



**BLACK FRIDAY 2020  
SHOPPING BEHAVIOUR  
RESEARCH  
BY GA AGENCY**



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# EXECUTIVE SUMMARY

Black Friday and Cyber Monday sales events are approaching at the end of this month. They are predicted to reach a record high of \$10.3 and \$12.7 billion in sales.

To help marketers to make the most of this important sales period of the year, in October 2020, we asked more than 300 respondents in Europe and the U.S. about their planned shopping behaviour during the upcoming Black Friday and Cyber Monday sales.

The survey was 16 questions long and lead to relevant and compelling insights on how consumers plan to shop this year that is summarised in useful infographics and recommendations.

Key insights below:

- The Search engine is still the most important channel to find deals, 23% of the respondents go to Google and search for a specific brand or category combined with the keyword “Black Friday” or “Cyber Monday”.
- Surprisingly, the second most common way of finding deals is Instagram with 18% of the answers.
- Shoppers frequently compare deals between brands and go for the one offering the best deal, as indicated by 34%.
- Fashion and apparel is the category most plan to shop at 33%, followed by Technology at 18%.
- For 43% of our respondents, more than one week of shipping time might stop them from buying online.
- Have you ever wondered what’s the best discount to offer? According to 43% of our respondents, 30 to 40% is the sweet spot.
- Has pandemic affected planned spend? Yes for 47% and no for 30%.
- How to differentiate Cyber Monday from Black Friday? According to 43% of our respondents, a more aggressive discount than Black Friday is how.

We invite you to go through the report as in the following pages you will discover much more.

We hope you will find relevant information for your business that will help to execute a winning digital marketing strategy for this year’s biggest sales event!

Enjoy the report!

# WHY WE DID THIS

The main goal of this research is to help brands and marketers to understand changing consumer behaviour and make better informed digital marketing decisions ahead of Black Friday 2020 sales event.

TO HELP BRANDS IN DEFINING A DIGITAL MARKETING STRATEGY FOR BLACK FRIDAY SALES EVENT



UNDERSTAND WHICH MARKETING CHANNELS WORK BEST



UNDERSTAND THE MOST IMPORTANT FACTORS THAT INFLUENCE CONSUMER PURCHASE DECISIONS



UNDERSTAND THE CURRENT WORLD ECONOMICAL SITUATION'S POTENTIAL IMPACT ON 2020 BLACK FRIDAY SPENDING



We hope you find the research findings and our advice on how to optimize your digital marketing strategy to successfully reach your target audience useful.



# DEMOGRAPHICS

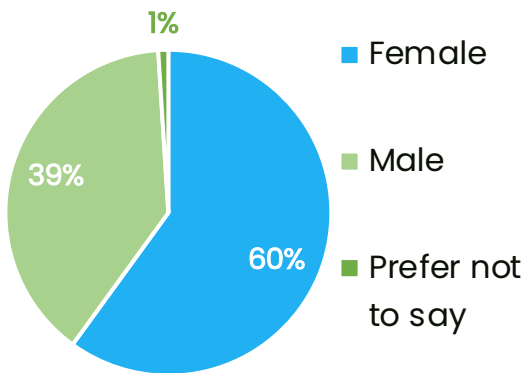
## WHO ARE OUR RESPONDENTS?

The insights obtained from customers' attitudes and opinions on Black Friday and Cyber Monday are from a diverse group of people located between the U.S. and Europe.

