

2023 Deloitte Black Friday-Cyber Monday survey

Black Friday-Cyber Monday (BFCM)
spending expected to reach new highs



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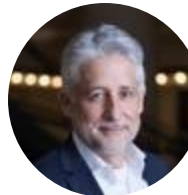
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Executive perspectives

Consumers stay the course

Consumers are holding steady with their initial holiday budgets, with 84% surveyed planning to spend the same or more than their September budgets (versus 81% in 2022).

Black Friday-Cyber Monday reaches new highs

As consumers look to stretch their budgets, 80% plan to shop during Black Friday-Cyber Monday (BFCM) and spending is set to reach a new high of \$567 (+13% versus 2022).

Season of change

While inflation has brought BFCM back into the spotlight, a larger shift has been occurring since 2019. Of those surveyed, millennials are now the dominant generation, responsible for 43% of BFCM spending (versus 30% in 2019).

Cheat sheet

BFCM spending rises

Spending plans stay the course as 84% plan to spend the same or more than they had budgeted in September.

Shoppers plan to spend a record **\$567 (+13% year over year)** during the upcoming BFCM week.

Overall BFCM participation holds steady YoY, as eight in 10 plan to shop during the BFCM week.

Participation across event days returns to prepandemic levels after experiencing some lows.

Consumers plan to focus on categories where they expect the best deals: clothing (70%), electronics (53%), and toys (53%).

57% of shoppers plan to take advantage of as many deals as possible, and four in 10 plan to complete the entirety of their holiday shopping during the BFCM week.

Channel and format preferences

61% of shoppers' BFCM budget will be spent online (a marginal increase from 59% in 2022).

Mass merchants (60%) are the preferred format for BFCM shopping according to respondents; 57% plan to shop at online-only retailers, they are closing the gap (versus 54% in 2022).

Black Friday spending online continues to grow as shoppers expect to spend \$169 during this event, versus \$121 in 2019 (+9% CAGR).

The majority of consumers noted doorbusters are less appealing (58%) or are hoping to avoid crowds (55%).

Millennials—the new face of BFCM shoppers

Millennials will likely drive a significant share of spending during the BFCM period (43%).

Millennial shoppers intend to **increase their BFCM spending by 38% YoY**.

68% plan to buy gifts for themselves during this period, as they prioritize self-gifting more than any other generation.

Millennials are **more likely to embrace the Black Friday doorbuster traditions**—50% are likely to go to stores between midnight and 7 a.m. (versus 31% of other shoppers).

October promotions

Earlier promotional events seem to be making an impact as **41% of respondents said they shopped during October promotional events**.

October promotional events may cannibalize BFCM sales as those who shopped in October are likely to spend 25% less than others during BFCM.

Spending intentions



Consumers plan to stick to their budgets by spending heavily during BFCM

84%

are confident about their original holiday budgets and plan to spend the same as or more than their expectations in September¹

versus 81% in 2022, 86% in 2021, 76% in 2020, and 91% in 2019

Top reasons for spending more than budgeted³:

