

CCPC BLACK FRIDAY SALES 2024

October 2024

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Black Friday | Oct 2024 |
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Key Findings

1

Intention to shop in this Black Friday Sales reverts to the level measured in 2022 with 36% expecting to make a purchase in the upcoming sales period.

2

Anticipated expenditure is higher than in 2023, with shoppers planning on spending €431 on average.

3

While most shoppers intend to use their debit card to make their purchases during the sales, cash remains an important payment method – most notably for 15-24 year olds.

4

Around 2 in 3 respondents say they are aware of the rules businesses must follow when displaying the sale price and past price of products. A significant increase of 34 points since 2023.

INTRODUCTION

Research Methodology and Objectives

To measure consumer behaviours, beliefs and knowledge relating to this year's Black Friday and Cyber Monday sales, including:

- Likelihood to make a purchase during the sales
- Whether consumers expect to shop online or in-store
- Payment method they plan on using
- Amount expecting to be spent and items planning on purchasing
- Returning policy and likelihood of returning items of clothing, footwear or jewellery
- Likelihood of buying Christmas presents during the sales
- Factors influencing purchase decision
- Research done into pre-sales prices
- Comparison with results from previous years

Questionnaire was designed by Ipsos B&A in consultation with the Competition and Consumer Protection Commission and repeated many of the questions asked in a similar questionnaire asked in 2022 and 2023.



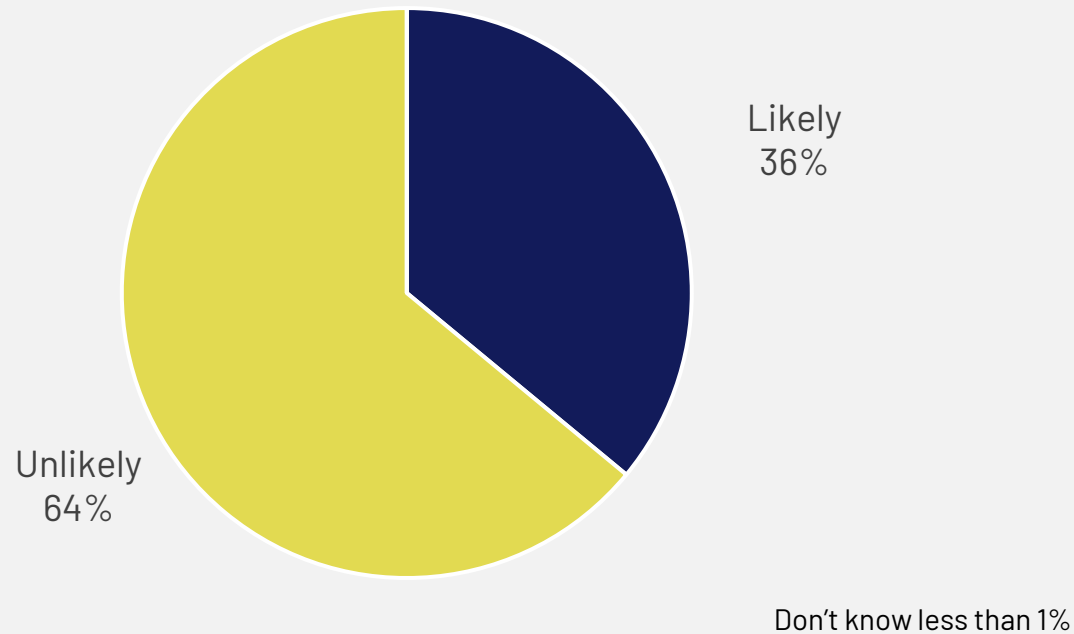
- 1,032 interviews with a representative sample of the population aged 15+.
- Fieldwork conducted between 1st and 15th October 2024.
- Survey conducted through computer-assisted telephone (CATI) interviews.
- Data is then weighted in line with the most up-to-date population estimates for gender, age, social class and region.

BLACK FRIDAY / CYBER MONDAY SALES

Shopping Intentions

Over one in three say they are likely to make a purchase during the upcoming Black Friday or Cyber Monday sales – a decrease of 9 points since 2023.

Likelihood of making a purchase during Black Friday/Cyber Monday sales

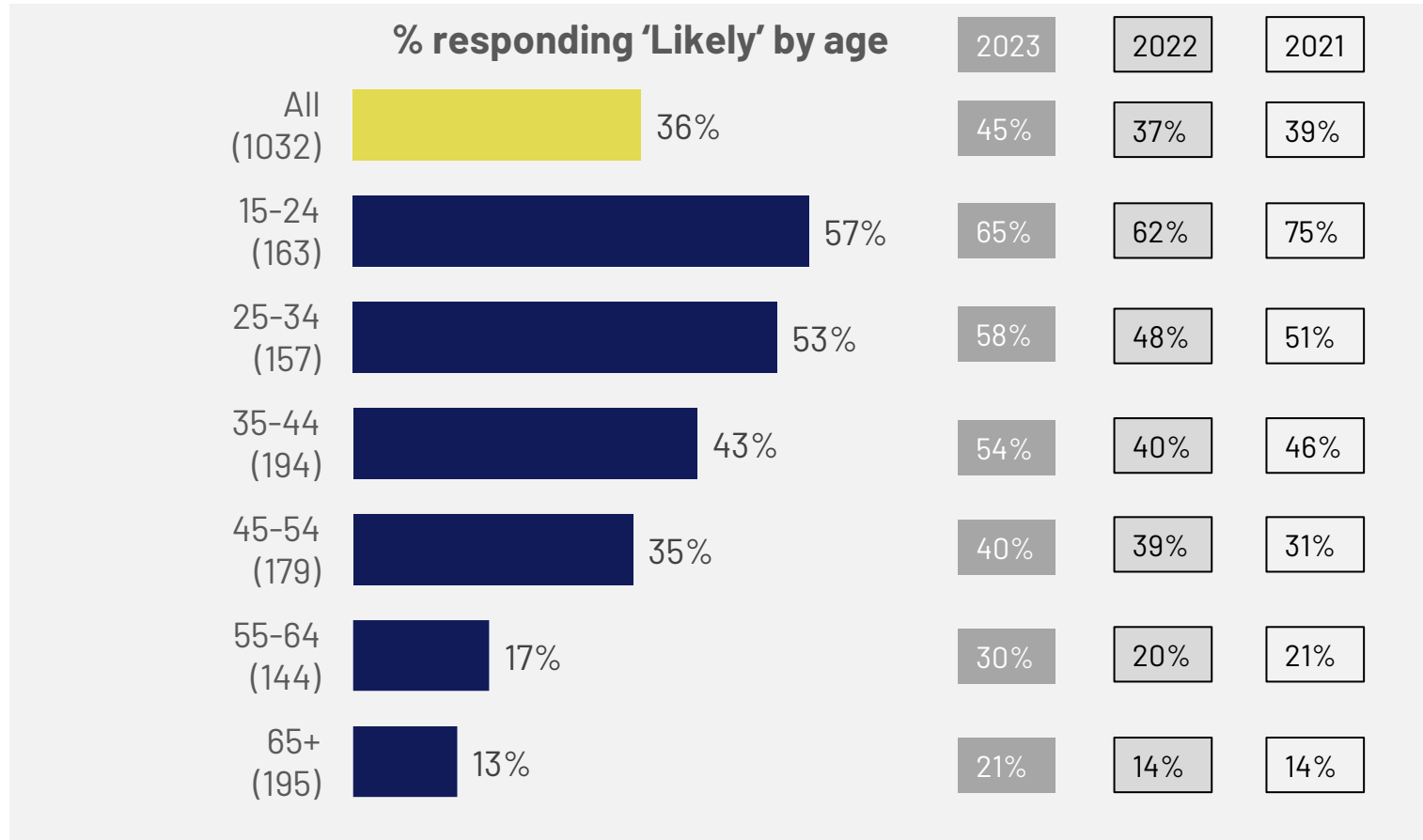


	2024	2023	2022	2021
Likely	36%	45%	37%	39%
Unlikely	64%	54%	62%	58%
Don't know	*	2%	1%	2%

Q.1 Would you say that you are likely or unlikely to make any purchases during the upcoming Black Friday or Cyber Monday sales?
Base: All respondents: 1032

Shopping Intentions By Age And Gender

15-34 age groups remain the most likely to say they plan on purchasing something during this Black Friday or Cyber Monday sales.



