

# Black Friday in Europe: A country comparison

SALE

Europe's Black Friday fever: 83% of consumers plan purchases – Ireland leads with €329.

The vast majority of consumers surveyed in the European countries intend to take advantage of retailers' Black Friday offers on November 29th.

Only 17% show no interest in making purchases, although their reasons vary: 31% do not need or want anything special, 30% are generally not interested in Black Friday or Cyber Monday and a further, 30% do not have the financial means for additional spending this year.

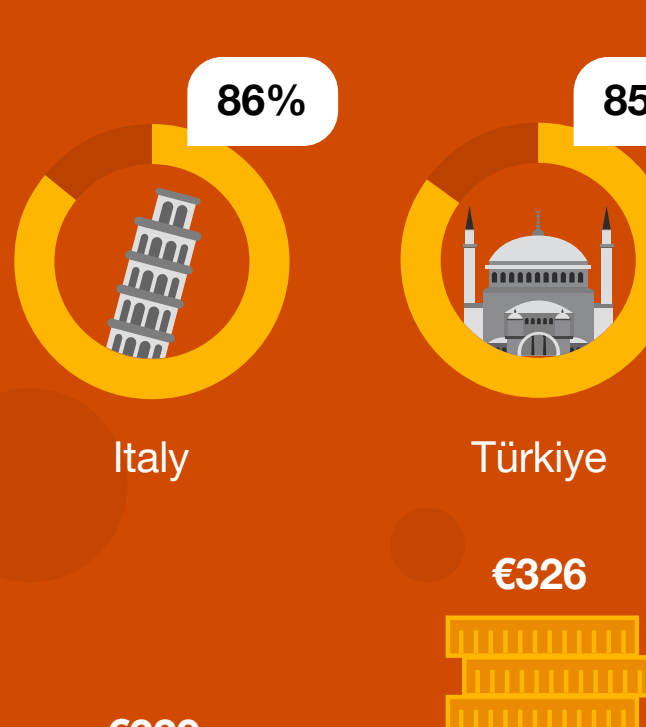
83% of Europeans surveyed plan to shop for themselves, while 70% plan to spend on their family.

Note on methodology: This infographic includes responses from Germany, France, Ireland, Italy, and Türkiye. We surveyed 2,000 consumers in these countries, representative by age and gender, at the end of September 2024. For comparative purposes, we refer to all five countries as "European".

