

# CCPC

## BLACK FRIDAY/ CYBER MONDAY RESEARCH 2023

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# OBJECTIVES & METHODOLOGY



**1,026 interviews conducted among a representative sample of the Irish population**



**Survey conducted through computer-assisted telephone (CATI) interviews, with fieldwork conducted between 2<sup>nd</sup> and 16<sup>th</sup> October 2023**



**Data is then weighted in line with the most up-to-date population estimates for gender, age, social class and region**

## 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 in the sales
- Amount expecting to be spent and items planning on purchasing
- Factors influencing purchase decision
- Research done into pre-sales prices
- Comparison with results from previous years

**Questionnaire was designed by Ipsos in consultation with the Competition and Consumer Protection Commission, and repeated many of the questions asked in a similar questionnaire in 2021 and 2022.**

# KEY FINDINGS

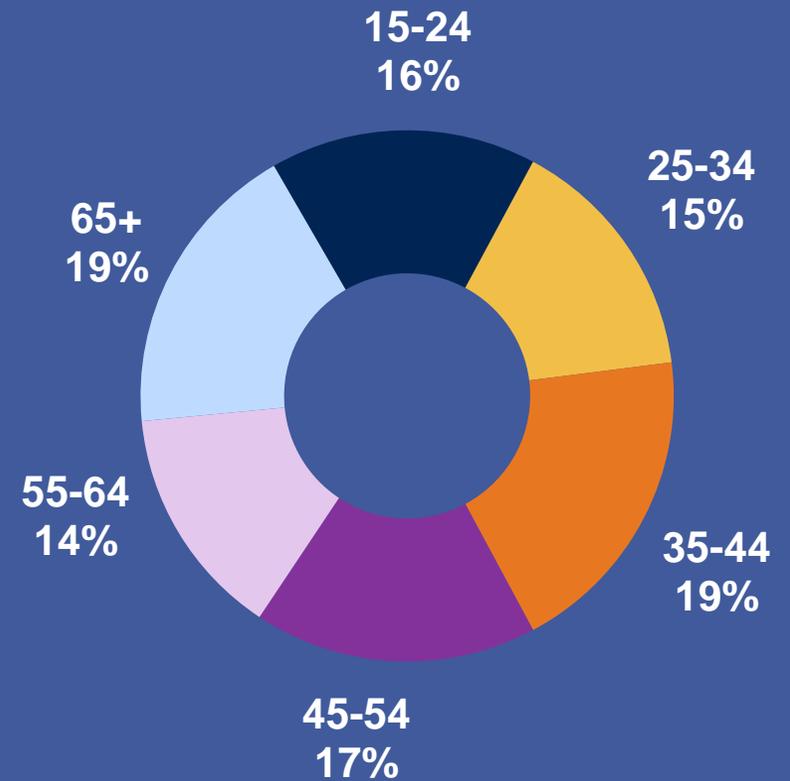
- Increased likelihood to shop in the 2023 Black Friday sales – an 8-point increase since last year. The majority of 25-to-44 year olds plan on making a purchase, with a particular focus on electronics
- Anticipated expenditure is slightly down on 2022, reflective perhaps of lower levels of disposable income, with shoppers planning on spending just under €350 on average
- Three out of five shoppers are motivated by discounts, however less than a third overall are aware of the recent change that businesses must follow new rules when displaying both the sale price and past price of products
- Furthermore, just under half trust that the pre-sale prices or percentage discounts displayed by businesses during sales are accurate

# SAMPLE PROFILE – DEMOGRAPHICS (WEIGHTED)

## Gender



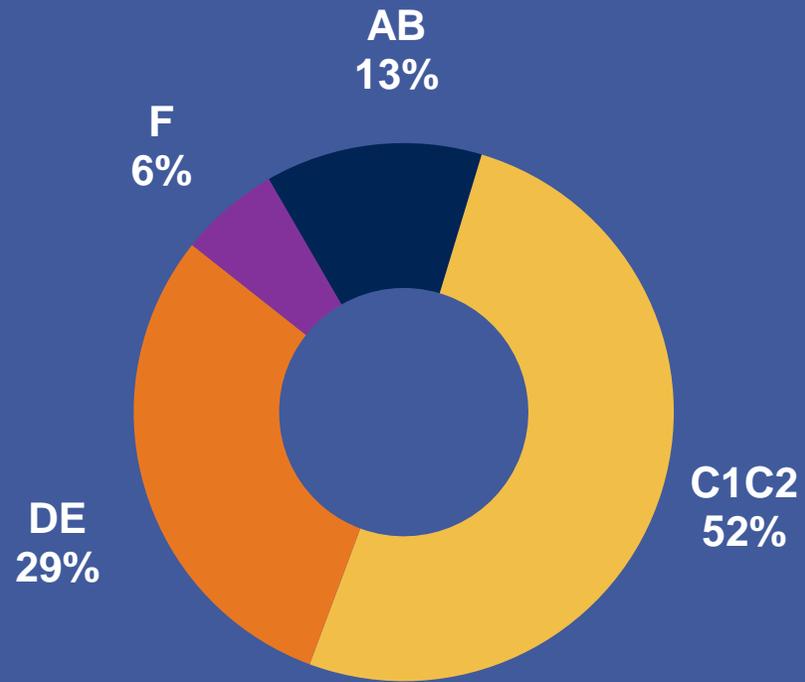
## Age



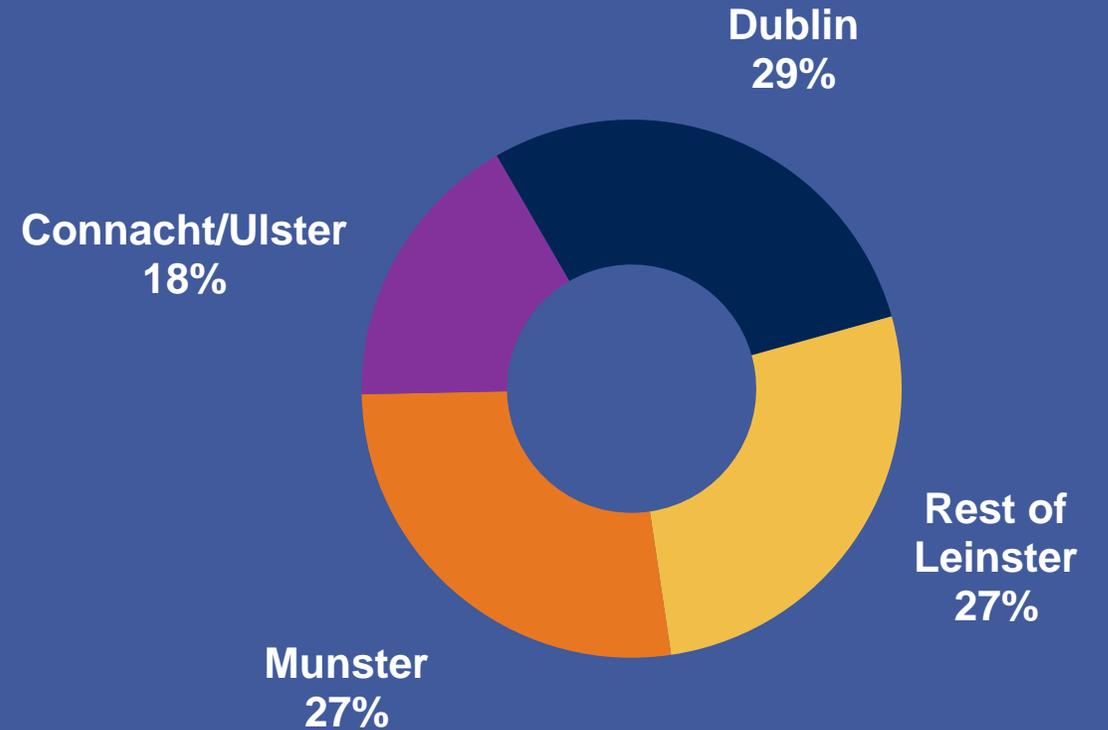
Base: All respondents (1026)