% responding 'Likely' by gender

	2024	2023	2022	2021
Females	43%	48%	39%	44%
Males	29%	41%	34%	35%

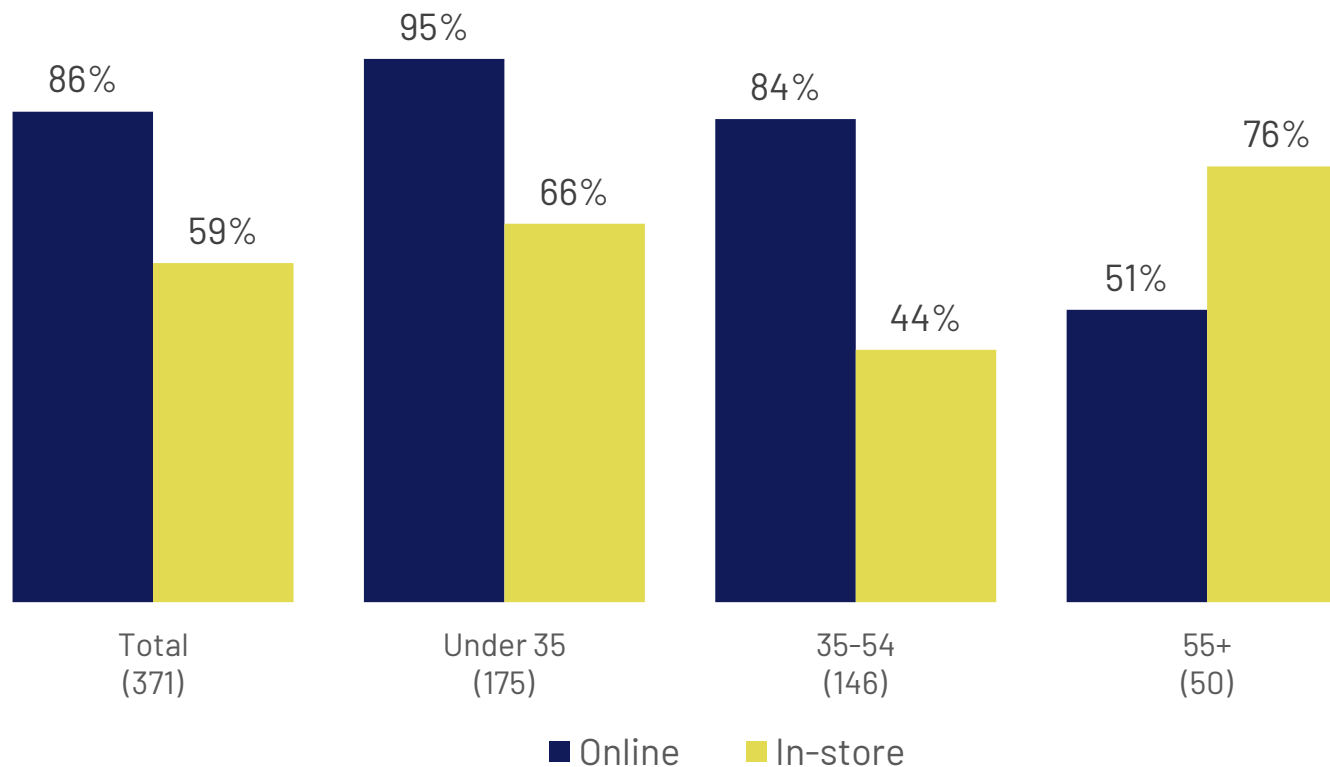
- Likelihood to purchase has declined across all age groups, but younger cohorts remain the most likely to make a purchase during the sales.
- Women much more likely to be intending to make a purchase (43%), with the gender gap wider now than in previous years (at 14 points).
- Those living in the Rest of Leinster (41%) and Dublin (40%) are most likely to be considering a purchase.

Q.1 Would you say that you are likely or unlikely to make any purchases during the upcoming Black Friday or Cyber Monday sales?
Base: All respondents: 1032

Shopping Locations - I

Strong preference for online shopping, particularly for those aged under 55.

Expected channel for shopping
(Intending purchasers: 371)



New question 2024*

Q.10 And how do you expect to shop during the upcoming Black Friday or Cyber Monday sales?
Base: All likely to make a purchase during upcoming Black Friday/Cyber Monday sales: 371

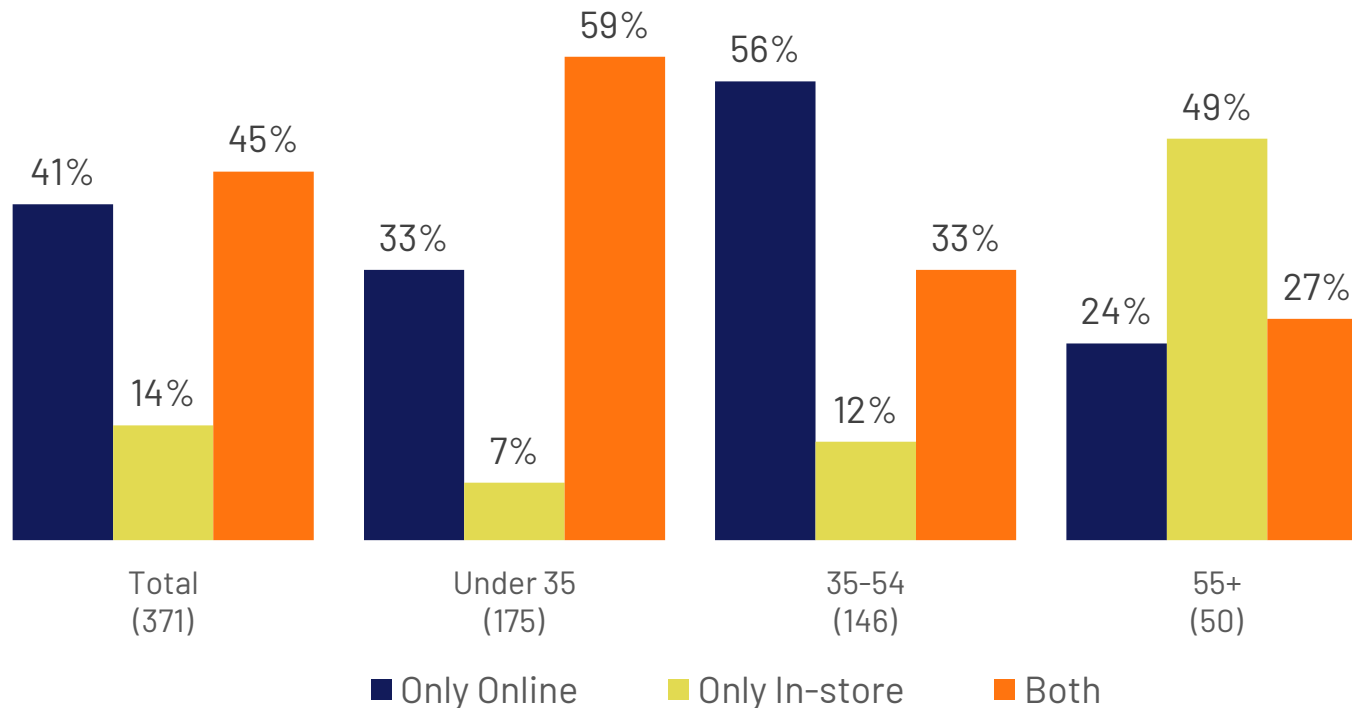
	Dublin	ROL	Munster/ Conn/Ulster
Online	87%	83%	86%
In-store	62%	61%	54%

- Greater preference for online shopping among younger shoppers, with in-store the most popular way of shopping for those aged 55 and above.
- Men are more likely to say they will shop in store (64%) compared to women (56%).
- Among respondents expecting to buy electronics or Clothing/footwear/jewellery 93% and 90% respectively expect to buy them online.

Shopping Locations - II

Likely Black Friday/Cyber Monday shoppers mostly intend to shop only online or both online and in-store.

Expected channel for shopping
(Intending purchasers: 371)



New question 2024*

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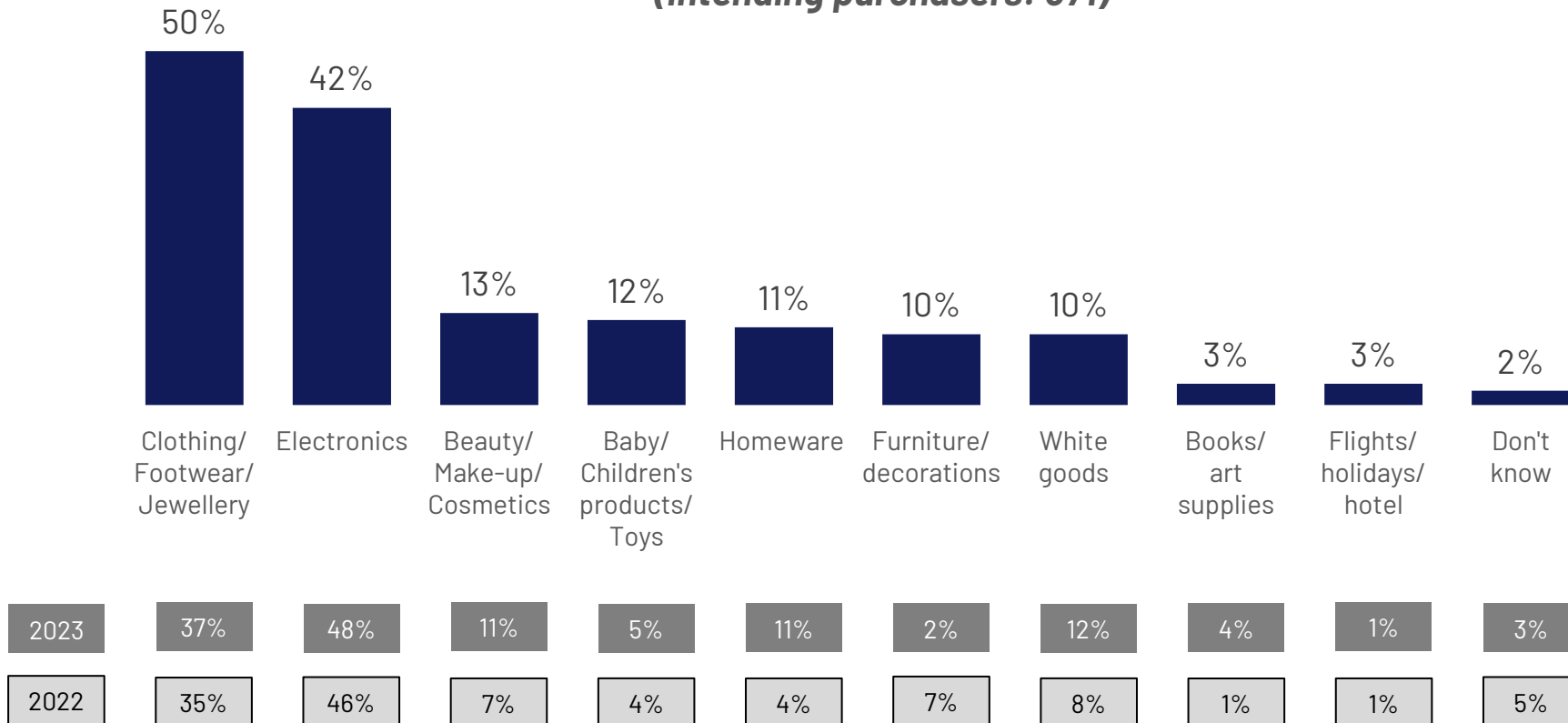
	Males	Females
	(145)	(226)
Only Online	36%	44%
Only In-store	17%	13%
Both	47%	43%

- While most under 35s say they will shop both online and in store (59%), most 35-54 year olds say they intend to shop only online (56%). On the other hand, almost half of 55+ say they intend to shop only in-store (49%).
- Women (44%) are more likely than men (36%) to say they will only shop online.

