

CCPC BLACK FRIDAY SALES 2025

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Black Friday | Oct 2025 |
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Key Findings

1

Pricing transparency concerns

Two-thirds of consumers don't trust displayed discounts.

21% of those not shopping cite mistrust as the reason.

29% still unaware of the discount information rules businesses must follow.

2

Returns under-checked, particularly for online purchases

84% expect to shop online, but only 65% will check returns policy on any items purchased online.

3

Urgency drives impulsivity and leads to regret

Discount and lower price influence decision making, but 60% who made an unplanned sale purchase regretted it.

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
- Reasons for why consumers don't expect to make any purchases during these sales
- Whether consumers expect to shop online or in-store or both
- Payment method they plan on using
- Amount expecting to be spent and items planning on purchasing
- Whether intending purchasers will check the returns policy
- 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 similar surveys in 2022, 2023 and 2024.



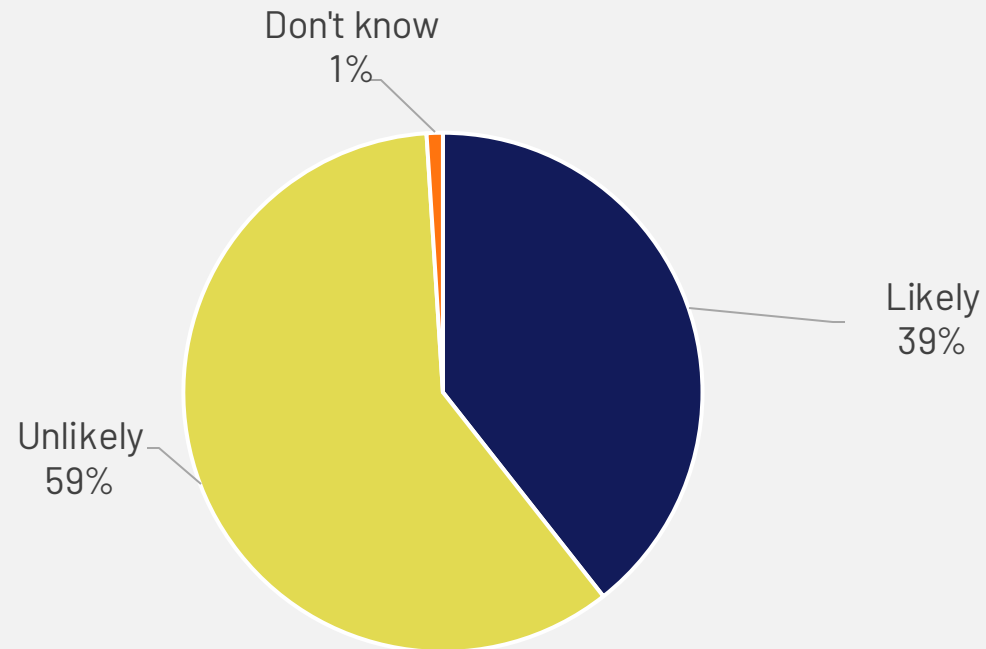
- 1,034 interviews with a representative sample of the population aged 15+.
- Fieldwork conducted between 1st and 14th October 2025.
- Survey conducted through computer-assisted telephone (CATI) interviews.
- Data is then weighted in line with the most up-to-date population estimates for gender, age, social class and region.

BLACK FRIDAY / CYBER MONDAY SALES

Shopping Intentions

Roughly 2 out of every 5 consumers intend to buy something during the Black Friday/Cyber Monday sales. With the exception of 2023, this has remained broadly consistent over the past 5 years

Likelihood of making a purchase during Black Friday/Cyber Monday sales
(all respondents: 1034)

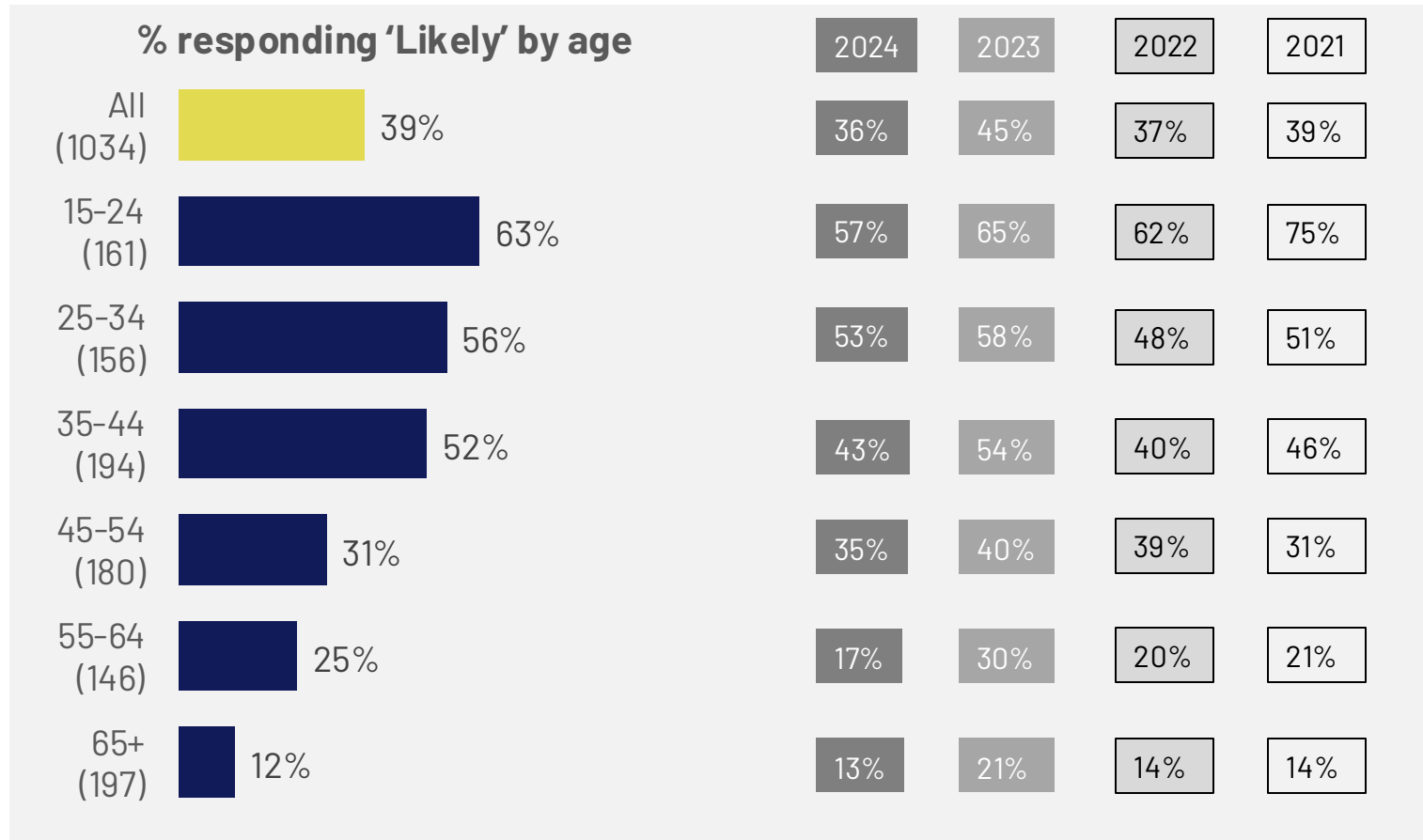


	2025	2024	2023	2022	2021
Likely	39%	36%	45%	37%	39%
Unlikely	59%	64%	54%	62%	58%
Don't know	1%	*	2%	1%	2%

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: 1034

Shopping Intentions By Age And Gender

Women, younger people and those living in Dublin most likely to be planning a purchase