# SAMPLE PROFILE – DEMOGRAPHICS (WEIGHTED)

## Social Class



## Region

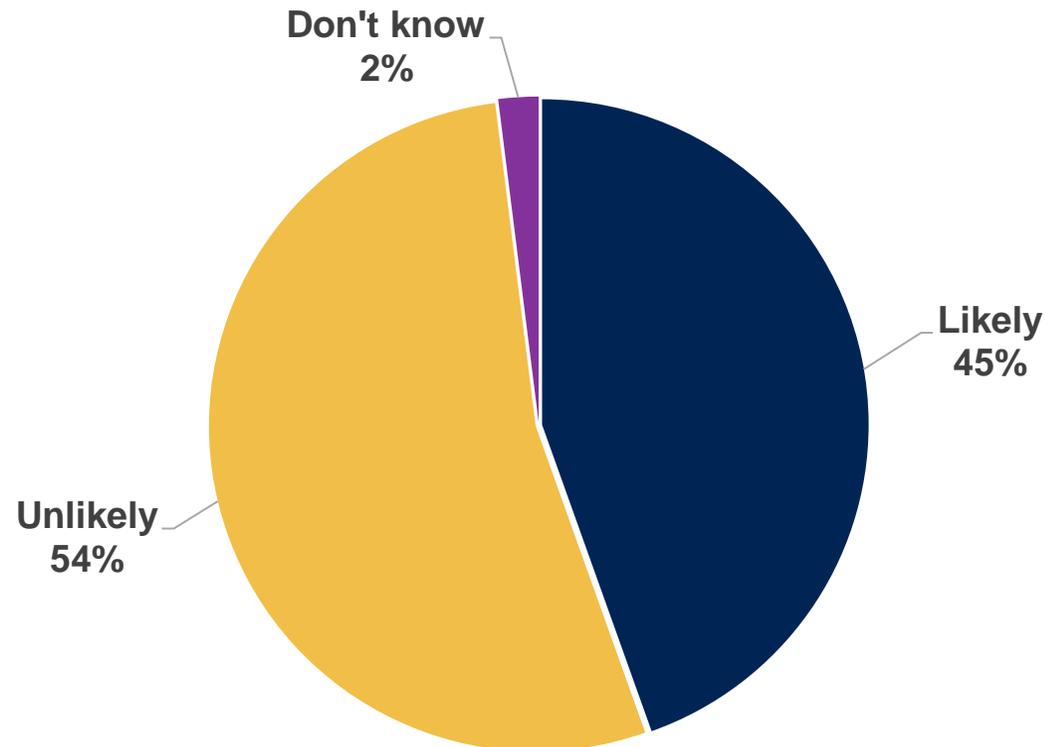


Base: All respondents (1026)

# ALMOST 1 IN 2 INTEND TO MAKE A PURCHASE IN THE BLACK FRIDAY/CYBER MONDAY SALES - AN 8 PERCENTAGE POINT INCREASE SINCE 2022

## Black Friday/Cyber Monday shopping intentions

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

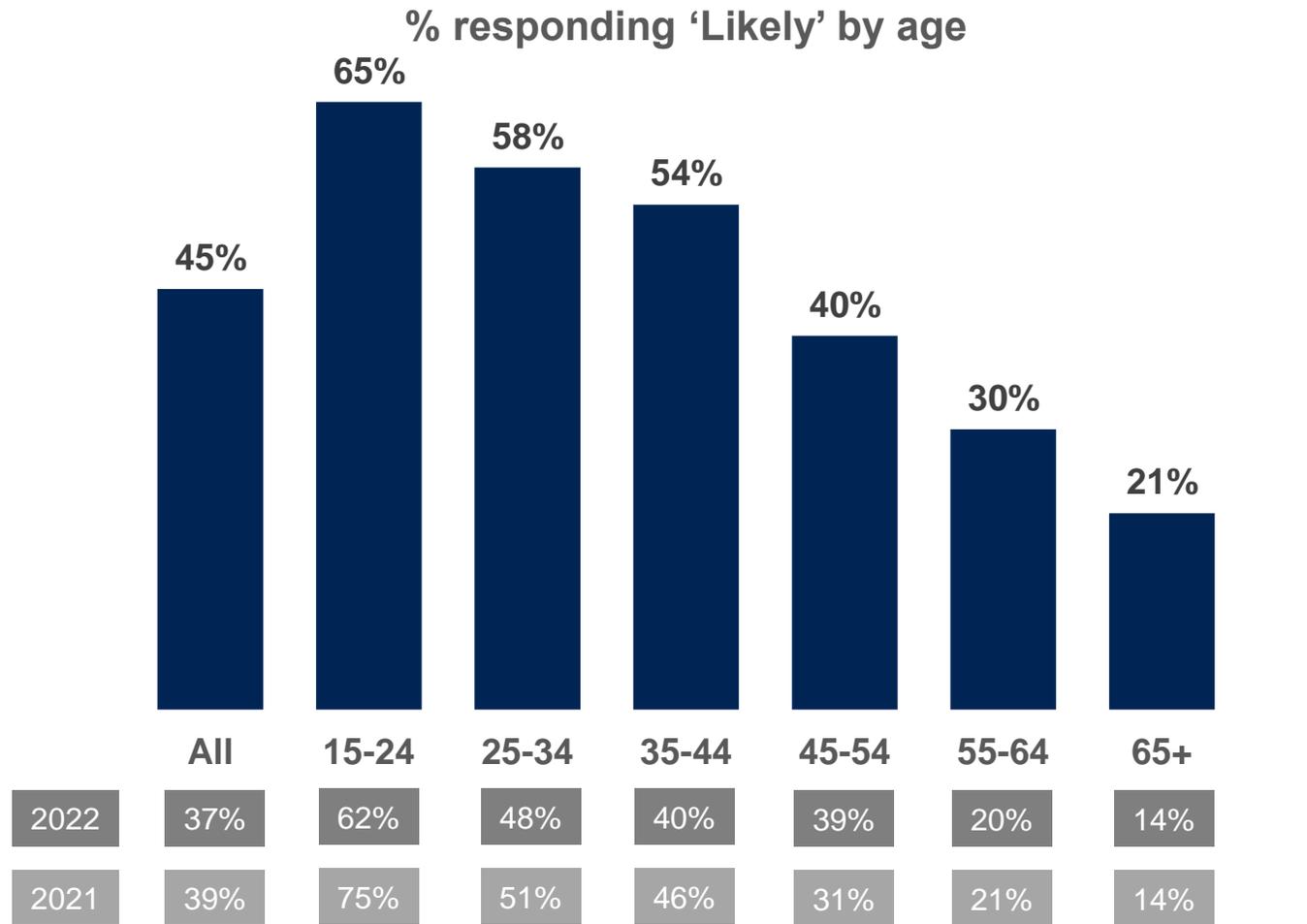


	2021	2022	2023
Likely	39%	37%	45%
Unlikely	58%	62%	54%
Don't know	2%	1%	2%

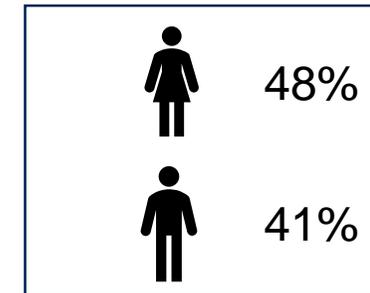
Q.1 Would you say that you are likely or unlikely to make any purchases during the upcoming Black Friday or Cyber Monday sales?  
Base: All respondents (1026)

