CONSUMERS & BRANDS

Black Friday in France



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CHAPTER 01

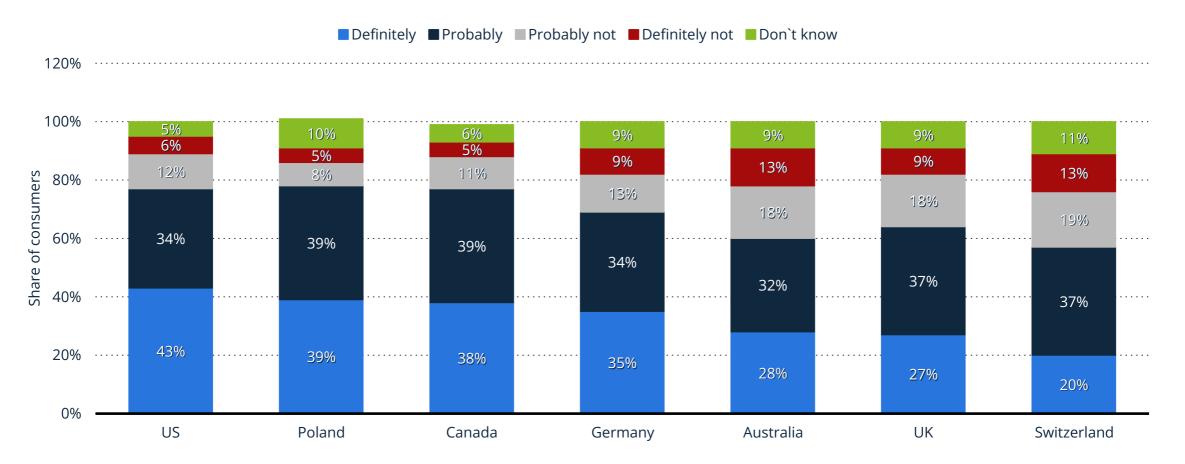
Black Friday shopping worldwide



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

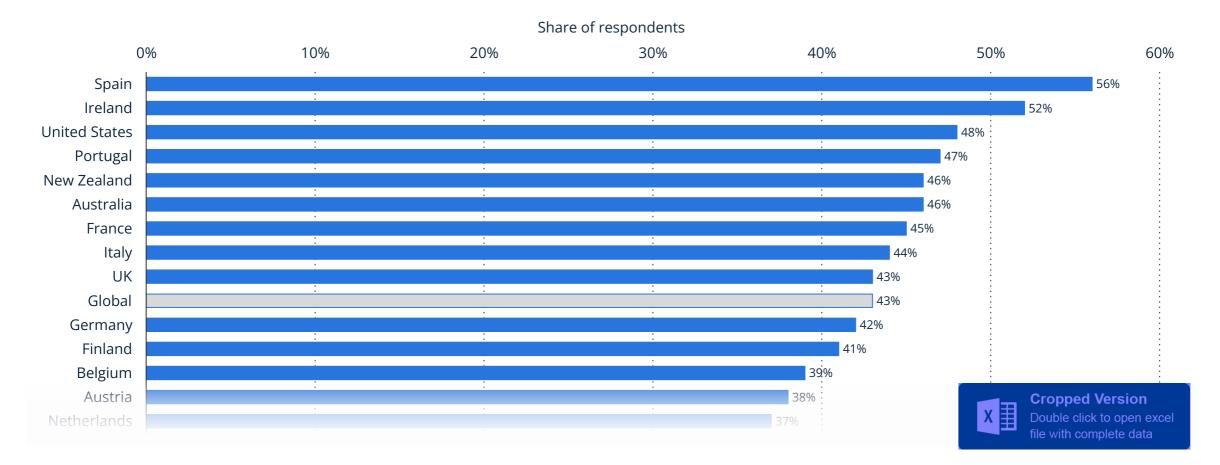
Source(s): BCG



Description: In the United States, a combined share of 78 percent of consumers intended to either definitely or probably shop during November shopping events such as Singles Day, Black Friday, and Cyber Monday in 2023. This share was also strong in Canada, as well as Poland and Germany. Read more Note(s): Worldwide; October 2023; 7,022 respondents; all respondents who know about Black Friday/Cyber Monday statista 🗹

