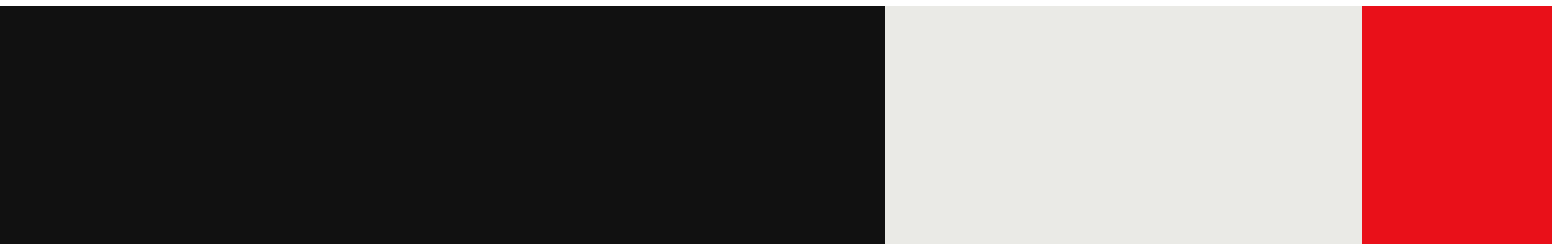


31% of US internet users will shop this Black Friday

Article



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Expected Shopper Participation in Cyber Week According to US Internet Users, by Income Level, Sep 2023

% of respondents

	Black Friday	Cyber Monday	Small Business Saturday	Thanksgiving Day
\$200K+	36%	42%	20%	15%
\$100K-\$199K	33%	34%	17%	13%
\$50K-\$99K	32%	32%	14%	12%
<\$50K	27%	23%	9%	11%
Total	31%	31%	14%	12%

Note: n=4,102

Source: Deloitte, "2023 Holiday Retail Survey," Oct 17, 2023

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Insider Intelligence | eMarketer

Key stat: 31% of US internet users will shop this Black Friday. The same amount will also shop Cyber Monday, according to Deloitte.

Beyond the chart:

- The average shopper will spend \$1,652 this holiday season, up from \$1,455 last year, per Deloitte.
- Late November will be the busiest time for holiday spending, with 78% of active shoppers participating in spending.
- We project holiday sales to total \$1.317 trillion, up 4.5% from last year.

Use this chart:

- Target holiday messaging based on income.
- Evaluate Cyber Week advertising.

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- [4 analyst retail predictions about Cyber Five, retail media, and Walmart for the 2023 holiday season](#)

Methodology: Data is from the October 2023 Deloitte, "2023 Holiday Retail Survey." 4,318 US internet users ages 18+ were surveyed online during August 30-September 8, 2023.