# 65% OF THOSE AGED 15-24 SAY THEY ARE LIKELY TO MAKE A PURCHASE DURING THE UPCOMING BLACK FRIDAY OR CYBER MONDAY SALES

## Black Friday/Cyber Monday shopping intentions



### % responding 'Likely' by gender



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

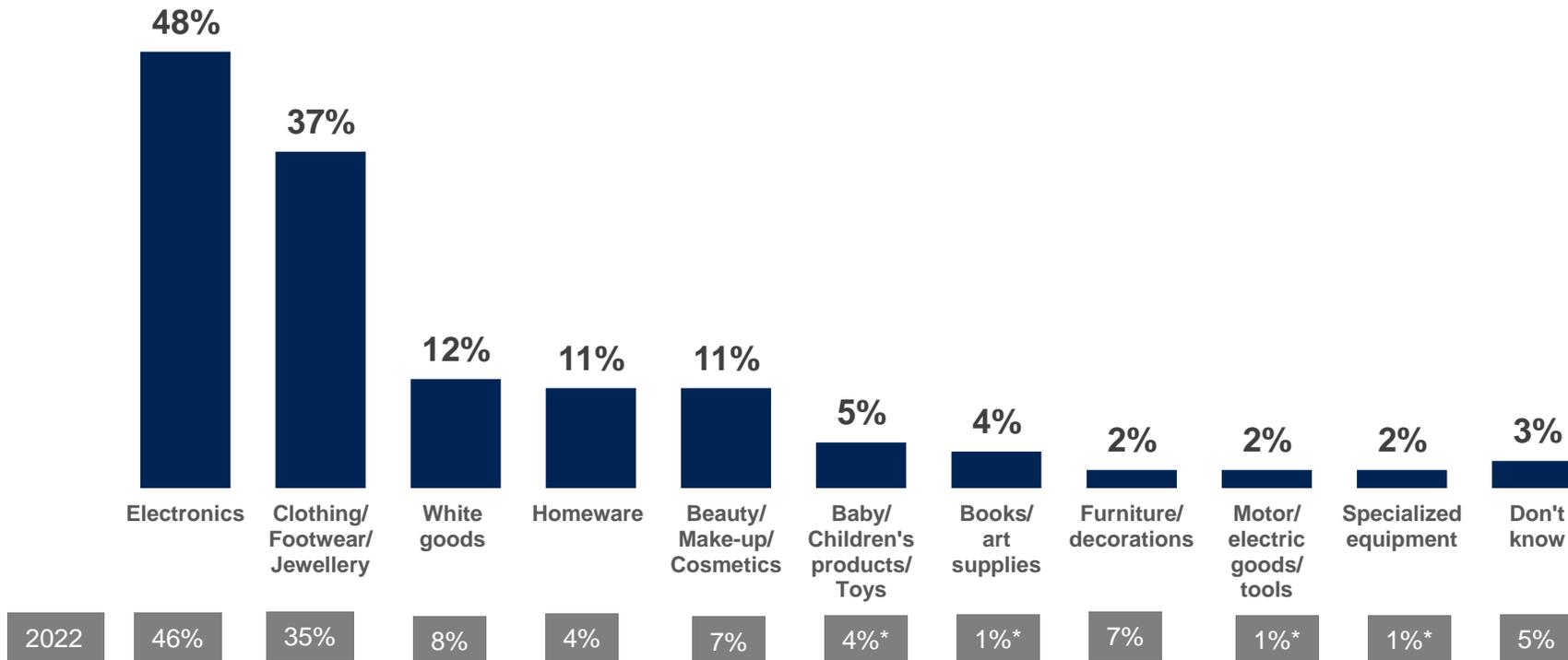
- Highest increase in likelihood to purchase is seen among those aged between 25 and 44 are most likely to shop in the sales with 56% planning a purchase – a 13 point increase since last year.
- Women slightly more likely than men to be considering a purchase, but gap is broadly consistent with last year.
- Those living in Dublin (49%) 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 (1026)

# SHOPPING CATEGORIES BROADLY ALIGNED WITH LAST YEAR WITH ELECTRONICS AND CLOTHING/FOOTWEAR/JEWELLERY FEATURING PROMINENTLY

## Shopping intentions by categories of products during the sales

Items expecting to purchase in the sales  
(Intending purchasers only)



- As with last year's results, men (58%) and 35-44 year olds (60%) are most likely to be considering purchasing electronics.
- 42% of women indicate they are likely to buy clothing, footwear or jewellery and 19% beauty products, make-up or other cosmetics products (men: 31% and 1% respectively).

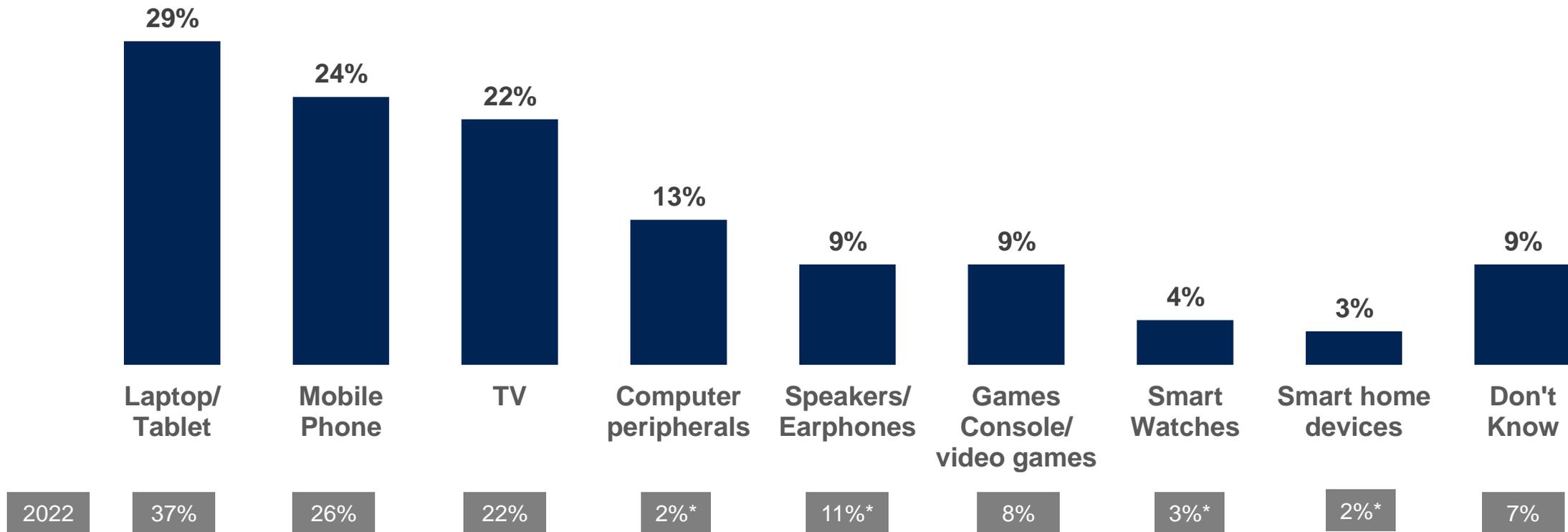
Q.3 What are you most likely to buy?  
Base: All likely to make a purchase during upcoming Black Friday/Cyber Monday sales (457)