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

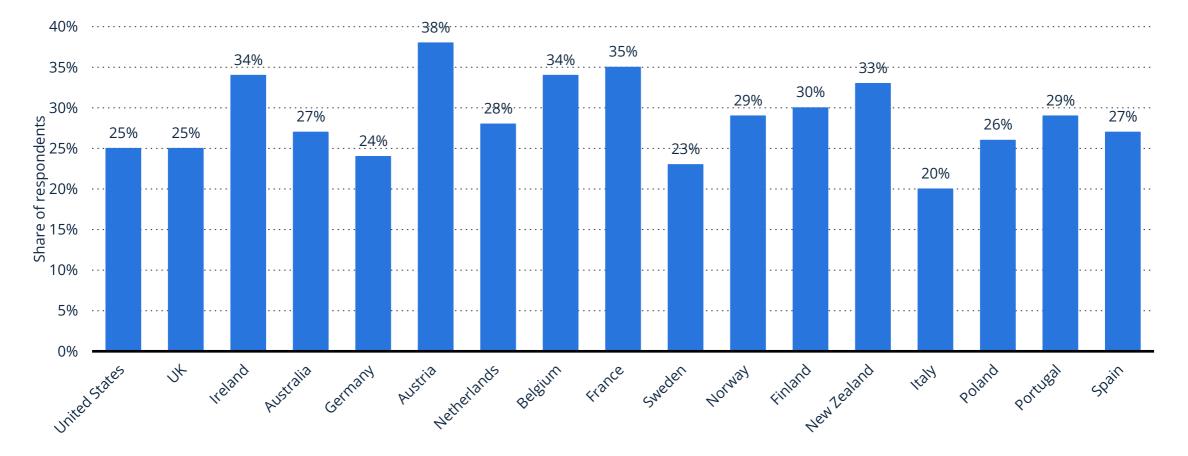


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Description: According to a survey conducted in 17 countries in 2022, 43 percent of global consumers on average were thinking about taking advantage of Black Friday and Cyber Monday sales when shopping for the holiday season. Consumers in European countries, such as, Sweden, Norway, and the Netherlands, were some of the least likely to participate in Black Friday sales during the holiday season. Read more Note(s): Worldwide; October to November 2022; 17,390 respondents; 18 to 76 years Source(s): Klarna; Nepa

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

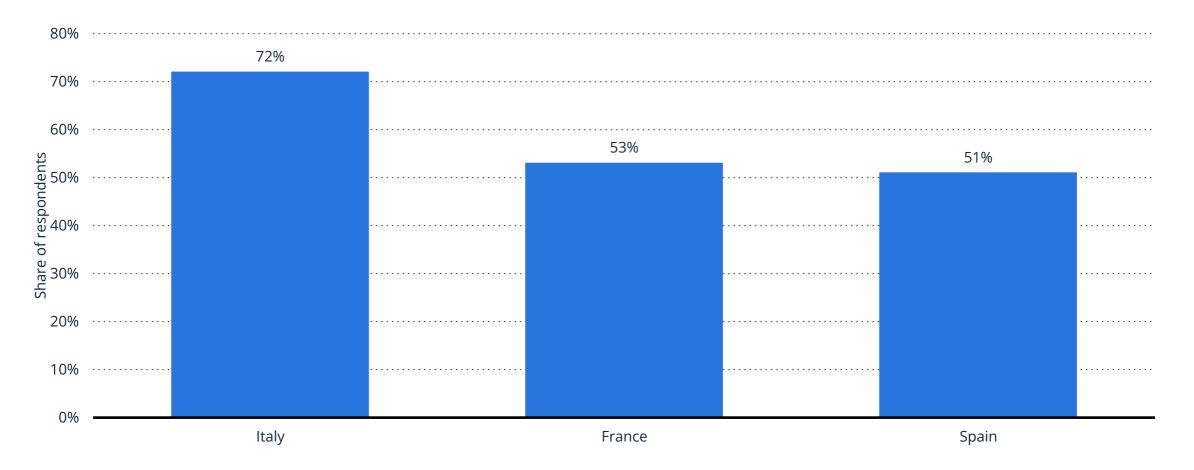


Description: According to a survey conducted in 17 countries in 2022, consumers in Austria were the most adamant in-store shoppers for Black Friday. Specifically, just under 40 percent of Austrian shoppers believed they would be shopping in stores more than online during the largest holiday sales event of the year. In contrast, Italian and Swedish holiday shoppers were much less likely to make the bulk of their Black Friday purchases offline. Read more Note(s): Worldwide; October to November 2022; 17,390 respondents; 18 to 76 years Source(s): Klarna; Nepa



