interested in buying something** during Black Friday / Cyber Monday (in per cent)



**Average planned spending** on discounted purchases during Black Friday / Cyber Monday (in Euro)



Expected spend 2023 Actual spend 2022

# As a reaction to the inflation, many European consumers only want to buy what they need

**77 %** of European consumers noticed price increases for everyday goods compared to last year. Most impacted are prices for

- Food and drinks (85 %)
- Travel and leisure (78 %)
- Health and beauty products (76 %)

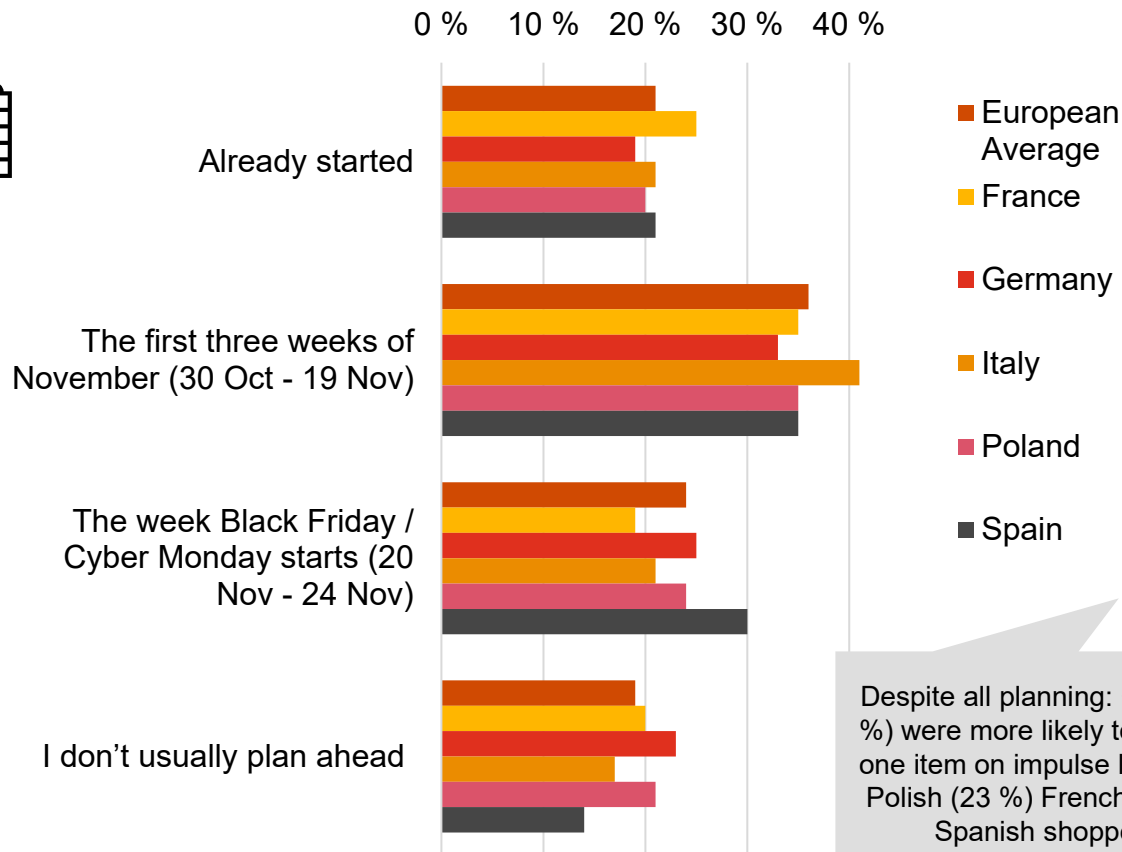
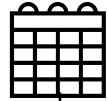


The **impact of inflation** on consumers' **shopping plans** around Black Friday / Cyber Monday (in per cent)



# More than half of the consumers start preparing for Black Friday weeks in advance, mainly by visiting retailers and “deals” websites

At what time consumers **start thinking about Black Friday / Cyber Monday** shopping (in per cent)



Despite all planning: German shoppers (25 %) were more likely to have bought at least one item on impulse last year, compared to Polish (23 %) French (22 %) or Italian and Spanish shoppers (both 15 %).

