

# Consumer and retailer perceptions of Black Friday 2016

The novelty of Black Friday appears to be wearing off with just 21% of consumers suggesting they will take advantage of promotions this year, down on last year's 25%. What's more, there is a mismatch between consumers' and retailers' perceptions of Black Friday with 40% of retailers expecting higher demand than last year compared with just 14% of consumers who said they intend to spend more this year.

## At a glance

- 21% of consumers said they were looking to take advantage of Black Friday promotions this year, down on last year

*Of those that said they were likely to take advantage of Black Friday promotions*

- 74% of consumers said they expect to spend less during Black Friday than last year
- 40% of retailers surveyed expected Black Friday demand to be higher than last year
- Only 20% of consumers expect more of their Black Friday shopping to be done online
- 20% of those that said they would purchase suggested that electricals were the most likely product

Consumer survey conducted 12<sup>th</sup> October 2016. Sample size = 2,000.

Did you buy any retail goods that had Black Friday discounts last year?

25%

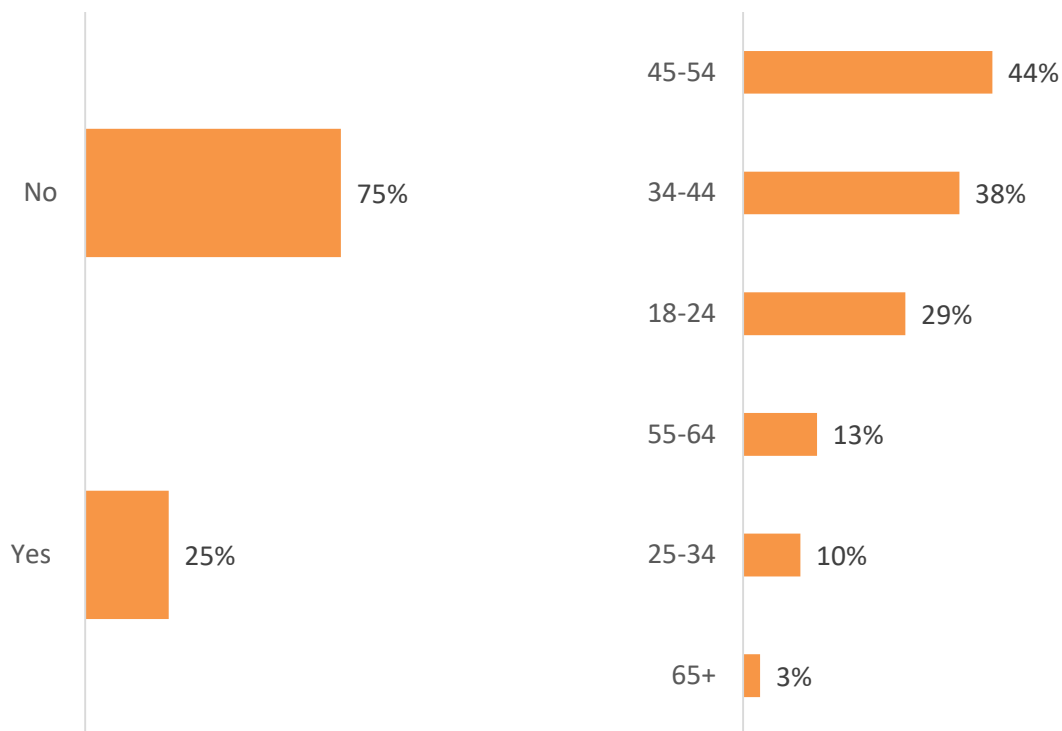
Of consumers said that they bought discounted retail goods during Black Friday last year

45-54 years

This age group were the most engaged with Black Friday sales with 44% saying they took part in sales and promotions last year

*“One in four consumers suggested that they purchased a retail product during Black Friday last year”*

Consumers who answered “yes” by age



\* Figures may not sum to 100 due to rounding  
Source: Retail Economics  
Sample size: 2,000

Do you intend to buy any retail goods that have Black Friday discounts this year?