% responding 'Likely' by gender

	2025	2024	2023	2022	2021
Females	43%	43%	48%	39%	44%
Males	35%	29%	41%	34%	35%

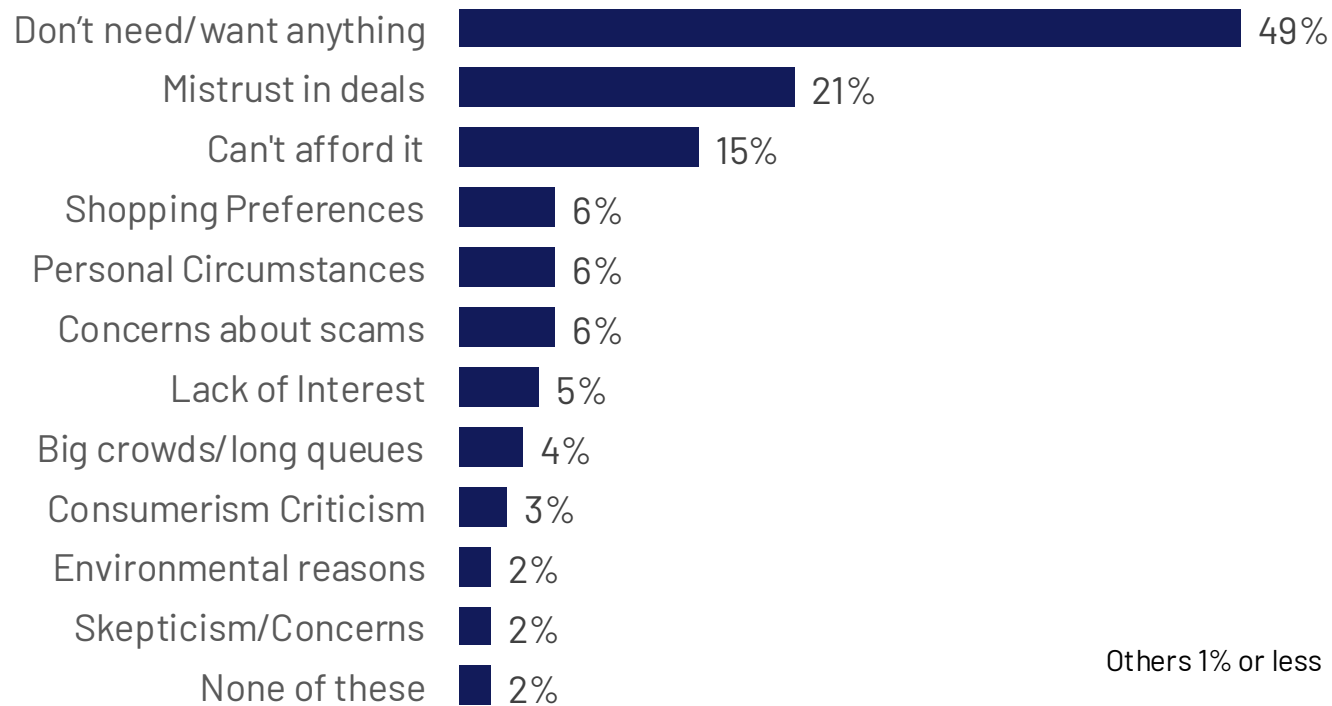
- Intention to make a purchase declines across the age groups, with those aged between 15 and 24 almost 5 times more likely to intend to purchase than those aged 65+.
- Women remain more likely to be planning a purchase during the upcoming sales, with the gender gap returning to the longer-term average.
- Purchase intention is higher in Connacht/Ulster (46%) and Dublin (45%).

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: 1034

Reasons For Being Unlikely To Make Black Friday Purchases

Not needing anything is the key reason for not planning a purchase, although 1 in 5 say they don't trust the deals that are promoted

Reasons for being unlikely to purchase
(Not intending to purchase: 613)



- Those aged 65+ (least likely to be planning a purchase) are most likely to say that it is because they don't need anything (57%). This compares with 45% of under-35s.
- Younger people not planning a purchase more likely to report that it is due to affordability reasons (under-35s: 21%).
- Mistrust in deals rises across age groups, peaking at 32% of 55-64-year-olds. In contrast, 12% of under-35s give this as a reason.
- Affordability issues higher among women (19%) than men (12%).

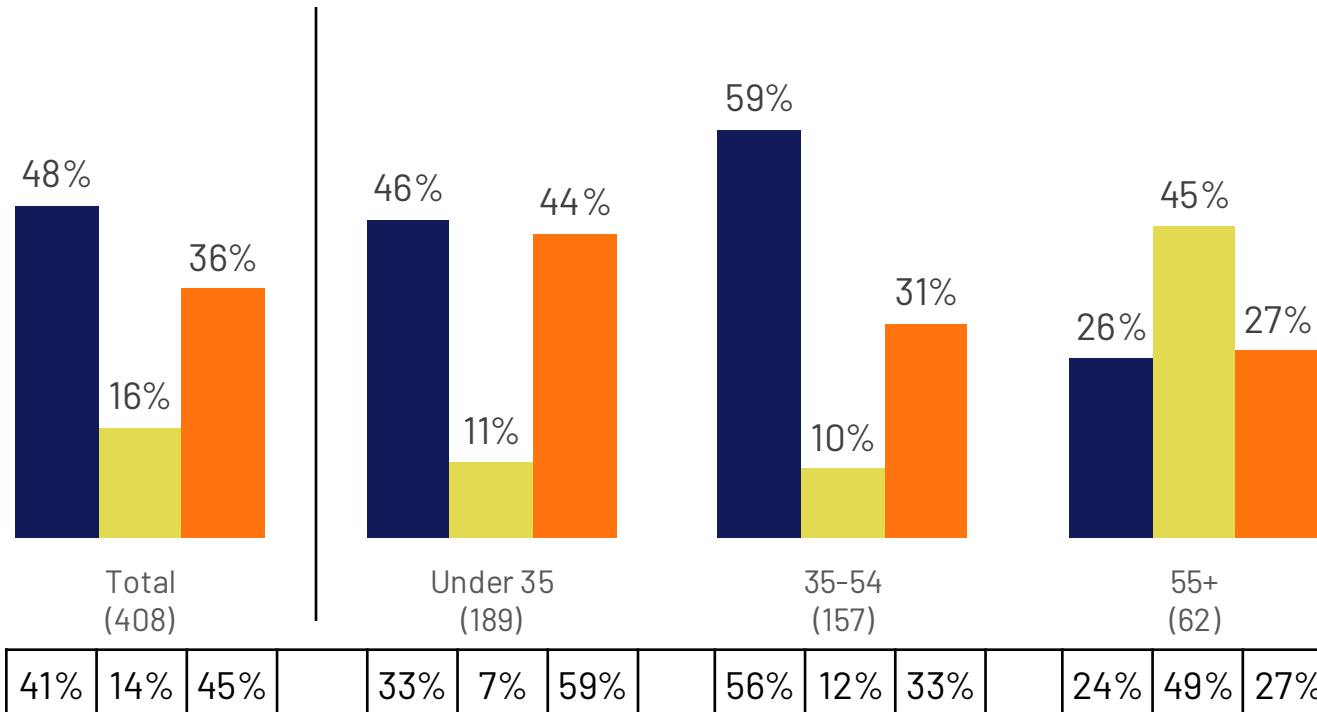
Q.1a And why would you say you are unlikely to make purchases during the upcoming Black Friday or Cyber Monday sales?
Base: All unlikely to make a purchase during upcoming Black Friday/Cyber Monday sales: 613

*new question 2025

Shopping Locations

84% report that they are likely to make a purchase online, with 52% saying they will make an in-store purchase

Expected channel for shopping
(Intending purchasers: 408)



	Males	Females
	(179)	(229)
Only Online	43%	52%
Only In-store	16%	15%
Both	41%	33%

- Increase since last year in the proportion of under-35s planning on doing all their shopping online (up 13 points).
- Women are less likely to shop in-store with 52% shopping online only, compared with 43% of men.
- No differences by region in where people plan to make their purchases.