51% buying more gifts

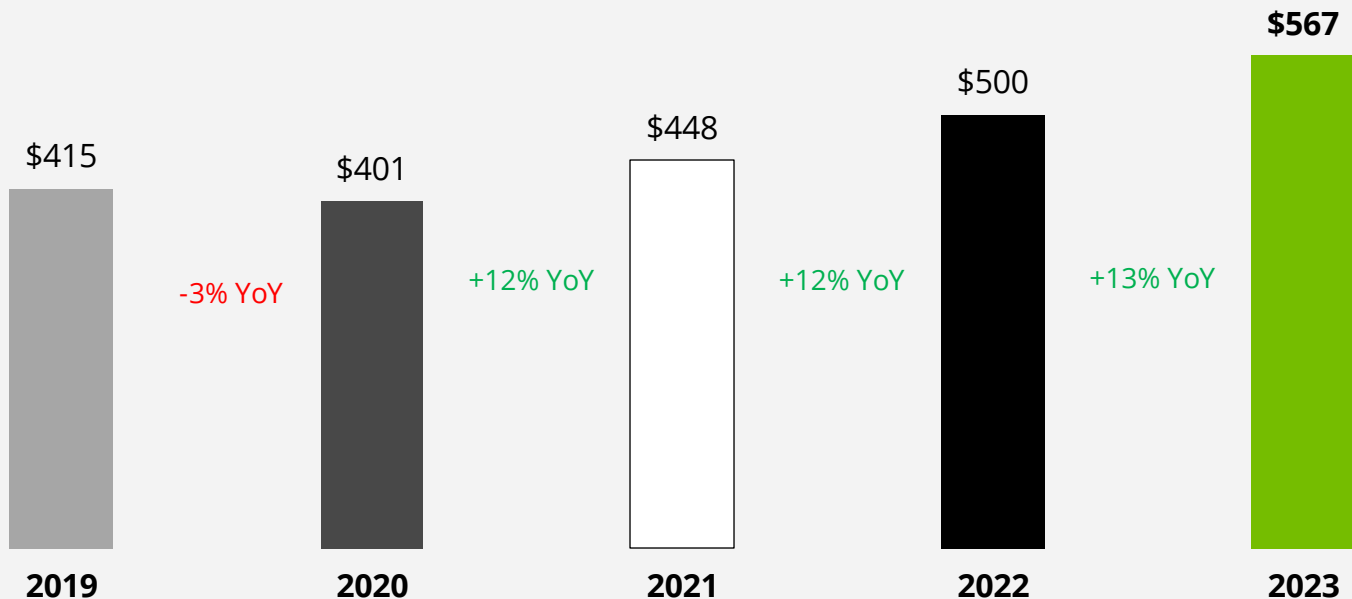
44% updating nongift clothing

40% higher prices

Questions: (1) "Compared to your planned holiday budget from a month or two ago, do you now plan to:" % spend same/more (N = 1,189); (2) "Approximately how much do you expect to spend on gifts (for others and yourself) during BFCM?" (N = 956); (3) "Why do you plan to spend more on the holidays?" (N = 266); (4) % agree/strongly agree (N = 956).

Consumers up their spending during BFCM year over year, reaching new highs

Average expected BFCM week spend²



4 in 10 expect to complete all their holiday shopping during the BFCM week⁴

BFCM participation on par with 2019

80%

plan to shop during the BFCM week¹ versus 80% in 2022, 71% in 2021, 74% in 2020, and 79% in 2019

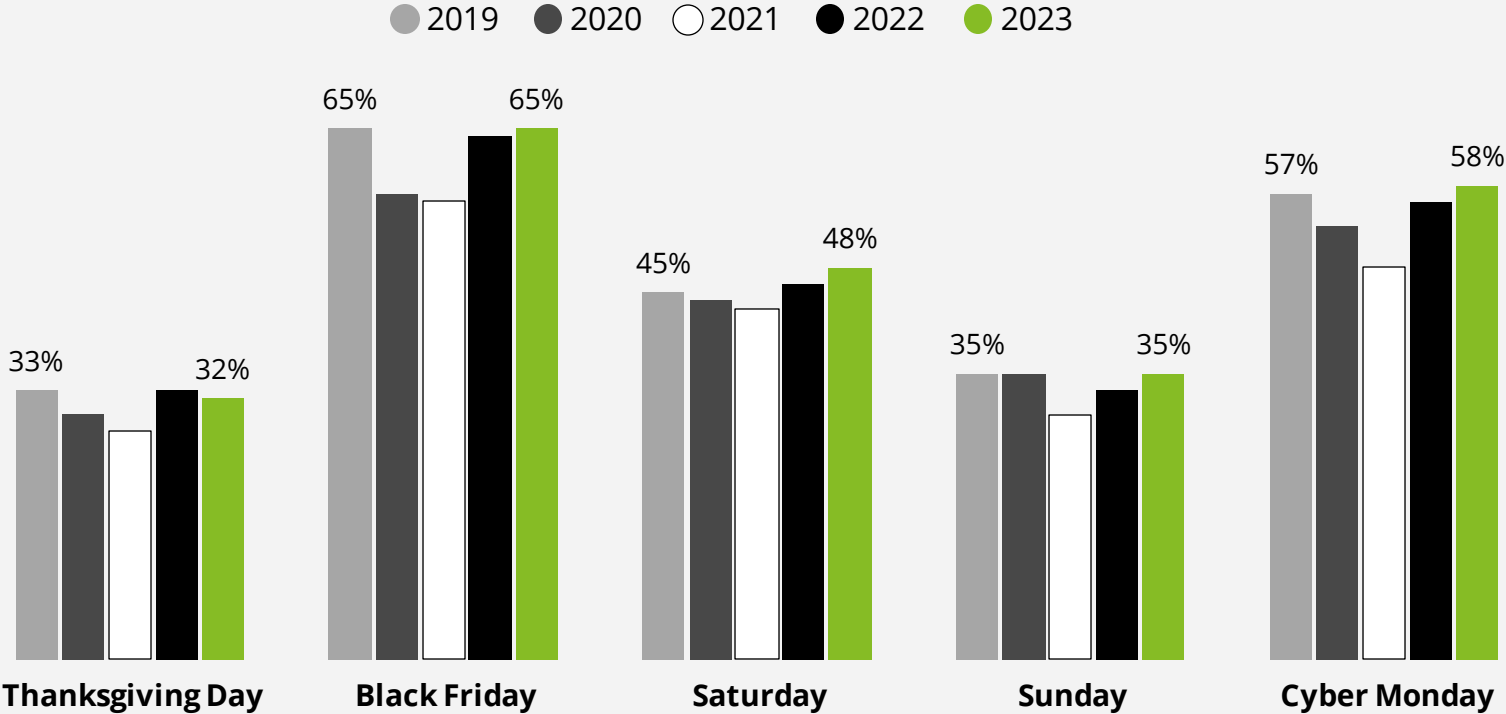
57%

plan to take advantage of as many retailers' deals as possible during the BFCM week²