Other categories of products less than 2%  
May sum to greater than 100% due to multiple purchases  
\* Added as a response code in 2023

# LAPTOPS/TABLETS REMAIN THE MOST COMMONLY EXPECTED ELECTRONICS PURCHASE

## Electronics products

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



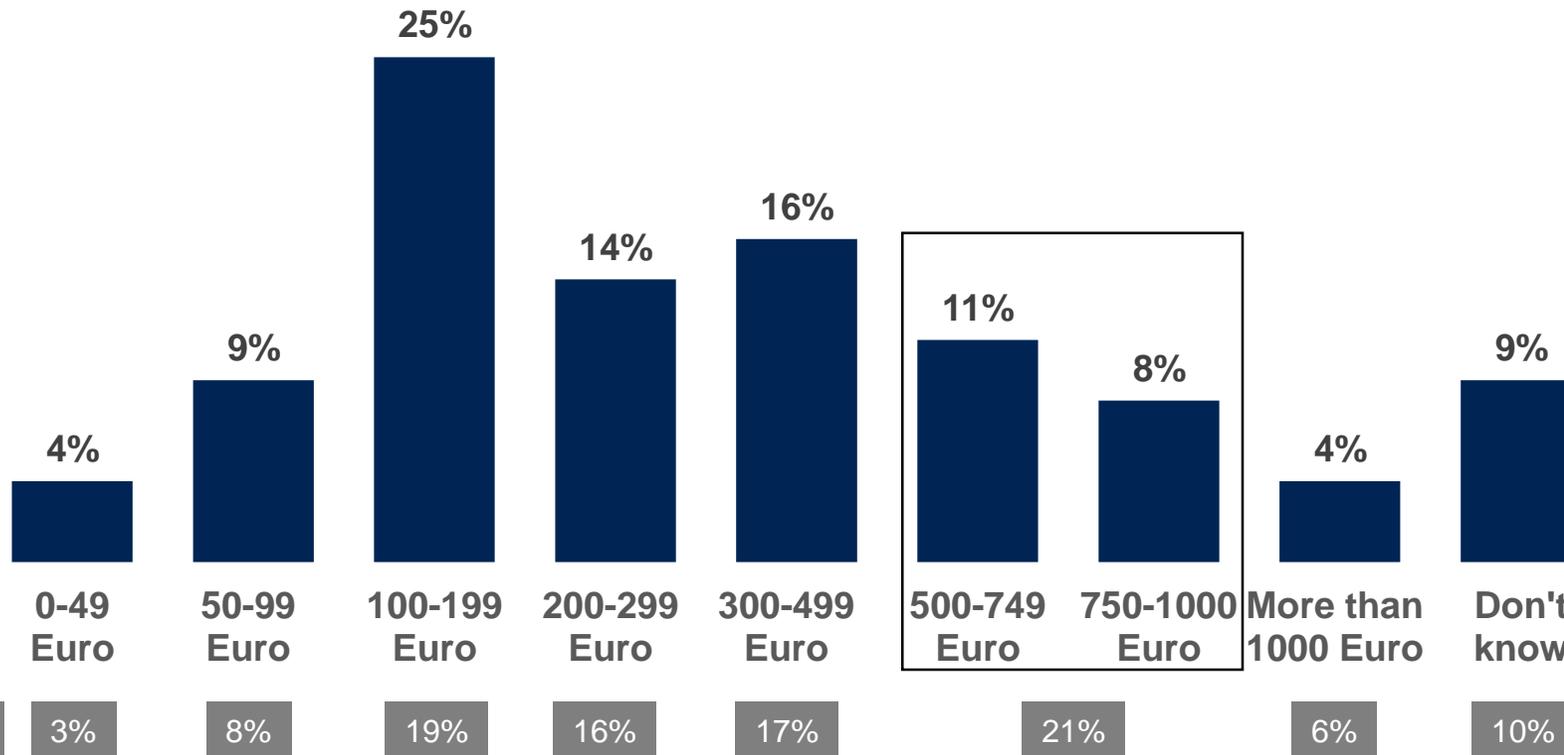
Q.4 Please specify what electronics you are specifically looking to buy?  
Base: All who are most likely to buy electronics (222)

Other electronics products 2% or less  
\* Added as a response code in 2023

# ALMOST A QUARTER (23%) EXPECT TO SPEND AT LEAST €500 IN THIS YEAR'S SALES – THIS COMPARES WITH 27% IN 2022 EXPECTING TO SPEND THIS MUCH

## Research on the Black Friday/Cyber Monday sales

### Expected Spending In Black Friday/Cyber Monday Sales



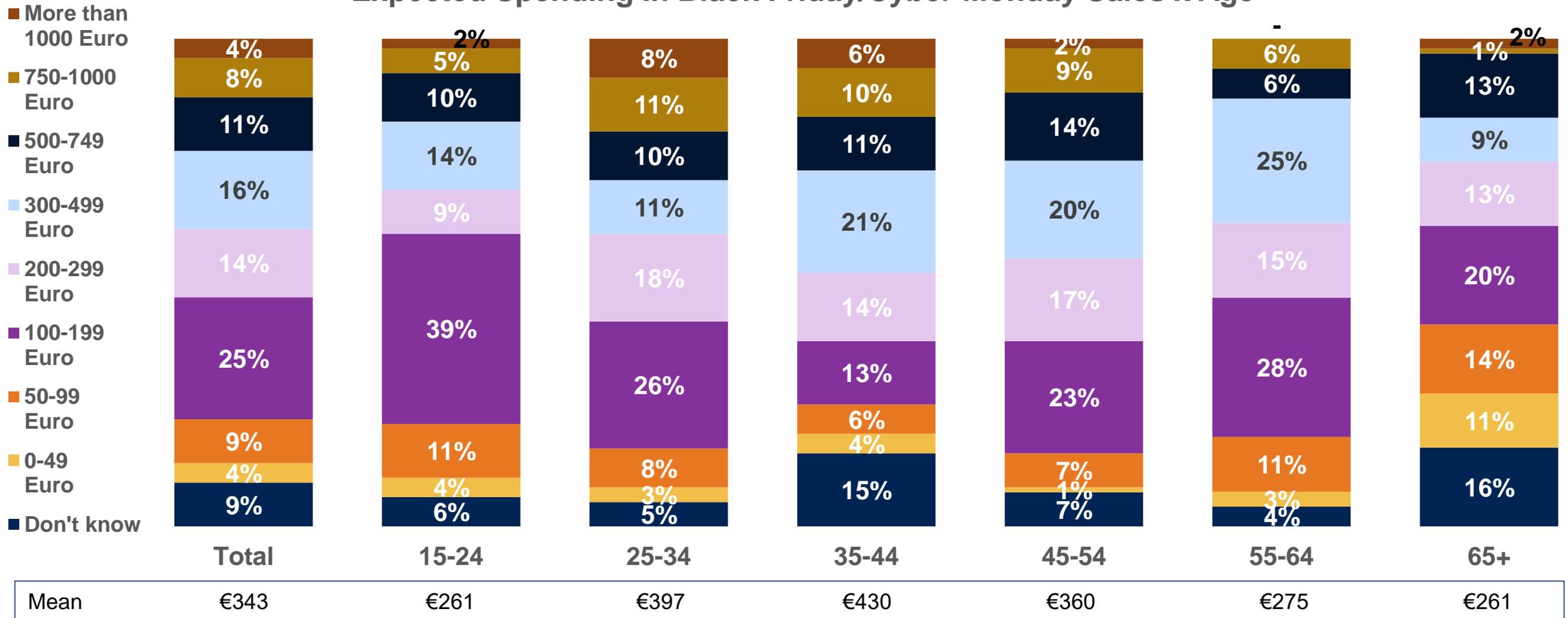
- The average spending of those likely to make a purchase during the sales has declined slightly from €398 in 2022, to €343 in 2023.
- Men are expecting to spend more than women in the sales, with 29% expecting to spend at least €500, compared to 18% of women expecting to spend this much. This gender difference is slightly lower than in 2022 when these figures were 36% and 19% respectively.
- Just under 1 in 5 (19%) of those aged over 45 expect to spend at least €500, compared to almost a third (32%) last year.
- No meaningful difference by social class, with 20% of ABC1s and 25% of C2DEs expecting to spend at least €500.
- Those expecting to buy electronics expect to spend just over €450 on average.

