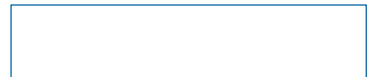
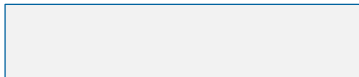
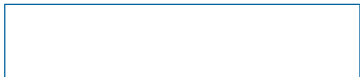
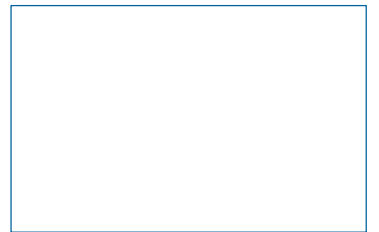
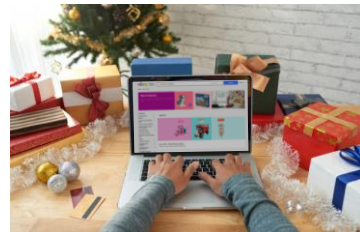
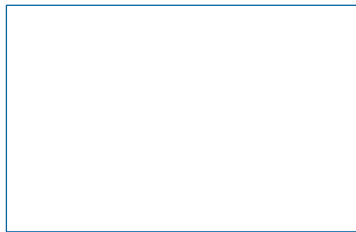
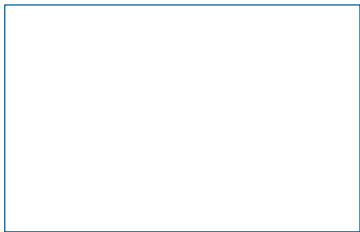
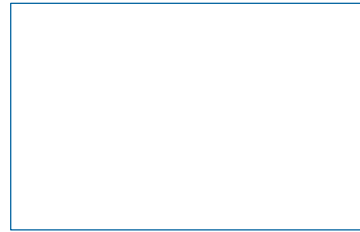
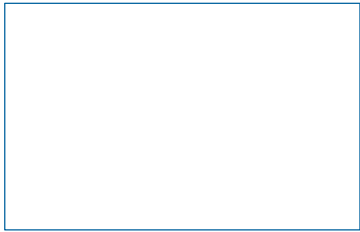
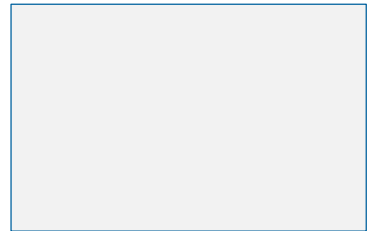
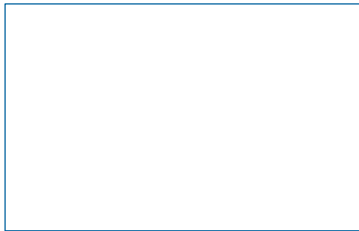


Klarna.