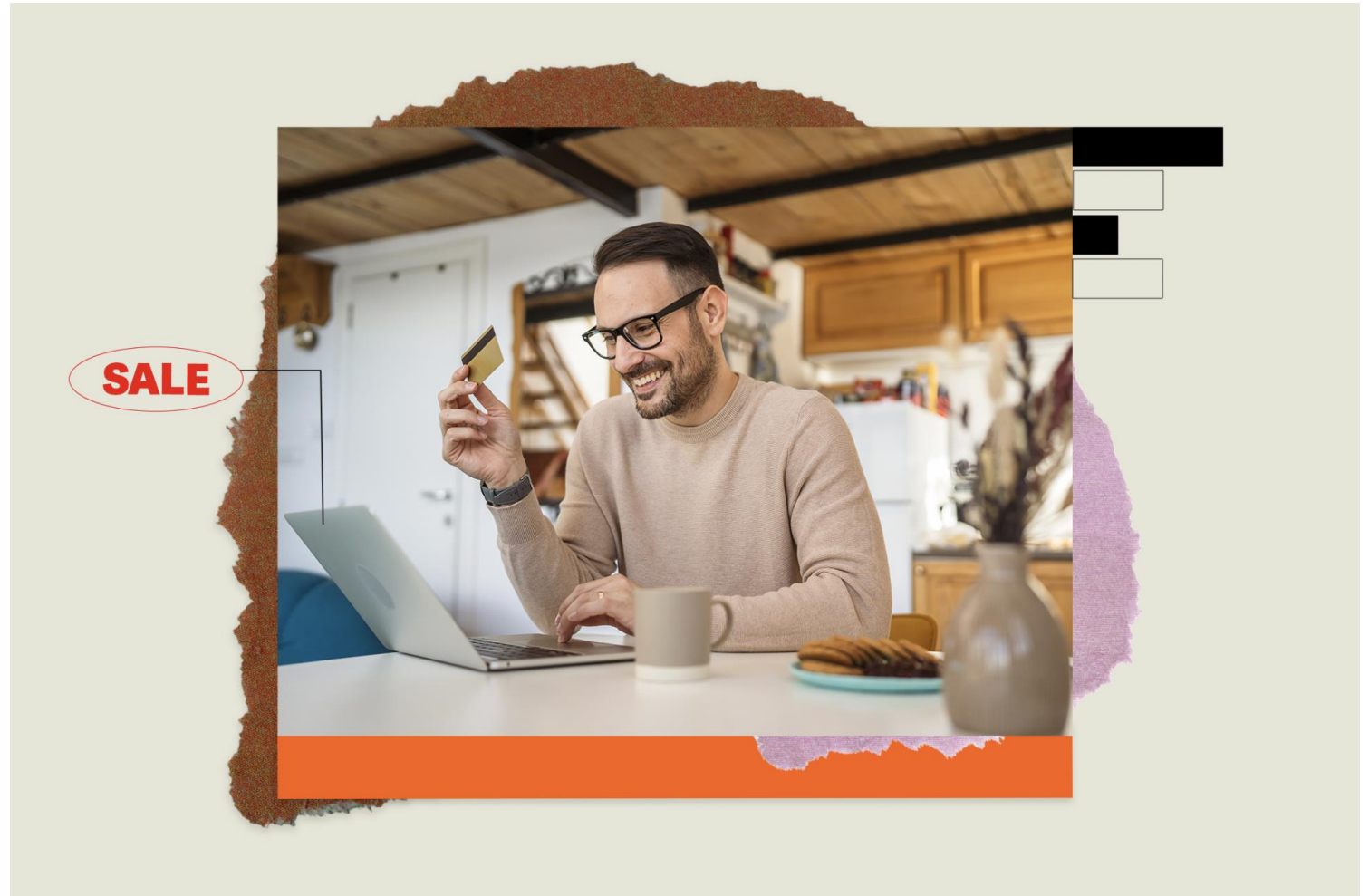
Questions: (1) "Will you shop online/in-store during the upcoming Black Friday-Cyber Monday shopping period (which begins on Thanksgiving Thursday, November 23rd, and ends on Cyber Monday, November 27th)?"; (2) % agree/strongly agree; (3) "On what days do you expect to shop online/in-store?"
 Note: N = 1,200.

