

CONSUMERS & BRANDS

Black Friday in France

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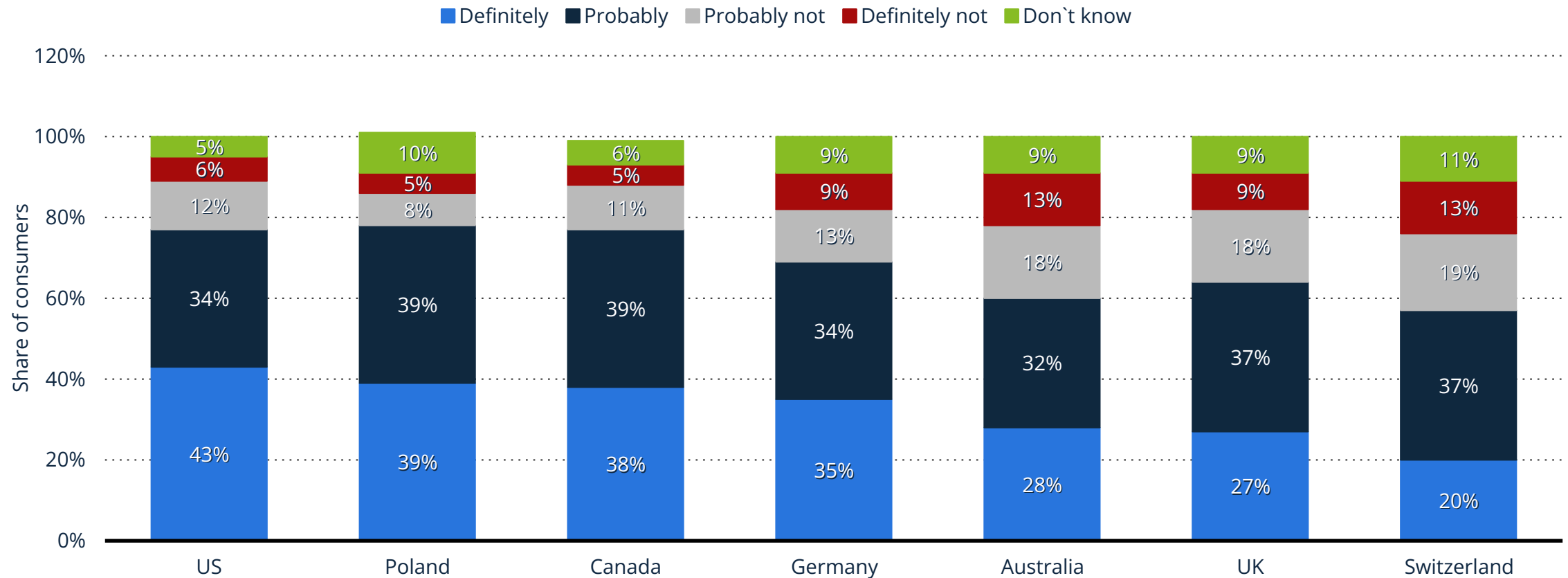
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CHAPTER 01

Black Friday shopping worldwide

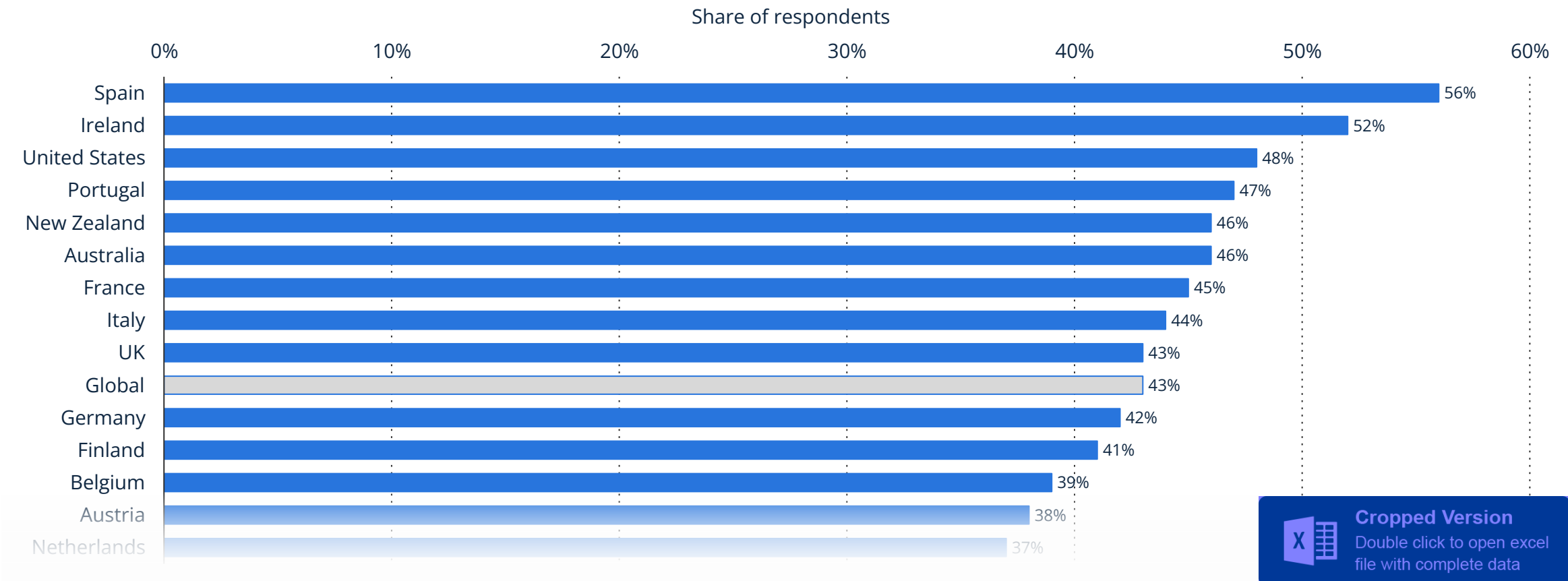
Share of consumers who said they would shop during November sales events worldwide in 2023, by country