MORE THAN 300 PARTICIPANTS



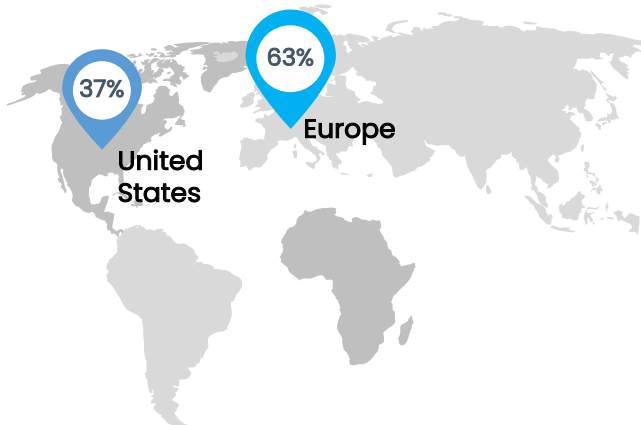
### GENDER



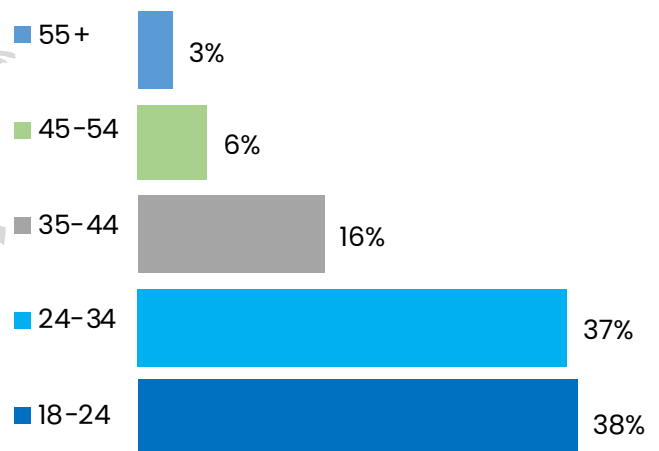
The audience surveyed:

- is **60% female, 39% male**
- mostly at **72% young adults** between the ages of **18 -34**
- located **63%** in the key markets of **Europe** and **37%** in **the U.S.**