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 (457)

# ON AVERAGE, THOSE LIKELY TO MAKE A PURCHASE DURING THE BLACK FRIDAY/CYBER MONDAY SALES EXPECT TO SPEND €343

## Research on the Black Friday/Cyber Monday sales

### Expected Spending In Black Friday/Cyber Monday Sales x Age

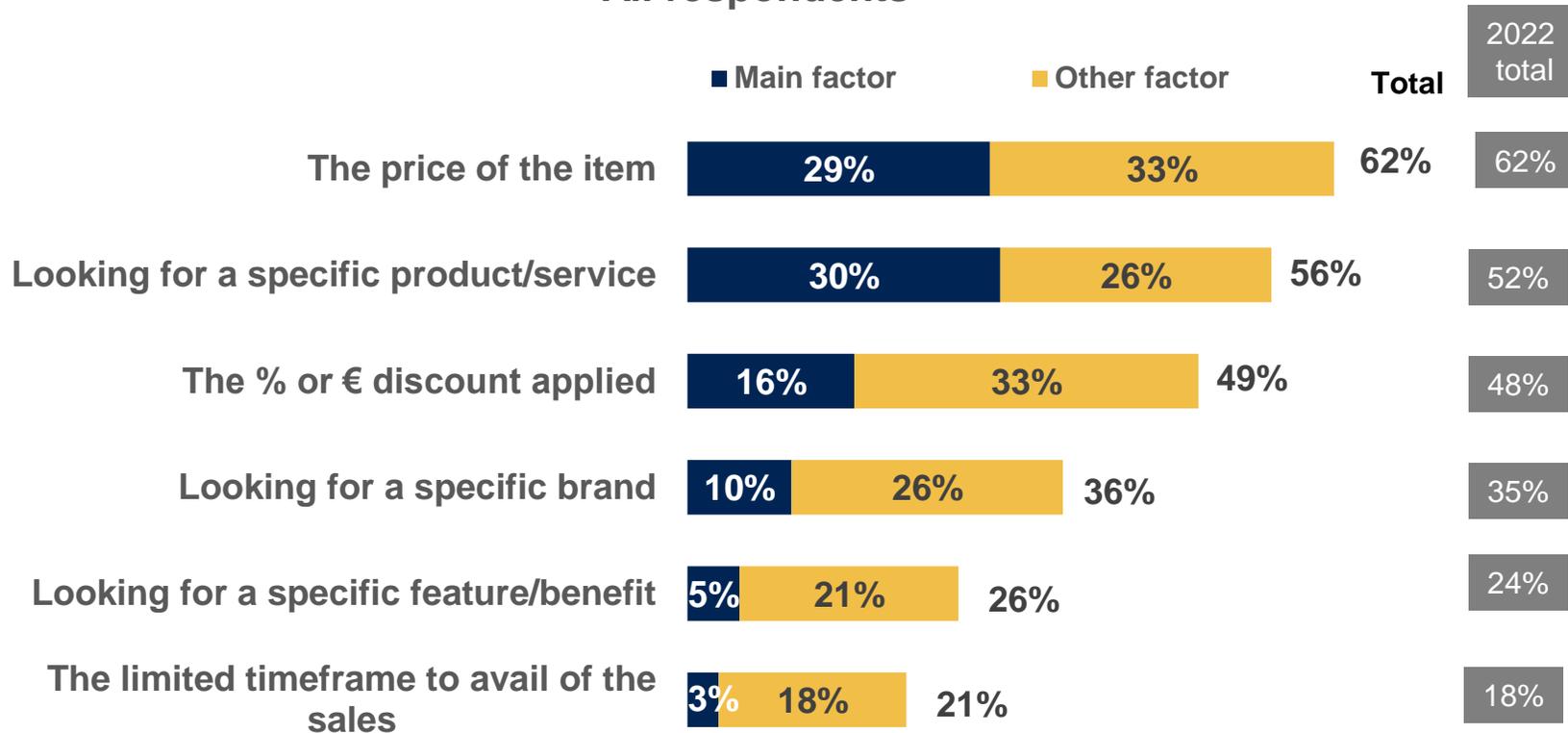


Q.2 How much do you think you will spend during these sales?  
 Base: All likely to make a purchase during upcoming Black Friday/Cyber Monday sales (457)

# ALMOST TWO-THIRDS OF CONSUMERS REPORT THAT THEIR BUYING DECISIONS DURING SALES EVENTS ARE INFLUENCED BY THE PRICE OF THE ITEM

## Factors influencing consumers' buying decisions during sales events

### All respondents



None of these 5%  
Don't know 1%

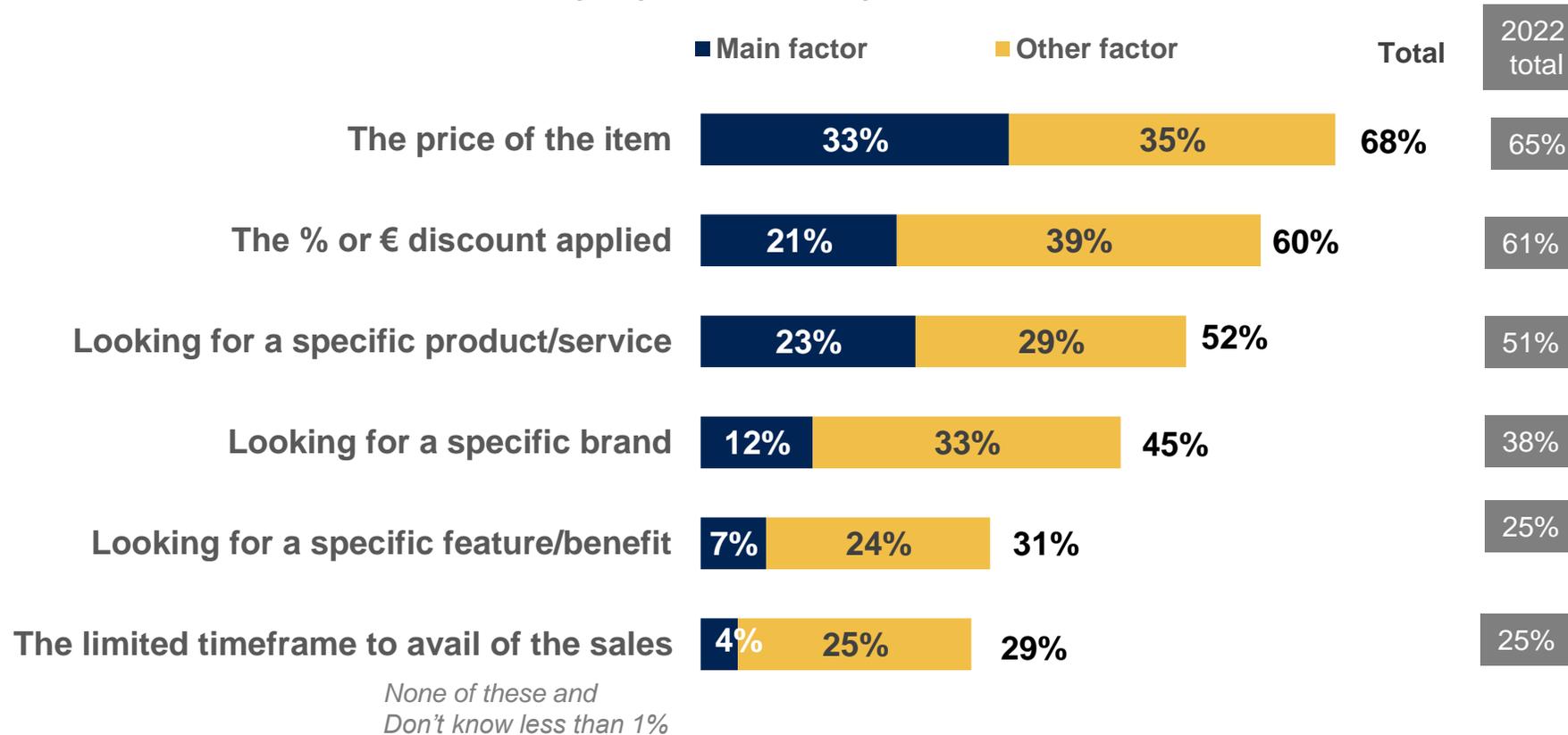
- 58% of those aged under-35 report being influenced in their buying decisions during sales by the %/€ discount offered. This is less likely the case among those older than this (45%)
- There is some gender difference observed with female respondents reporting being more influenced by the price of the item (65%), the %/€ discount offered (54%) and the limited timeframe to avail of the sales (26%) than men (58%, 44% and 15% respectively).