21%

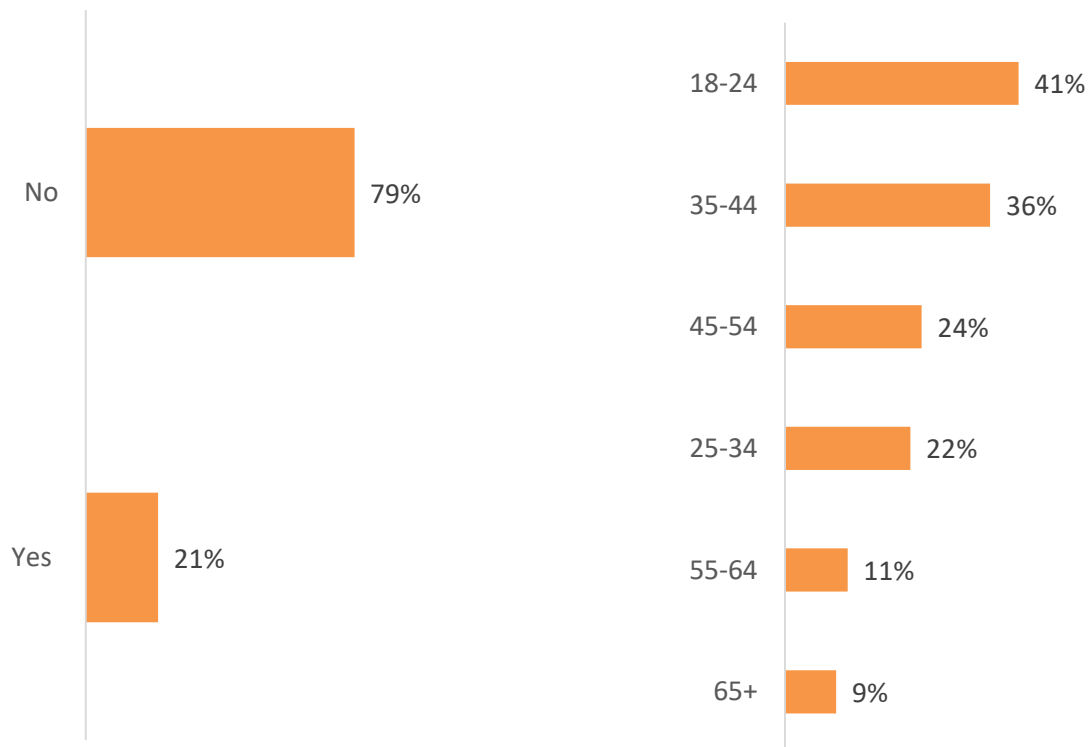
Of consumers said that they would take advantage of Black Friday discounts this year

18-24 years

This age group were the most likely to engage with Black Friday this year

*“One in five consumers expect to do take advantage of Black Friday discounts this year”*