### LOCATION



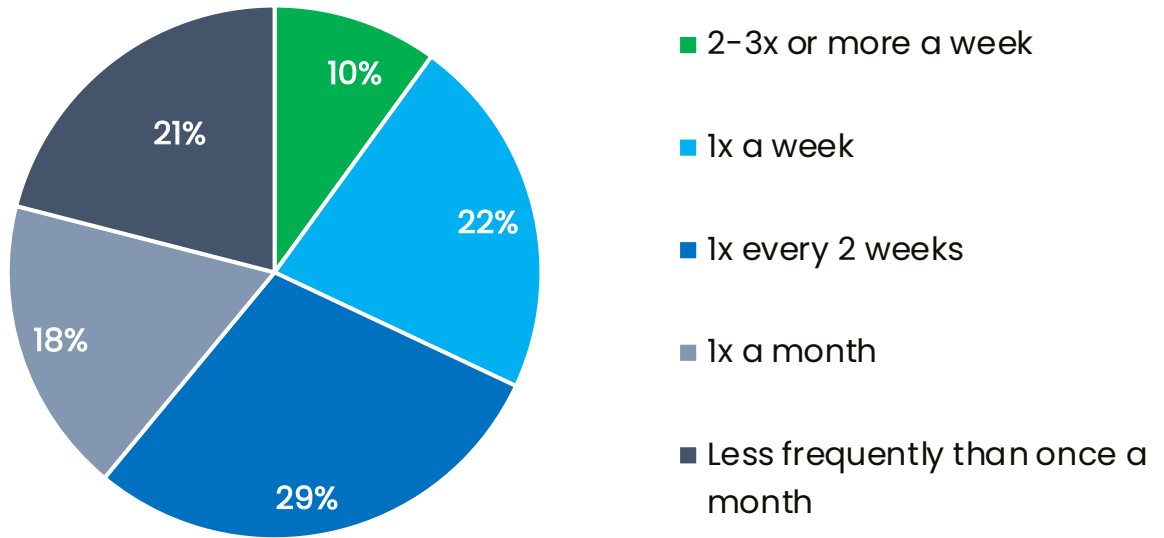
### AGE



# SHOPPING BEHAVIOUR

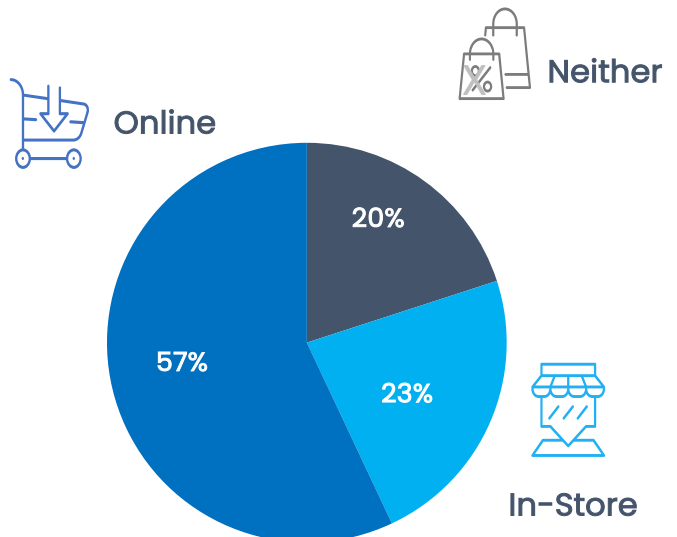
## HOW OFTEN DO CUSTOMERS PURCHASE PRODUCTS ONLINE?

Consumers appear to purchase products online on a regular basis, with over 61% shopping bi-weekly and 79% shopping at least once a month.



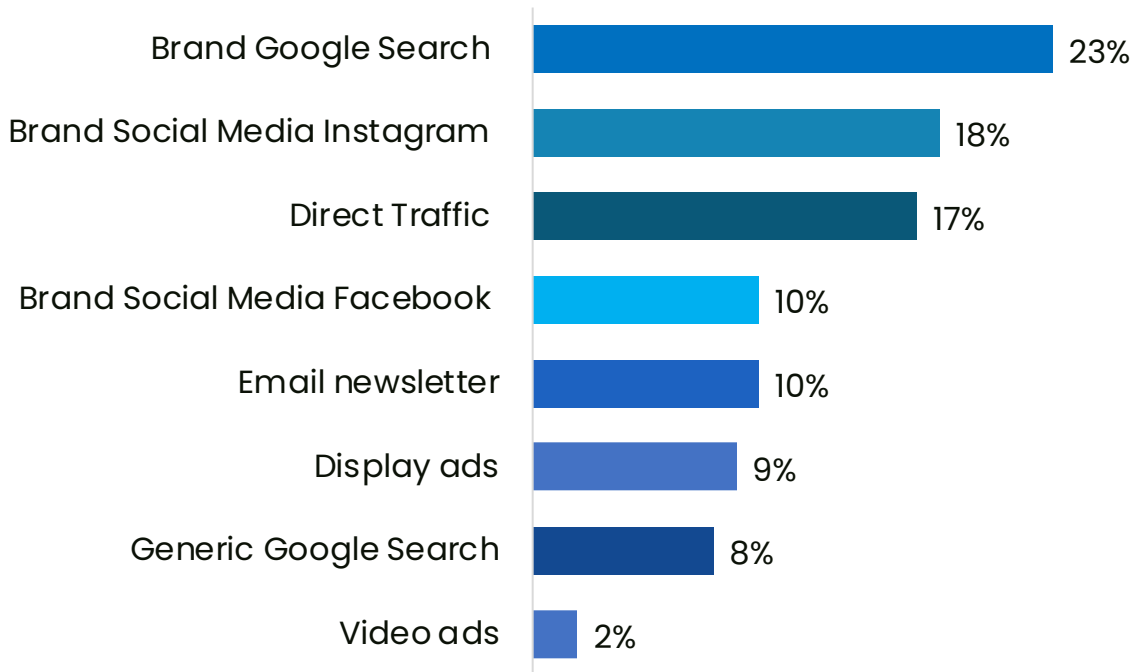
## WHAT IS CONSUMERS' PREFERRED WAY OF SHOPPING DURING BLACK FRIDAY?