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 (1026)

# PRICES AND DISCOUNTS ARE MORE MOTIVATING FOR THOSE PLANNING ON MAKING A PURCHASE DURING BLACK FRIDAY/CYBER MONDAY SALES

## Factors influencing likely Black Friday/Cyber Monday shoppers' buying decisions during sales events

Those likely to make a purchase during the upcoming Black Friday/Cyber Monday sales



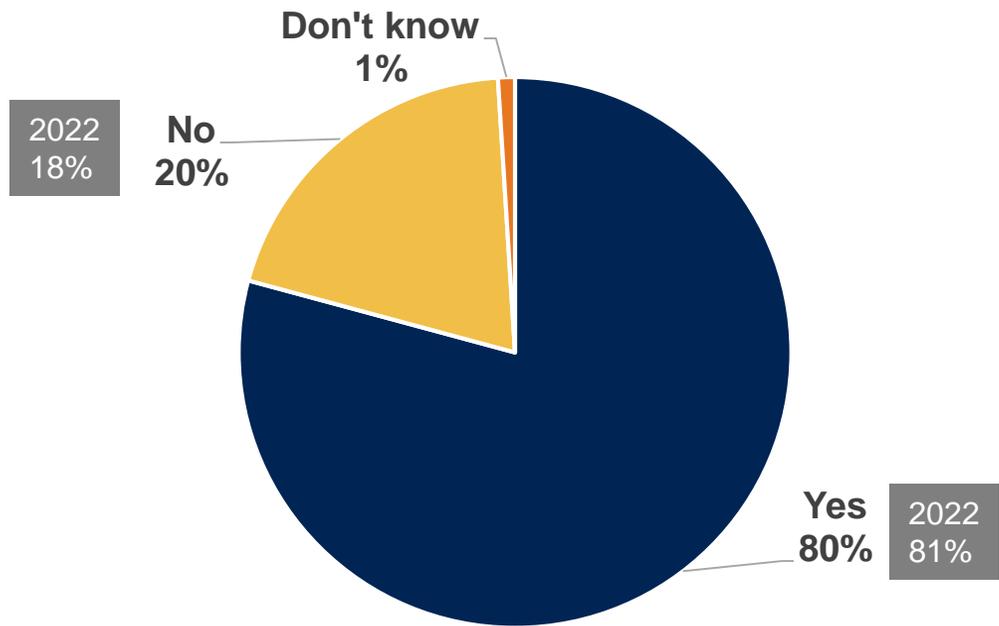
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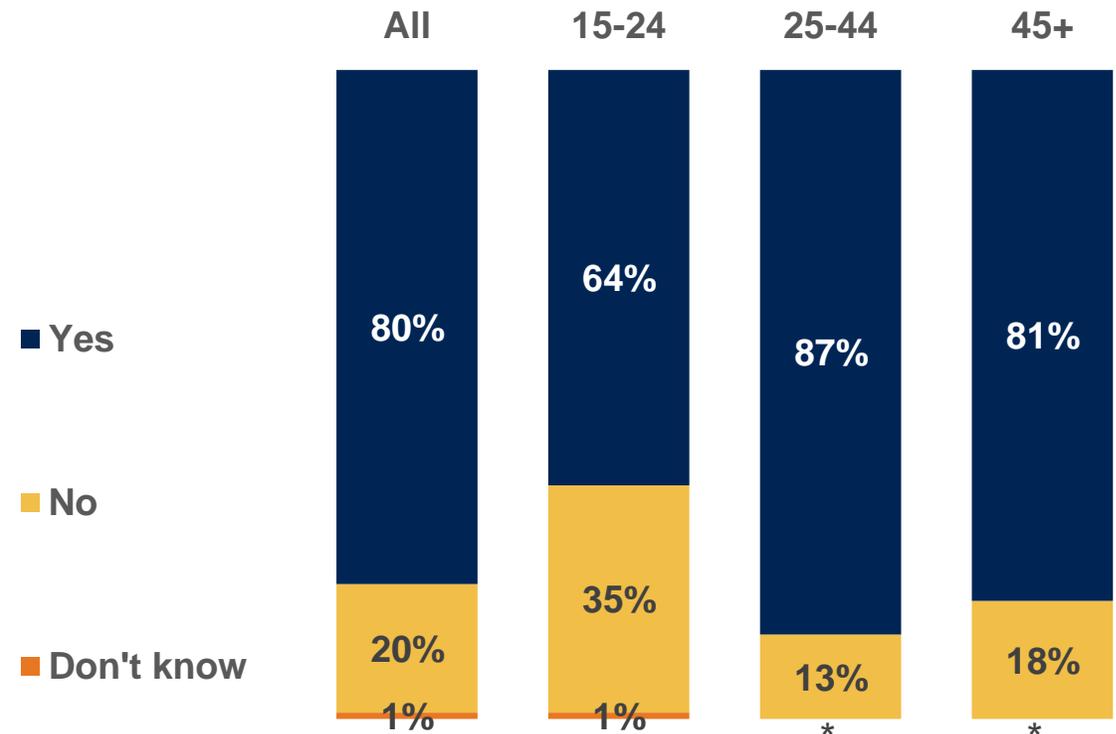
# FOUR OUT OF FIVE OF THOSE LIKELY TO MAKE A PURCHASE SAY THEY WILL DO SOME RESEARCH INTO THE ADVERTISED DISCOUNT BEFORE BUYING

Planning to research before making a purchase during Black Friday/Cyber Monday sales

Prior to making a purchase, will you do some research to confirm that the advertised discount reflects the full selling price?