Categories Of Items Expecting to Buy

Shopping categories broadly aligned with last year with electronics and clothing/footwear/jewellery featuring prominently.

Items expecting to purchase in the sales
(Intending purchasers: 371)



- While in the two previous years Electronics was the top spending category, this year it is clothing/footwear/jewellery with 1 in 2 respondents intending to buy one of these items during the sales.
- 15-24 year olds (71%) and women (57%) are the most likely to say they intend to buy items of clothing/footwear or jewellery.
- Clothing, footwear or jewellery among women is up by 15 points from 2023 (men: 40% up 9 points).
- Similarly to in previous years men are most likely to buy electronics (52%) compared to women (38%).

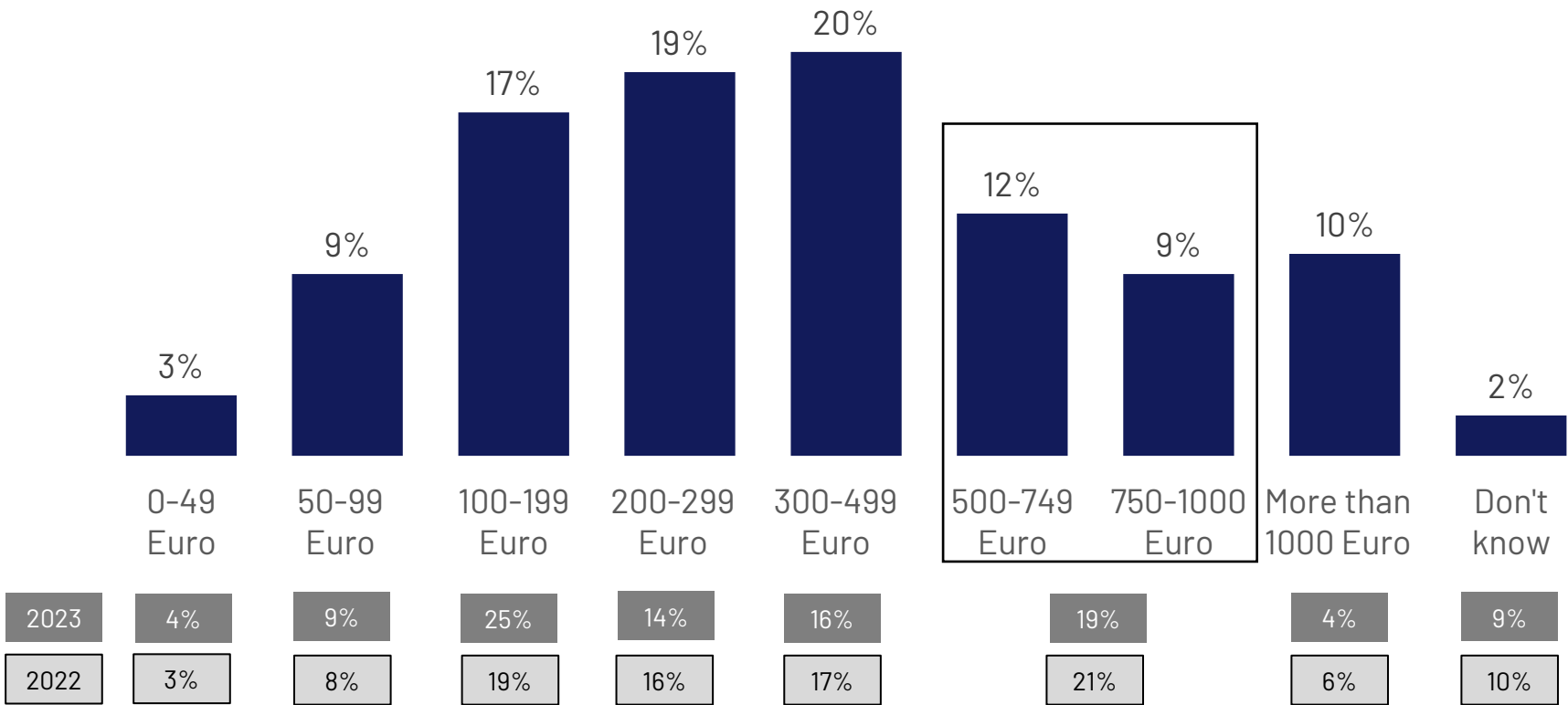
Q.3 What are you most likely to buy?
Base: All likely to make a purchase during upcoming Black Friday/Cyber Monday sales: 371

Other categories of products 2% or less
May sum to greater than 100% due to multiple purchases

Expected Spend Among Likely Shoppers

Almost one in three expect to spend at least €500 in this year's sales.

Expected Spending In Black Friday/Cyber Monday Sales
(Intending purchasers: 371)

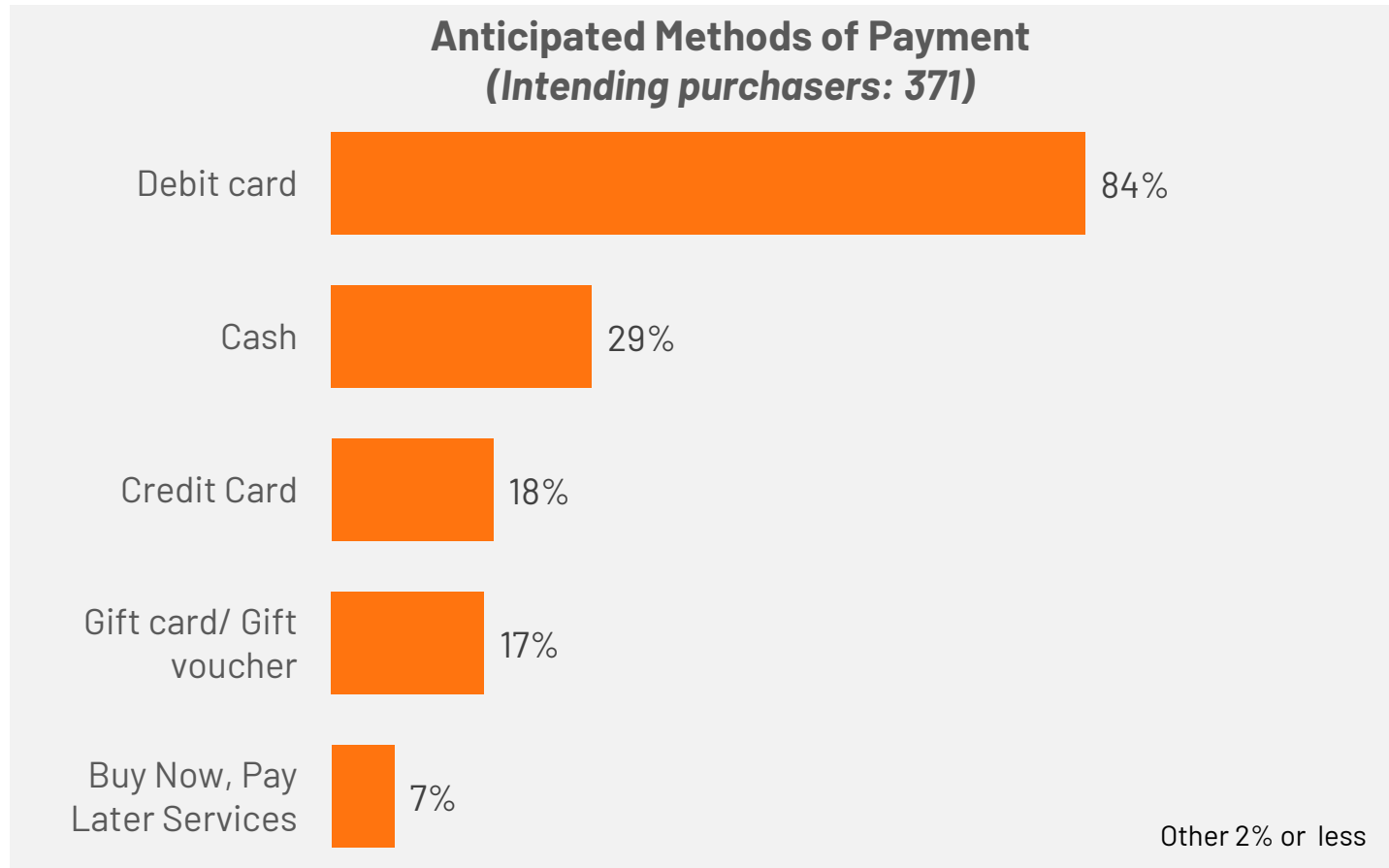


- The average spending of those likely to make a purchase during the sales has increased from €343 in 2023, to €431 in 2024 – a 26% increase.
- Men are expecting to spend more than women in the sales, with 42% expecting to spend at least €500, compared to 24% of women expecting to spend this much. This gender difference is wider than in 2023 (2023: men: 29%, women: 18%).
- Those expecting to do some shopping in-store have a higher average expected spend than online shoppers (€474 and €427 respectively).

Q.2 How much do you think you will spend during these sales?
Base: All likely to make a purchase during upcoming Black Friday/Cyber Monday sales: 371

Methods Of Payment

Most Black Friday/Cyber Monday shoppers plan on using a debit card to make their purchases.



- Debit card is the most popular payment method among likely shoppers at 84%.
- Cash is particularly popular among 15-24 years old with 45% planning on using this method of payment during the sales.
- Under 35s are the most likely to intend using a gift card/voucher (25%).
- Credit card is most popular with older cohorts with 28% of 45–54 years old and 24% of 55+ saying the intend to use one.
- BNPL is most likely to be mentioned by under 45 year olds.