Consumers use different **sources to research** Black Friday / Cyber Monday deals (in per cent)



# A third of Black Friday purchases are planned in-store, and the majority of purchases is for the buyer him-/herself or family members

## Top-3 product categories

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



Adult clothing, shoes, accessories (41 %)



Electricals, technology (34 %)

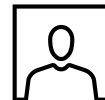


Health and beauty products (21 %)

French and German consumers plan to buy more children's clothing than health and beauty products.

## For whom

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



Oneself (81 %)



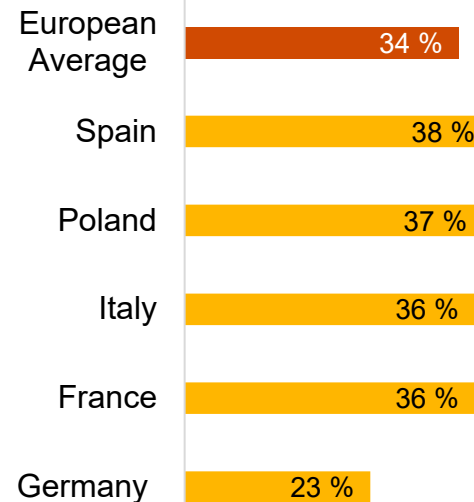
Family (68 %)



Friends (17 %)

## In-store spending

during Black Friday / Cyber Monday by consumers as opposed to online-shopping



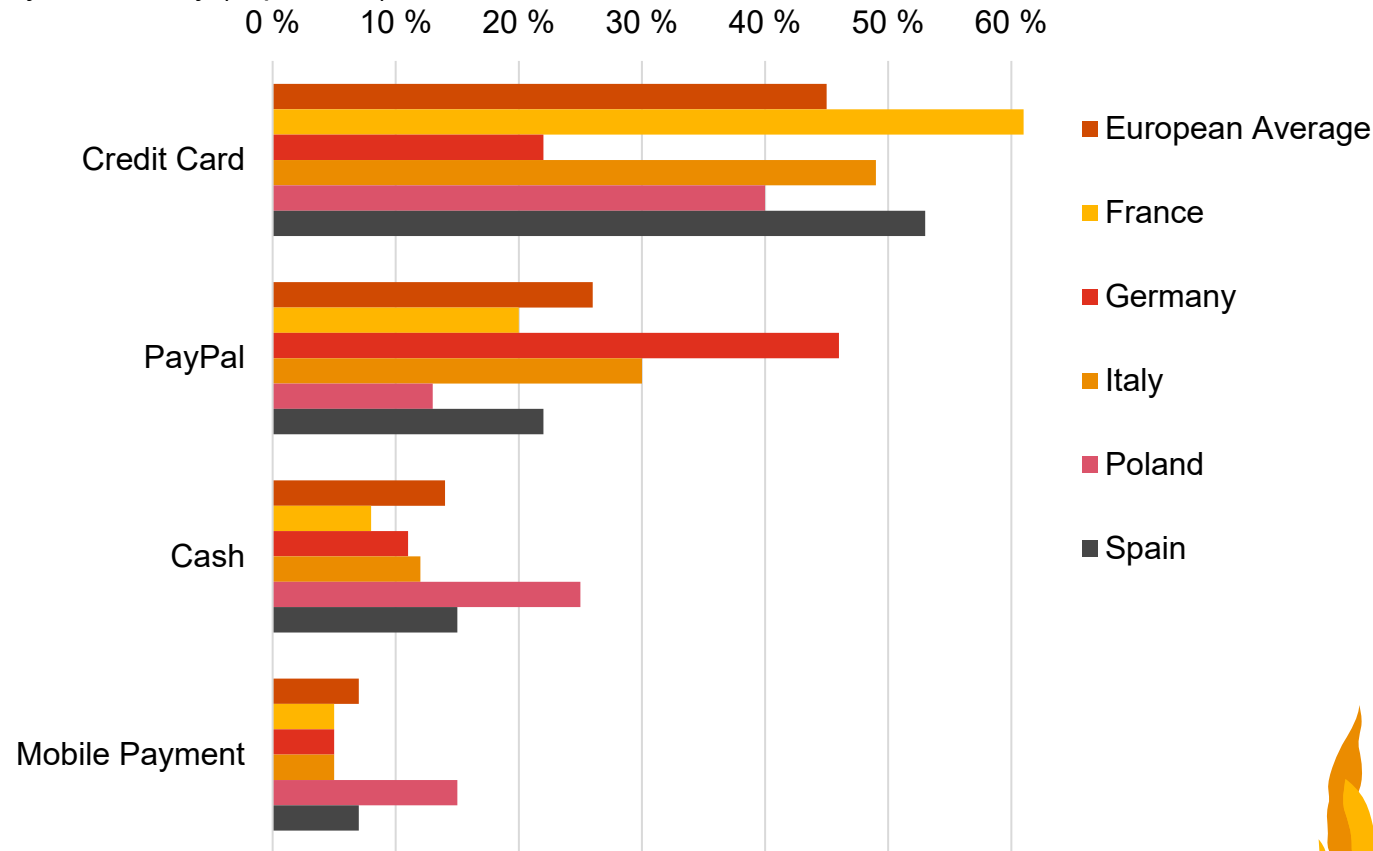
The threshold for promotion to be considered a "good deal" is 39 % discount.