Participation holds steady across event days

BFCM week participation, by shopping event day³



Shopper preferences



Embracing online convenience, many consumers even plan to shop during BFCM while at work

63%

could be tempted to make a BFCM purchase while at work²

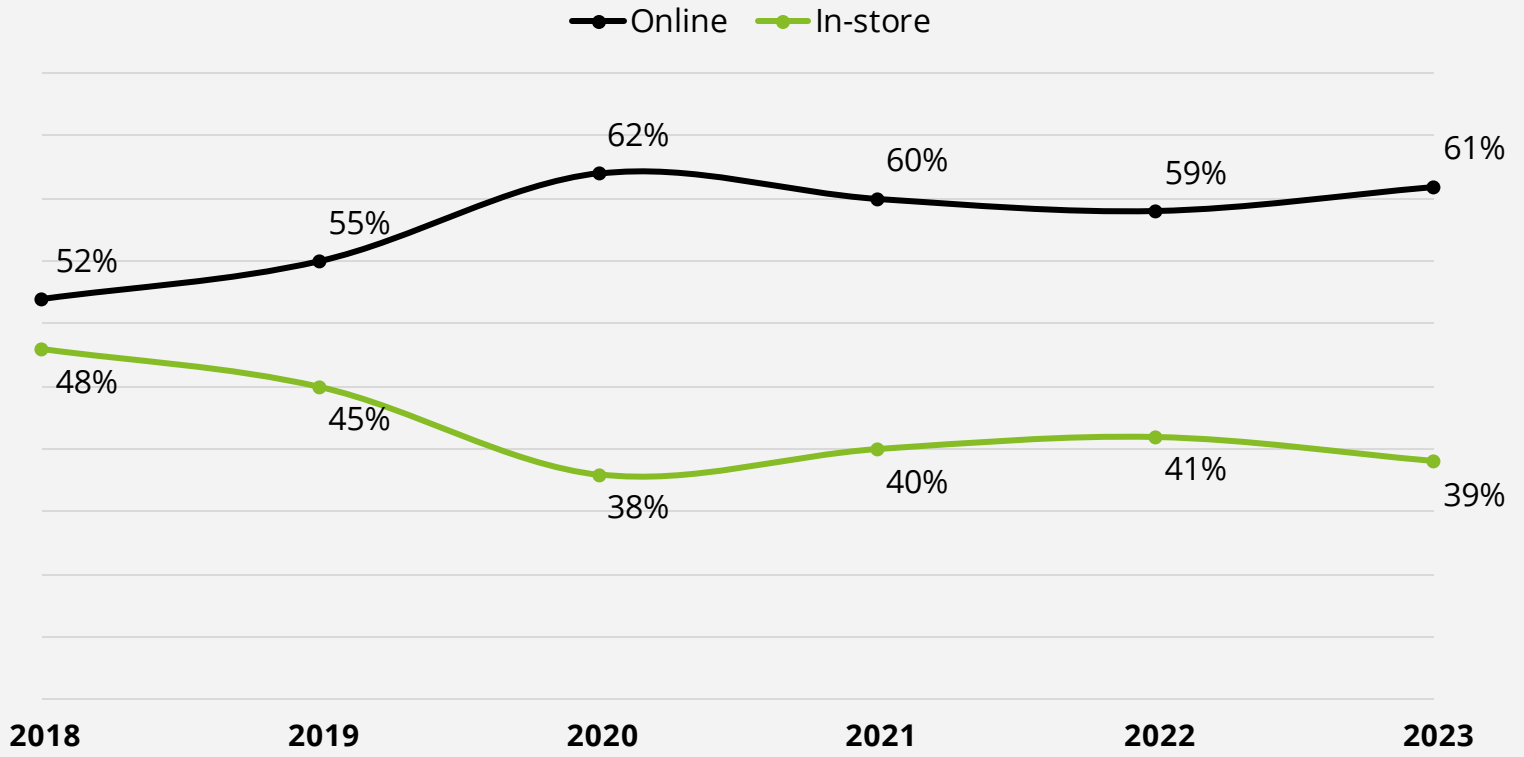
Share of BFCM spend through the online channel, by generation:¹

- 60%** Gen Z
- 59%** millennials
- 64%** Gen X
- 63%** baby boomers

Questions: (1) "Approximately, what percentage of your spending during the BFCM period is expected to be through the following shopping channels?" (N = 956); (2) % neutral/agree/strongly agree (N = 1,053).
Note: Gen Z 18–26 years; millennials 27–42 years; Gen X 43–58 years; baby boomers 59–77 years.