Consumers spend over £2 billion on Christmas gifts during Black Friday



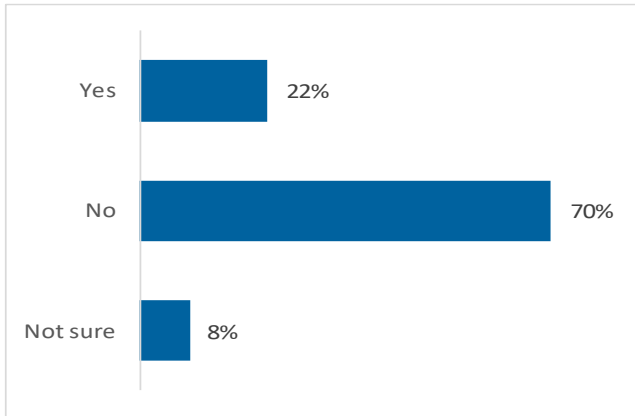
Executive Summary

- Shoppers spent an estimated **£2.1 billion** on Christmas presents during Black Friday, bringing forward around 16% of total Christmas spending into the heavily discounted period.
- More than **one in five (22%)** shoppers said that they bought Christmas presents during Black Friday to take advantage of discounts.
- Of those who said they bought Christmas presents, **an average of £179** was spent (almost 40% of the average Christmas budget).
- Shoppers focused their attentions on **electricals (43%), apparel (42%) and toys and games (29%)**
- What's more, **fewer consumers bought Christmas gifts during Black Friday than had planned**. Around 28% of consumer surveyed before Black Friday said that they would buy Christmas gifts, compared to 22% who did.
- In part, this may be because discounts were perceived worse than last year. Indeed, **over a third (36%) of those that shopped for Christmas thought that discounts were worse than last year**, with just 19% saying that they were better. Just under a half (45%) thought they were about the same.
- Disappointment over the level of discounts may also have held back spending. **3 in 5 consumers (60%) said that they spent less than they had originally planned**. 22% said that they spent more than planned.
- Confidence for Christmas spending is soft. **Almost 2 in 5 (38%) said that they are planning to spend less than last year**.

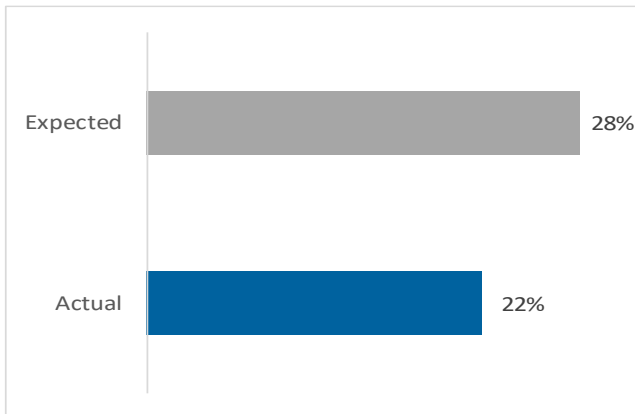


Did you take advantage of discounts during Black Friday (29 Nov 2019) to do any of your Christmas shopping?

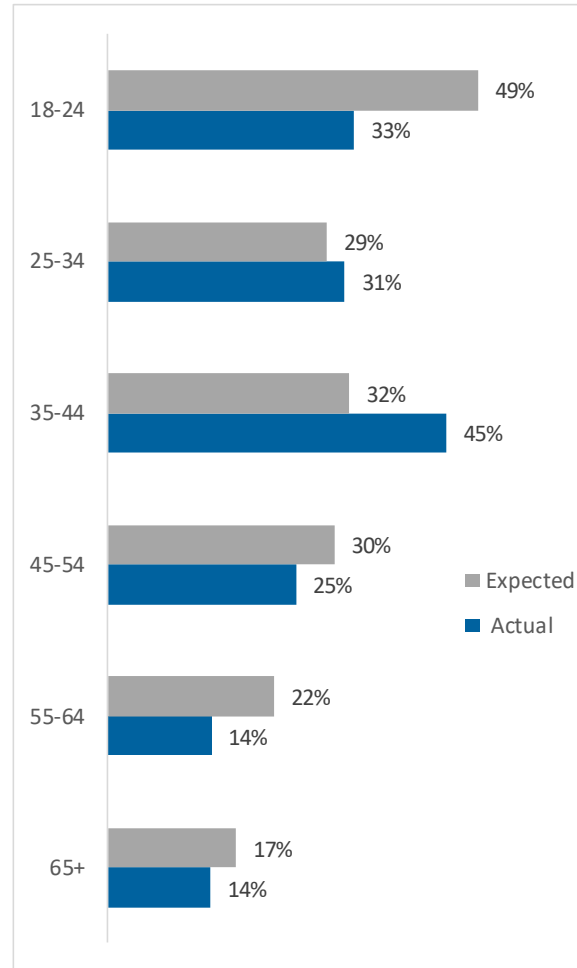
Proportion of respondents:



Proportion of respondents who answered “yes” - expected vs actual:



Of those who answered “yes” by age – expected vs. actual:



Note

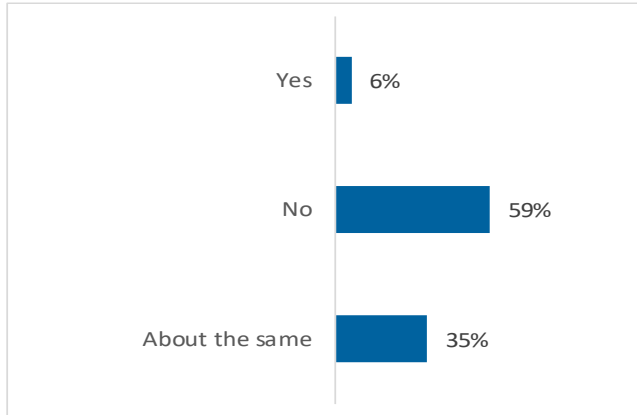
Retail Economics and Klarna conducted a survey before Black Friday to measure consumers’ expectations for the event. We refer to these results as “expected” in the survey.