Consumers planning to shop the November sales events worldwide 2023



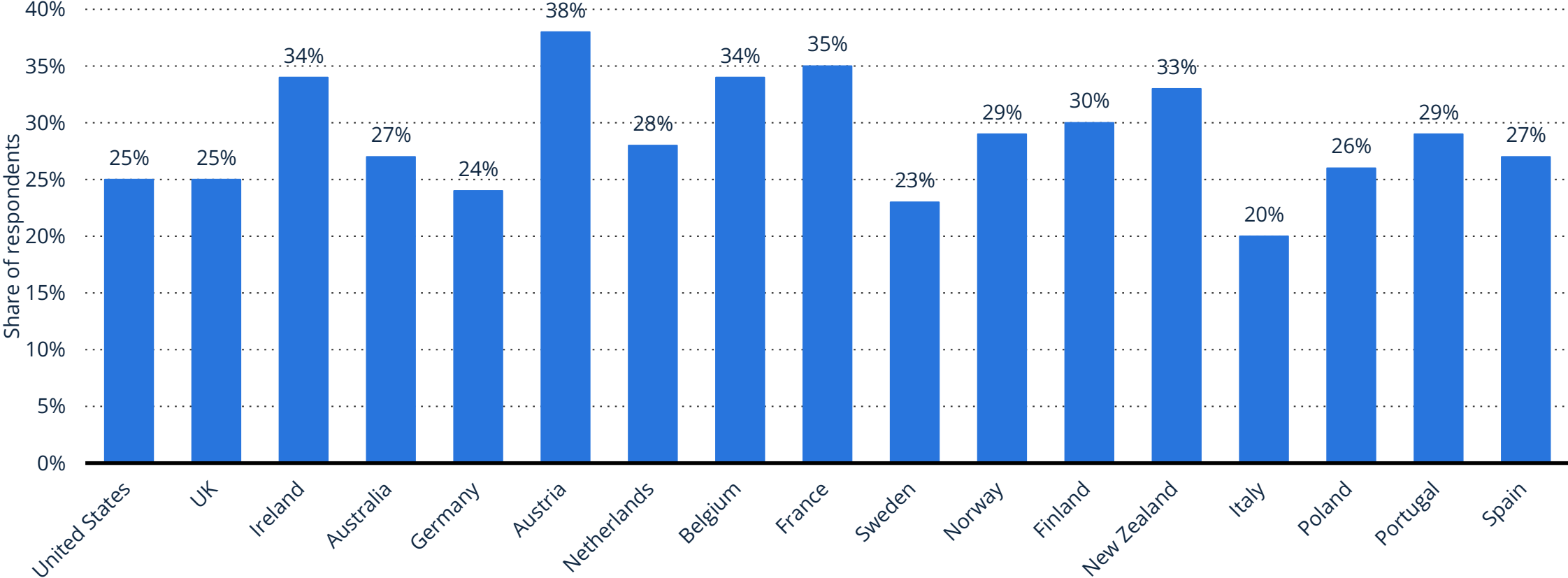
Share of consumers more likely to take advantage of Black Friday/Cyber Monday sales during the holiday season worldwide in 2022, by country

Shoppers more likely to take part in Black Friday sales during holiday season 2022