- Most or **57%** said they will **shop online** during Black Friday and Cyber Monday, which is likely also impacted by the restrictions in place in many countries.
- **23%** said they will **shop in-store** and
- **20%** don't plan to shop for Black Friday at all.





# HOW USERS LOOK FOR DEALS


## HOW DO YOU RESEARCH & FIND BLACK FRIDAY DEALS?




### KEY FINDINGS

 **Google Search** at 23% is the most common way. Users search for the brand name or brand name plus Black Friday.


 **Instagram** at 18% is the second-best way for customers to find your deals.


 Make sure your brand shows on Google's first position results in SEO and SEM for these searches.

 Make sure to plan a strong Black Friday Instagram strategy.

 17% of customers go **directly to a brand's website** to find out about deals.

 Surprisingly, **Newsletter** and **Facebook** are used only 10%

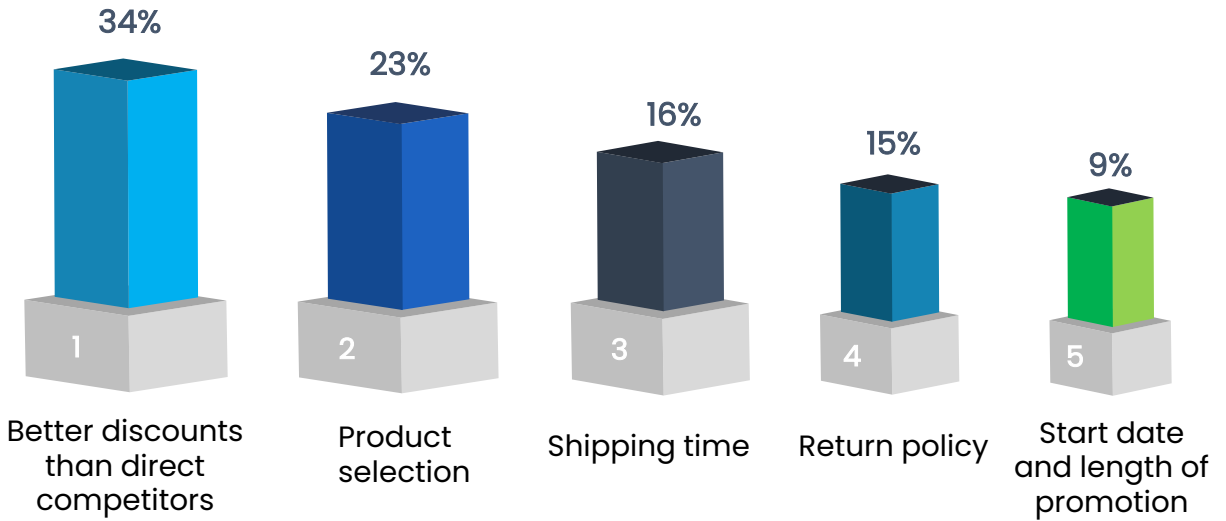
 Make sure deals are well communicated and easy to find on the homepage.

 Secondary but still very important channels to include in your strategy.

# TOP SHOPPING FACTORS

## BLACK FRIDAY: WHAT INCENTIVIZES CUSTOMERS TO BUY?

According to our research, the most important factors that incentivize consumers to shop during Black Friday are **better discounts than competitors (34%)**, product selection (23%) and shipping time (16%).



## OFFERING BETTER DISCOUNTS THAN COMPETITORS IS KEY!



Run some research about your competitor's promotion from previous years and try to beat them.



Despite only scoring 16% and 15% respectively, shipping time and return policy are still important factors to consider.

# DELIVERY TIME

## BE FAST!

Shipping appears to play a particularly important role in customers' purchasing decisions. In fact, for **43%** of surveyed shipping time of over 1 week might stop them from purchasing online.



## SHIPPING: WHEN IS IT TOO SLOW?



To prevent losing customers due to long delivery times, be fast in the delivery process and keep it between 3-5 days maximum. Indeed, **only a few respondents (13%)** indicated **delivery time as not an essential** factor in their purchasing journey.