France having the highest (43 %) followed by Poland (40 %), Italy (39 %), Germany (38 %) and Spain (37 %).

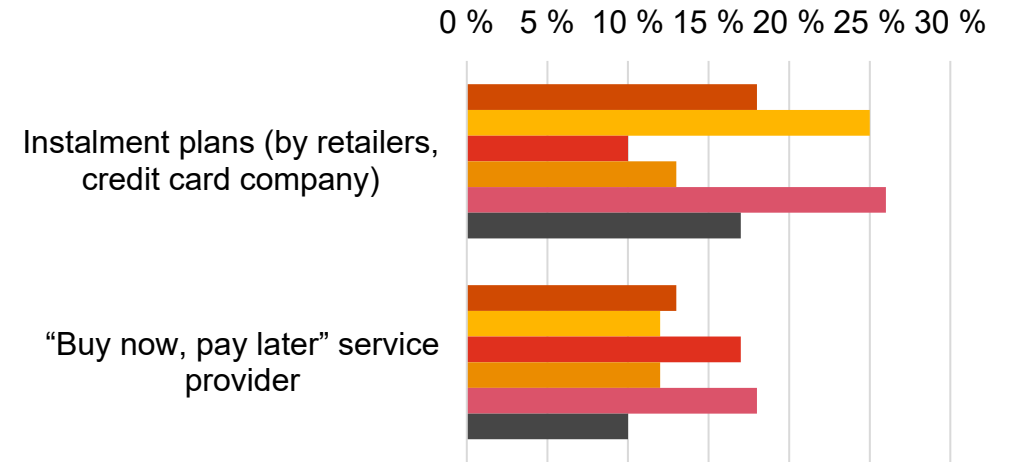


# While most consumers pay for Black Friday purchases with credit cards and PayPal, three in ten rely on payment plans

Preferred **payment method** for more expensive purchases on Black Friday / Cyber Monday (in per cent)