New question 2024*

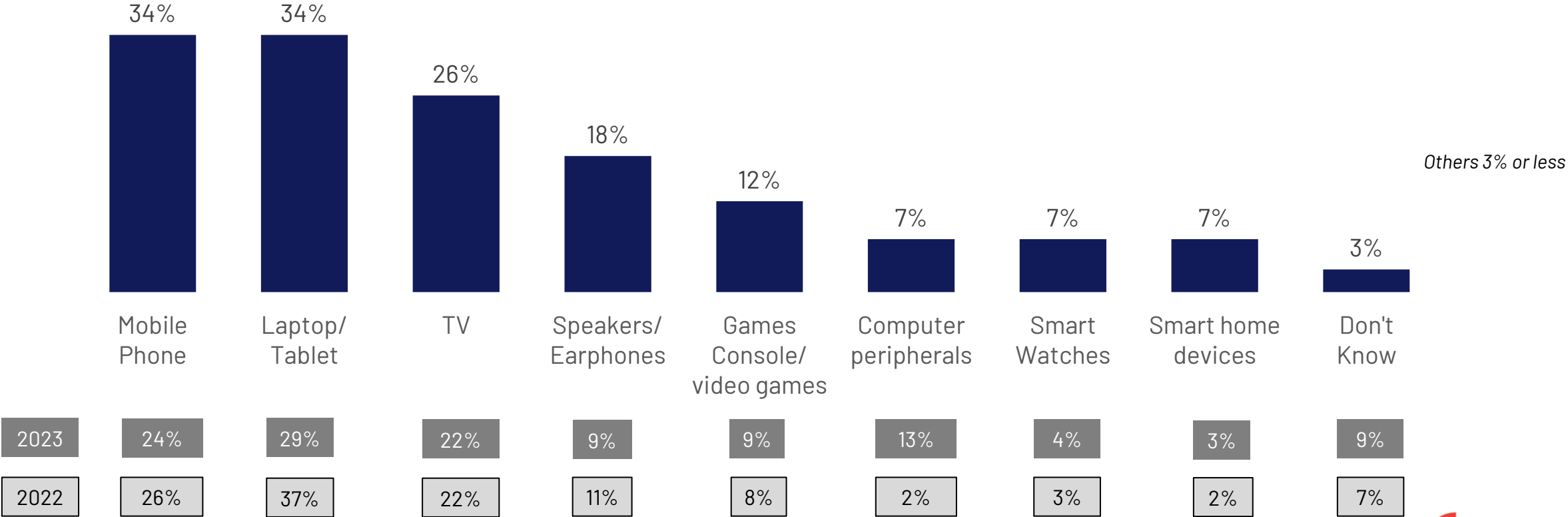
Q.11 And how do you plan on paying for your purchases during these sales?*

Base: All likely to make a purchase during upcoming Black Friday/Cyber Monday sales: 371

Electronics Items

Mobile phones and laptops/tablets as the most commonly expected electronics purchase.

Electronics expected to be purchased
(Those intending to buy electronics: 154)

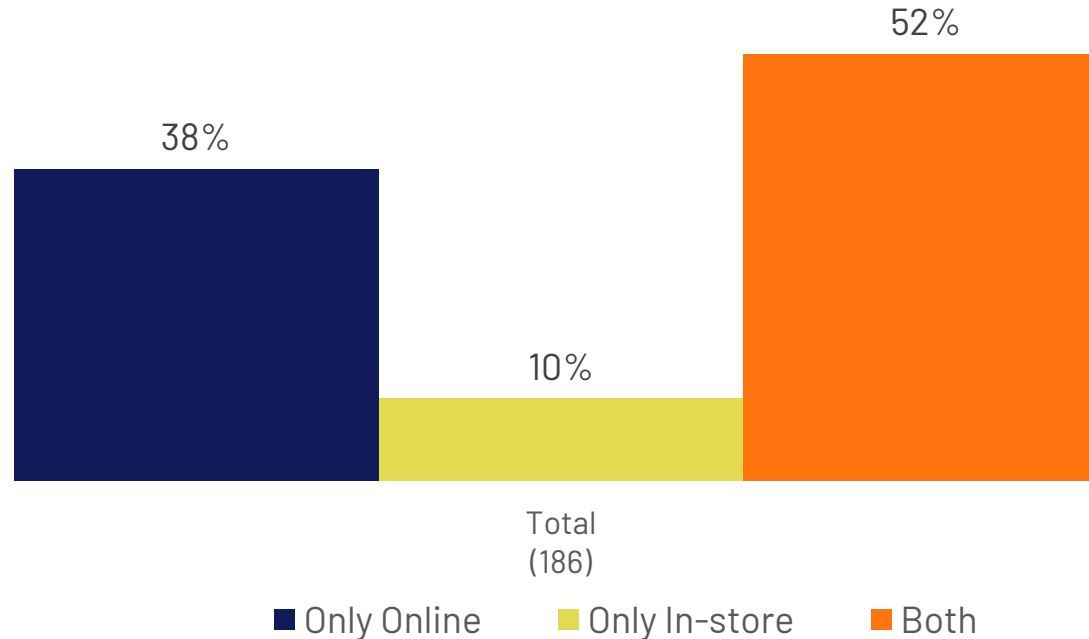


Q.4 Please specify what electronics you are specifically looking to buy?
Base: All who say they are likely to buy electronics during the Black Friday/Cyber Monday sales: 154



Clothing/Footwear/Jewellery: Shopping Locations

Where intend to buy clothing/footwear or jewellery
(Intending to purchase clothing/footwear/jewellery: 186)



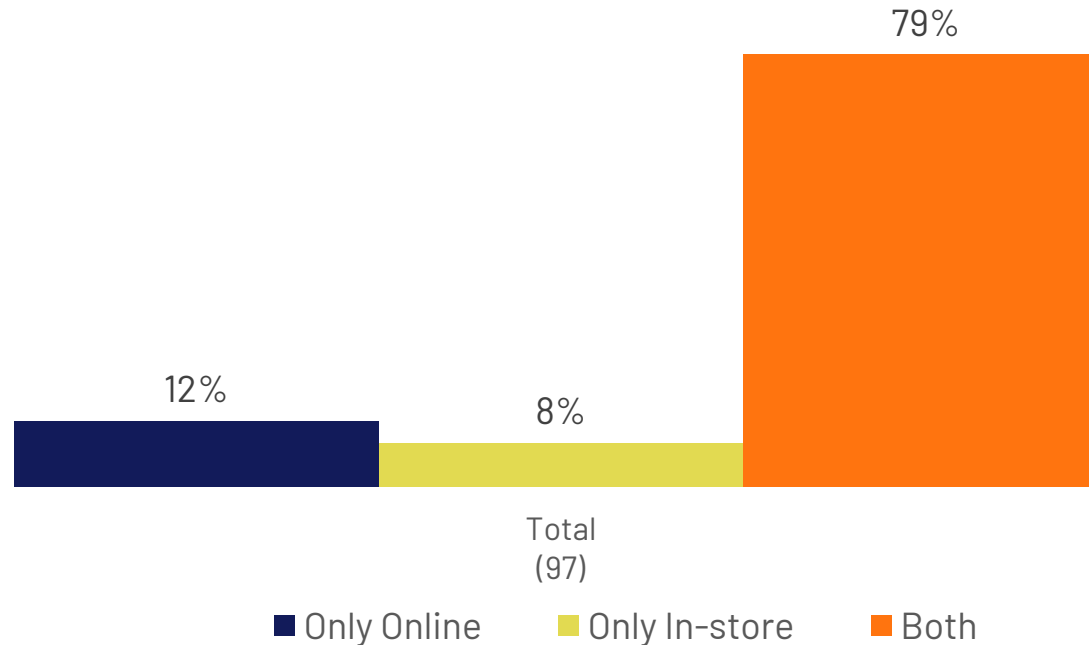
New questions 2024*

Q.10 And how do you expect to shop during the upcoming Black Friday or Cyber Monday sales?
Base: All who say they are likely to buy Clothing/ Footwear/ Jewellery : 186

Note: 52% saying both might refer to other items than clothing/footwear and jewellery

Clothing/Footwear/Jewellery: Shopping Locations

Where intend to buy clothing/footwear or jewellery
(Intending to purchase clothing/footwear/jewellery and
answered both at Q.10: 97)

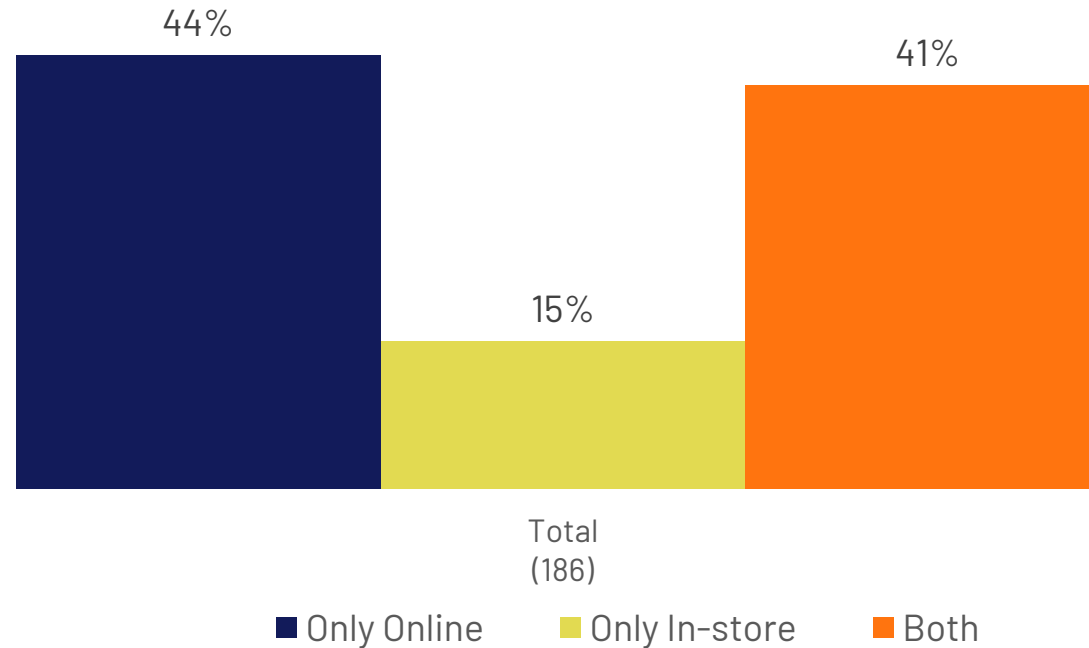


New questions 2024*

Q.14 You said you are looking to buy some items of clothing, footwear and/or jewellery during the upcoming Black Friday or Cyber Monday sales. Do you plan to buy them online, in-store or both?
Base: All who say they are likely to buy Clothing/ Footwear/ Jewellery and both online and in-store at Q.10: 97