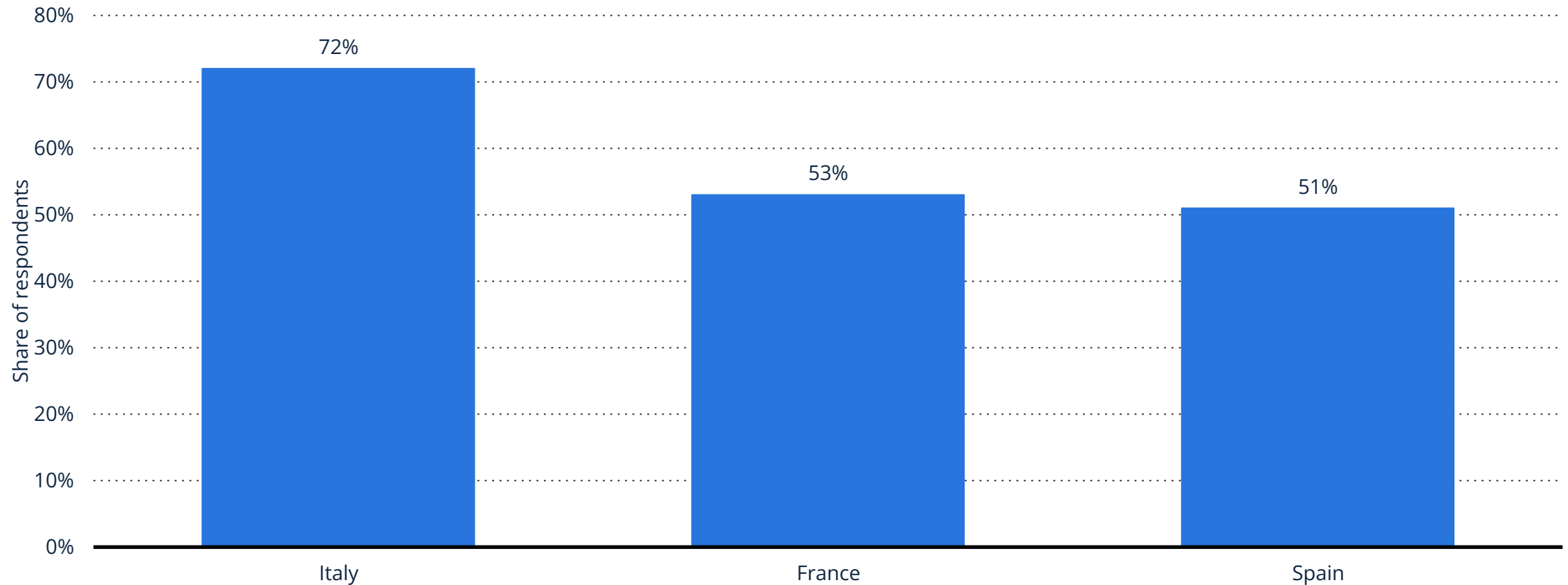
Consumers who believe they will do most of their Black Friday & Cyber Monday shopping offline worldwide in 2022, by country

In-store shopping intention in selected countries worldwide on Black Friday 2022



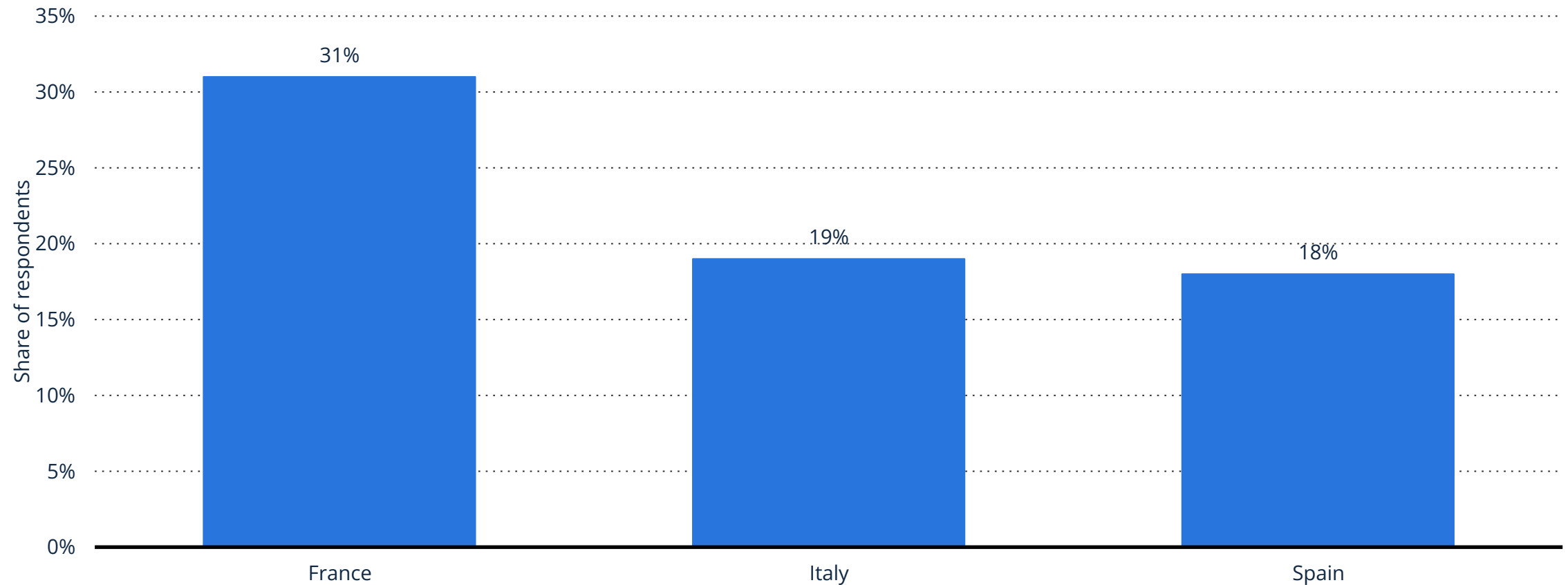
Share of consumers who will shop exclusively online for Black Friday in selected European countries in 2023