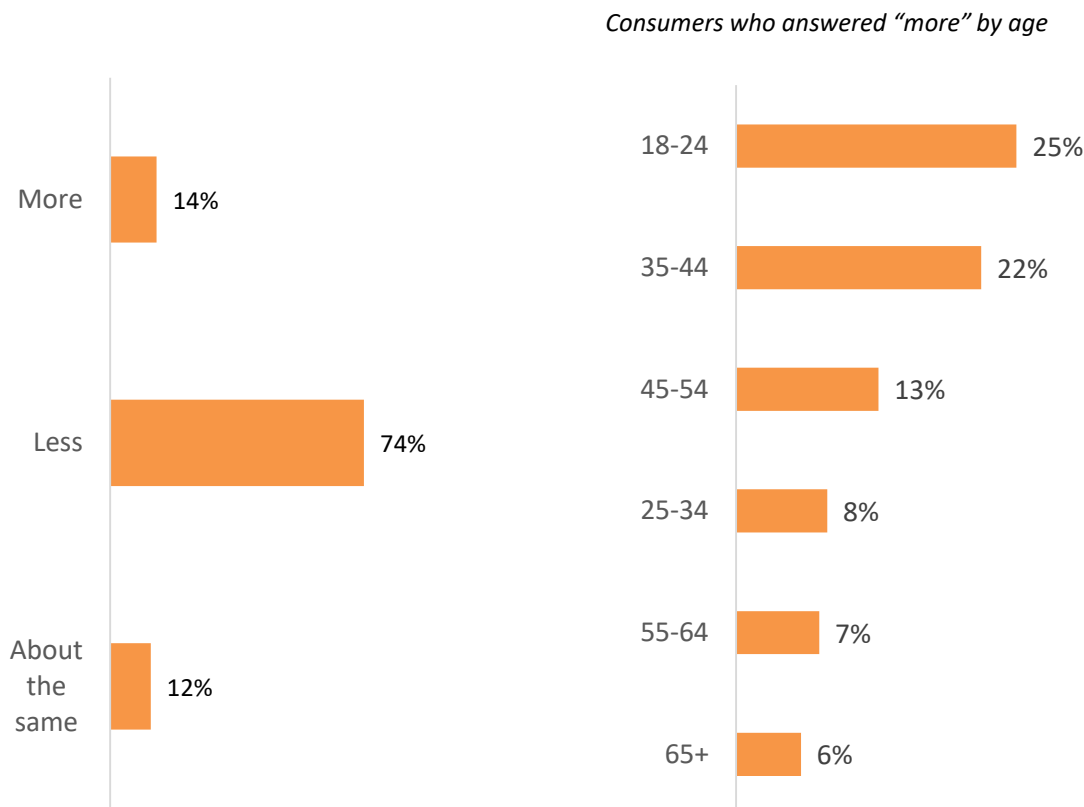
Consumers who answered “yes” by age



\* Figures may not sum to 100 due to rounding  
Source: Retail Economics  
Sample size: 2,000

Do you expect to spend more during Black Friday than last year?

*Of those that said they would spend during Black Friday*



74%

Of consumers expect to spend less on discounted retail goods during Black Friday than last year

*"Of those that expect to take advantage of Black Friday promotions, one in four 18-24 year olds suggested that they would spend more than last year"*

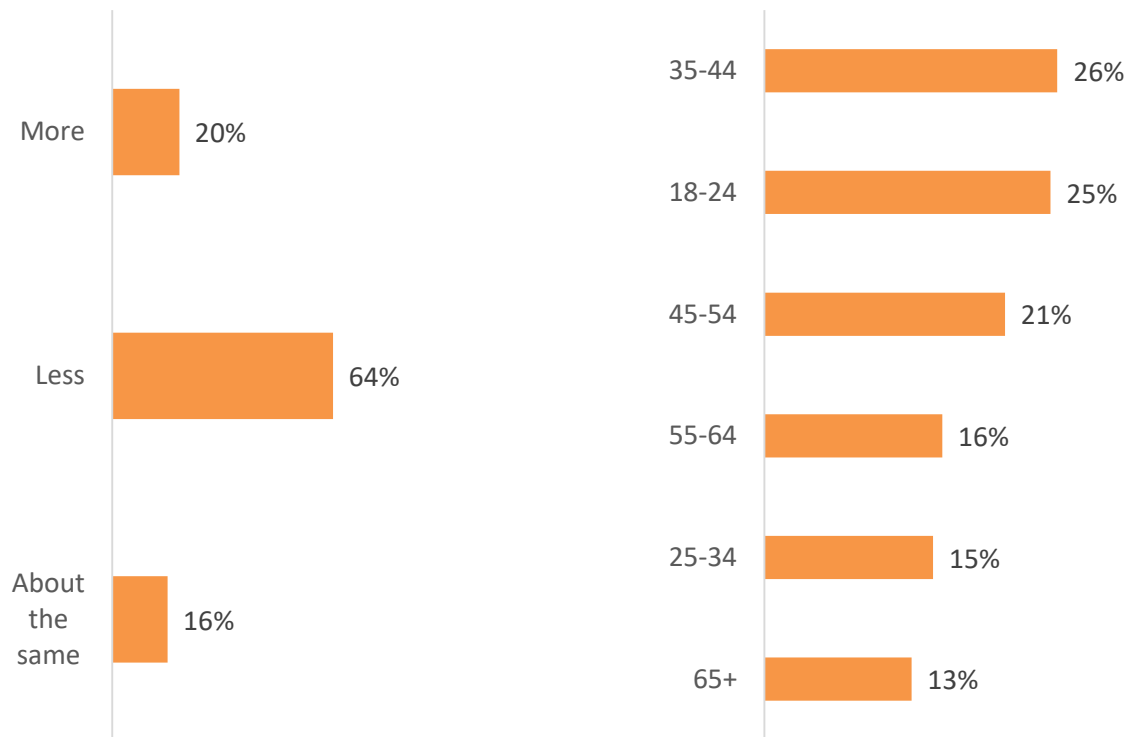
Do you expect more of your Black Friday shopping to be done online this year?

*Of those that said they would spend during Black Friday*

20%

Of consumers expect more of their Black Friday shopping to be done online this year