Whether expect to check prices (by age)



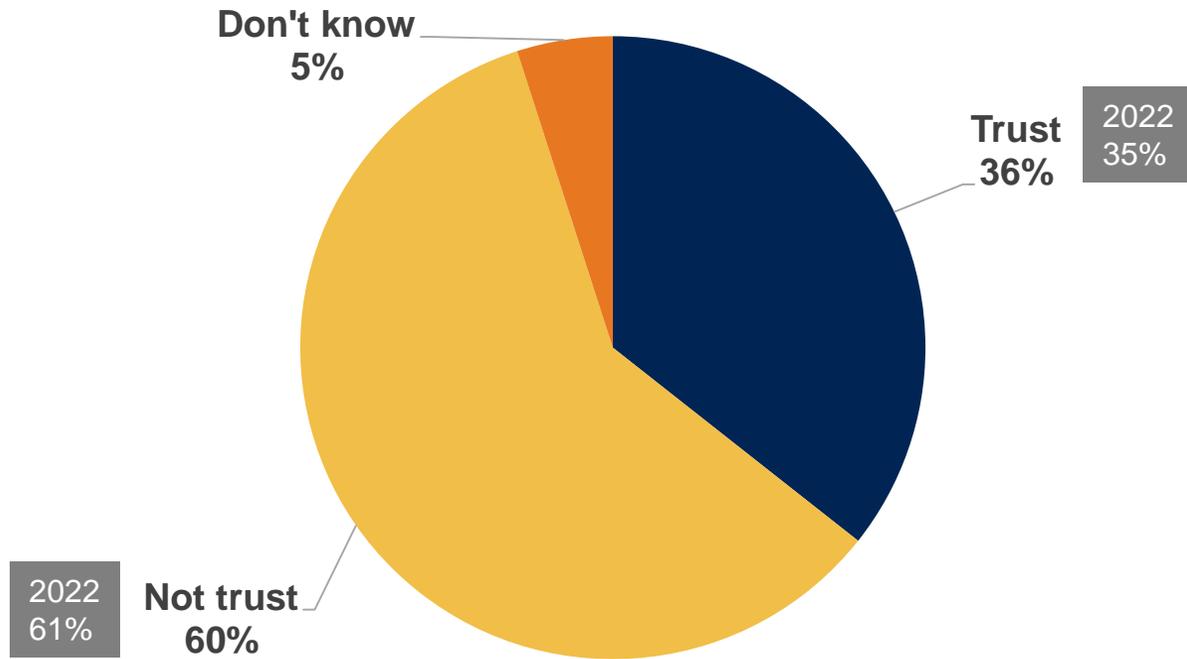
Q.7 Prior to purchasing something in the Black Friday/Cyber Monday sales do you expect you'll do some research to confirm that the advertised discount reflects the previous full selling price of the product?

Base: All likely to make a purchase during upcoming Black Friday/Cyber Monday sales (457)

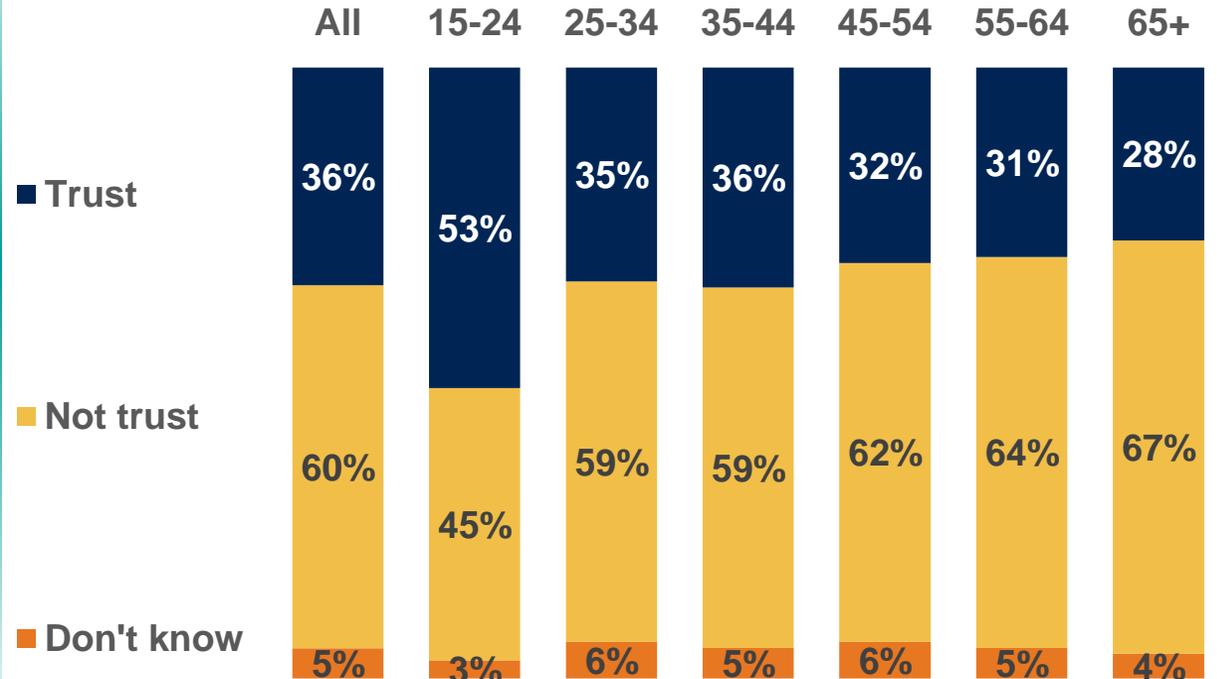
# JUST OVER A THIRD TRUST THE ACCURACY OF DISCOUNT INFORMATION – THIS IS AT THE SAME LEVEL AS MEASURED IN 2022