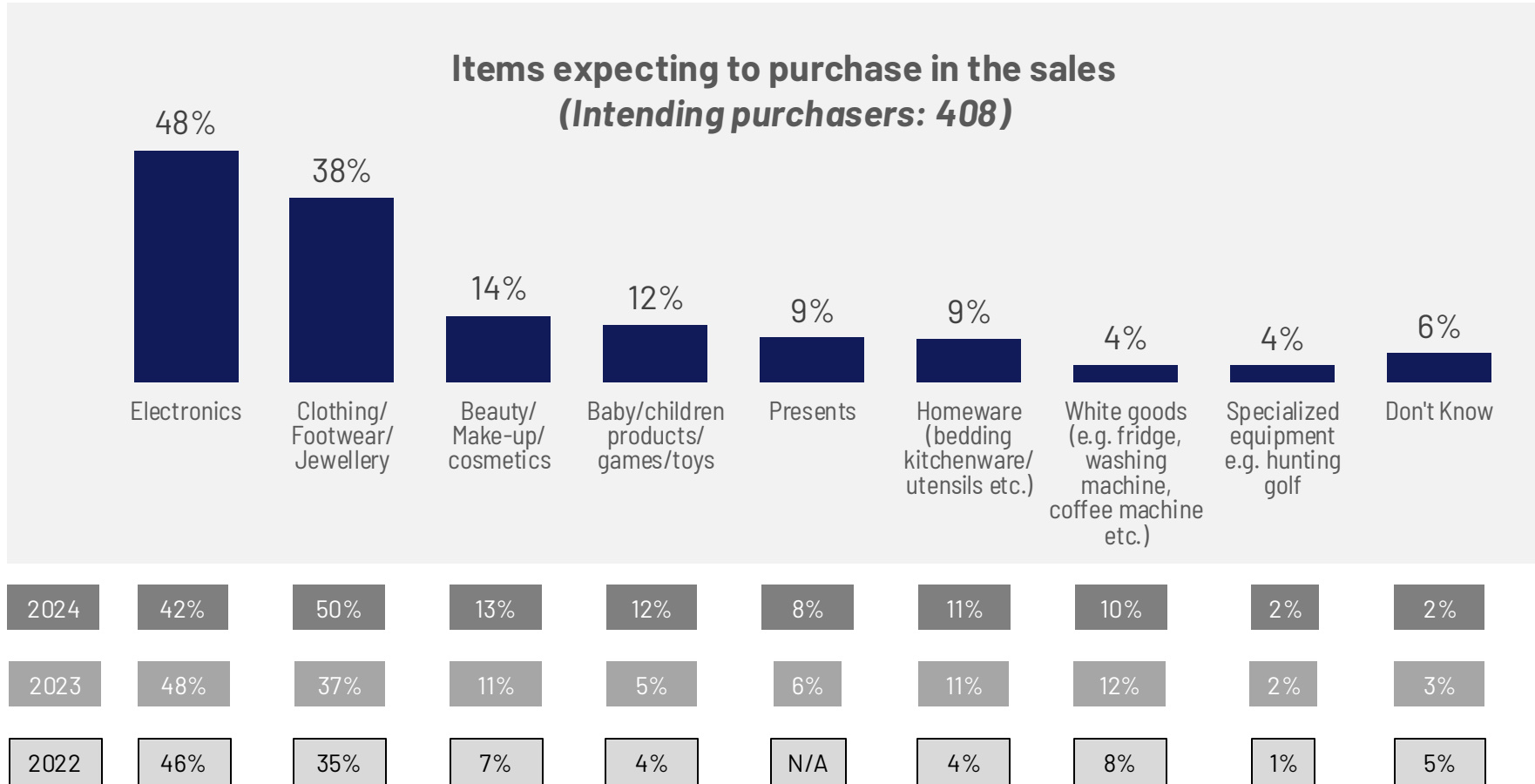
■ Only Online ■ Only In-store ■ Both

Q.2 And how do you expect to shop during the upcoming Black Friday or Cyber Monday sales? Online, in-store or both?
Base: All likely to make a purchase during upcoming Black Friday/Cyber Monday sales: 408



Categories Of Items Expecting to Buy

Electronics and clothing/footwear/jewellery dominate the shopping intentions, with most purchases likely in these categories



- The two most popular categories are the same across both genders, although men are more likely to be considering purchasing electronics (56%), and women equally likely to purchase in both categories (41% and 42%).
- 50% of intending shoppers aged under 25 are planning to purchase clothing. This declines to 25% of 35-44-year-olds, for whom children's products are a popular choice (28%).
- Intended purchases are the same for those shopping online and in-store.

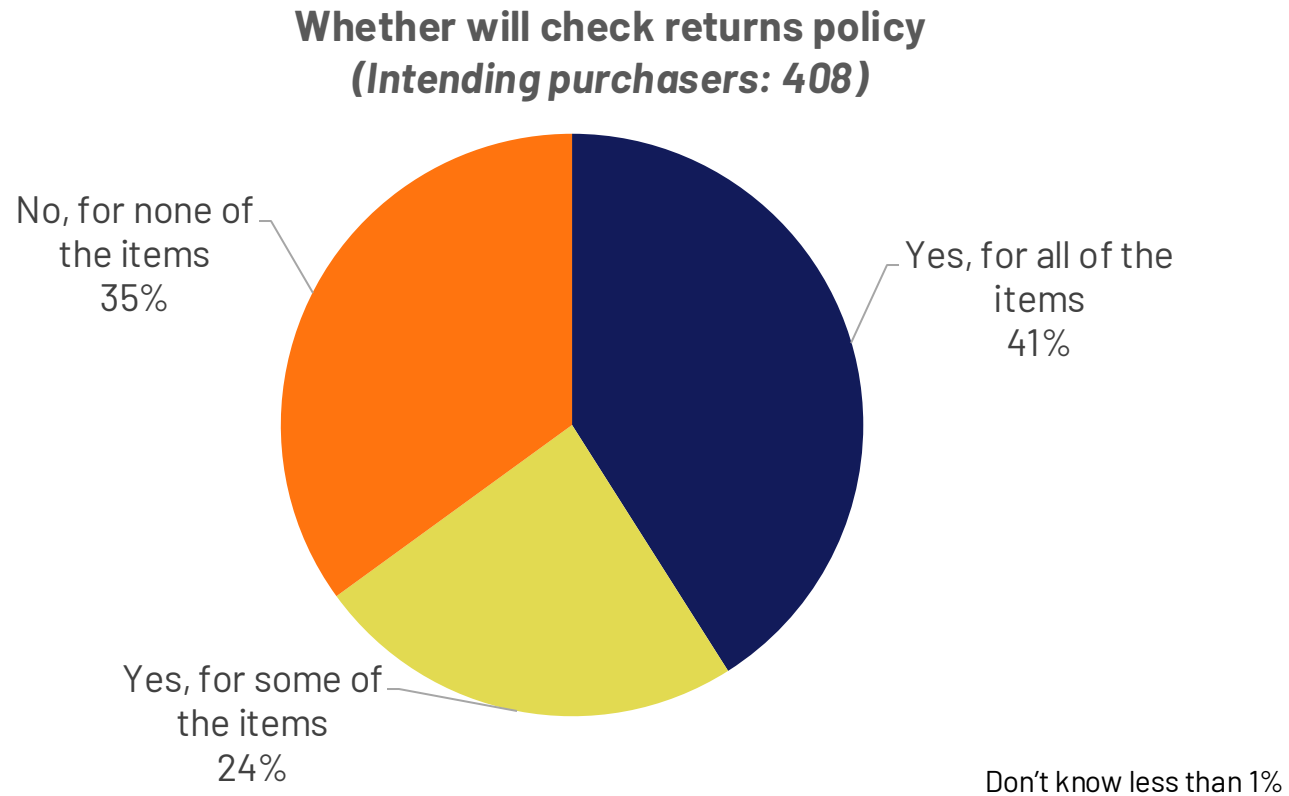
Q.3 What are you most likely to buy?
Base: All likely to make a purchase during upcoming Black Friday/Cyber Monday sales: 408

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



Returns Policy Check

3 out of 5 purchasers say they won't check the returns policy on everything that they buy



- Women more likely than men to say they will check the returns policy on all items (47% and 33% respectively).
- Younger people less likely to check returns policy on all items (under-25s: 30%).
- Those purchasing in-store more likely to report that they will check the returns policy for at least some of the items (in-store: 71%, online: 65%).