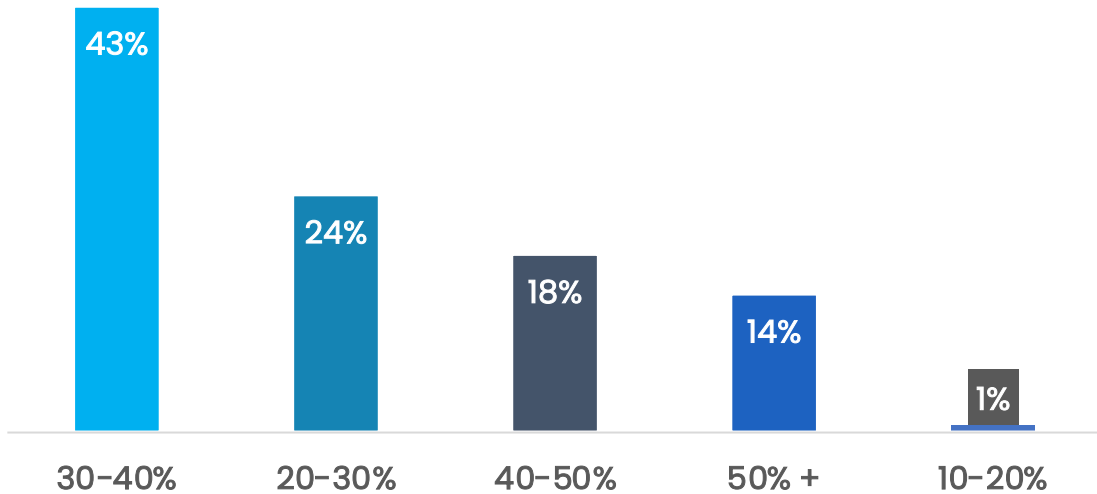


If you can deliver in one week or less make sure to state it clearly on your website and all your communications, it will certainly help with conversions.

# WHAT'S THE BEST DISCOUNT TO OFFER?

## WHAT DO CUSTOMERS CONSIDER A GOOD DEAL?

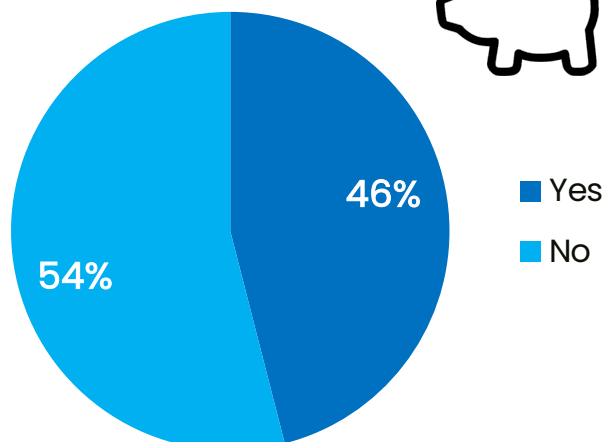
With high discounts being one of the main reasons behind consumers' purchases during Black Friday and Cyber Monday, most participants, at **43% expect deals of at least 30-40%**. However, about 24% of respondents indicate a 20% discount as sufficient.



At least 30% discount is the sweet spot!