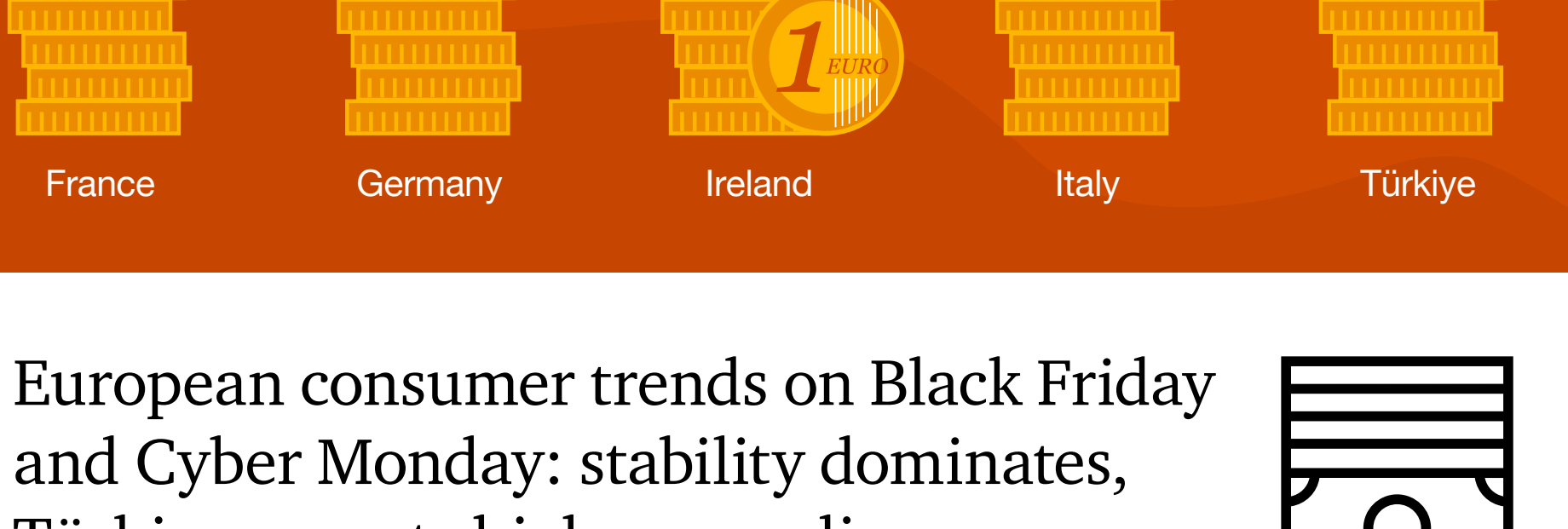


## High purchase interest on Black Friday / Cyber Monday in European Countries

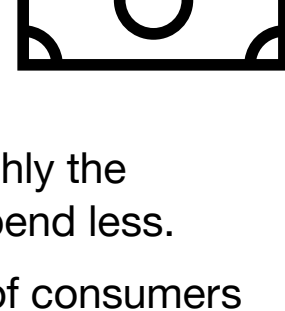
**Ireland is the most willing to spend, Italy the most frugal.** On average, consumers in all European countries surveyed plan to spend €277.