*Consumers who answered "more" by age*



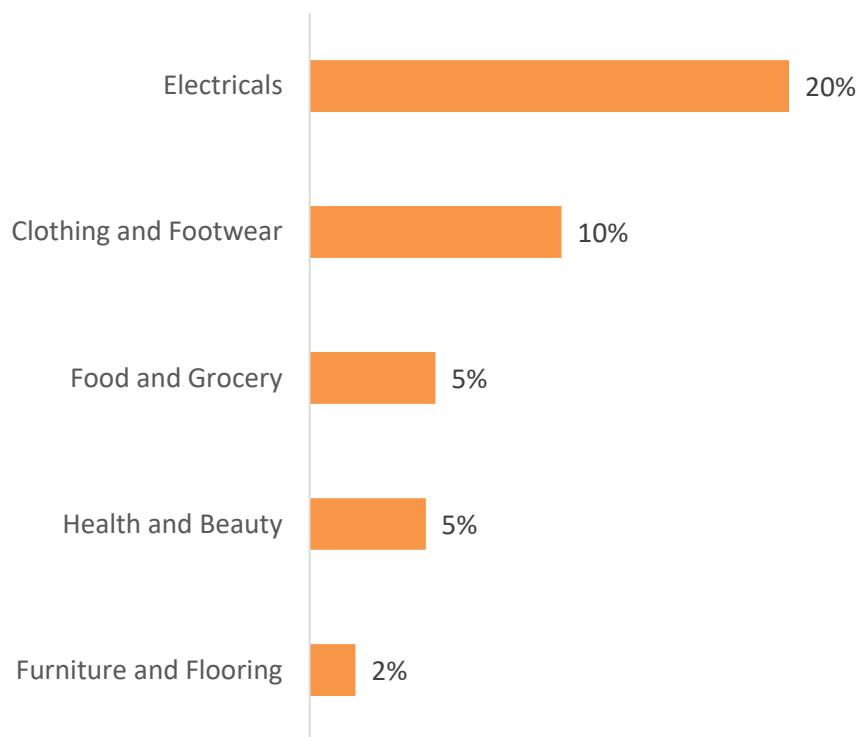
*"Only one in five consumers that suggested they would spend during Black Friday said they are more likely to do more of their Black Friday shopping online"*

\* Figures may not sum to 100 due to rounding  
Source: Retail Economics  
Sample size: 2,000

What types of products are you likely to purchase during Black Friday?

*Of those that said they would spend during Black Friday*

*Top five product categories*



20%

Of consumers looking to shop during Black Friday suggested that electricals were the most likely products they would buy

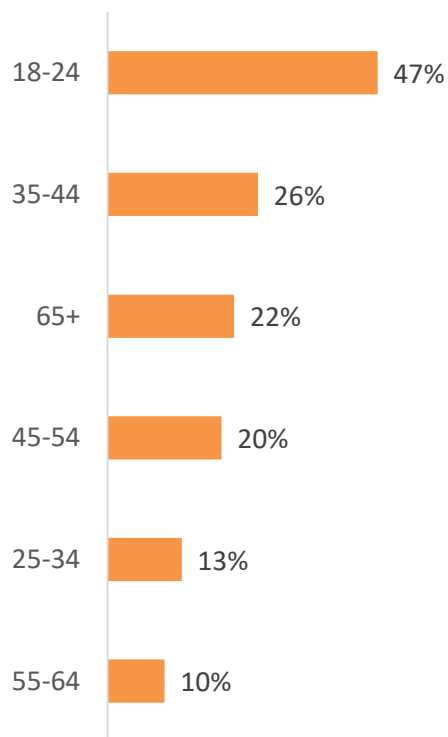
*“Almost one third of consumers looking to take advantage of Black Friday promotions suggested that they would buy electricals or clothing and footwear”*

\* Figures may not sum to 100 due to rounding  
Source: Retail Economics  
Sample size: 2,000

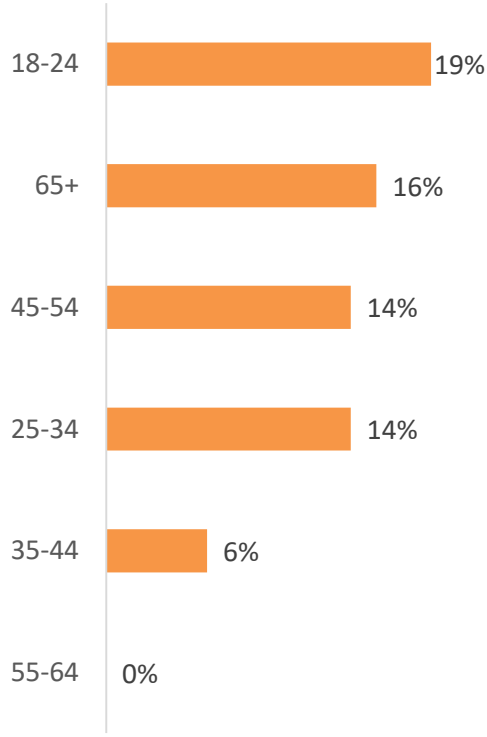
What types of products are you likely to purchase during Black Friday?