Further research was then conducted after Black Friday to measure consumers’ actual shopping habits. We refer to these results as “actual” in the survey.

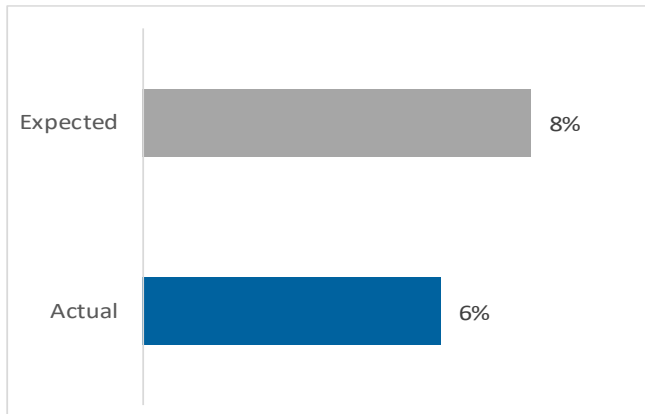
* Figures may not sum to 100 due to rounding
 Source: Retail Economics
 Sample size: 2,000

Did you think Black Friday discounts were better than last year?

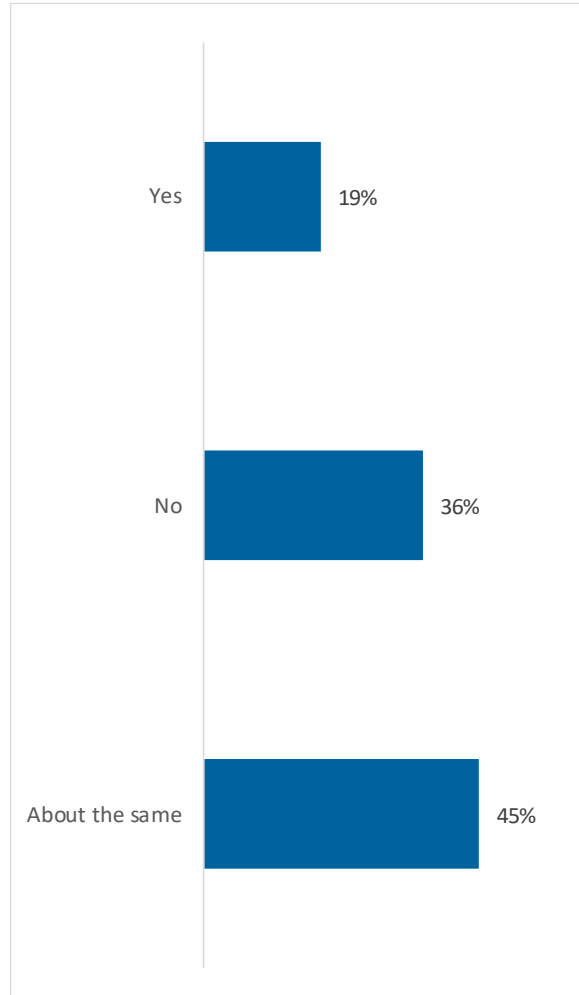
Proportion of respondents:



Proportion of respondents who answered "yes" - expected vs actual:



Of those that said they did Christmas shopping:



6%

Just 6% of consumers thought that Black Friday discounts were better than last year, lower than the expectation of improved discounts.