### % of consumers likely to buy something



## European consumer trends on Black Friday and Cyber Monday: stability dominates, Türkiye expects higher spending

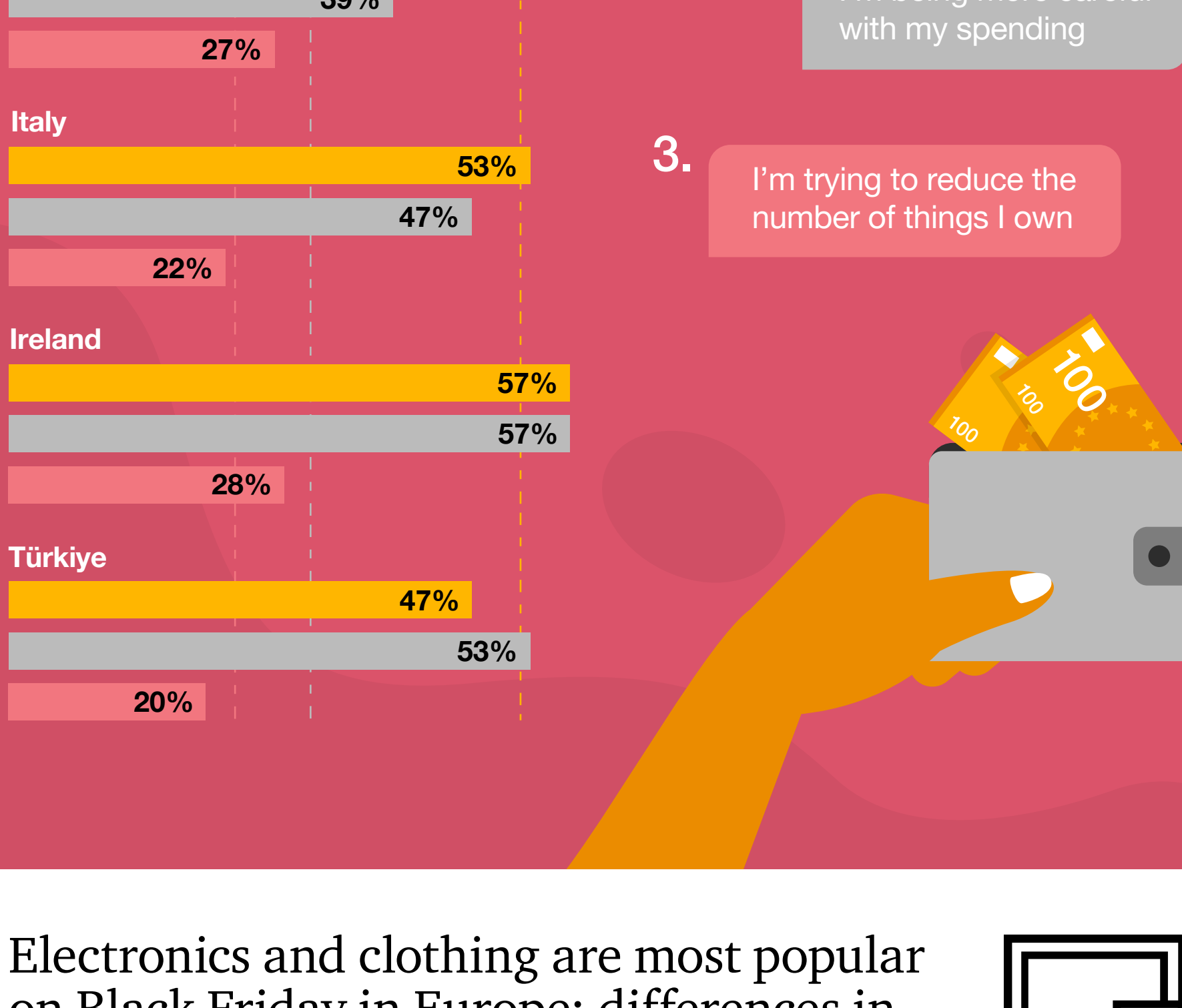


Across Europe, an average of 49% of consumers say they plan to spend roughly the same amount as last year, while 30% plan to spend more and 22% plan to spend less.

In Germany (57%), France (52%), Italy (50%) and Ireland (46%), the majority of consumers intend to keep their spending stable. In Türkiye, on the other hand, 42% of consumers plan to spend more, as they are expecting attractive offers (49%).

In a country comparison, Ireland (57%), Türkiye (53%) and France (48%) are particularly cautious with their own spending, while Germany, at 39%, has the lowest proportion of consumers who are careful with their spending.

## Top 3 reasons for lower spending this year in a European comparison



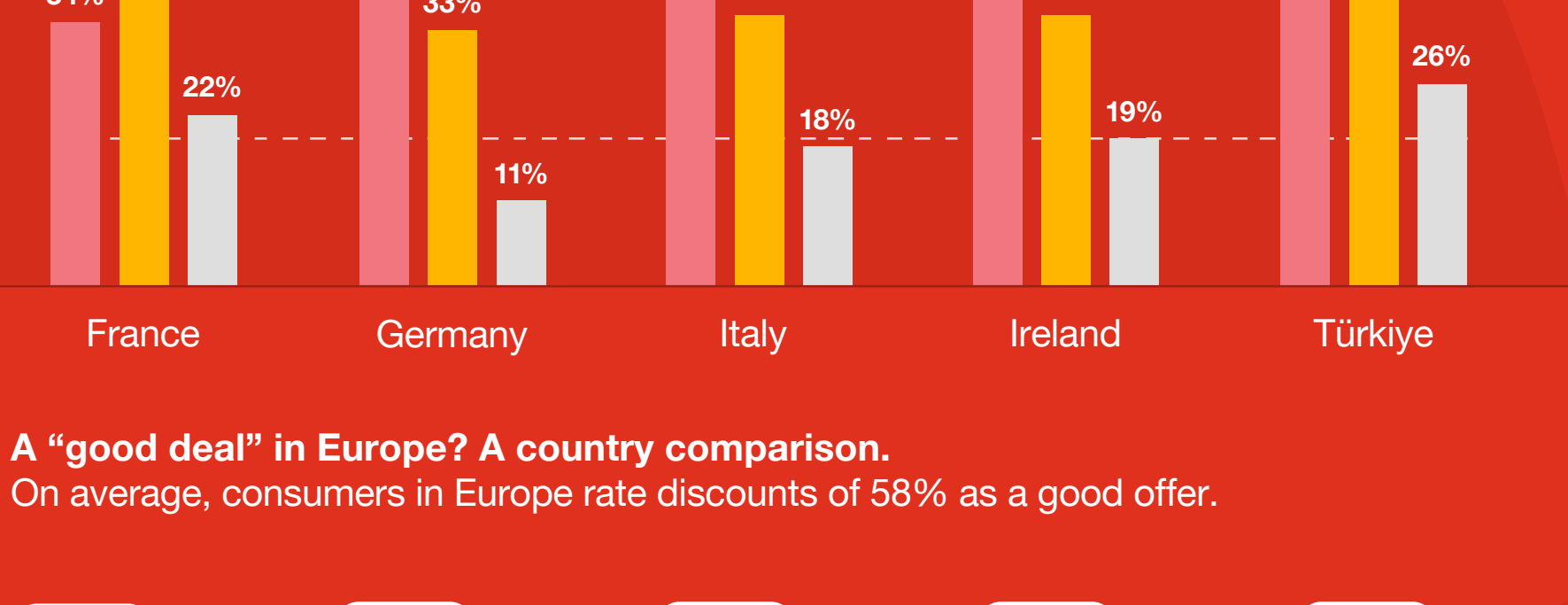
## Electronics and clothing are most popular on Black Friday in Europe: differences in Christmas\* purchases and discount ratings