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

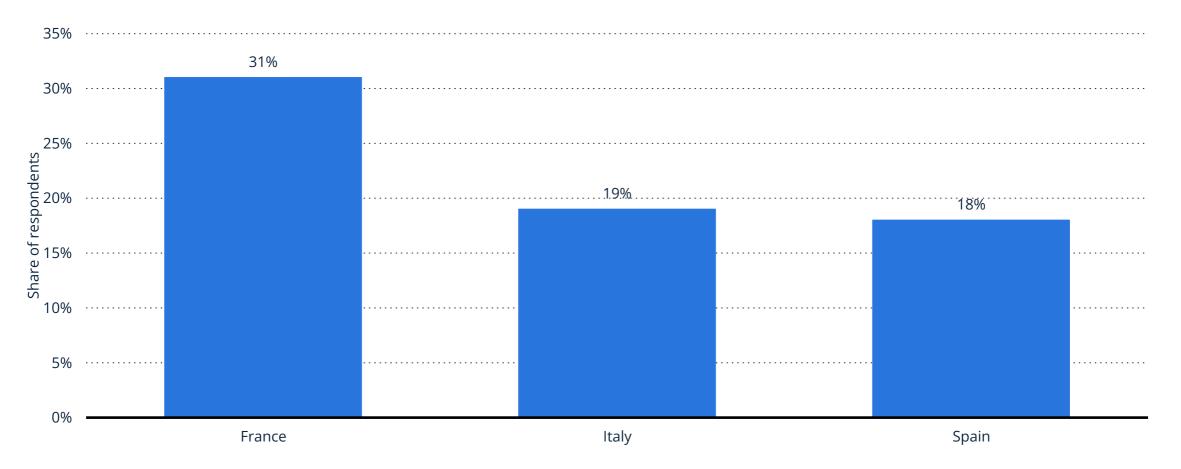


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Description: According to the results of a recent survey, Italians are the consumers who will shop exclusively online the most in occasion of Black Friday 2023, as stated by over 70 percent of respondents. Slightly over 50 percent of shoppers in Spain and France said the same. Read more Note(s): France, Italy, Spain; 2023; 1,500 respondents Source(s): PR Newswire; Scalapay; UNGUESS