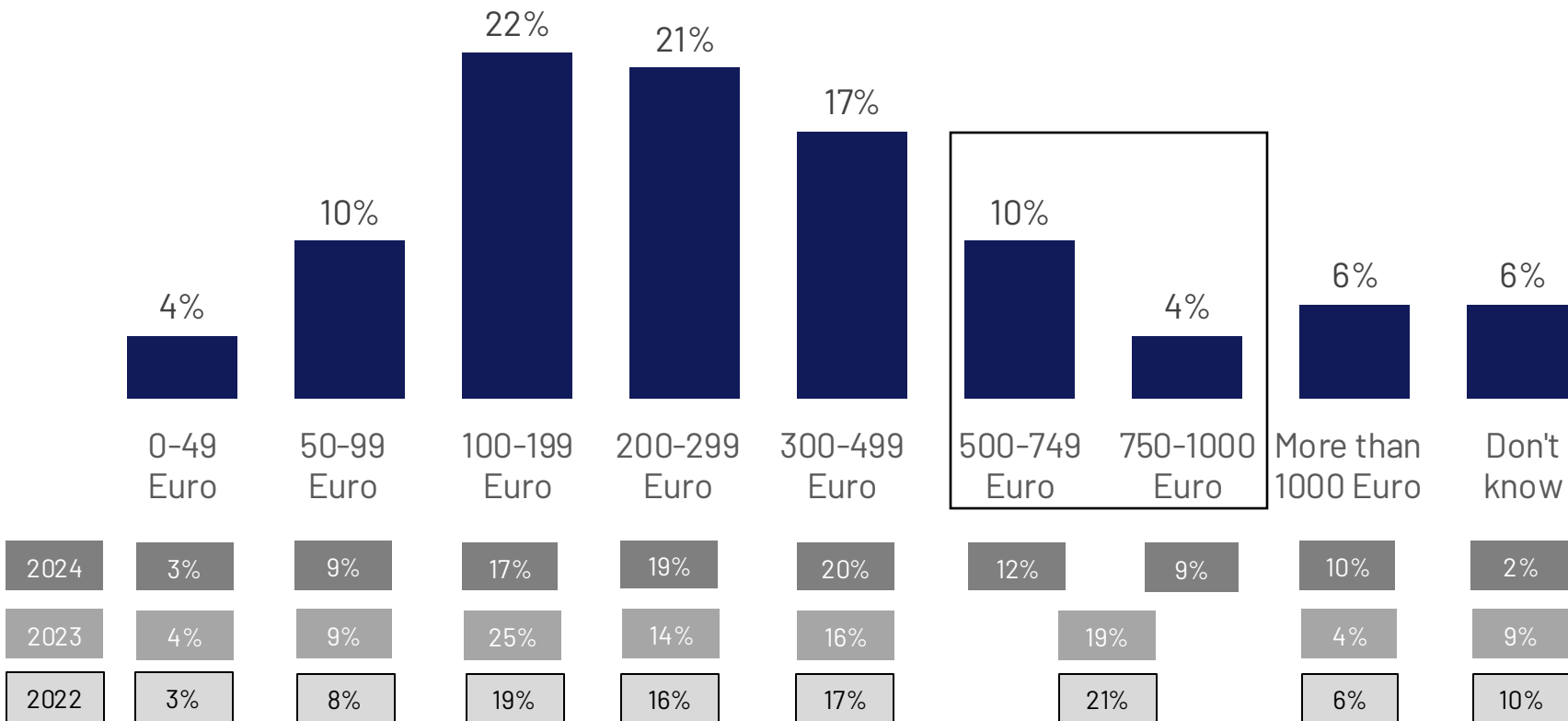
Q.4 Will you or will you not check the returns policy of the items that you are looking to buy?
Base: All likely to make a purchase during upcoming Black Friday/Cyber Monday sales: 408

*new question 2025

Expected Spend Among Likely Shoppers

Anticipated spend has declined. 1 in 5 shoppers plan on spending at least €500. This compares with almost 1 in 3 shoppers last year

Expected Spending In Black Friday/Cyber Monday Sales
(Intending purchasers: 408)

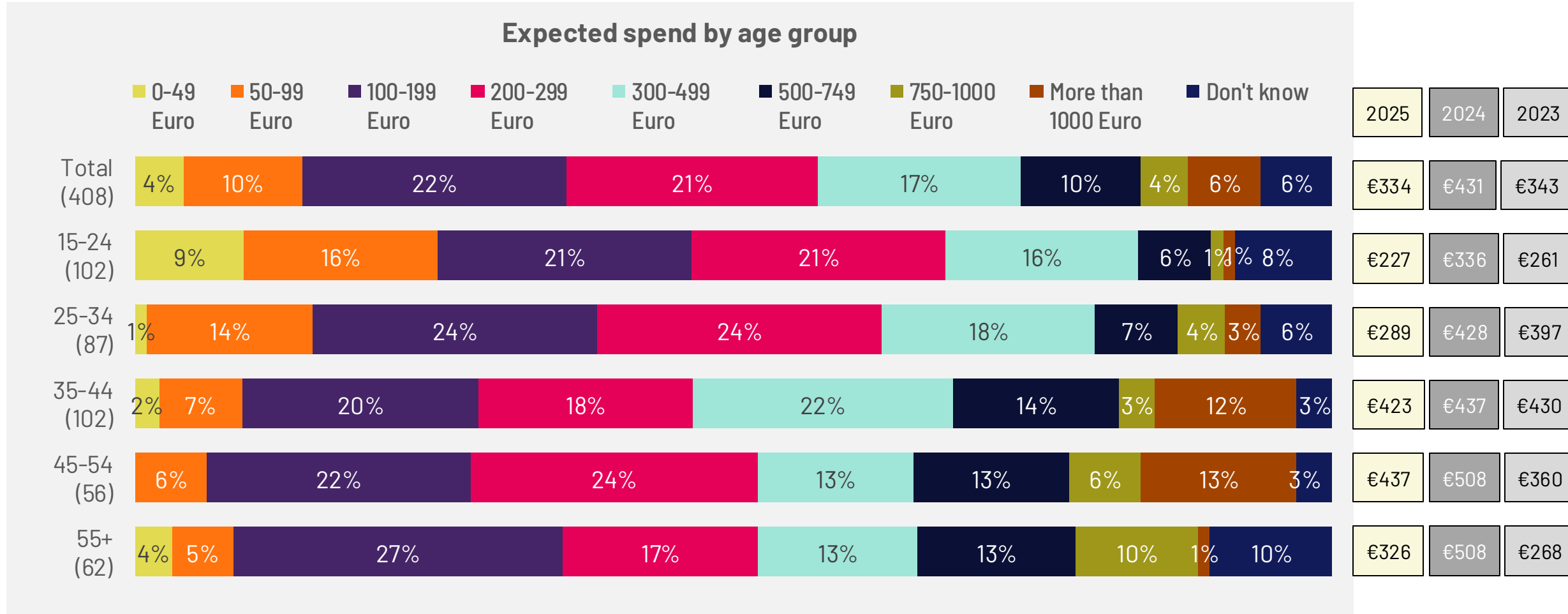


- The average expected spend is €334, down from €431 last year. It is at the same level as 2023 (€343).
- Those aged 15-24 have the lowest average spend (€227), and those aged 45-54 the highest (€437). Average spend is down across all age groups.
- Average spend for men is higher than that for women (€359 and €316 respectively).
- Those purchasing electronics spending more (average: €416), with those purchasing clothes spending on average €279. Note: This is their spend across all categories, not just within that category.

Q.5 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: 408
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Expected Spend By Age

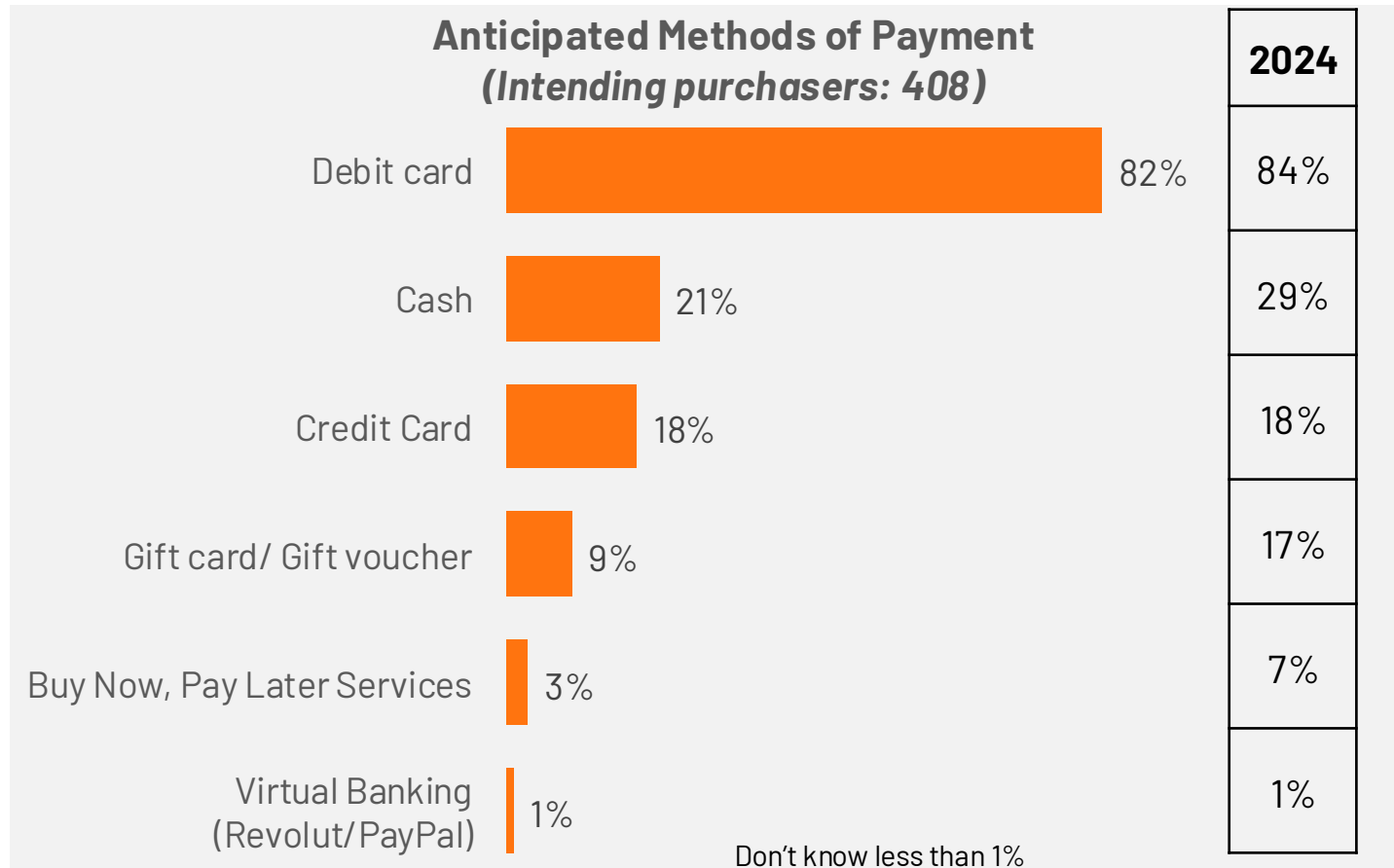
Average spend rises across the age groups, peaking among 45-54-year-olds