On average, consumers in European countries spend the most money on electronics and clothing.

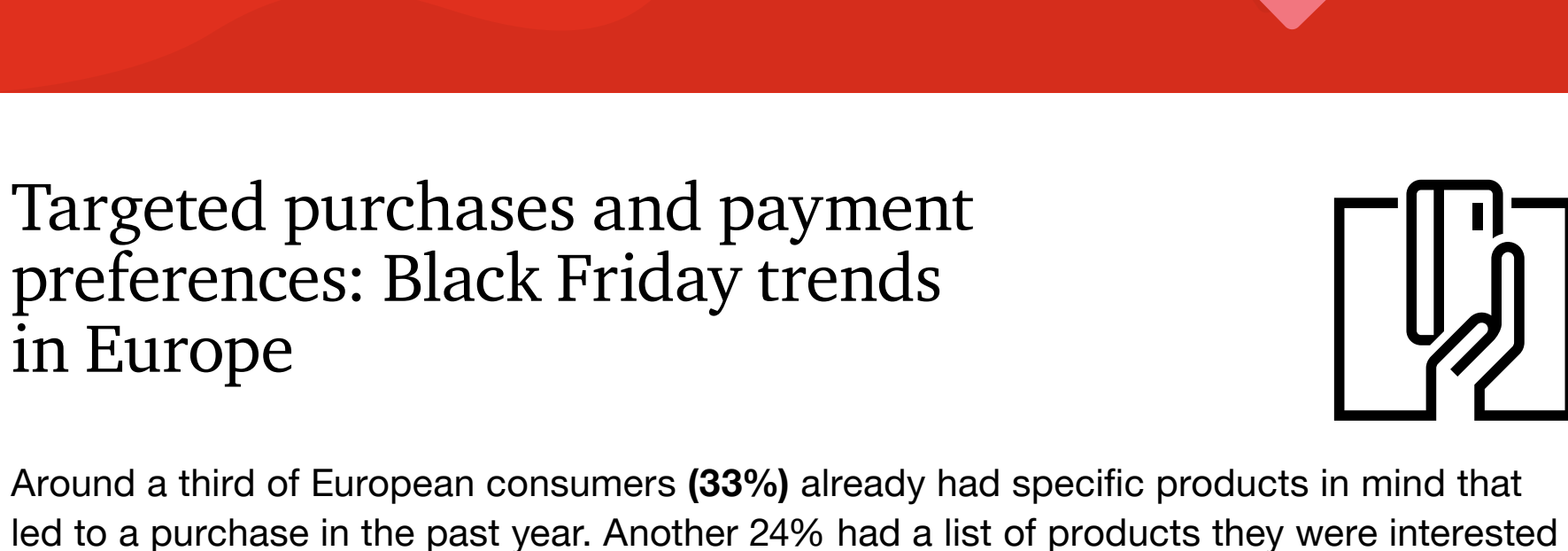
\* As the majority of the population in Türkiye does not celebrate Christmas, Turkish consumers were asked about the New Year's presents they plan to buy.