Black Friday: consumers who will shop online only in Europe 2023



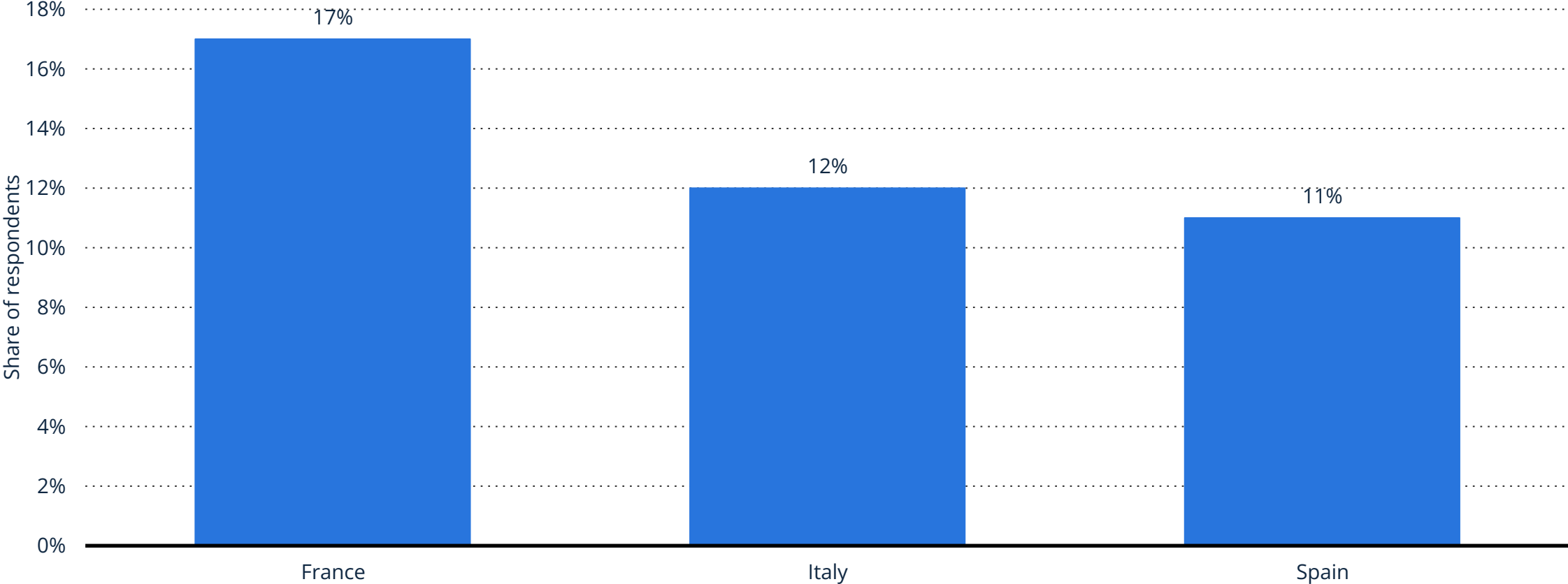
Share of consumers who plan to shop less during Black Friday in selected European countries in 2023

Black Friday: consumers who will shop less in Europe 2023



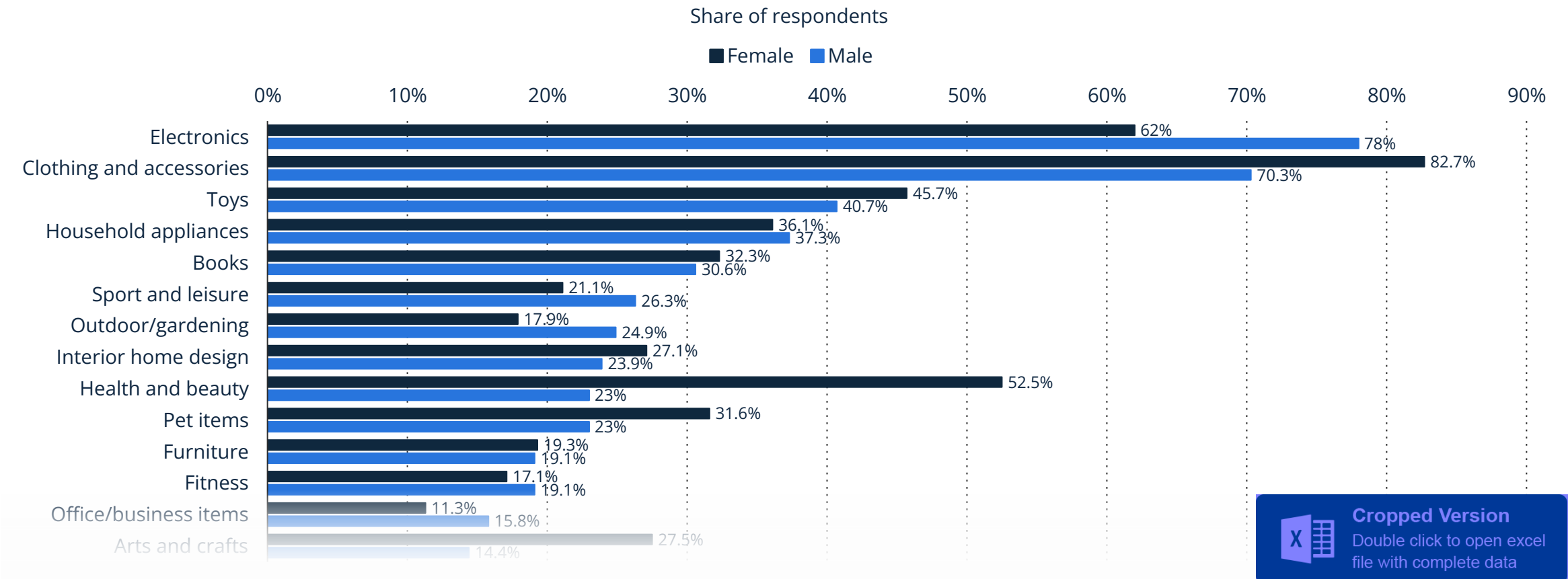
Consumers who keep sustainability in mind when shopping for Black Friday in selected European countries in 2023