Q.5 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: 408

Methods Of Payment

Debit card usage remains most popular form of payment, with declines in proportions planning to use gift cards/vouchers or Buy Now Pay Later



- The majority of all groups intend to use their debit card.
- Over-55s are the group most likely to use cash (34%), with 35-54-year-olds the most likely to use credit cards (21%).
- Men are more likely than women to use credit cards (21% and 16% respectively).

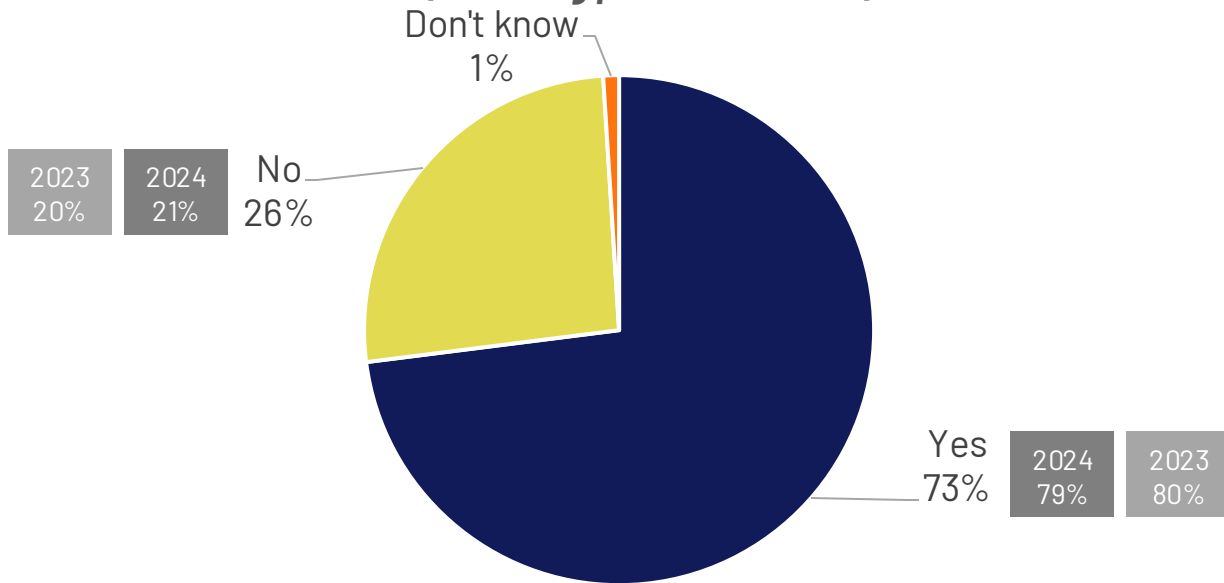
Q.6 And how do you plan on paying for your purchases during these sales?
Base: All likely to make a purchase during upcoming Black Friday/Cyber Monday sales: 408

Whether Will Research Into Previous Full Selling Price

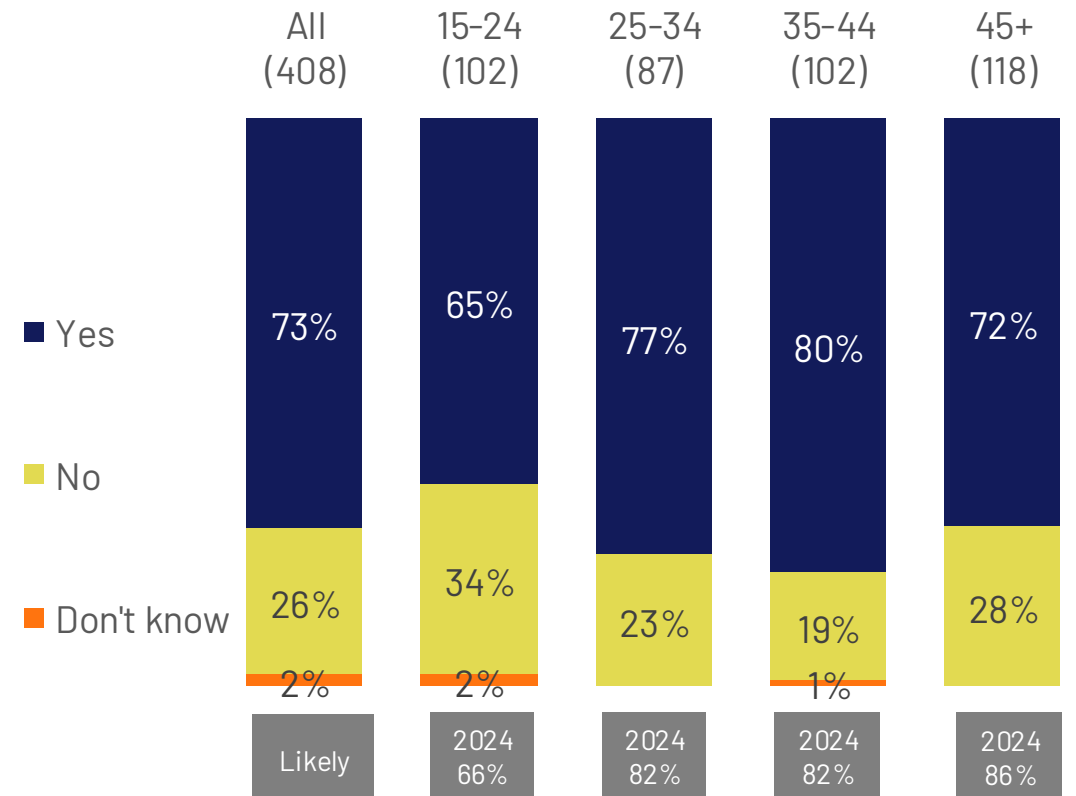
Almost 3 in 4 consumers will do some research into the previous full selling price. This is slightly down on previous years, particularly among those aged 45+

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

(Intending purchasers: 408)



Whether will research into previous full selling price by age

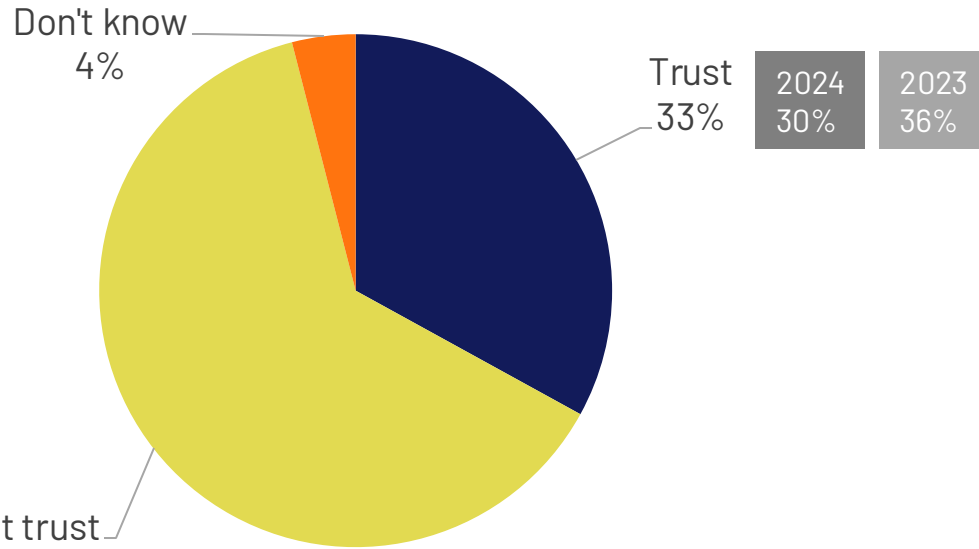


Q.7 Prior to purchasing something in the Black Friday/Cyber Monday sales do you expect you'll do some research to confirm that the advertised discount reflects the previous full selling price of the product?
 Base: All likely to make a purchase during upcoming Black Friday/Cyber Monday sales: 408