## Top 3 planned spending on Black Friday / Cyber Monday

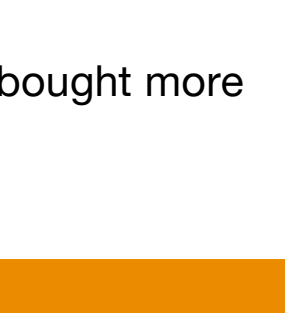


## A "good deal" in Europe? A country comparison.

On average, consumers in Europe rate discounts of 58% as a good offer.



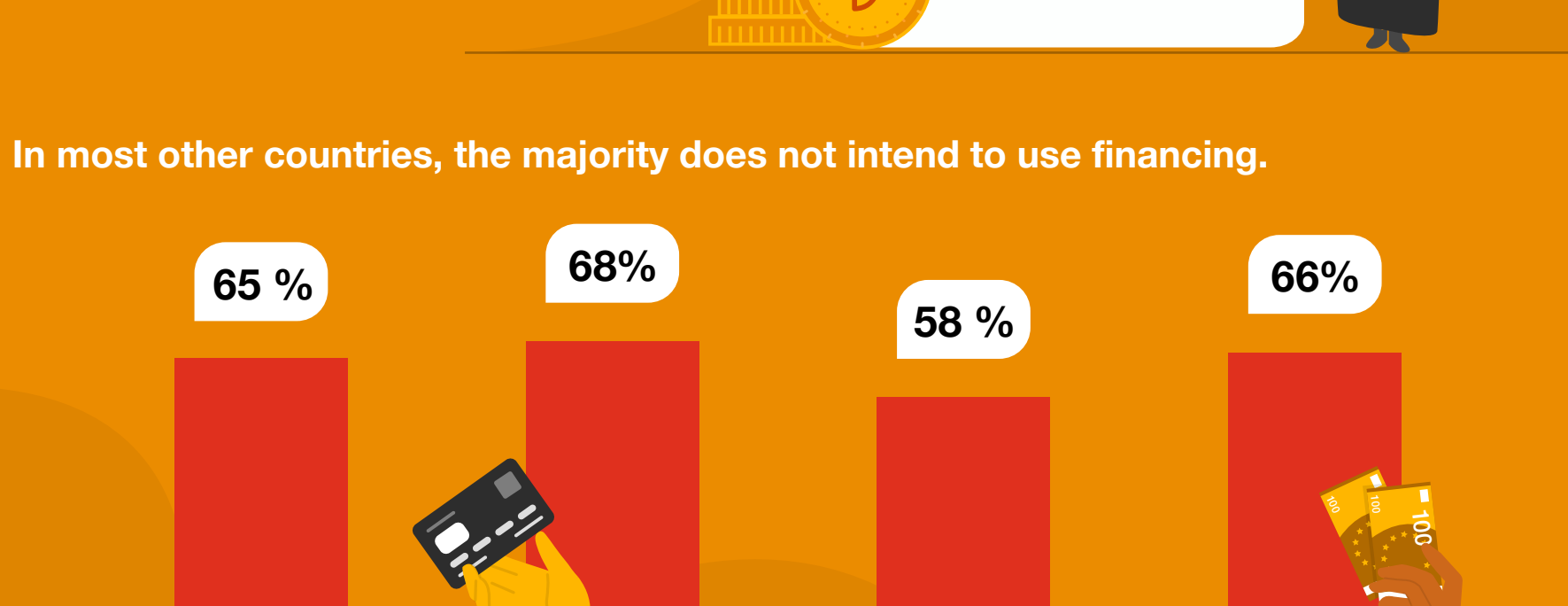
## Targeted purchases and payment preferences: Black Friday trends in Europe