Importance of sustainability during Black Friday shopping in selected countries 2023



What type of purchases do you plan to make online on Black Friday or Cyber Monday?

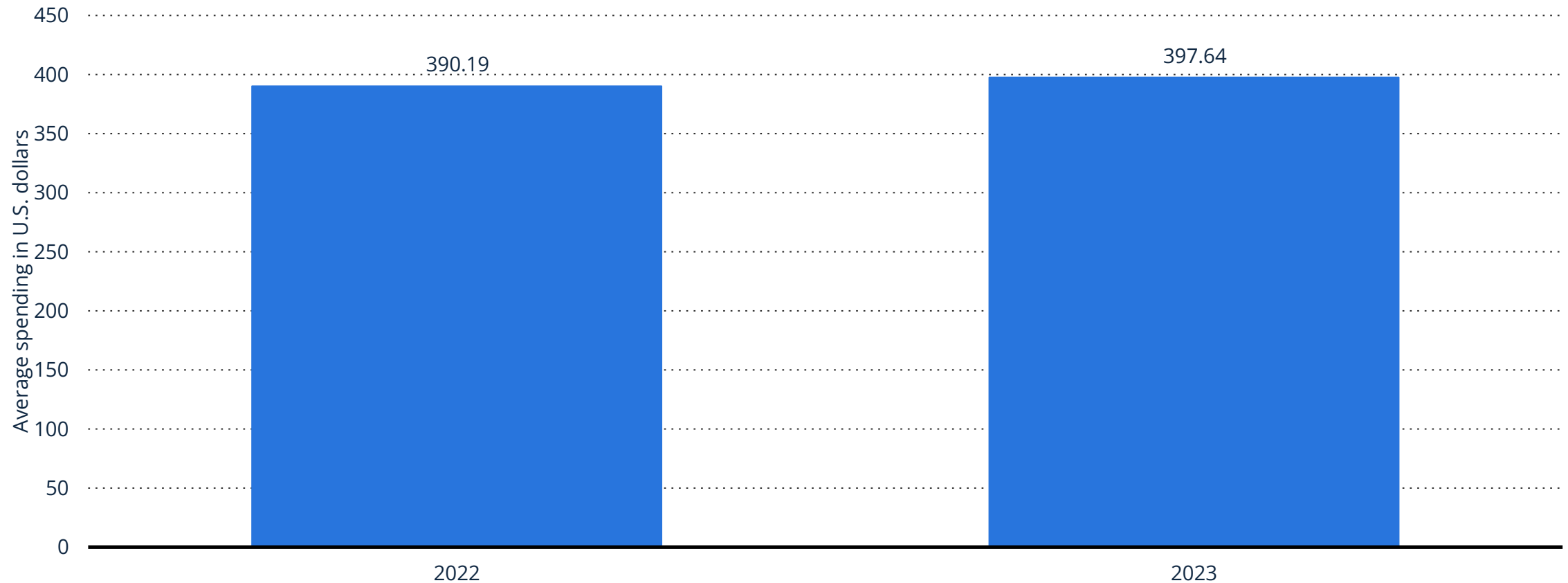
Products consumers plan to buy online on Black Friday in the U.S. 2023, by gender