Online spending continues to hold on to the gains observed during the pandemic

Share of BFCM spend, by channel¹

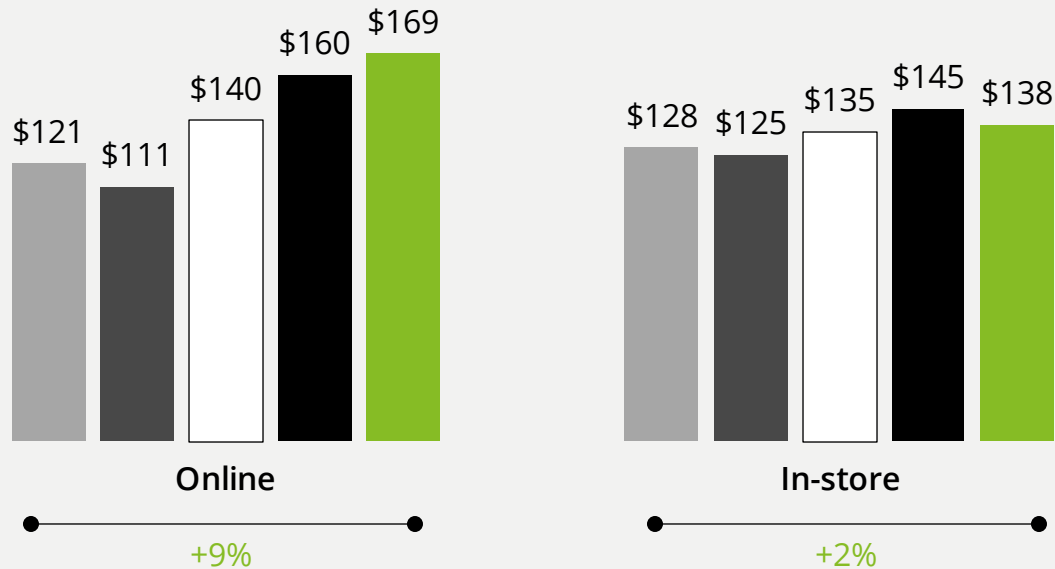


Black Friday has become an omnichannel event

Online spending continues to inch up, but consumers plan to stick with their in-store shopping traditions

Average expected Black Friday spend, by channel¹

● 2019 ● 2020 ○ 2021 ● 2022 ● 2023



Reasons for YoY decline in **in-store** spending on **Black Friday**²

58% say in-store Black Friday doorbuster deals have lost their appeal

55% want to avoid Black Friday crowds in stores

Questions: (1) "What percentage do you plan to spend shopping online on Black Friday?" (N = 511); "What percentage do you plan to spend shopping in physical stores on Black Friday?" (N = 544); (2) % agree/strongly agree (N = 1,200).

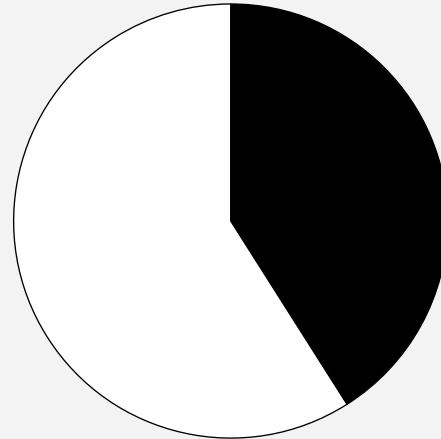
Note: CAGR refers to compounded annual growth rate.

October promotional events could cannibalize BFCM sales

Surveyed respondents who shopped during the October promotions are likely to spend **25% less** than others during BFCM

Questions: (1) "Approximately how much did you spend during the October promotional events on holiday items (for others or yourself)?" (2) % agree/ agree.
Note: N = 1,200.