## Consumers' trust in discount information

Trust that the pre-sale prices or % discounts displayed are accurate



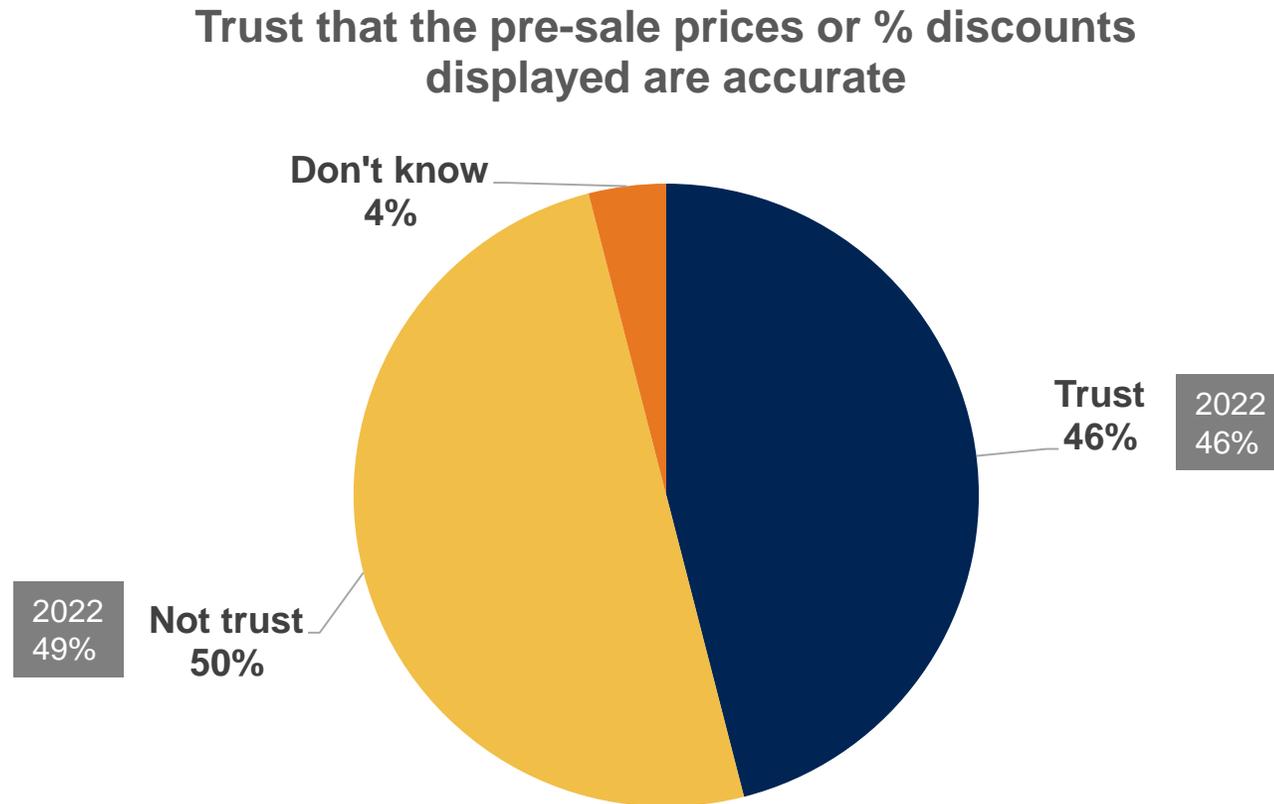
Levels of trust by age



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 (1026)

# AS IN 2022, HALF OF LIKELY BLACK FRIDAY/CYBER MONDAY SHOPPERS DO NOT TRUST THE ACCURACY OF DISCOUNT INFORMATION

Likely Black Friday/Cyber Monday shoppers' trust in discount information

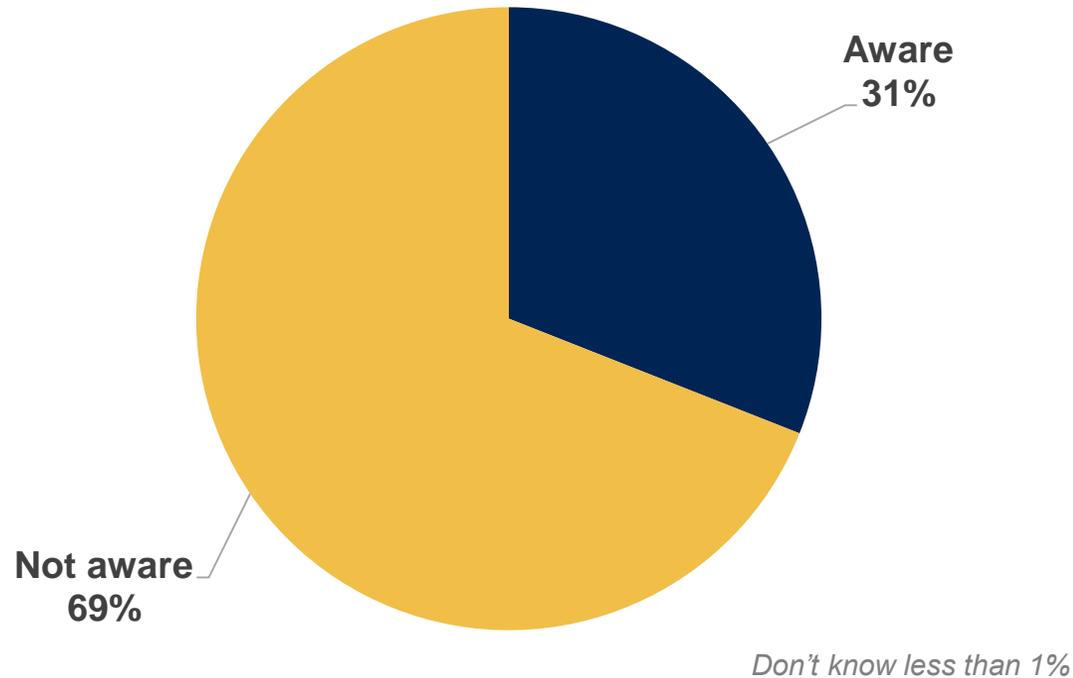


Q.8 In general do you trust or not trust that the pre-sale prices or percentage discounts displayed by businesses during sales are accurate?  
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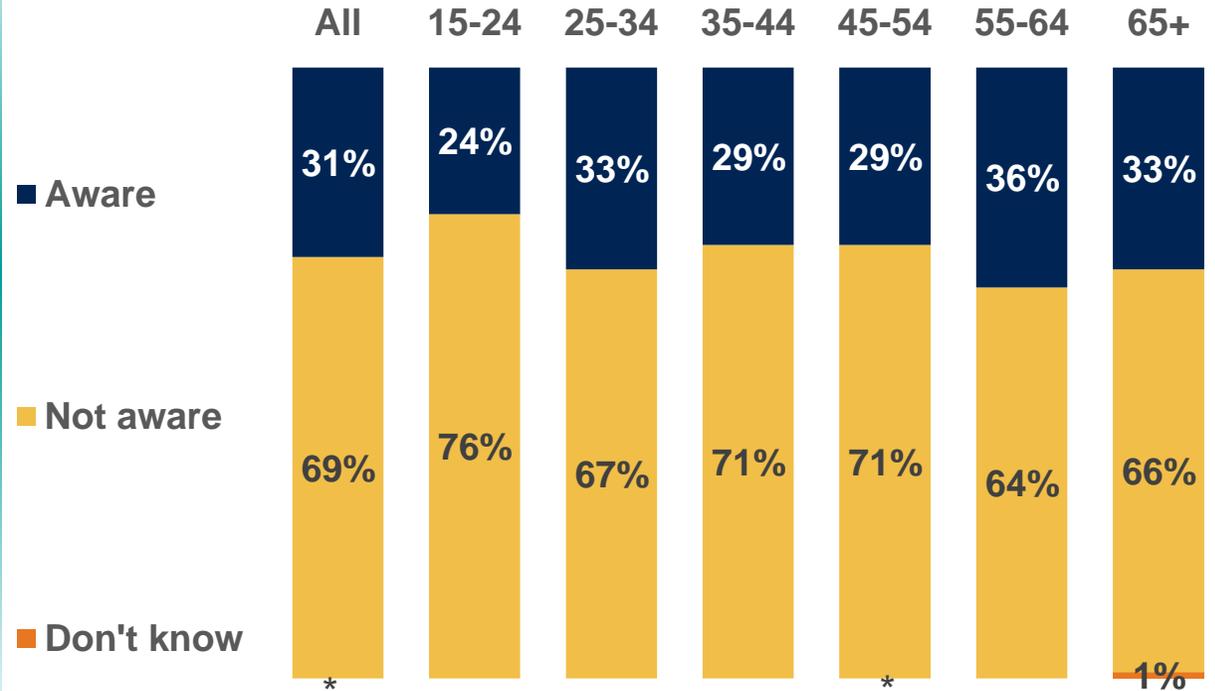
# ONLY AROUND 1 IN 3 RESPONDENTS ARE AWARE OF THE RECENT CHANGE IN RULES FOR THE DISPLAY OF DISCOUNT INFORMATION

## Consumers' awareness in discount information rules

Awareness of the change in rules for the display of discount information



Levels of awareness by age



Q.9 Are you aware or not aware that since December 2022 businesses must follow new rules when displaying both the sale price and past price of products that are reduced to ensure that discounts are genuine?

Base: All respondents (1026)

# CONTACTS

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