Clothing/Footwear/Jewellery: Shopping Locations

Where intend to buy clothing/footwear or jewellery
(Intending to purchase clothing/footwear/jewellery: 186)



New questions 2024*

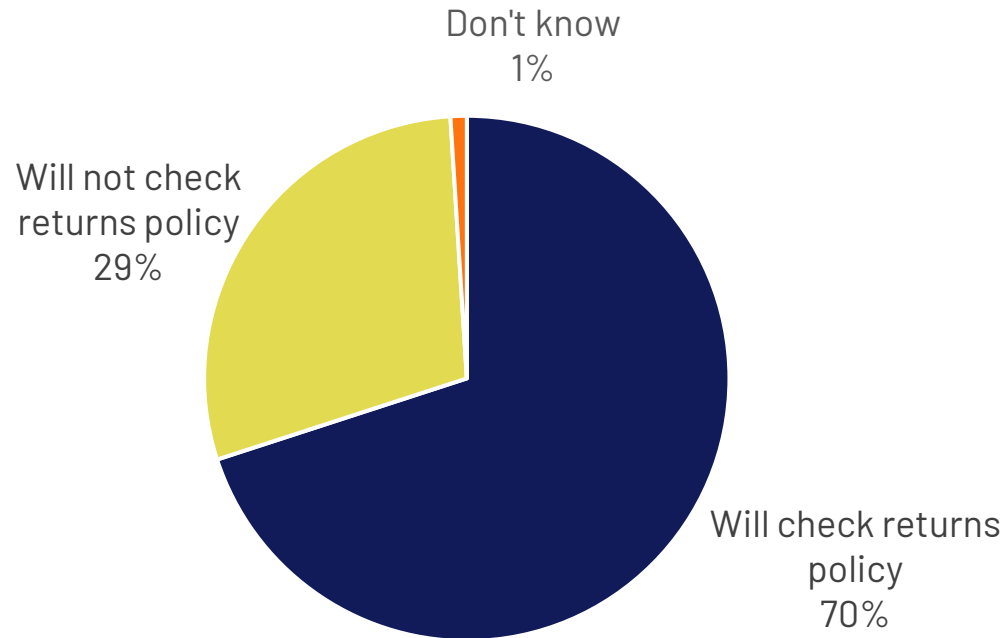
Q.14/Q.10 Combined.

Base: All who say they are likely to buy Clothing/ Footwear/ Jewellery : 186

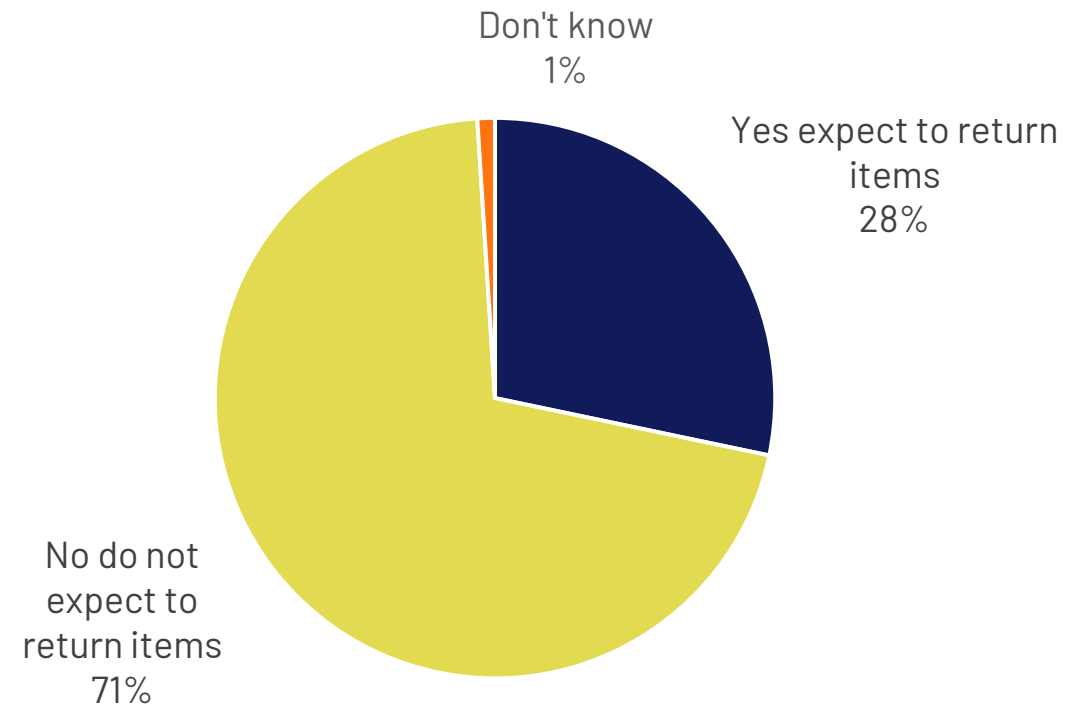
Clothing/Footwear/Jewellery: Returning Sales Items

7 in 10 people intend to check returns policies and 3 in 10 expect to return items of clothing/footwear or jewellery purchased during the Black Friday or Cyber Monday sales.

Intention to check returns policies on sales items
(Intending to purchase clothing/footwear/jewellery: 186)



Expectation of returning items purchase during sales
(Intending to purchase clothing/footwear/jewellery: 186)



New questions 2024*

Q.15 Will you or will you not check the returns policy of these items of clothing/footwear or jewellery that you are looking to buy?*

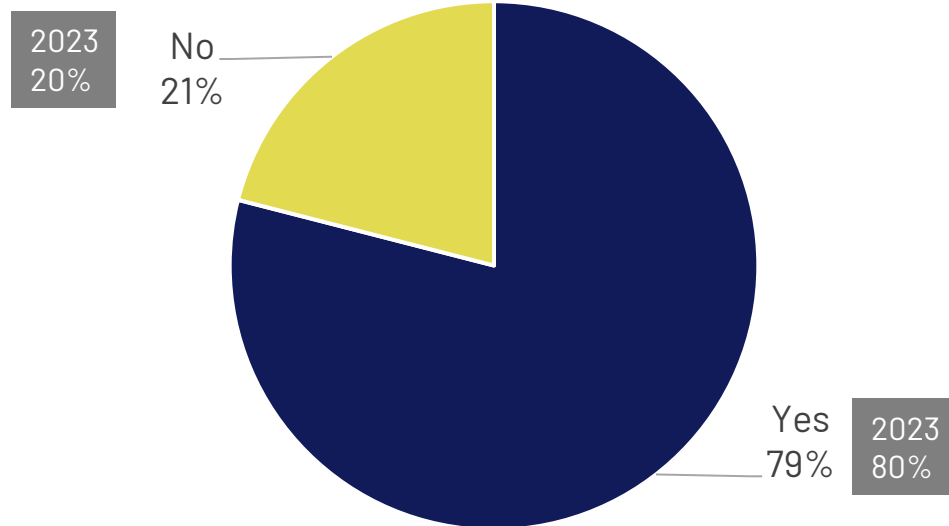
Q.16 Do you expect you will return any of the items of clothing/footwear or jewellery that you buy in the upcoming Black Friday or Cyber Monday sales?*

Base: All who say they are likely to buy Clothing/ Footwear/ Jewellery: 186

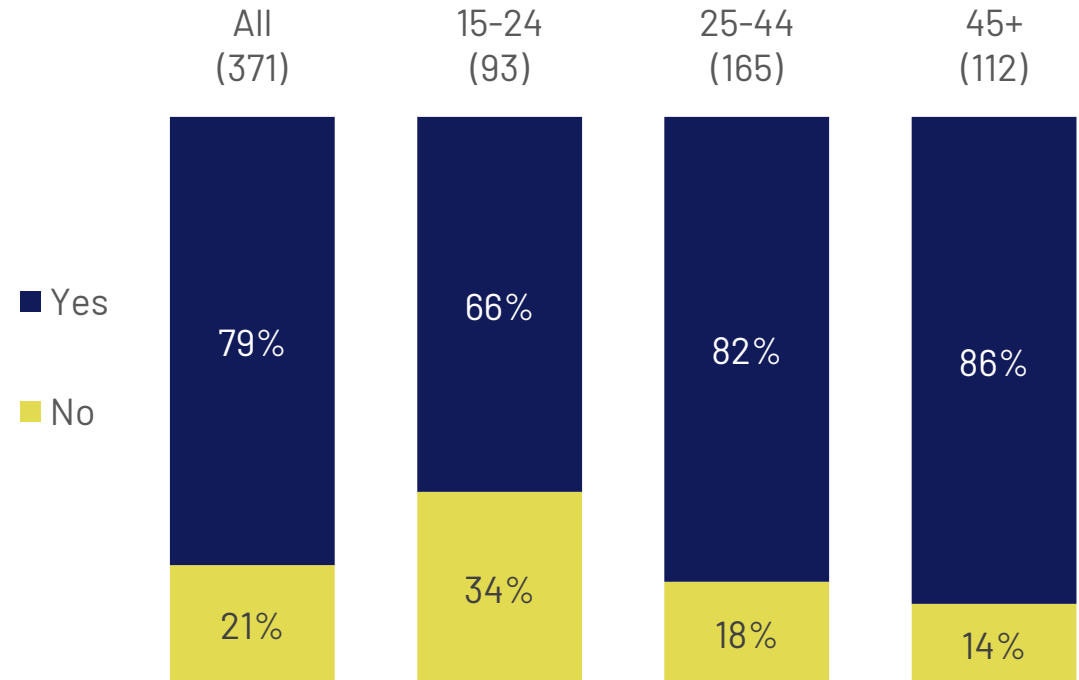
Planning To Research Before Making A Purchase During Black Friday/Cyber Monday Sales

Around 4 out of 5 of those likely to make a purchase during the sales say they will do some research into the advertised discount before buying.