## DO YOU PLAN TO REDUCE SPEND 30 DAYS BEFORE TO SAVE MONEY FOR BLACK FRIDAY SHOPPING?

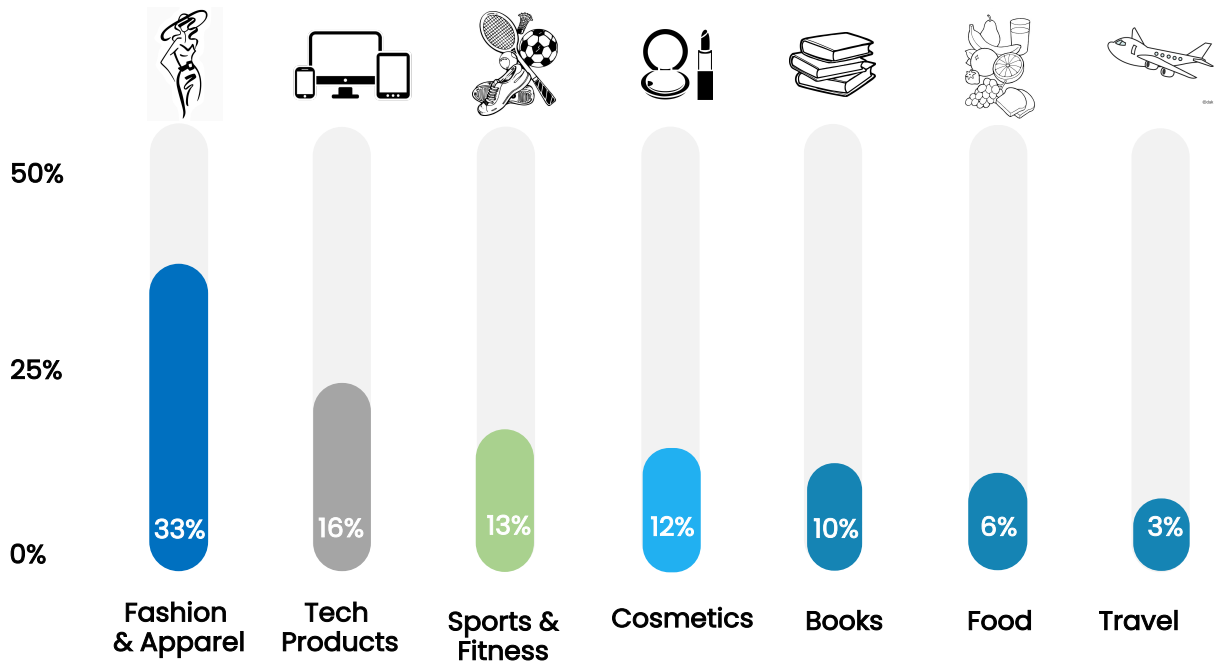
An interesting statistic shows that almost half of the surveyed audience plans to reduce shopping before Black Friday to save money on their purchases with discounts.



# TOP PRODUCT CATEGORIES

## BLACK FRIDAY: WHICH PRODUCTS ARE CONSUMERS PLANNING TO BUY ONLINE DURING THE SALES EVENT?

Customers' most preferred products purchased during Black Friday and Cyber Monday sales are fashion and apparel at 33%, technology at 16%, sports/fitness at 13% and cosmetics at 12%. Less frequently chosen yet favored categories mentioned in others option were books at 10%, food at 6% and travel with only 3% due to the unlucky scenario of this year.



Fashion and Apparel is the winner with 33%!



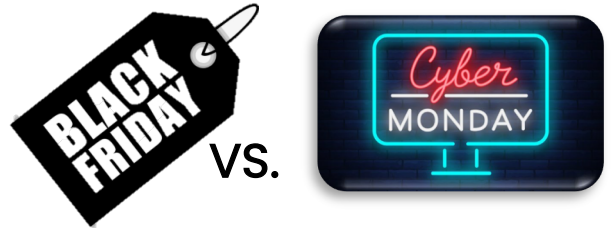


# CYBER MONDAY

## THE DIFFERENCE BETWEEN BLACK FRIDAY AND CYBER MONDAY

Cyber Monday sales were originally available only online, and Black Friday ones only in-store. As retailers worldwide are starting to leverage the power of

e-commerce and in some countries, shops will be closed due to pandemic, the differences between the two are decreasing. To understand how to best differentiate between the two, we asked our respondents.



## WHAT WOULD MOTIVATE YOU TO SHOP ON CYBER MONDAY?



According to 43% of our respondents a **higher discounts** compared with Black Friday is the key to shop on Cyber Monday.