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

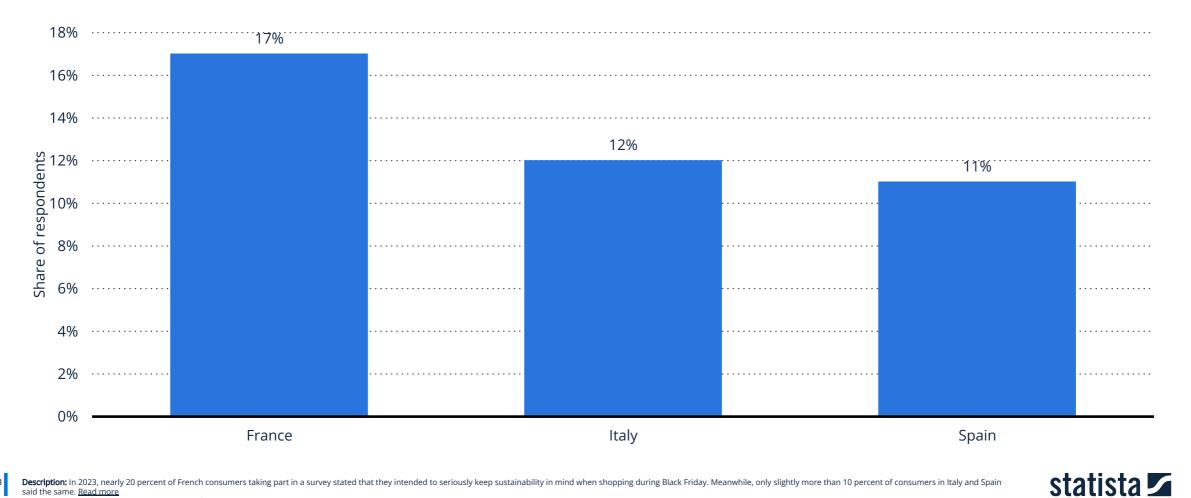


Description: In 2023, over 30 percent of French consumers taking part in a survey stated that they planned to spend less than the previous years for their Black Friday shopping. Slightly less than 20 percent of respondents in Italy and Spain said the same. Read more Note(s): France, Italy, Spain; 2023; 1,500 respondents in Italy and Spain said the same. Read more Source(s): France, Italy, Spain; 2023; 1,500 respondents

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

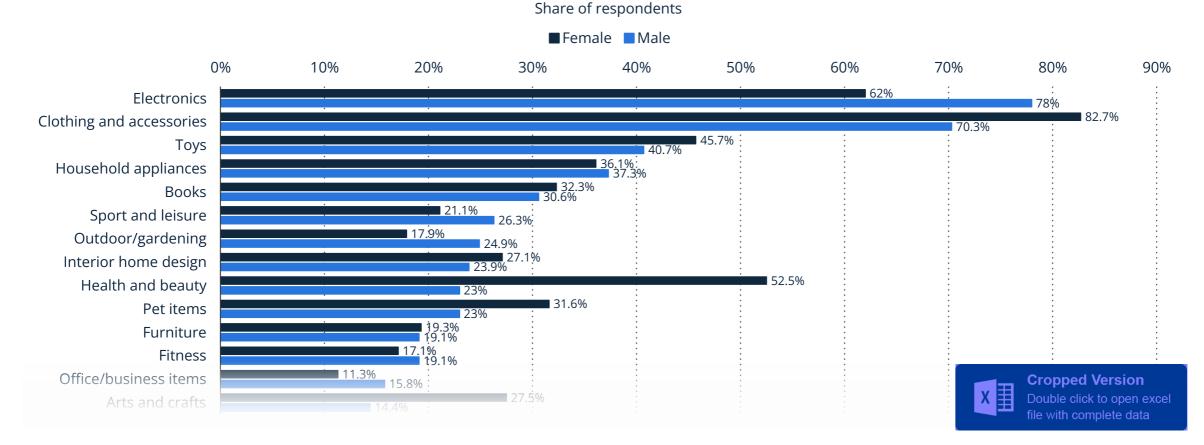
Importance of sustainability during Black Friday shopping in selected countries 2023



Description: In 2023, nearly 20 percent of French consumers taking part in a survey stated that they intended to seriously keep sustainability in mind when shopping during Black Friday. Meanwhile, only slightly more than 10 percent of consumers in Italy and Spain said the same. Read more Note(s): France, Italy, Spain; 2023; 1,500 respondents Source(s): PR Newswire; Scalapay; UNGUESS