Trust In Discount Information

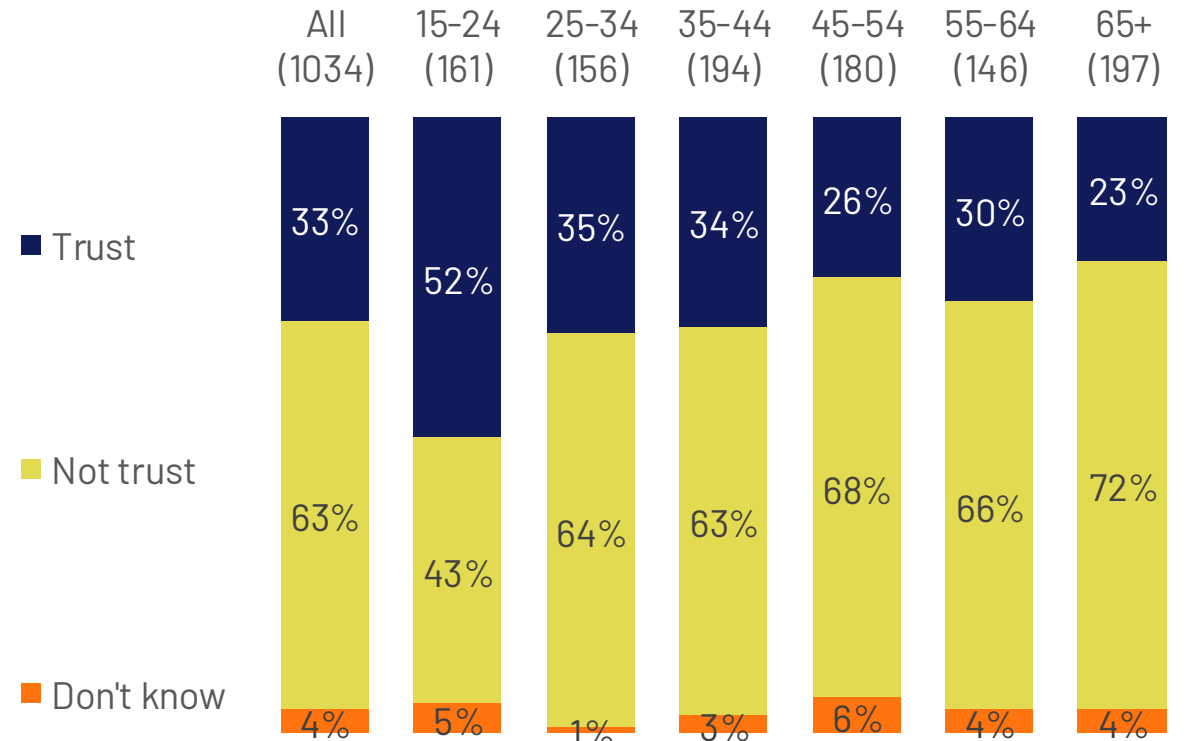
2 in 3 consumers do not trust that the pre-sale prices displayed are accurate. This is in line with previous years

Trust that the pre-sale prices or % discounts displayed are accurate
(All respondents: 1034)



Trust is higher among those planning to shop in the sales (49%), but for those unlikely to shop, only 22% trust the discount information.

Levels of trust by age

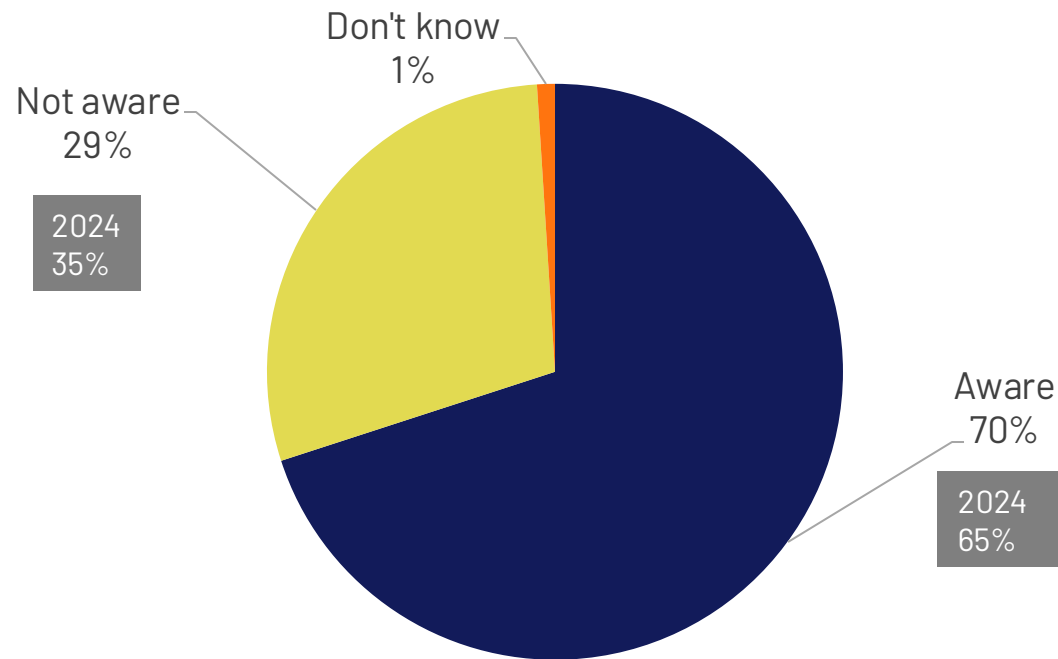


Q.8 In general do you trust or not trust that the pre-sale prices or percentage discounts displayed by businesses during sales are accurate?
Base: All respondents : 1034

Awareness Around Discount Information Rules

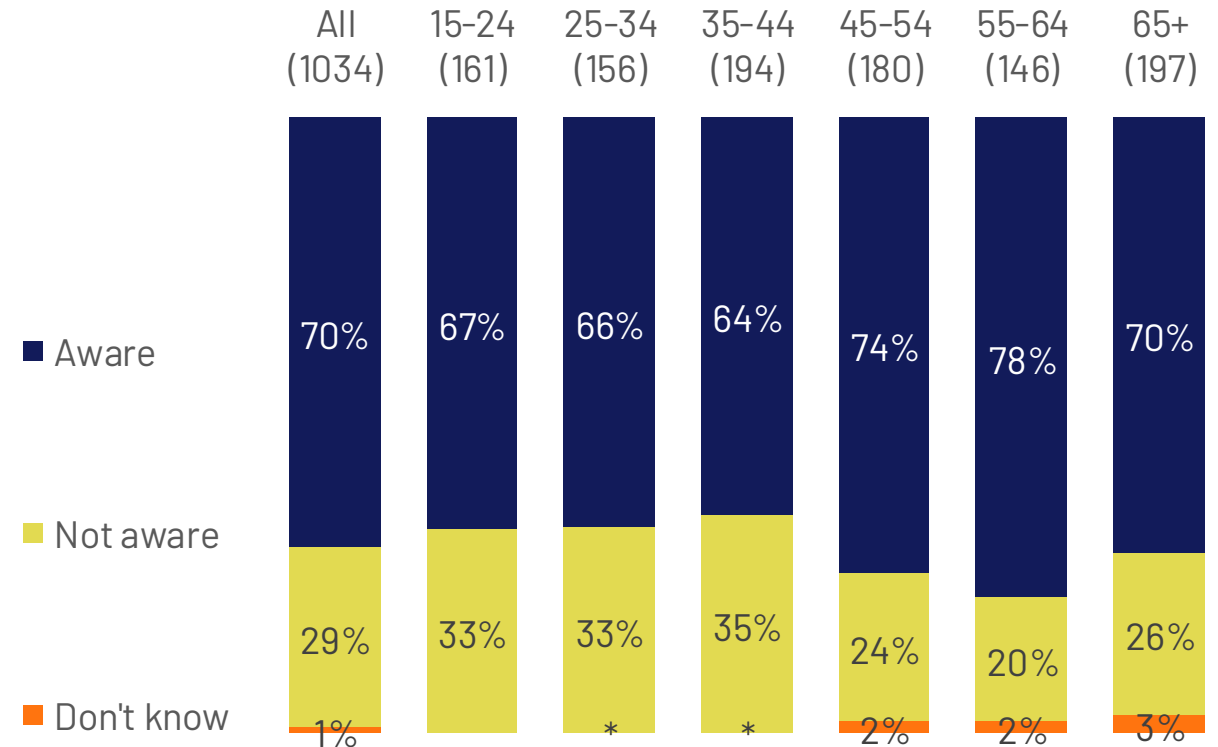
70% are aware that businesses must follow specific rules when displaying both the sale price and past price of products – up from 65% in 2024