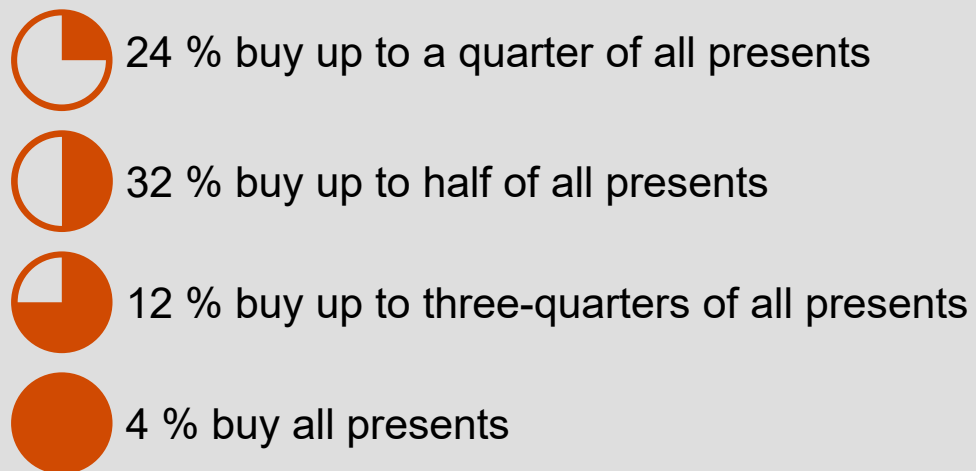
Consumers relying on **payment plans** for more expensive purchases on Black Friday / Cyber Monday (in per cent)



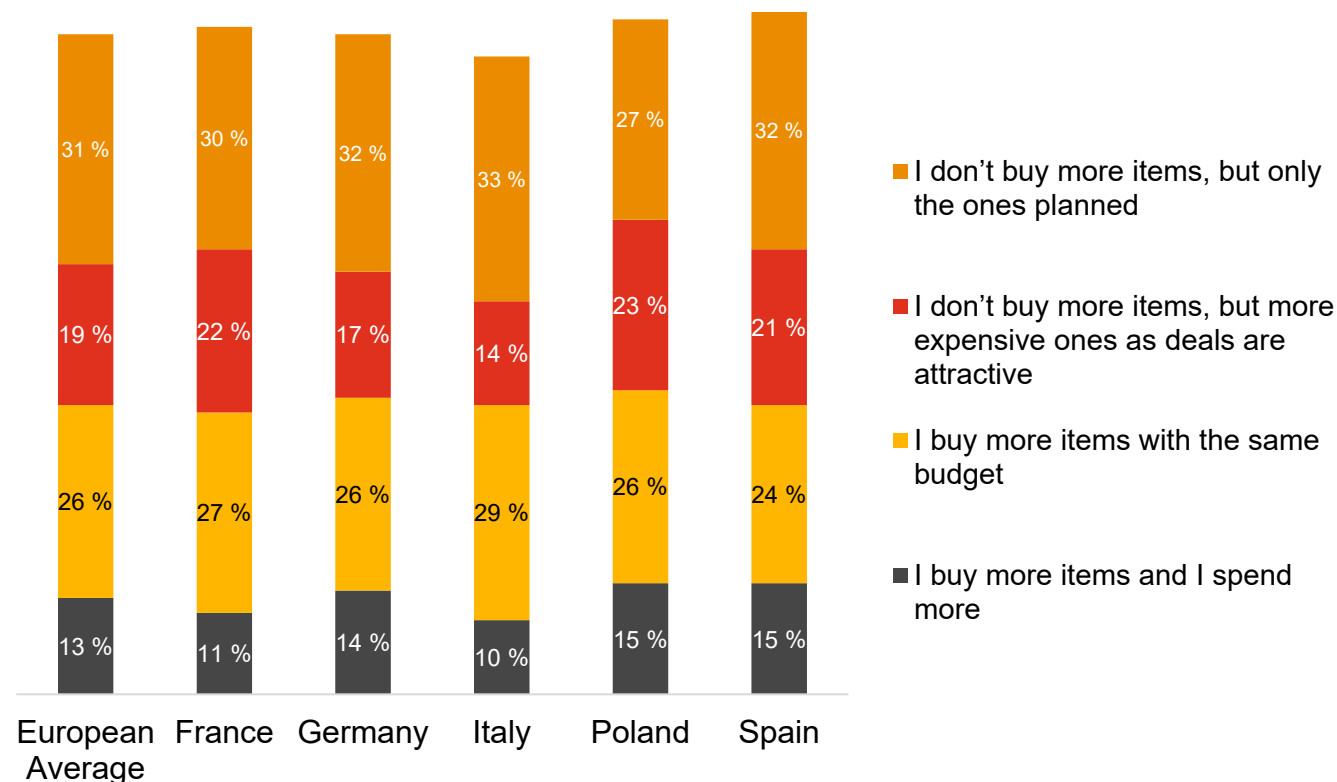
# Black Friday kicks off Christmas sales - consumers don't spend more than planned, but want more for their money