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



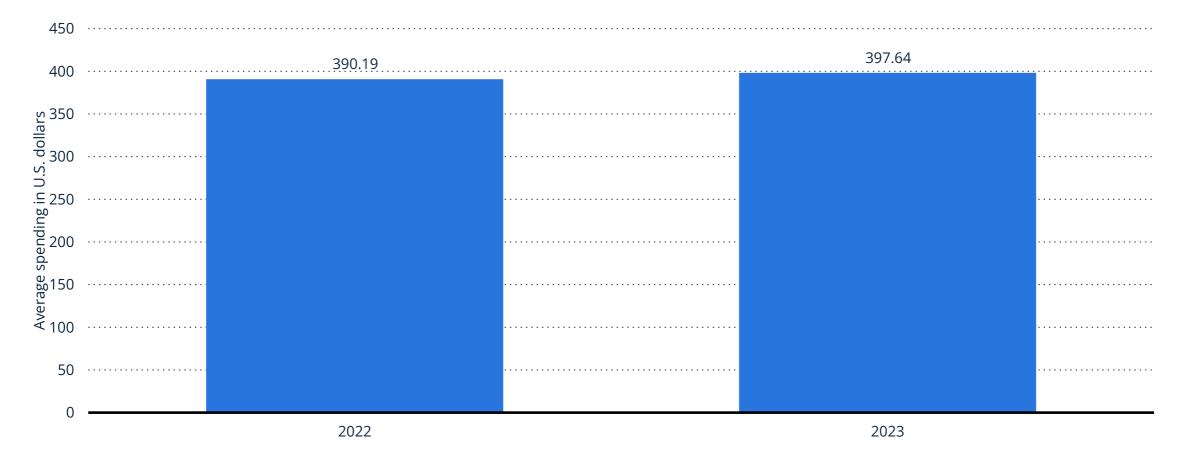


Description: For 2023's Black Friday sales event, approximately 78 percent of men in the United States that planned to visit online retailers on Black Friday or Cyber Monday, specifically intended to buy electronics, making it the most popular product category for that gender. Over 60 percent of women also planned to buy consumer electronics that day, but for women, clothing and related accessories were the most popular choice. Read more Note(5): United States; October 2023; 1,000+*; 18 years and older; consumers planning to shop online on Black Friday or Cyber Monday Source(5): Drive Research

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

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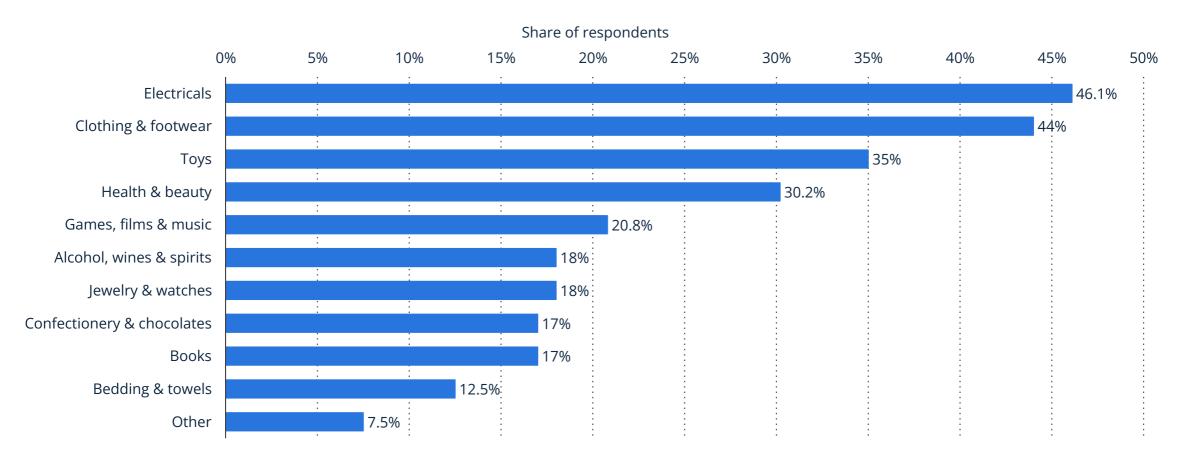


Description: While in 2022, consumers in the United States spent on average 390.19 U.S. dollars during the Black Friday period, this figure is set to rise in 2023, with consumers saying they will likely spend more. Read more Note(s): United States; September 13 to September 18, 2023; 2,012*; *Consumers that have shopped online in the US. This includes 1,563 consumers that bought something over the Black Friday (12th November - 29th November)period in 2022. Read m Source(s): Censuswide; Wunderman Thompson Commerce statista 🗹

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

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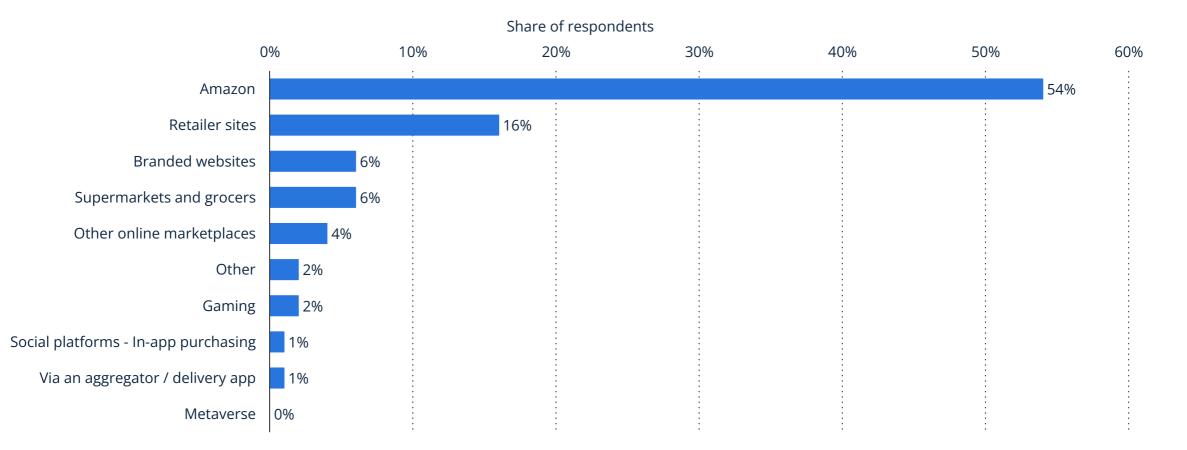