Around a third of European consumers (33%) already had specific products in mind that led to a purchase in the past year. Another 24% had a list of products they were interested in and also browsed through the offers in general. Particularly conscious shoppers can be found in Italy and Türkiye, where 41% and 43% respectively already had specific products in mind before making a purchase.

On a national average, 15% bought at least one item on impulse, 14% even bought more than one item.

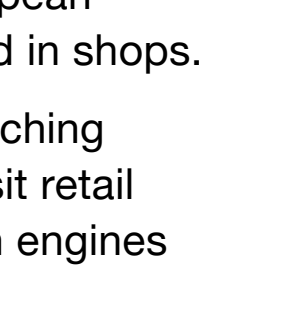
## In a country comparison, Turkish consumers are more open to paying in installments:



## In most other countries, the majority does not intend to use financing.



## Online shopping dominates Black Friday in Europe, but physical shops remain important



The majority of the budget (56%) for online purchases during Black Friday and Cyber Monday is earmarked for home delivery, while just under one in three Euros (33%) is earmarked for in-store purchases. Compared to other countries, Germany is the most likely to buy online with home delivery (68%).

Shops retain their importance in Europe: the vast majority (73%) of the European population surveyed consider it important to be able to shop both online and in shops.

Retailer websites are the first port of call in all European countries for researching purchases on Black Friday / Cyber Monday (country average: 72%); 30% visit retail stores carrying multiple brands, and 26% visit brand websites or use search engines (e.g., Google, Bing).

## Omnichannel relevance in a European comparison

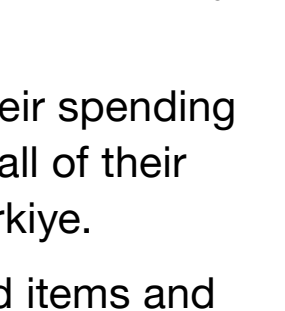
("very important" and "somewhat important" answers)



## Low return rate: Over half of Europeans keep their Black Friday purchases

Returns for Black Friday bargains are low – 55% of European consumers have never had to return an item. In Italy and France, this applies even to two thirds of respondents (Italy: 67%, France: 65%).