Awareness of the rules for display of discount information
(All respondents: 1034)



No differences between those likely and unlikely to make purchases in Black Friday sales

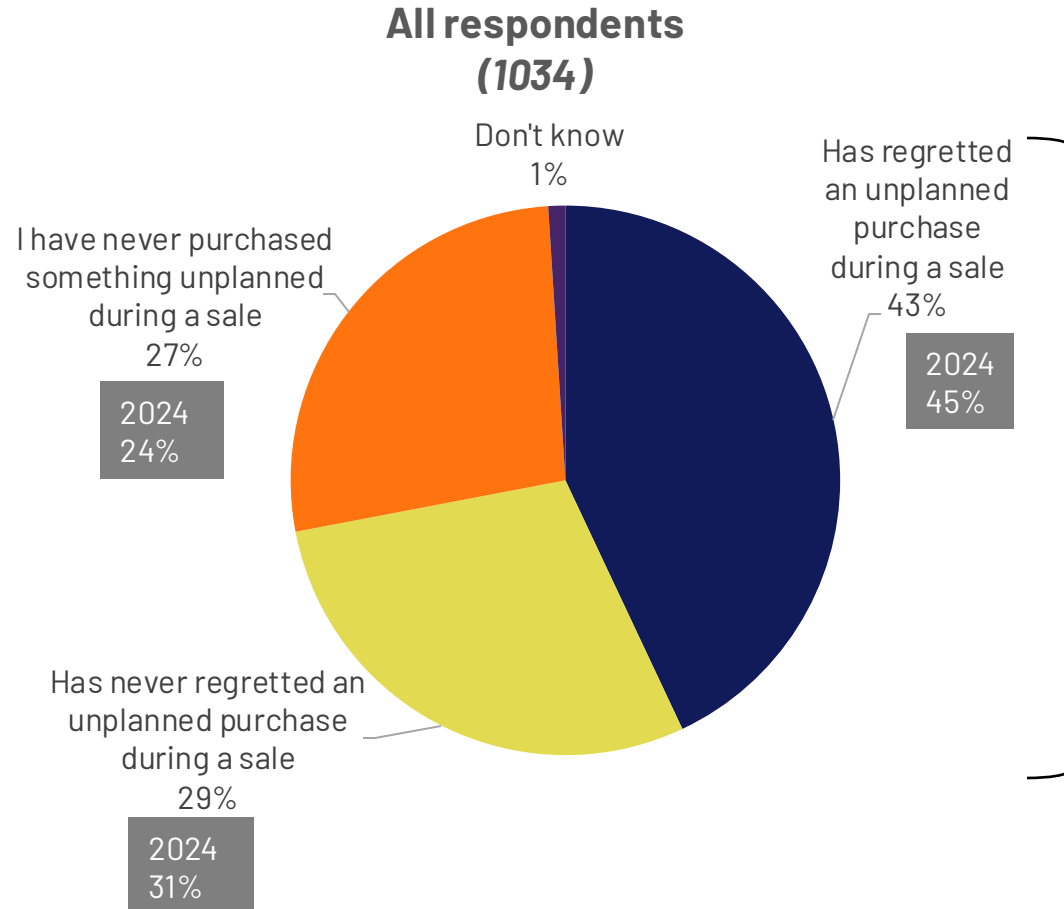
Levels of awareness by age



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 : 1034

Regret Over Unplanned Purchases

60% of those who have previously made an unplanned purchase during a sale have regretted it



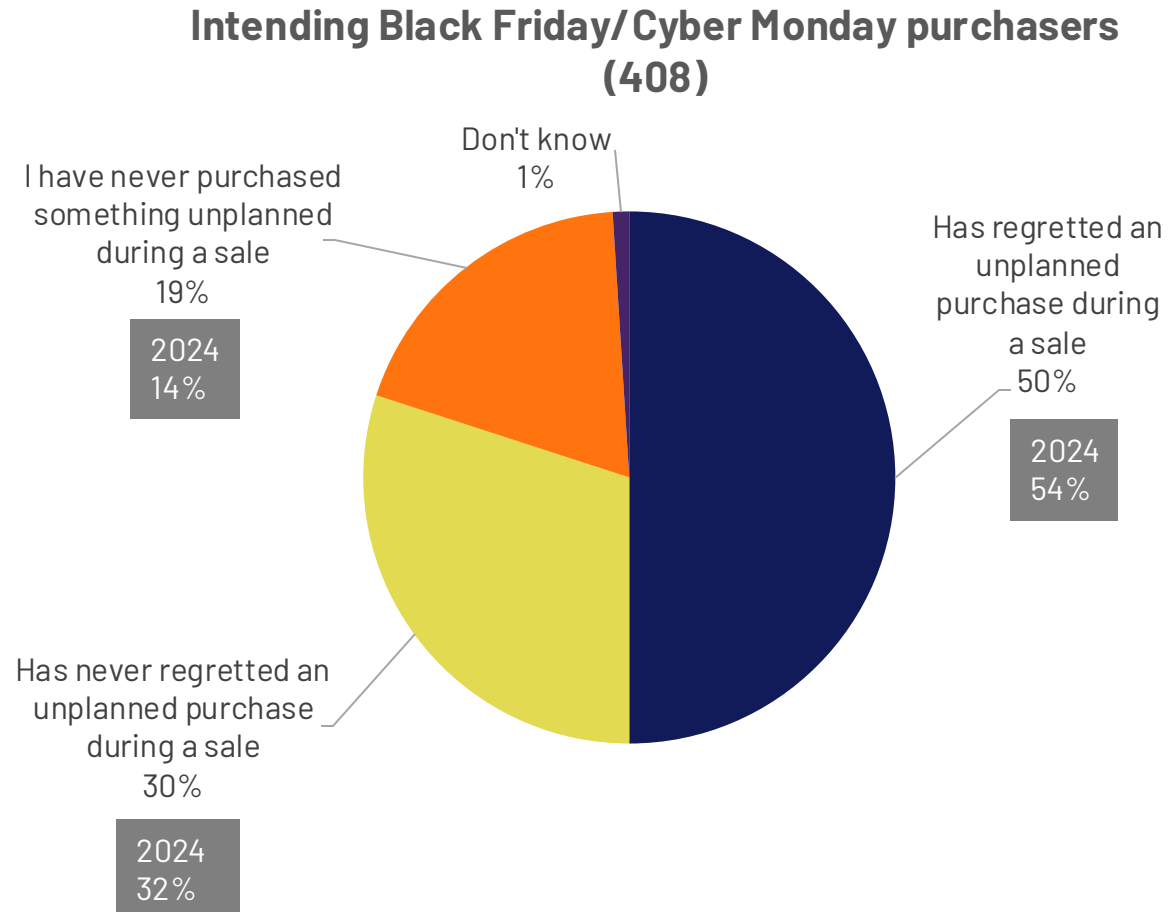
72% of consumers had made an unplanned purchase.
Of these, 60% regretted a purchase they had made.

Highest levels of regret among 35-44-year olds and women. 68% and 64% respectively of those who have bought something during a sale have regretted it.