Make sure to include in your strategy an aggressive promotion for CM!

**Product selections** different from Black Friday is the second most common answer with 27%.

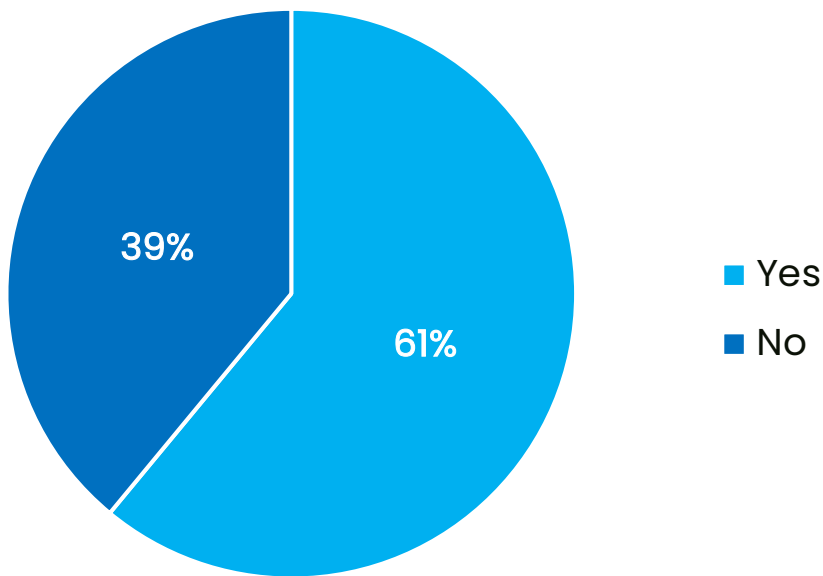


Plan product selection accordingly!

# BLACK FRIDAY AND CHRISTMAS SHOPPING

ARE CHRISTMAS AND BLACK FRIDAY SHOPPING PURCHASES CORRELATED ?

YES! 61% of respondents plan to use their Black Friday/Cyber Monday purchases as Christmas gifts!



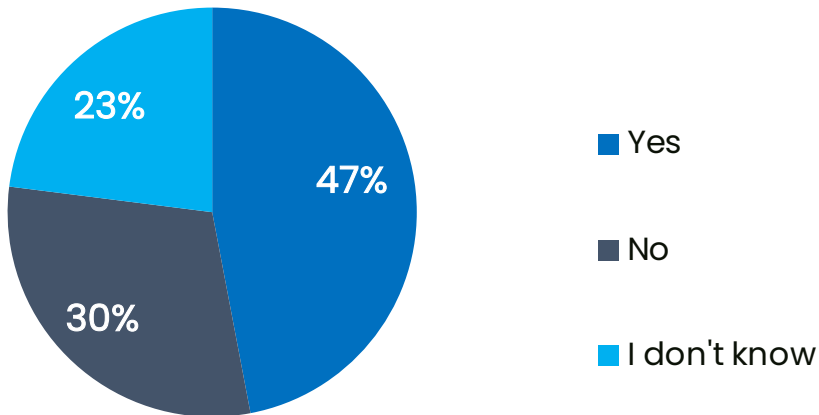
Holiday spending is a great source of revenue for retailers worldwide, as shown by the **1\$ trillion** spend for Christmas gifts in 2019 in the US only.