Four in 10 bought holiday gifts during October promotions



41%

respondents shopped for holiday gifts during the October promotion events¹

29%

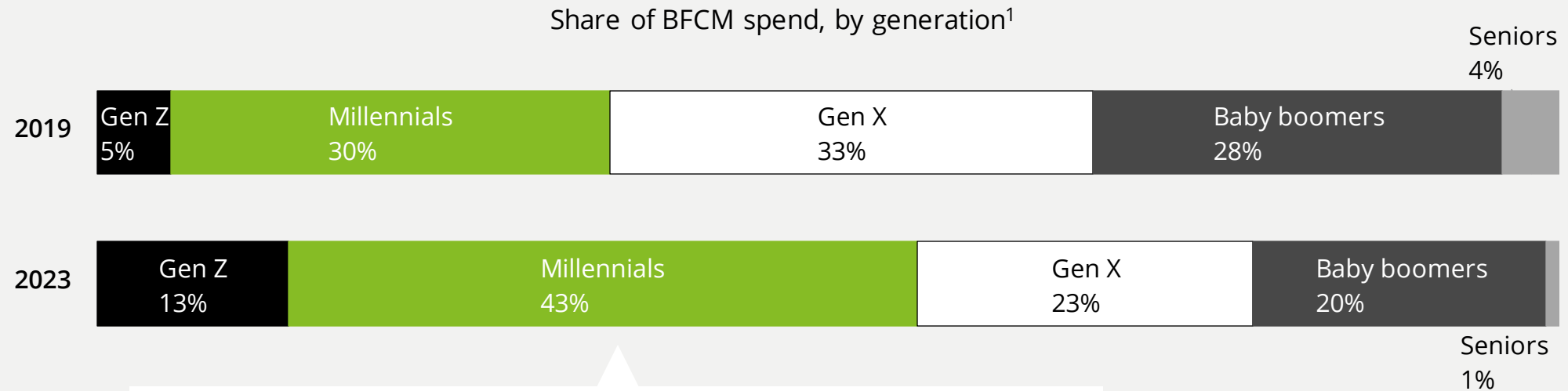
bought something they had been waiting to buy, as the price was too good to pass up²

28%

said their purchases during October promotion events checked off several gifts on their holiday shopping list²

Meet the new face of BFCM: Millennials are now generating 43% of the spending

Retailers that can lean into the preferences and motives of millennials may see an upside this BFCM



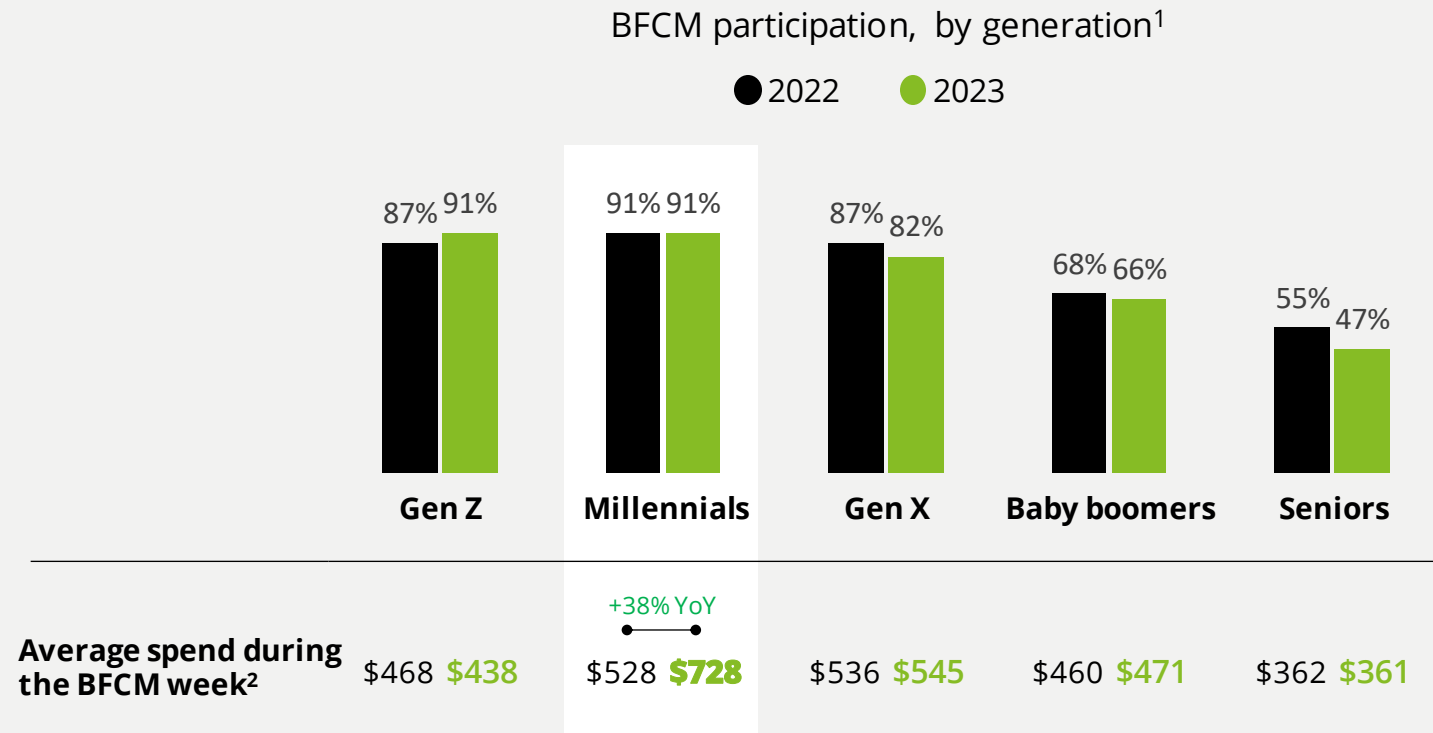
Get to know millennials

- **Likely to start early**—68% started before October end (versus 55% of other generations)²
- **Embrace the Black Friday doorbuster traditions more than other generations**—50% are likely to go to stores between midnight and 7 a.m. (versus 31% of other generations)³