Q.13 Have you ever made an unplanned purchase during a sale that you later regretted?
Base: All respondents: 1,034

Regret Over Unplanned Purchases – BF/CM Shoppers

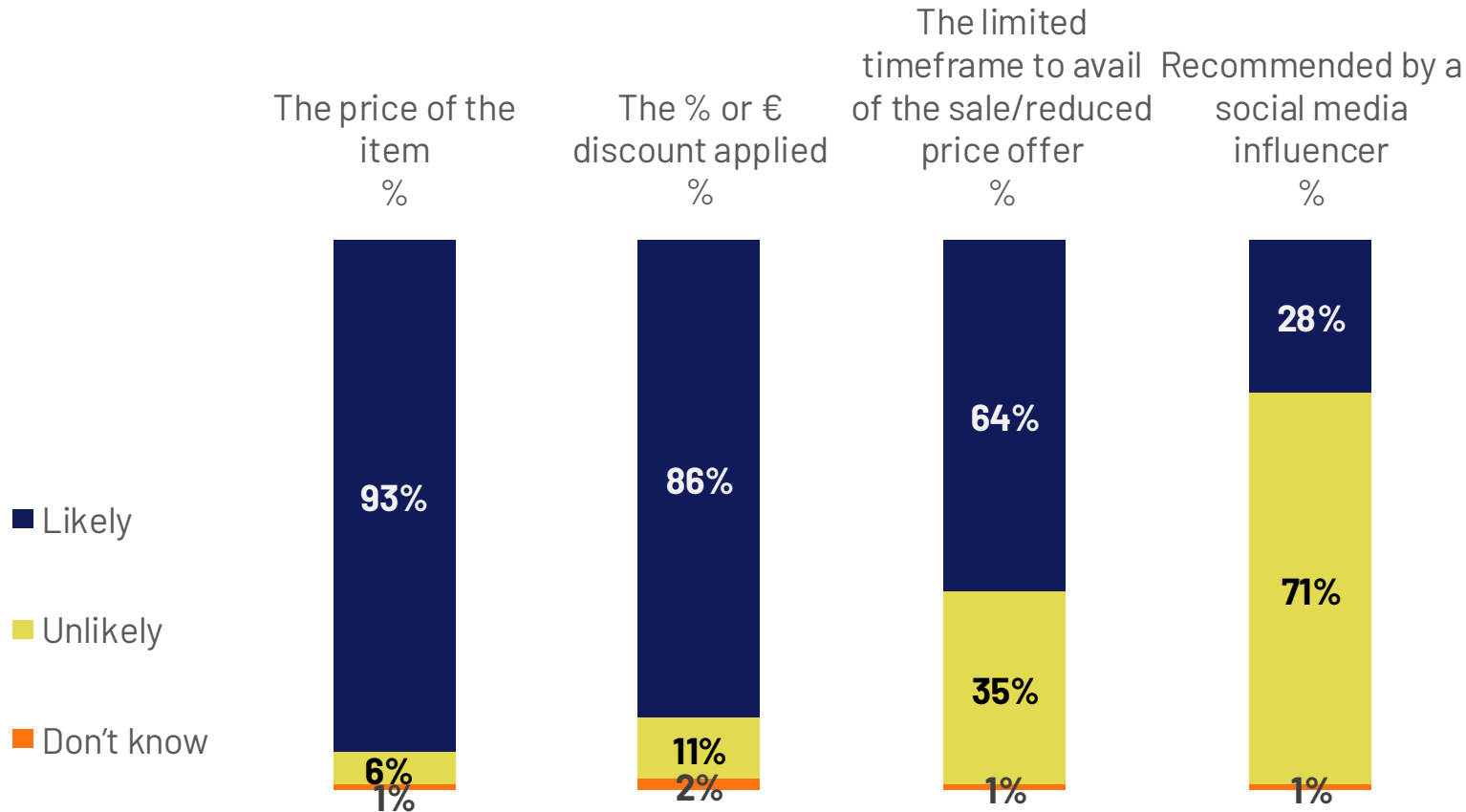
A higher proportion (80%) of BF/CM shoppers had made an unplanned sales purchase



Q.13 Have you ever made an unplanned purchase during a sale that you later regretted?
Base: All likely to make a purchase during upcoming Black Friday/Cyber Monday sales: 408

Influence on Purchase Decision

Roughly 9 in 10 identify price or discount as having an influence on their purchase decision during the sales



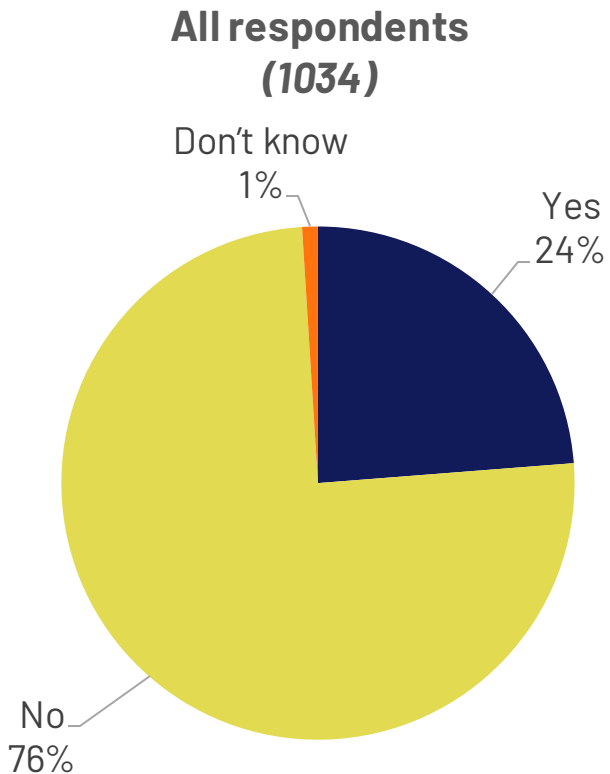
- The price of the item is most likely to be chosen as an influencing factor across all age groups and both genders, although those aged 35-44 are equally likely to choose price (95%) and discount (94%).
- 15-24-year-olds most likely to select influencer recommendation (40%) as a factor. In contrast, 24% of those aged 25+ select this.
- Women (33%) more likely than men (21%) to be influenced by influencers.

*new question 2025

Q.11 For each of these would you say it is likely or unlikely to influence your decision to buy something in the Black Friday/Cyber Monday sales?
 Base: All likely to make a purchase during upcoming Black Friday/Cyber Monday sales: 408

The Influence of Influencers

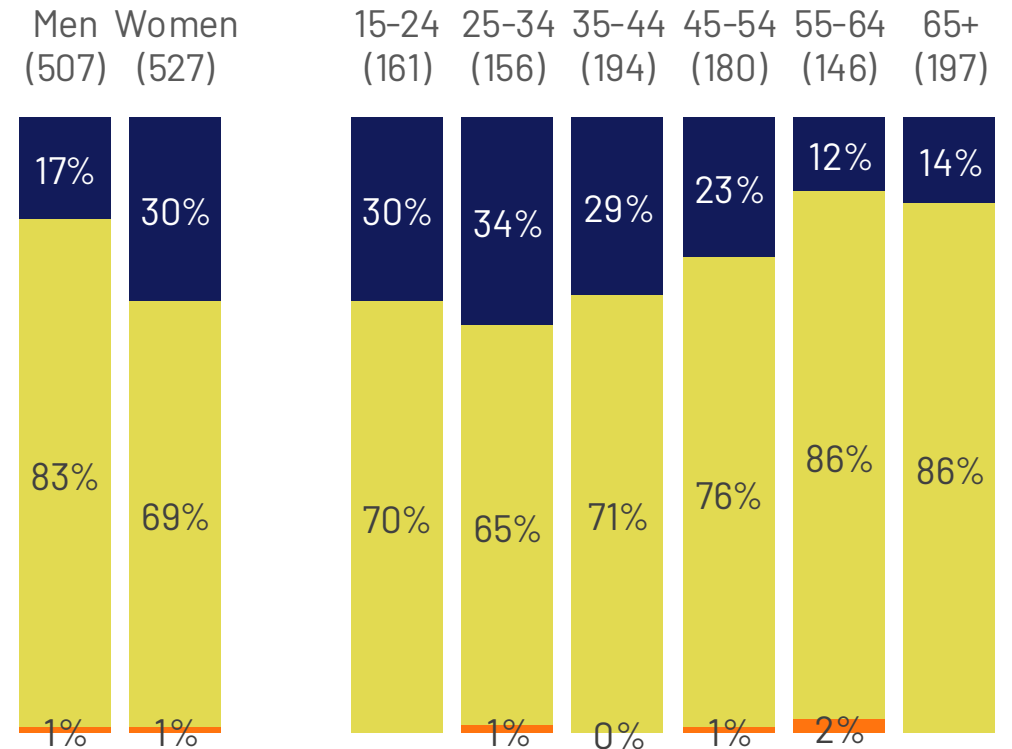
Women and young people are most likely to have made a purchase in a previous sale that they saw advertised by an influencer



31% of those likely to make a purchase in the sales say they have previously made a purchase after seeing it advertised in this way (versus **18%** of non-shoppers).

■ Yes
■ No
■ Don't know

Made a purchase in a sale advertised by an influencer



*new question 2025

Q.12 Thinking about sales in general, have you ever made a purchase in a sale after seeing a deal advertised by a social media influencer?
Base: All respondents: 1,034

THANK YOU

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