More than one in four (27 %) consumers want to buy more Christmas presents during Black Friday / Cyber Monday this year compared to the previous. The main reason: **cut down cost for Christmas gifts.**

**72 %** of European consumers use Black Friday / Cyber Monday to purchase a significant portion of Christmas presents:

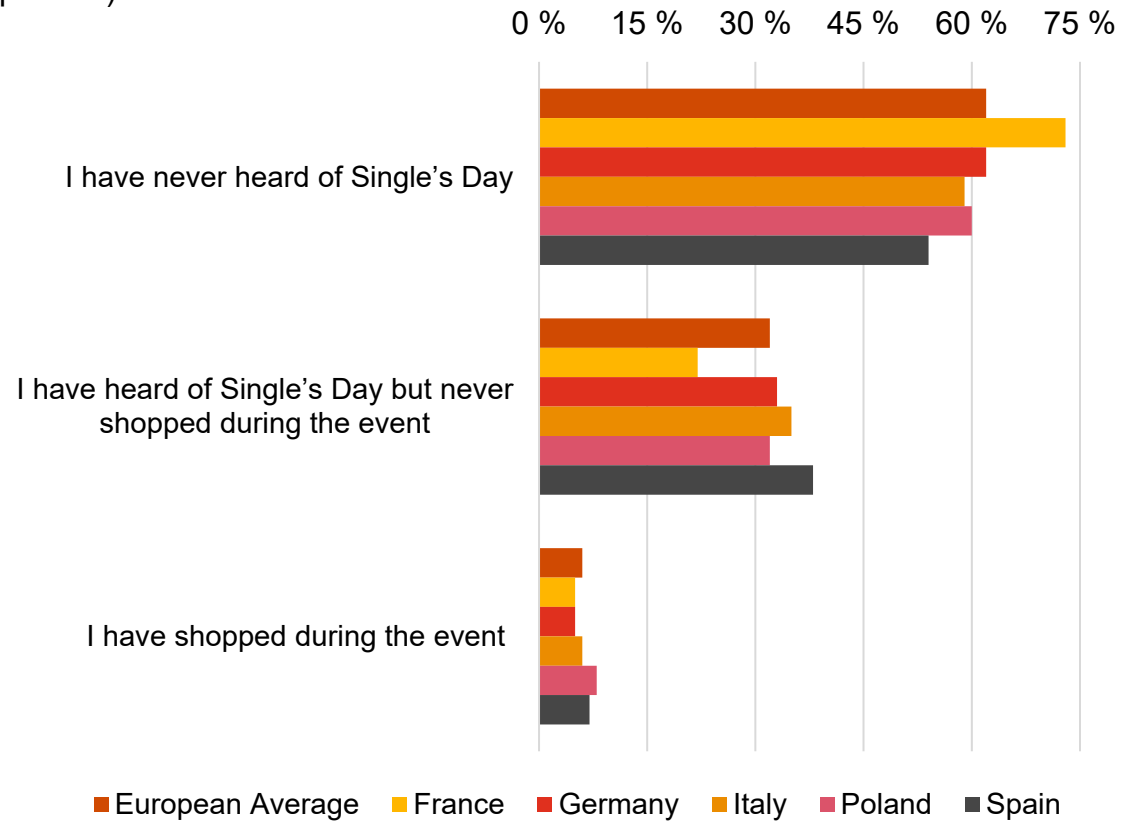


With regard to **buying Christmas gifts on Black Friday / Cyber Monday**, consumers follow different strategies (in per cent)



# Singles Day is largely unknown in Europe, but could become a new shopping event

Consumers indicating if they know of or have shopped during **Singles Day** (in percent)





# Key takeaways for Black Friday 2023 in Europe

1

Black Friday is an **established shopping event** where consumers already purchase a **significant portion of Christmas gifts**.