Prior to making a purchase, will you do some research to confirm that the advertised discount reflects the full selling price?
(Intending purchasers: 371)



Whether expect to do some research into the advertised discount by age

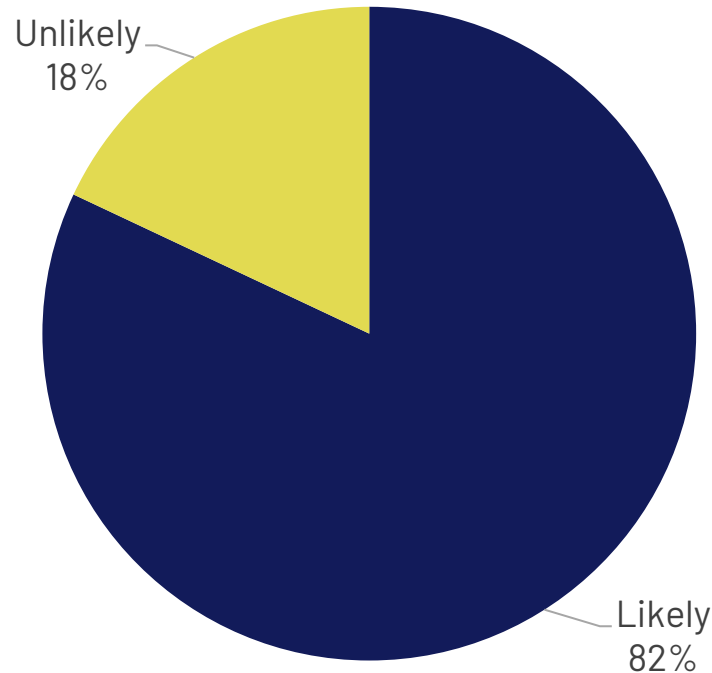


Q.7 Prior to purchasing something in the Black Friday/Cyber Monday sales do you expect you'll do some research to confirm that the advertised discount reflects the previous full selling price of the product?
Base: All likely to make a purchase during upcoming Black Friday/Cyber Monday sales: 371

Christmas Presents Purchase

More than 3 in 4 (82%) intend to buy Christmas presents during the sales.

Likelihood of buying Christmas presents during the sales
(Intending purchasers: 371)



- 86% of women say they are likely to buy Christmas presents while only 77% of men say so.
- No difference is observed across age groups, region and social class.

New question 2024*

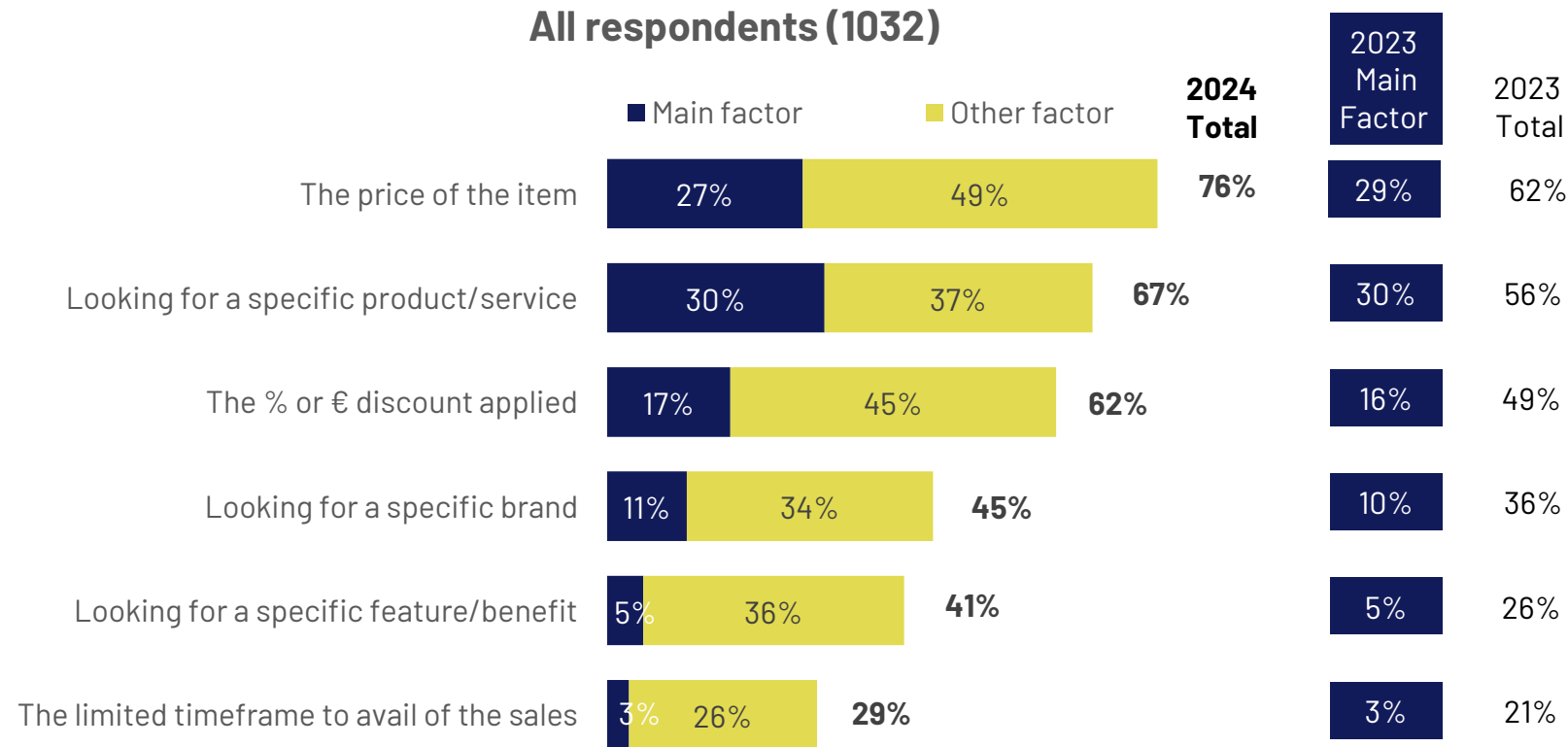
Q.12 And would you say you are likely or unlikely to buy Christmas presents during these sales?*

Base: All likely to make a purchase during upcoming Black Friday/Cyber Monday sales: 371

GENERAL SALES BEHAVIOURS

Factors Influencing Consumer Buying Decisions During Sales Events

The price of an item is a key influencing factor for 3 out of 4 respondents.



None of these 6%
Don't know 2%

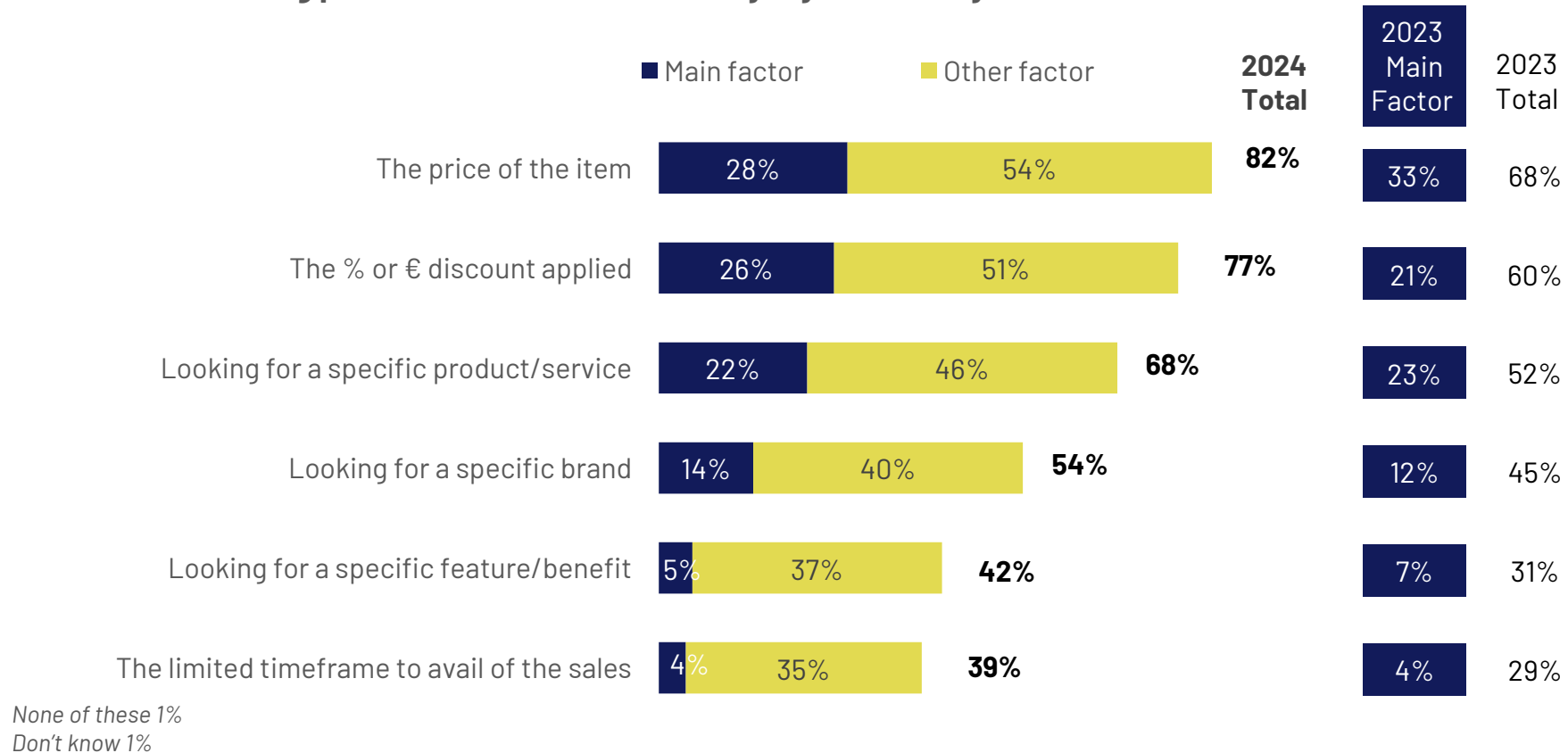
Q.5/Q.6 In general which of the following most influences your buying decisions during sales events? / In general, what other factors influence your buying decisions during sales events?
Base: All respondents: 1032