# SPENDING BEHAVIOUR

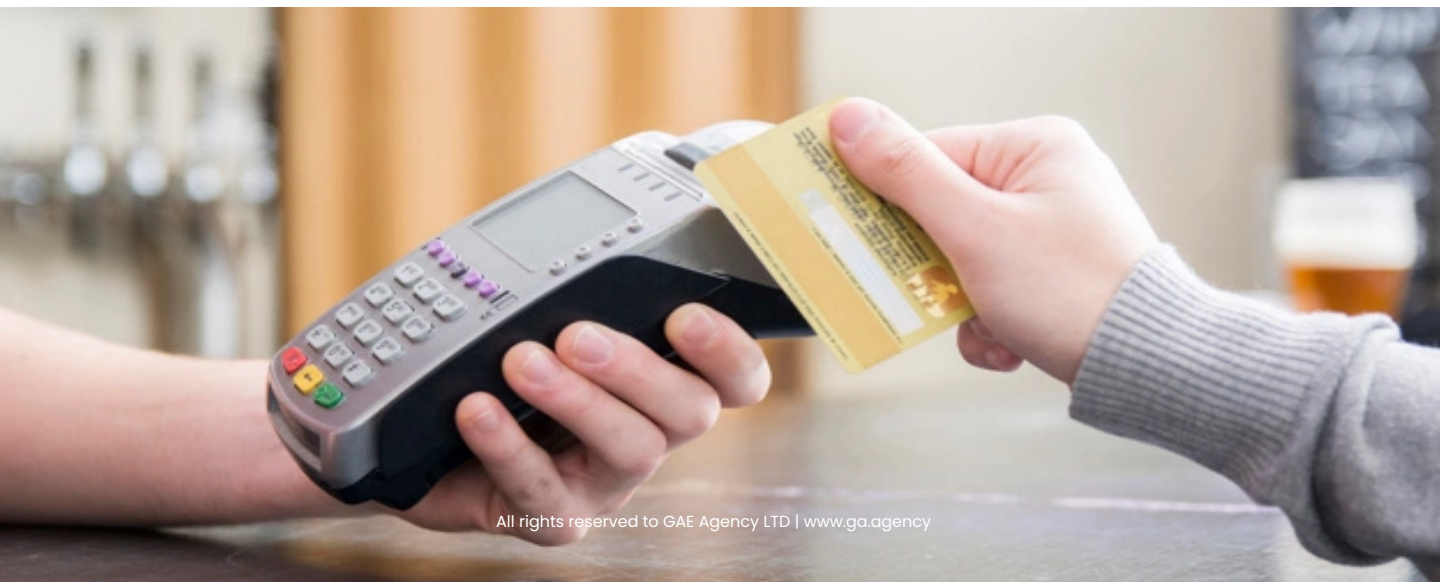
## IS COVID-19 GOING TO AFFECT CONSUMERS' BLACK FRIDAY SPENDING BEHAVIOUR?

YES, for nearly half of the respondents.

Besides having an **impact** on shopping plans, COVID-19 has also influenced **planned spending behaviour** for **47%** of respondents. 23% are undecided and 30% say it will not affect their planned spending during the biggest sales event of the year.



Important to note that with physical retail shops closing online shopping should still get a massive boost!



# LOOKING BACK TO 2019

## HOW WILL BLACK FRIDAY AND CYBER MONDAY 2020 DIFFER FROM 2019?

As Black Friday and Cyber Monday 2020 comes closer, it can be helpful to analyze in which ways it will differ from previous years’.

- In 2019, Black Friday sales hit a new record of \$7.4 billion sales, up 23% from \$6.4 billion sold in 2018 in the U.S.
- Cyber Monday, showed another record high in 2019 of \$9.42 billion in sales, up by 19.6% from \$7.87 billion in 2018 in the U.S. alone.

As a **consequence** of the **COVID-19** pandemic, and countries having to **lockdown** or put social distancing regulations in place, even with likely decreased spend, **online shopping has become more popular than ever.**

- The prediction for **2020 Black Friday** sales is to reach another record high of 39% YoY growth to **\$10.30 billion** in sales.
- Forecast for **Cyber Monday 2020** is to reach 35% YoY growth to a whopping **\$12.7 billion** in one day sales!



Source: [Adobe](#) 2019, [Adobe](#) 2020 and [Forbes](#), 2020

Due to the peak in online shopping, **Black Friday and Cyber Monday** are expected to show spikes in online sales, with a predicted 37% increase compared to customer shopping in the same period in 2019.



For any comments or questions  
please send us an email to  
[hello@ga.agency](mailto:hello@ga.agency)