2

In light of sharp price increases lately, consumers **only buy what they need anyway** and **expect high discounts**.

3

Consumers plan ahead and **look out for advertisements** and deals **weeks in advance** – online and in store.

4

Even though consumers enjoy shopping in-store, the **majority of Black Friday budget is spent online**.

5

Credit cards and PayPal are the preferred payment methods, whereas **instalment plans can ease consumers purchases** in financially difficult times.

# About the survey



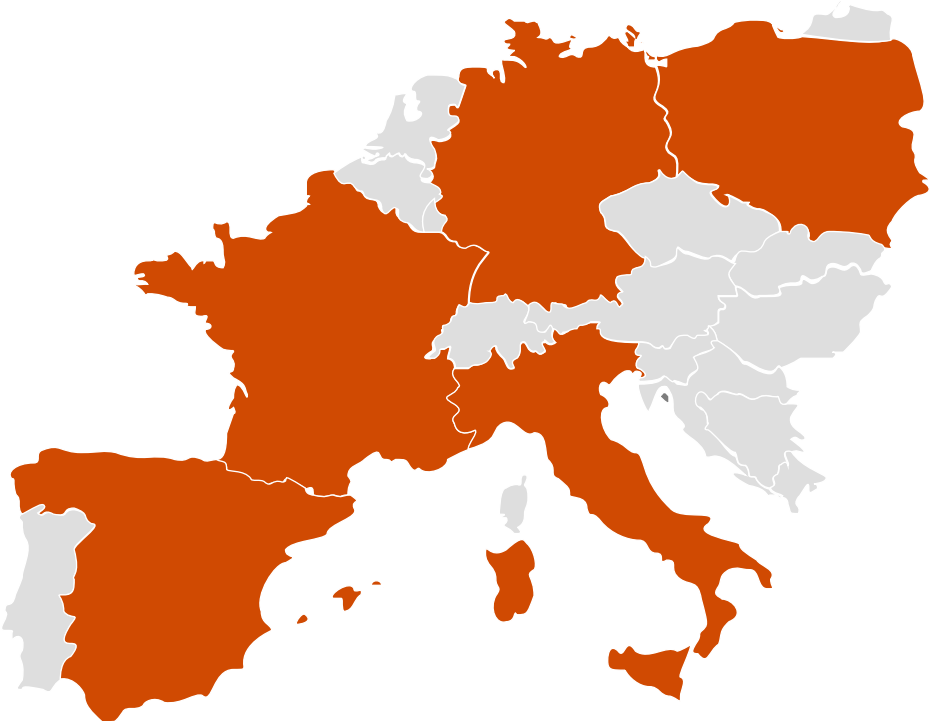
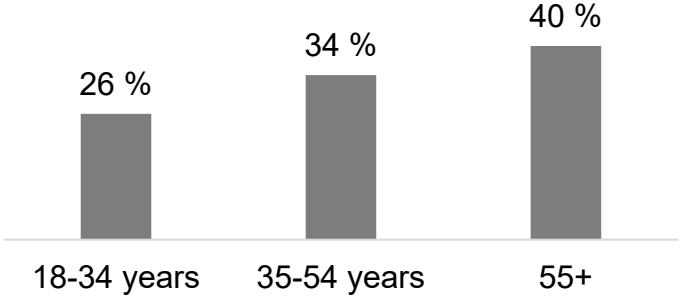
Online survey conducted 10th -17th October 2023



2,000 consumers each from France, Germany, Italy, Poland and Spain participated, representative adults aged 18+ years old.



Participant statistics:



# Your local contacts



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