- The price of the item and looking for a specific product/service remain the main factors that consumers say influence them during sales events.
- 71% of those aged under-35 report being influenced by the %/€ discount offered. This has increased notably since 2023 (58%) and is higher than for the over-35 demographic (57%).
- Female shoppers are more likely to say that they are influenced by their search for a specific product/service (71%), the %/€ discount offered (69%) and the limited timeframe to avail of the sale (34%) compared to their male counterparts (63%, 54% and 24% respectively).

Factors Influencing Consumer Buying Decisions During Sales Events - Likely Black Friday/Cyber Monday Shoppers

The price of the item and the % of € discount applied are the two most important factors for likely Black Friday or Cyber Monday shoppers during sales events.

Intending purchasers in the Black Friday/Cyber Monday sales (371)

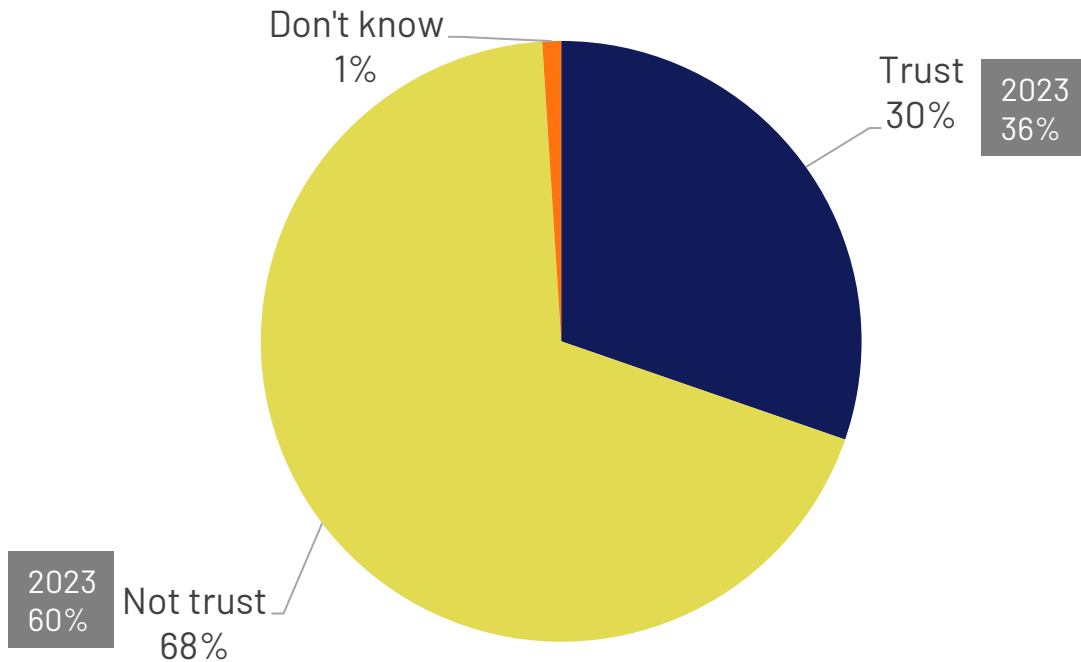


Q.5/Q.6 In general which of the following most influences your buying decisions during sales events? / In general, what other factors influence your buying decisions during sales events?
 Base: All likely to make a purchase during upcoming Black Friday/Cyber Monday sales: 371

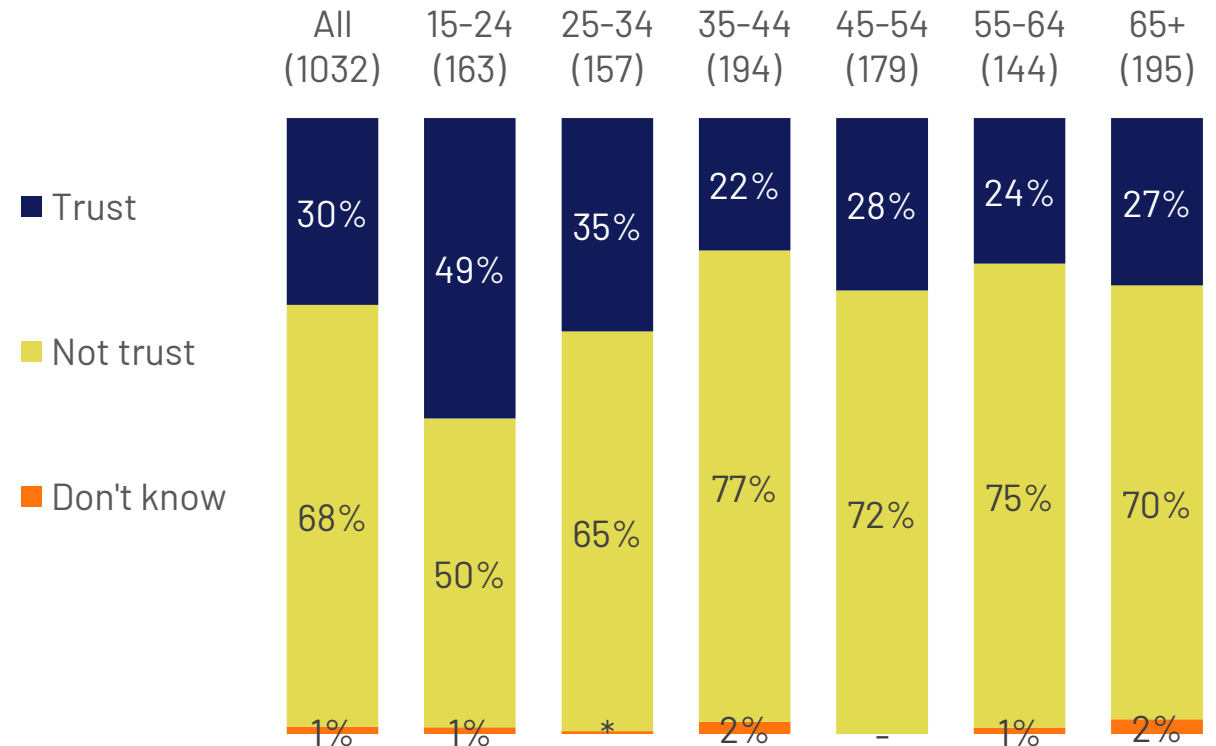
Trust in discount information

Only 3 in 10 respondents trust discount information displayed by businesses– down 6 points since 2023.

Trust that the pre-sale prices or % discounts displayed are accurate
(All respondents: 1032)



Levels of trust by age

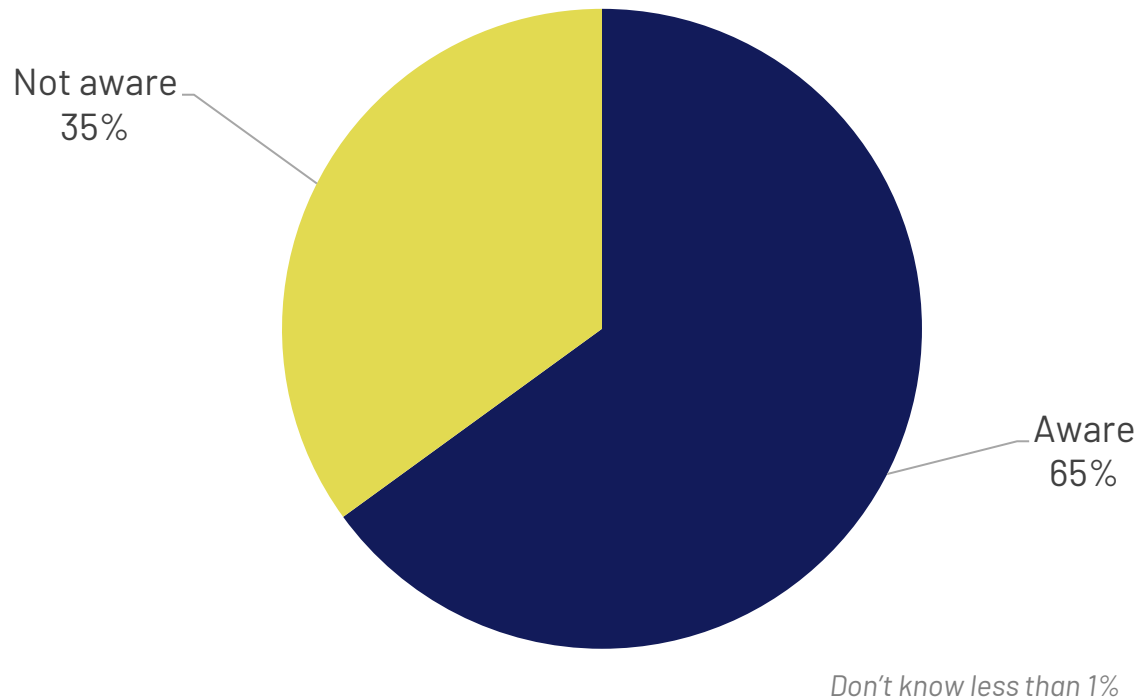


Q.8 In general do you trust or not trust that the pre-sale prices or percentage discounts displayed by businesses during sales are accurate?
Base: All respondents : 1032