*Of those that said they would spend during Black Friday*

*Electricals – by age*



*Clothing and Footwear – by age*



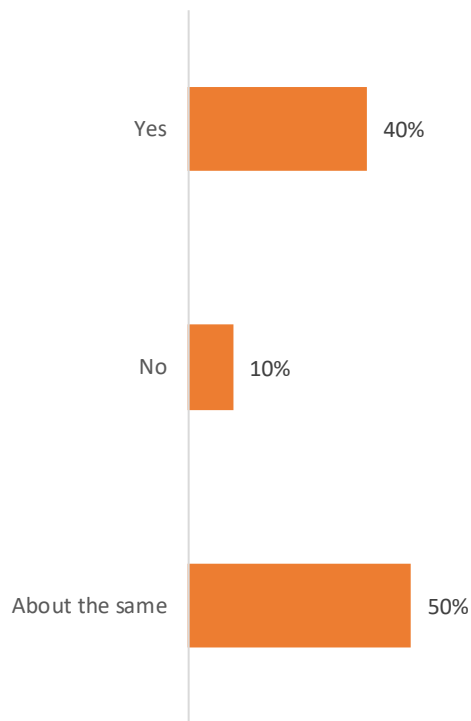
47%

Of 18-24 year olds singled out electricals as the category they are most likely to spend their money on

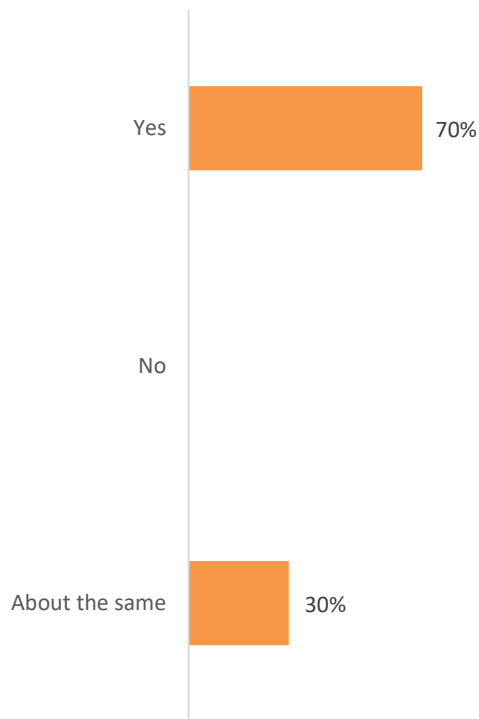
*“47% of 18-24 year olds looking to make purchases during Black Friday suggested they would be likely to purchase electrical items”*

\* Figures may not sum to 100 due to rounding  
Source: Retail Economics  
Sample size: 2,000

Do you expect consumer demand for your business during Black Friday to be stronger than last year?



Do you expect a higher proportion of spending related to Black Friday to occur online compared with last year?



40%

Of retailers surveyed think that Black Friday demand will be stronger than last year

*“There is a vast mismatch between expectations of consumer demand from retailers and what consumers suggest they are going to spend during Black Friday”*



## Methodology

A consumer survey was distributed on 12<sup>th</sup> October and include answers from a sample of over 2,000 individuals.

Retail survey results were collected week commencing 17<sup>th</sup> October and include results from 20 companies accounting for 45% of the retail industry by turnover.

Retail Economics is an independent economics research consultancy focusing exclusively on the UK retail and consumer industry. Our subscription service empowers you with a deeper understanding of the key economic drivers supporting the UK retail industry, providing a competitive edge needed to make critical business and investment decisions.

Retail Economics  
4<sup>th</sup> Floor  
86-90 Paul Street  
London  
EC2A 4NE  
+44 (0) 20 3633 3698  
[amy.yates@retaileconomics.co.uk](mailto:amy.yates@retaileconomics.co.uk)  
[www.retaileconomics.co.uk](http://www.retaileconomics.co.uk)

Disclaimer: The articles and opinions contained in this publication do not necessarily reflect the views of Retail Economics. Whilst Retail Economics endeavours to ensure that the information in this publication is accurate and that the articles contain nothing prejudicial to the position or reputation of any party, Retail Economics shall not be liable for any damages (including without limitation, damages for loss of business or loss of profits) arising in contract, tort or otherwise from this publication or any information contained in it, or from any action or decision as a result of reading this report.

(C) Retail Economics (2016). The contents of this report and those of all ancillary documents and preparatory materials are the sole property of Retail Economics and are not to be copied, modified, published, distributed or commercially exploited other than with the express permission of Retail Economics. All rights reserved.