Cropped Version
 Double click to open excel file with complete data

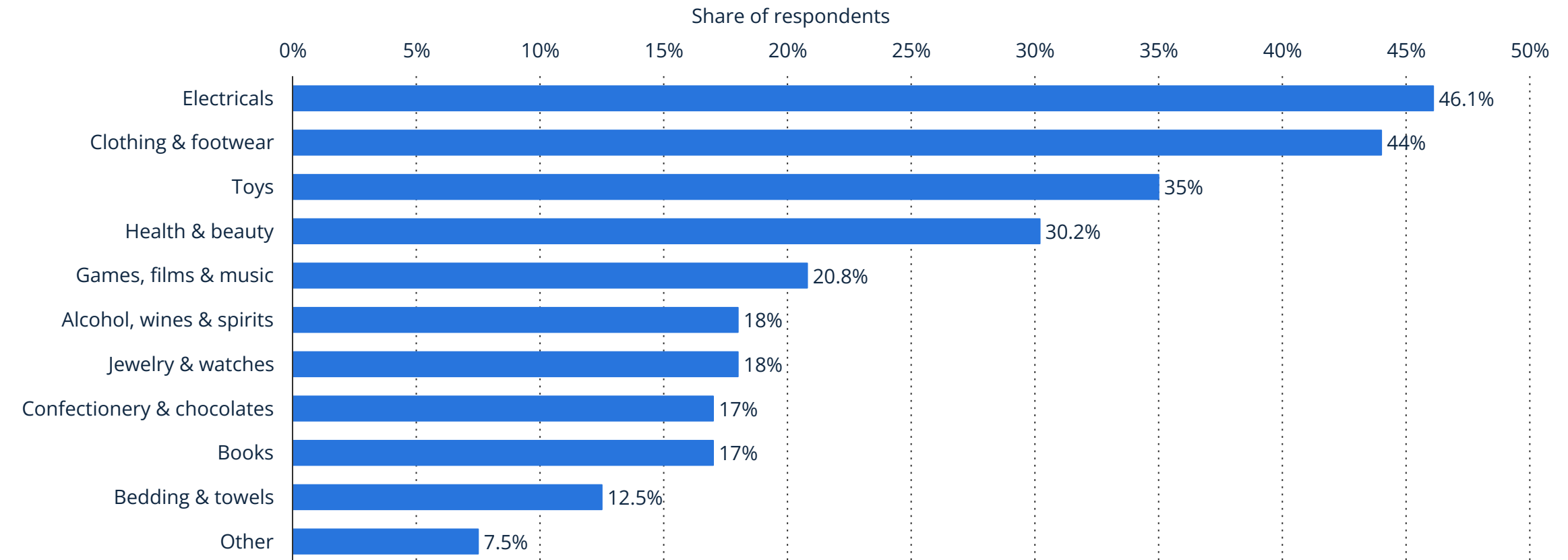
Average Black Friday spending of shoppers in the United States in 2022 and 2023 (in U.S. dollars)

Average spending of shoppers during Black Friday in the United States 2022-2023



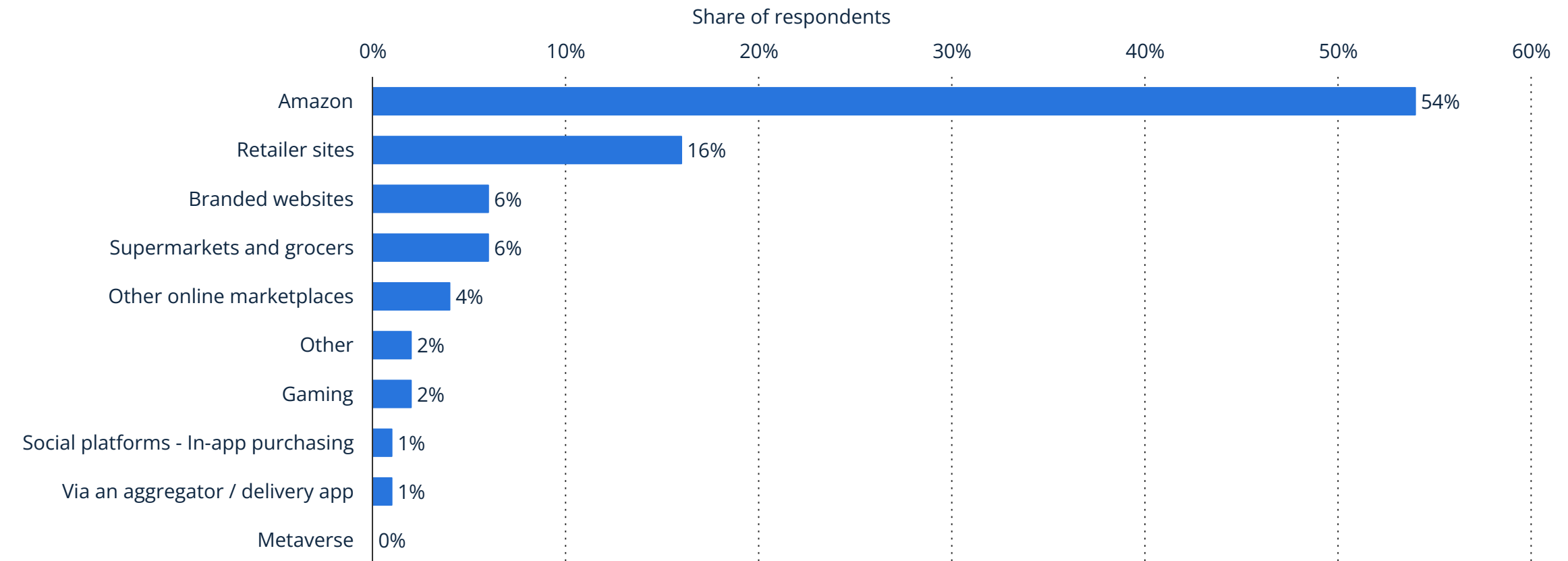
Leading items consumers will shop for over the Black Friday / Cyber weekend in the United Kingdom (UK) in 2023