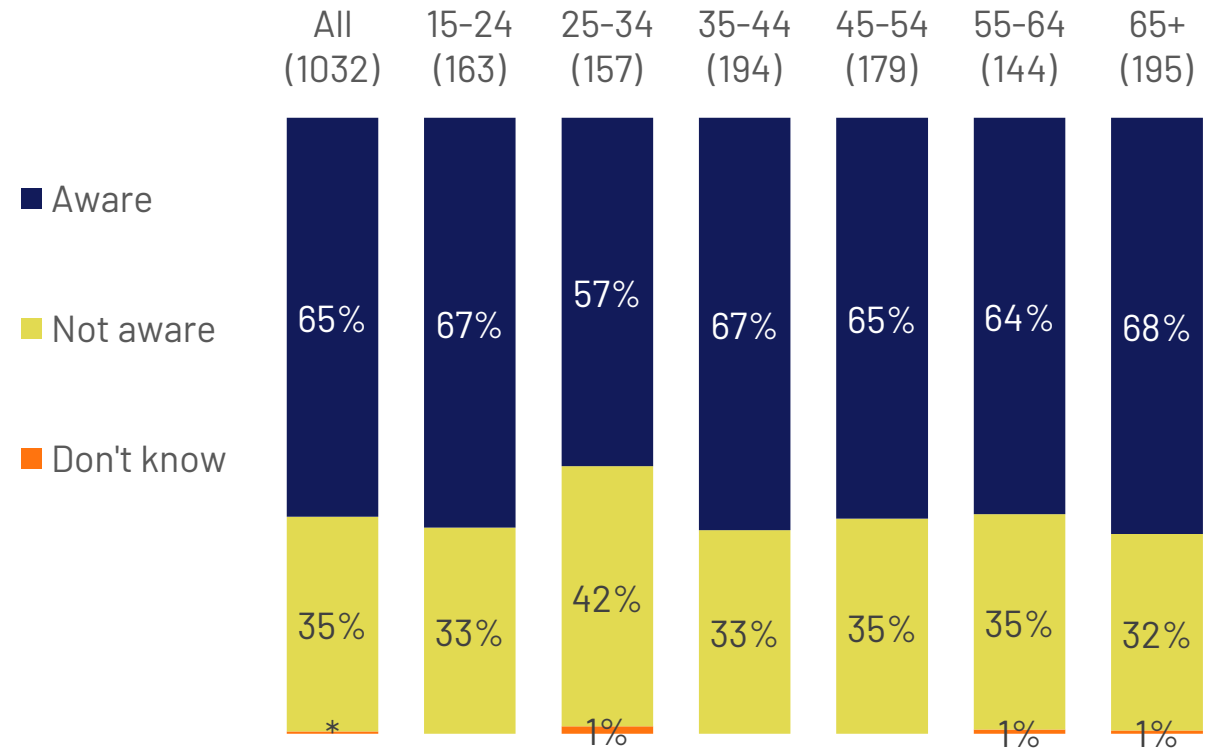
Consumer awareness of discount information rules

Around 2 in 3 people are aware of the rules for the display of discount information – an increase of 34 points since 2023.

Awareness of the rules for display of discount information
(All respondents: 1032)



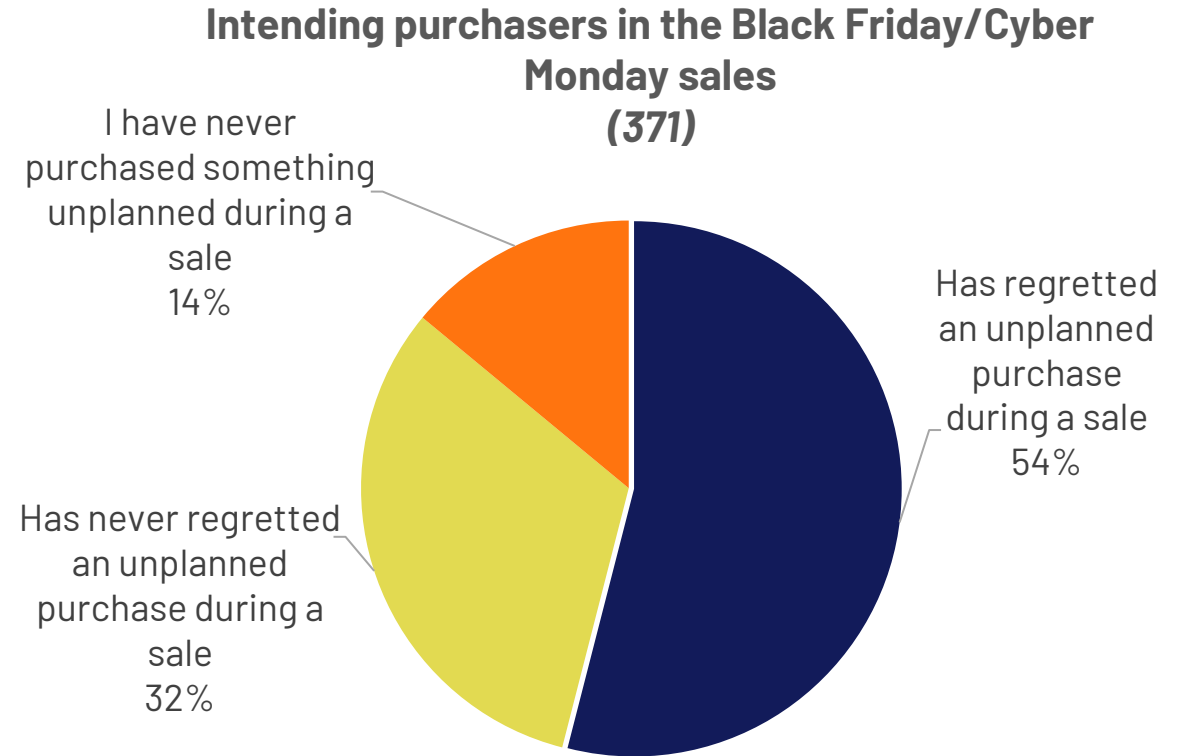
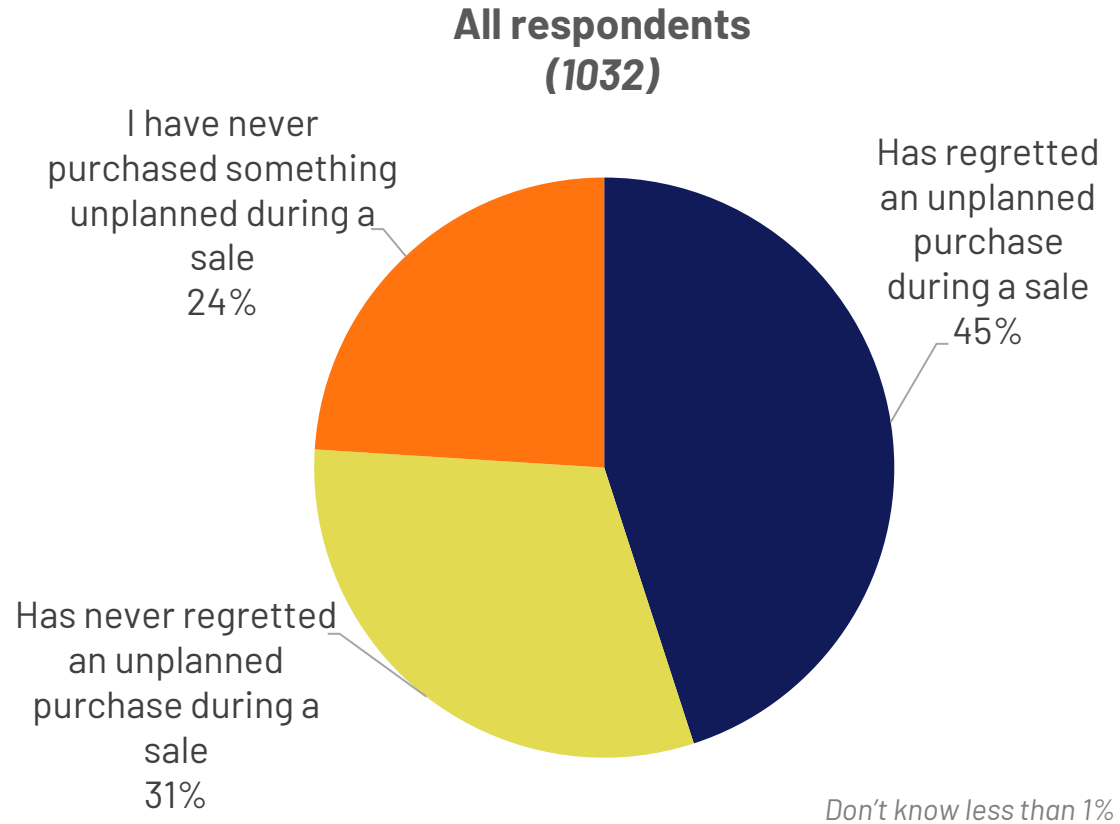
Levels of awareness by age



Q.9 Are you aware or not aware that businesses must follow specific rules when displaying both the sale price and past price of products that are reduced to ensure that discounts are genuine?
Base: All respondents: 1032

Previous Unplanned Purchases

45% of respondents say they have once made an unplanned purchase that they later regretted.



New question 2024*

Q.13 Have you ever made an unplanned purchase during a sale that you later regretted?
Base: All respondents: 1032

THANK YOU

For media queries please contact:

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