Description: For the biggest sales period of the year, i.e., Black Friday Weekend, an estimated 46 percent of consumers in the United Kingdom (UK) planned to shop for electricals. During Black Friday to Cyber Monday, clothing and footwear was also one of the most popular categories, with over only slightly fewer consumers planning to purchase these items. Read more Note(s): United Kingdom; 2023 Source(s): GlobalData; VoucherCodes.co.uk



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



12 Description: In 2023, over 50 percent of Black Friday shoppers in the United Kingdom (UK) reported to expecting to spend their money on Amazon during the sale day. Another 16 percent said they expected to spend on retailer sites of their choice on Black Friday, while six percent cited branded sites as their expected spending channel for the shopping day. <u>Read more</u> Note(s): United Kingdom; September 13 to September 18, 2023; 2,025*; *Consumers that have shopped online in the UK. This includes 1,369 consumers that bought something over the Black Friday (12th November - 29th November)period in [...] <u>Read more</u> Source(s): Censuswide; Wunderman Thompson Commerce

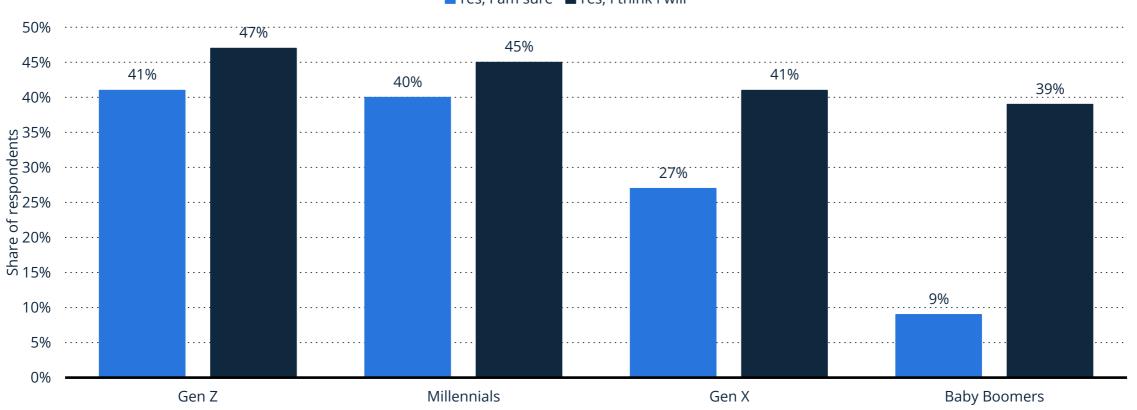


CHAPTER 02

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



■Yes, I am sure ■Yes, I think I will

14 Description: In 2022, around 40 percent of Gen Z and millennial respondents in France said that they were sure they would shop during Black Friday/week sales. By contrast, only nine percent of baby boomers stated the same. Read more Note(s): France; October to November 2022; minimum 1,000 respondents; 18 to 76 years Source(s): Klarna: Neoa