Questions: (1) "Approximately how much do you expect to spend on gifts (for others and yourself) during the Black Friday-Cyber Monday shopping period?" (N = 956); (2) "How much of your holiday gift budget have you spent to date?" (N = 349 millennials, 851 other generations); (3) "When do you expect to go to the store on the Friday after Thanksgiving Day ("Black Friday")?" (N = 205 millennials, 339 other generations).

Millennials plan to spend big, especially on themselves

Millennials intend to increase their BFCM spending by 38% and prioritize self-gifting more than other generations



68%

millennials plan to buy gifts for themselves during BFCM³

65% Gen Z

46% Gen X

32% baby boomers

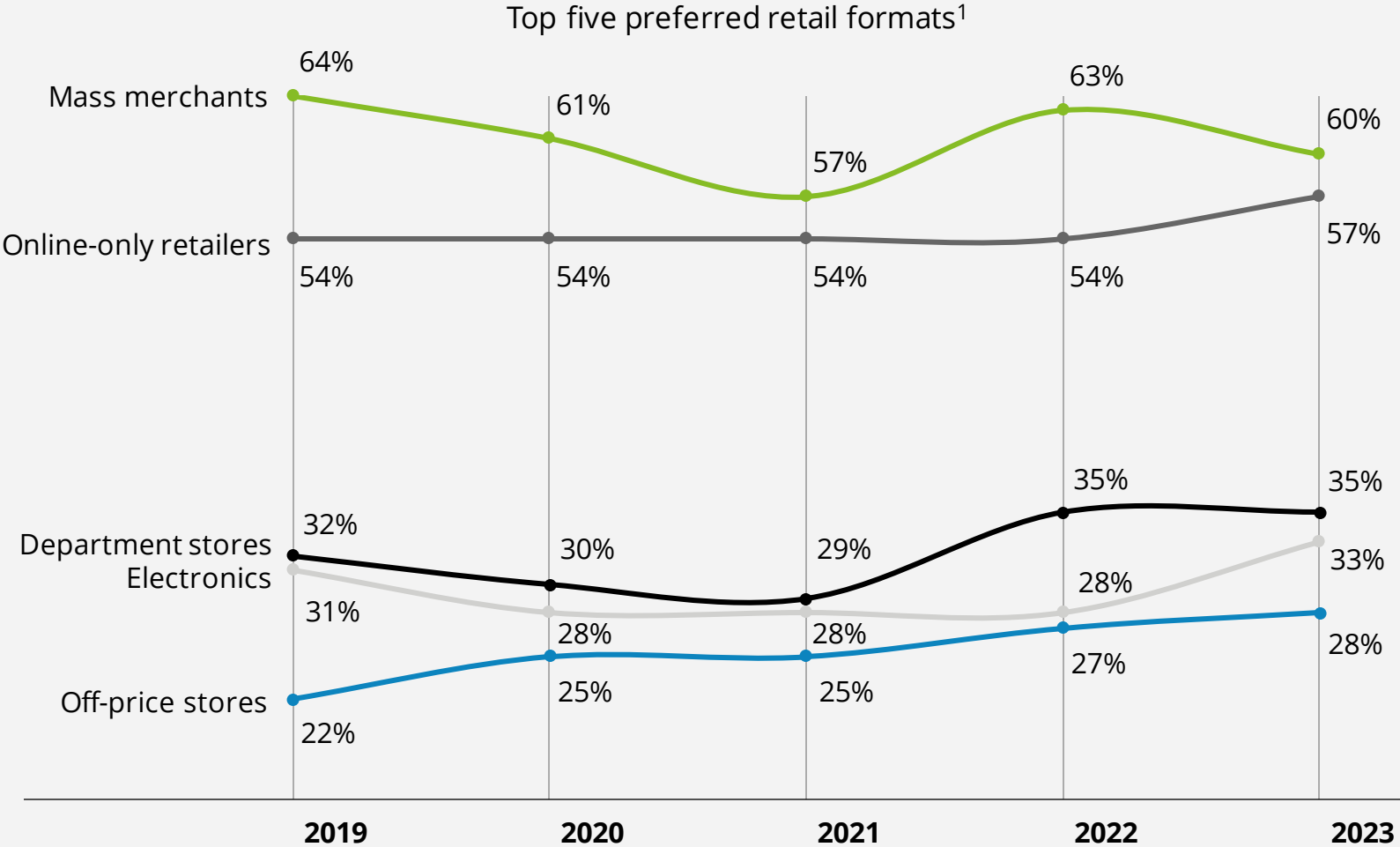
45%

of **millennials'** BFCM spend will be on gifts for themselves⁴

Questions: (1) "Will you shop online/in-store during the upcoming Black Friday-Cyber Monday shopping period (which begins on Thanksgiving Thursday, November 23rd, and ends on Cyber Monday, November 27th)?" (N = 171 Gen Z, 348 millennials, 283 Gen X, 358 baby boomers, 34 seniors); (2) "Approximately how much do you expect to spend on gifts (for others and yourself) during the Black Friday-Cyber Monday shopping period?"; (3) % agree (N = 171 Gen Z, 349 millennials, 284 Gen X, 361 baby boomers, 35 seniors); (4) "How much do you plan to spend on gifts for yourself?" (N = 237).