Leading items shoppers plan to buy over Black Friday weekend in the UK 2023



Leading channels consumers in the United Kingdom (UK) expect to spend on during Black Friday in 2023

Expected channels to spend on during Black Friday in the UK in 2023

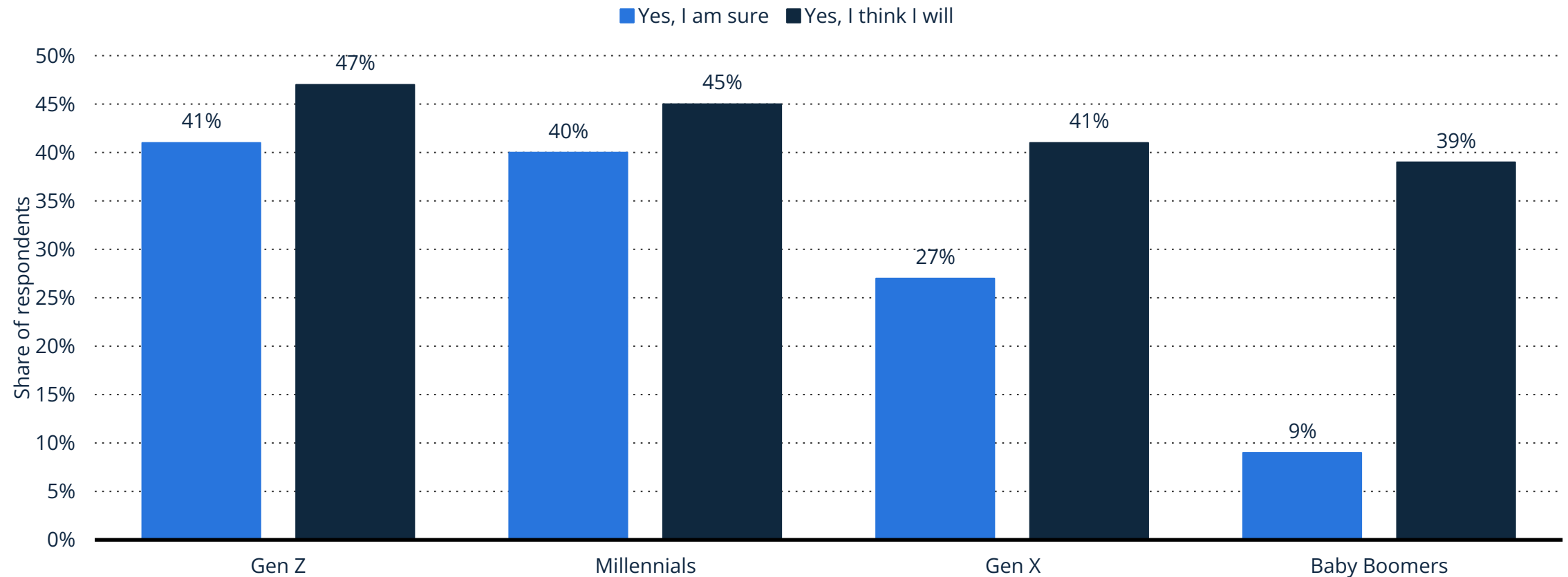


CHAPTER 02

Black Friday shopping in France

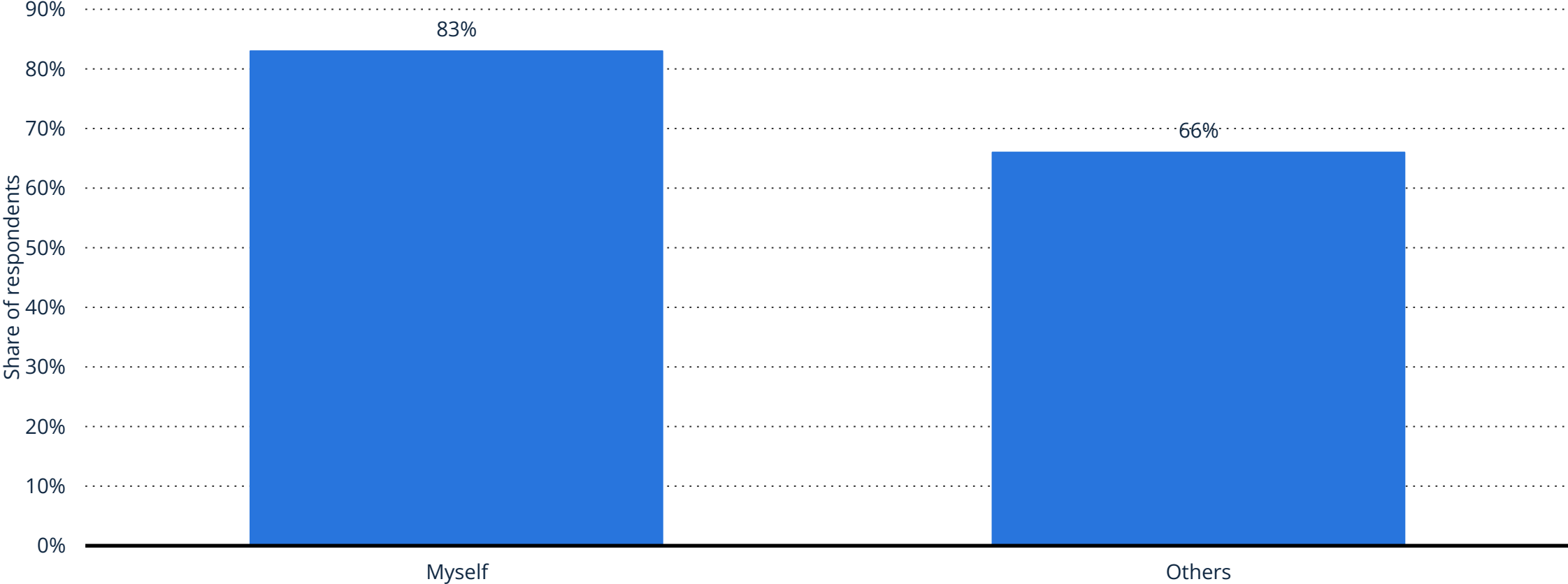
Consumers who think they will shop during Black Friday/week sales in France in 2022, by generation