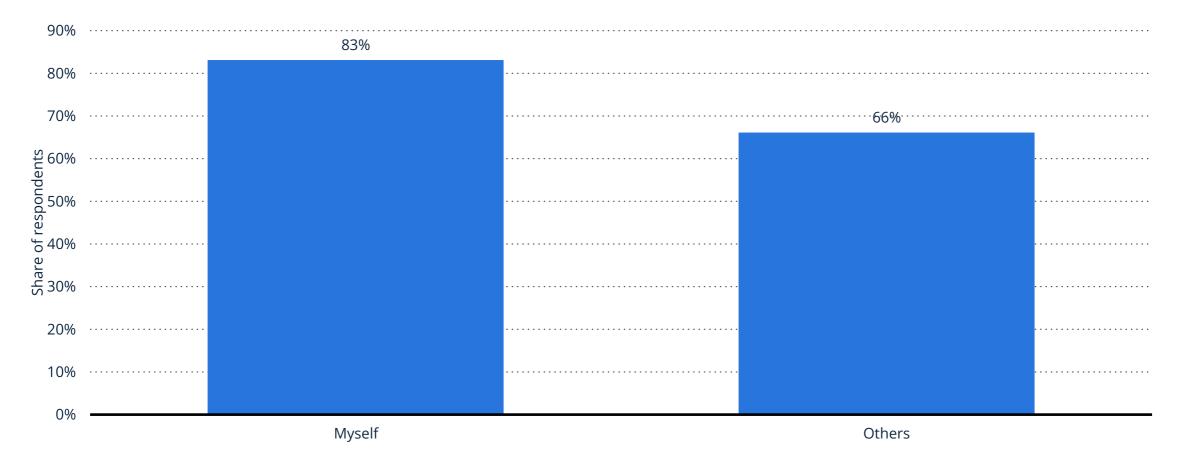


Proportion of shoppers in France who will buy for themselves or others on Black Friday and Cyber Monday in 2022

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

15

Source(s): Klarna; Nepa



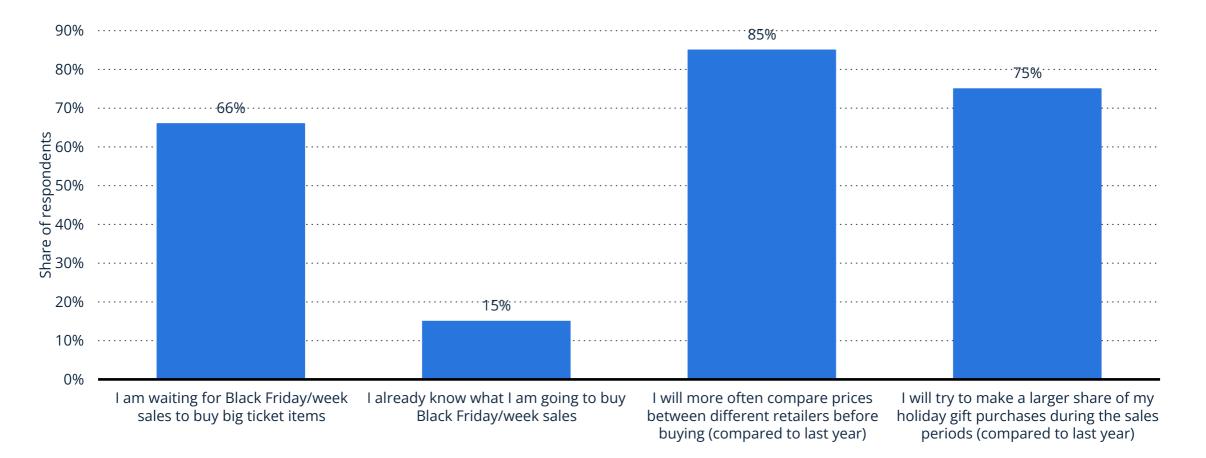
Description: According to the results of a recent survey conducted in 2022, 83 percent of French consumers stated that they were planning to purchase something for themselves during Black Friday and Cyber Monday. About two-thirds of participants said that they intended to buy for others. Read more Note(s): France; October to November 2022; minimum 1,000 respondents; 18 to 76 years



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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Description: The results of a survey on Black Friday and Cyber Monday conducted between October and November 2022 show that in that year, 85 percent of French consumers would compare prices between different retailers during Cyber Week more often than in the previous year. Meanwhile, about 66 percent of respondents stated that they were waiting for Black Friday/week sales in order to buy big ticket items. Read more November 2022; minimum 1,000 respondents; 18 to 76 years Source(s): Klarna; Nepa

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