## Black Friday and Cyber Monday: How Europe's consumers plan their Christmas\* gift budgets



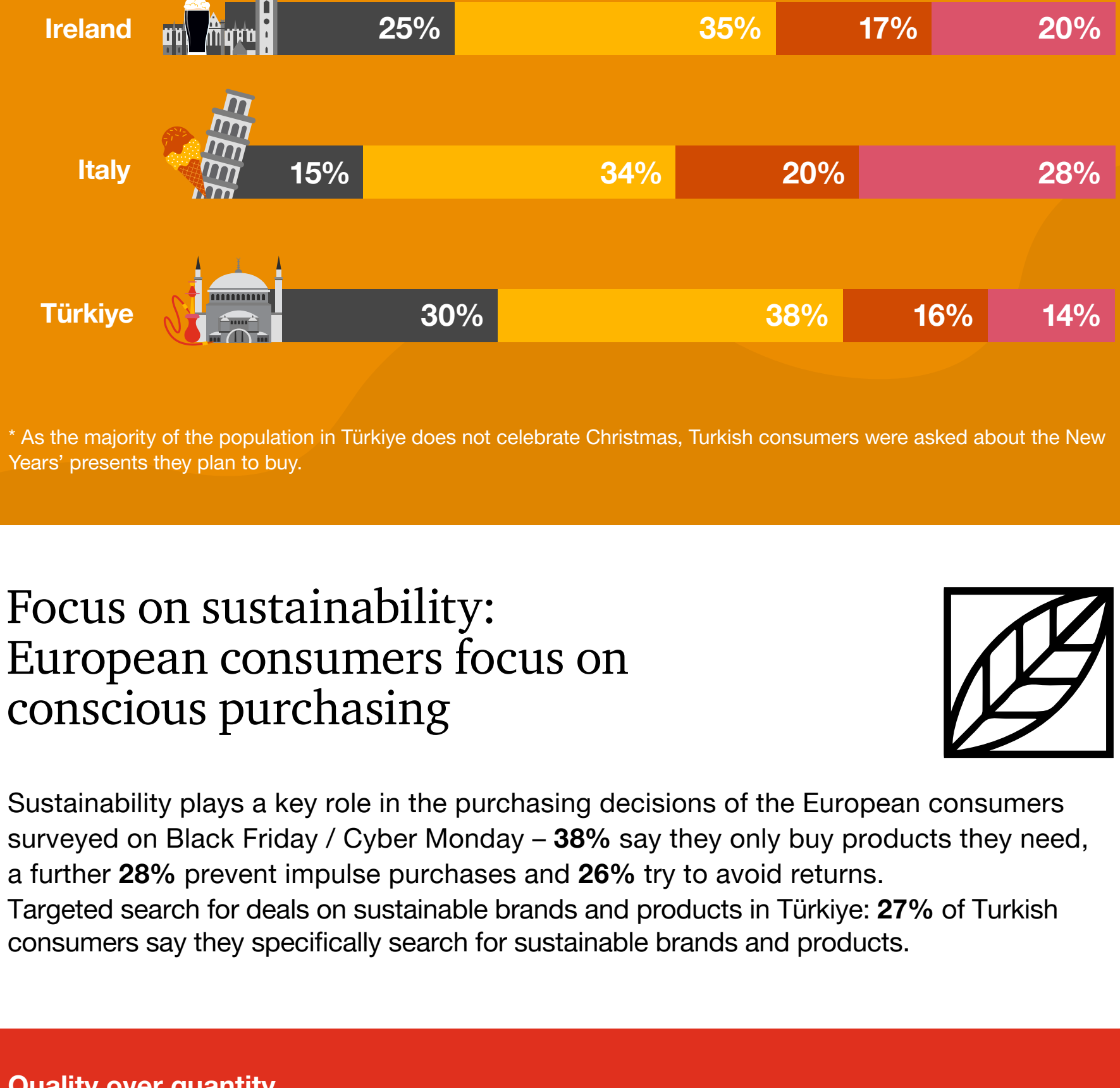
While 26% of respondents in Germany, 20% in Ireland and 19% in Türkiye plan to use Black Friday to buy Christmas stocking fillers and treats, only 2% of respondents in Italy and 8% in France plan to do so.

On average across countries, 32% of consumers plan to use up to half of their spending for Christmas gifts on Black Friday and Cyber Monday. 7% intend to spend all of their money on these holiday purchases, with this proportion reaching 15% in Türkiye.

Here, 35% buy more items with the same budget, 23% only buy the planned items and 21% buy more items and spend more.

The majority of consumers stick to their Christmas gift budget, while in Türkiye 30% are willing to buy more and spend more. Only 14% of Turkish consumers plan their spending strictly.

## Budget loyalty for Christmas\* gifts in a country comparison



\* As the majority of the population in Türkiye does not celebrate Christmas, Turkish consumers were asked about the New Year's presents they plan to buy.

## Focus on sustainability: European consumers focus on conscious purchasing



Sustainability plays a key role in the purchasing decisions of the European consumers surveyed on Black Friday / Cyber Monday – 38% say they only buy products they need, a further 28% prevent impulse purchases and 26% try to avoid returns.

Targeted search for deals on sustainable brands and products in Türkiye: 27% of Turkish consumers say they specifically search for sustainable brands and products.

## Quality over quantity

21% ... of consumers in the European countries surveyed said that they not only pay attention to price but prefer quality over quantity.

