

How Black Friday Shopping Behaviors Are Changing

Article



As Thanksgiving rapidly approaches, the holiday shopping season is kicking into overdrive. Retailers are ready for the surge in consumer spending on Black Friday, but what shopper behaviors should they expect? We break down three key trends for the holiday weekend.

Consumers Are Already on the Lookout for Deals

Earlier this year, we saw signs that Black Friday had transformed from a weekend event into **a weekslong shopping marathon**.

According to **RetailMeNot**, messaging about Black Friday began nearly a week earlier this year than in 2017, and consumers have already started showing their spending power. While US online sales increased just 13.3% in the first nine days of November, online sales jumped 25.7% year over year between November 10 and 12, according to **Adobe**.

Similarly, data from **JLL** found that more than a third (34.4%) of US consumers plan to start shopping before Thanksgiving compared with 29.9% last year, while a separate survey from Citi Retail Services indicated that nearly seven in 10 US adults plan to start holiday shopping before or on Black Friday.

Physical Stores Still Matter...

Even with the convenience of ecommerce, **consumers sometimes go out of their way to shop in-store**. Black Friday is no exception.

According to **ICSC**, 45% of shoppers plan to visit stores on Black Friday, and another 71% of Thanksgiving weekend shoppers plan to go to a mall or shopping center.

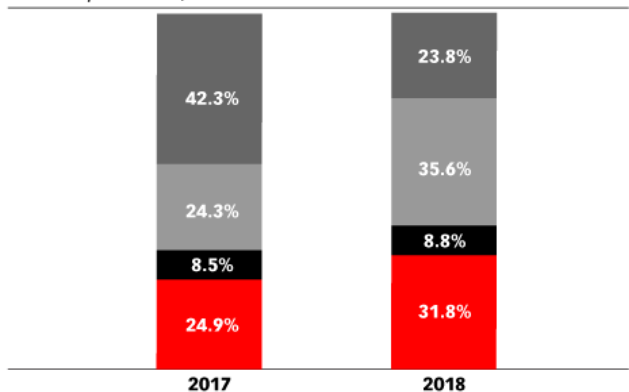
Meanwhile, separate data from **Euclid**, found that millennials (37%) are more inclined than Gen Xers (14.5%) and boomers (6%) to shop in-store on Thanksgiving and Black Friday.

... But So Does Omnichannel

The number of omnichannel Black Friday shoppers continues to rise—from 24.3% in 2017 to 35.6% this year, according to **BestBlackFriday.com**—while the number of in-store shoppers remains relatively steady.

How Do US Internet Users Plan to Shop on Black Friday*?

% of respondents, 2017 & 2018



■ Online only
 ■ Both
■ In-store only
 ■ Neither (not shopping on Black Friday this year)

Note: ages 18+; *Nov 23, 2018

Source: BestBlackFriday.com, "Black Friday 2018 Shopping Survey" conducted by SurveyMonkey, Oct 12, 2018

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According to a **McKinsey** survey, nearly half of shoppers (48%) plan to shop both online and in-store on Black Friday, while 14% said mostly in-store and 4% said in-store only.

Mobile Continues to Grow

Every year **mobile plays a stronger role in holiday sales**. **Salesforce** estimates that this year, mobile phones will be responsible for more online orders than desktop (46% vs. 44%).

According to **Bizrate Insights**, mobile will play the largest role on Cyber Monday, with 38% of US holiday shoppers planning to use a smartphone or tablet. Nearly as many (35%) will use mobile on Black Friday.

Which Devices Do US Holiday Shoppers Plan to Use for Holiday Shopping?

% of respondents, by shopping day, Sep 2018

| | Desktop/ laptop | In-store | Mobile | Voice |
|--|--------------------|----------|--------|-------|
| Thanksgiving Day | 52% | 50% | 29% | 2% |
| Black Friday (day after Thanksgiving) | 66% | 42% | 35% | 2% |
| Cyber Monday (Monday after Thanksgiving) | 78% | 14% | 38% | 3% |
| Free Shipping Day (last day for free Christmas delivery) | 76% | 14% | 37% | 4% |

Note: ages 18+; among respondents who plan to shop for at least one of the listed shopping days

Source: "The eMarketer 2018 Holiday Survey" conducted September 2018 by Bizrate Insights, Sep 25, 2018

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A recent **App Annie** survey found that internet users will spend 25% more time in shopping apps on Android devices in the two weeks surrounding Thanksgiving and 30% more on Thanksgiving Day.