Consumers who think they will shop during Black Friday/week sales in France 2022



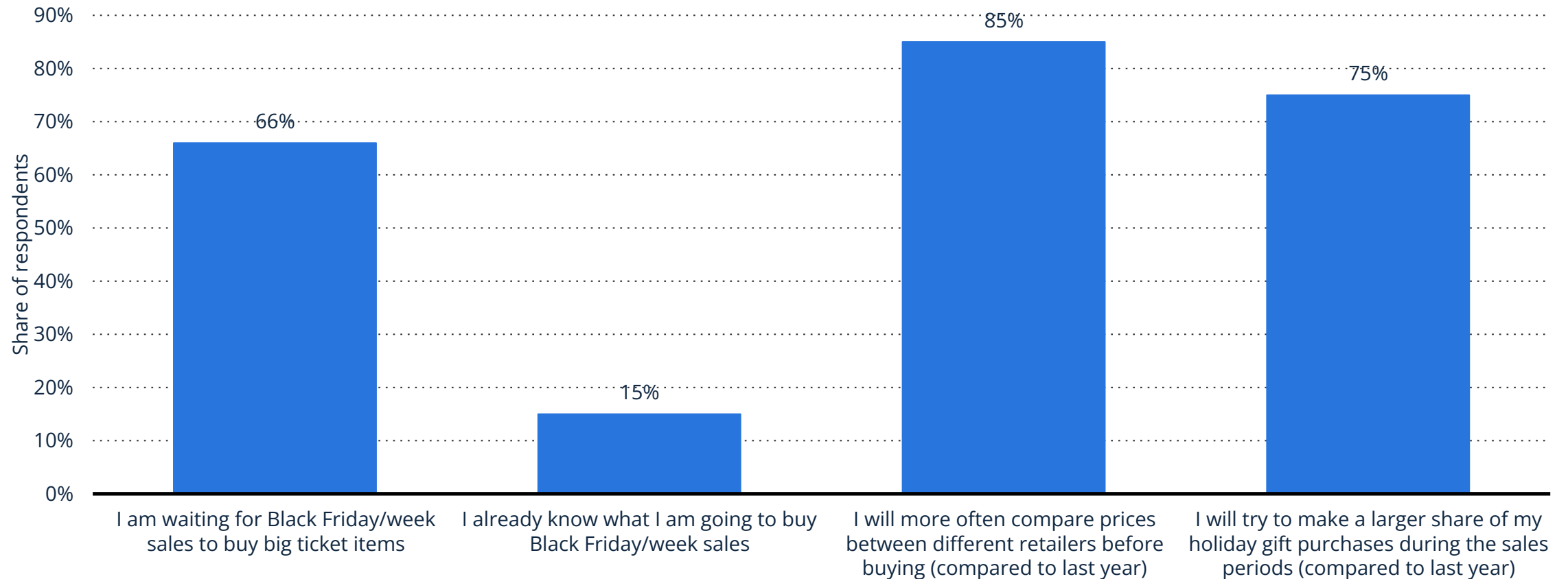
Proportion of shoppers in France who will buy for themselves or others on Black Friday and Cyber Monday in 2022

Shoppers in France who will buy for themselves or others on Black Friday 2022



Which of the following shopping activities will you do during Black Friday/week sales?

Shopping activities among French consumers during Cyber Week 2022



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