Consumers choose deal-oriented retailers

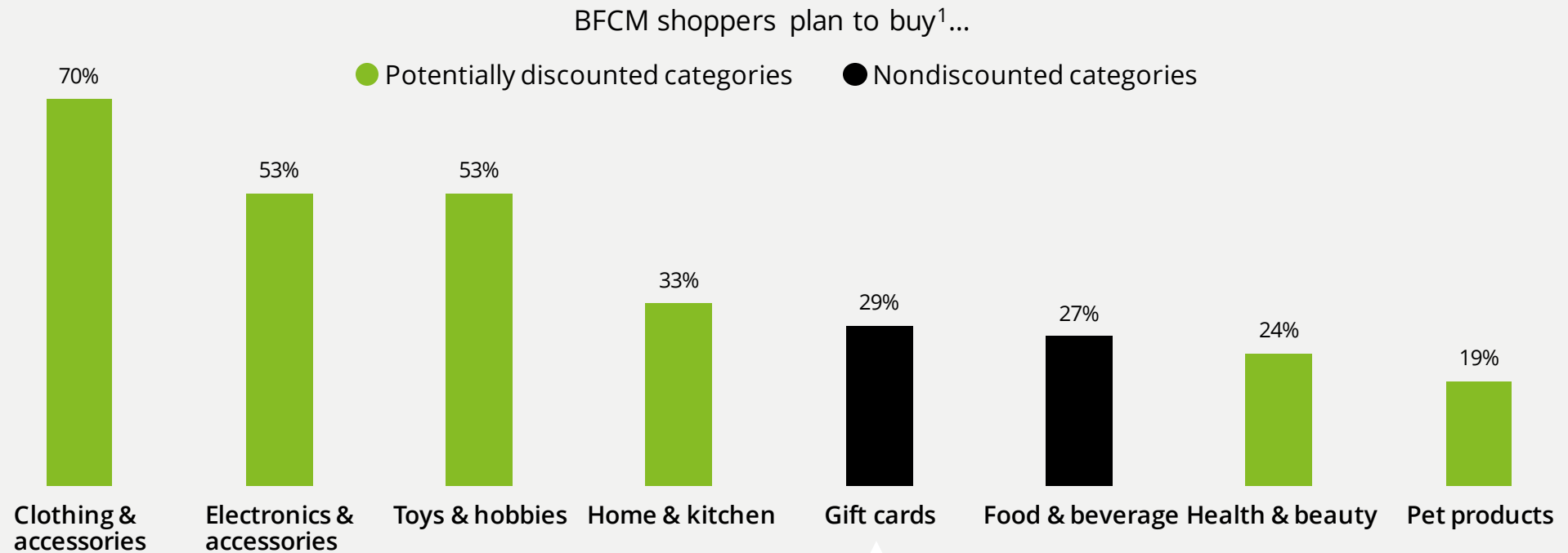
As in-store purchases lose steam, online-only retailers close the gap with mass merchants



Questions: (1) "Where will you likely shop during this Black Friday-Cyber Monday period?"
 Note: N = 956.

Consumers focus on categories where they expect the best deals

Clothing, electronics, and toys are expected to top BFCM shopping lists



BCFM shoppers aged **50+ years** (34%) prefer gift cards more than younger shoppers (26%)

Questions: (1) "Which of the following do you plan to buy during the Black Friday-Cyber Monday shopping period?"
Note: N = 956.

About the survey

Survey timing

October 19 to October 25, 2023

Sample

The survey polled a national sample of 1,200 consumers aged 18 and older shopping for holiday gifts. It has a margin of error of plus or minus three percentage points for the entire sample.

Methodology

The survey was conducted online using an independent research panel.

Thank you

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Deloitte Consumer Industry Center

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