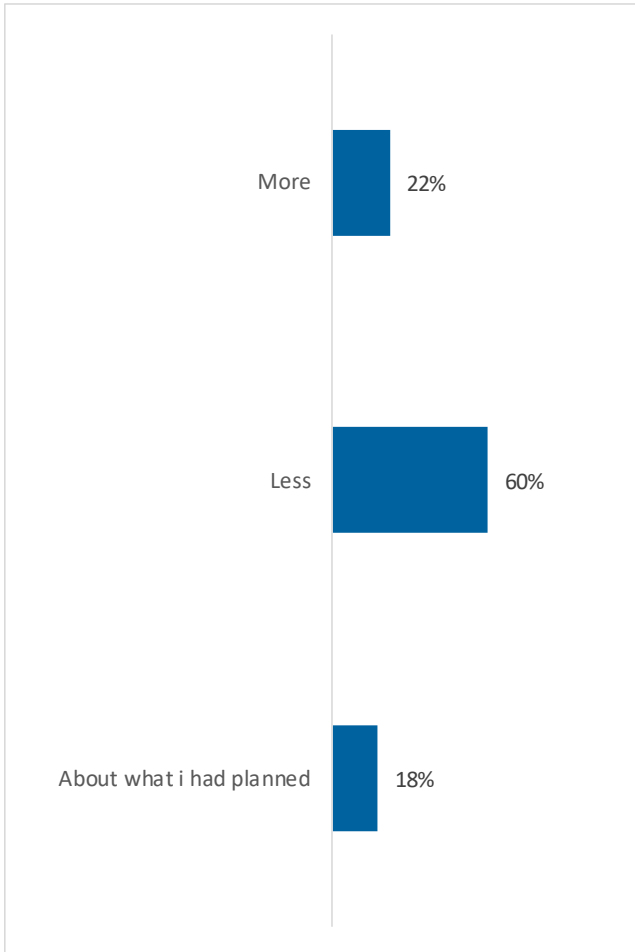
“Almost a fifth of consumers who said they did some Christmas shopping during Black Friday thought discounts were better than a year ago”

* Figures may not sum to 100 due to rounding
Source: Retail Economics
Sample size: 2,000

Of those that said they did Christmas shopping

Did you spend more during Black Friday than you had expected?

Proportion of respondents:



How much did you think you spent on Christmas presents during Black Friday this year?



60%

Of those who said they did some Christmas shopping during Black Friday, the majority suggested that they spent less than they expected

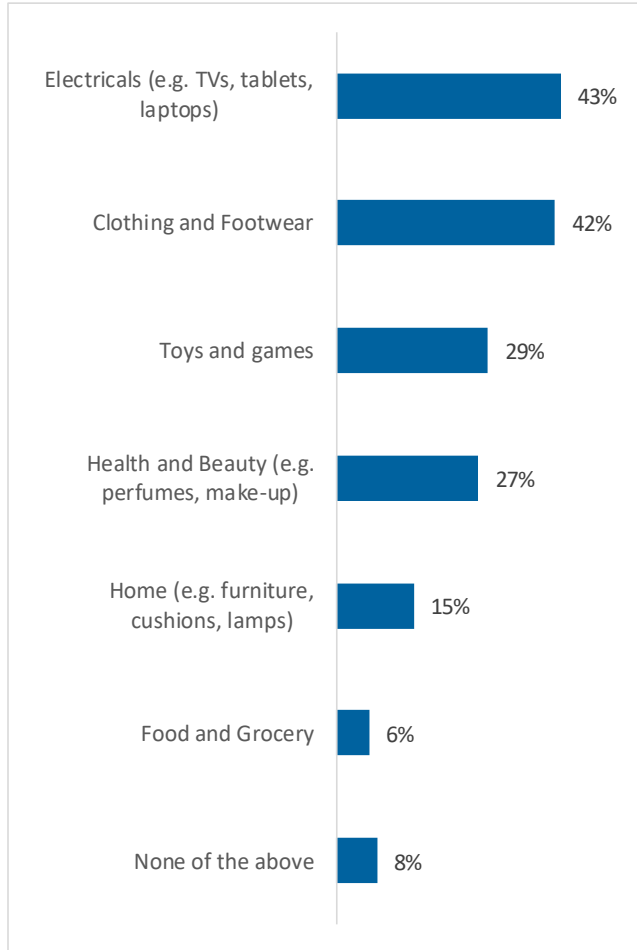
“Consumers purchasing Christmas presents during Black Friday spend an average of £179”

* Figures may not sum to 100 due to rounding
Source: Retail Economics
Sample size: 2,000

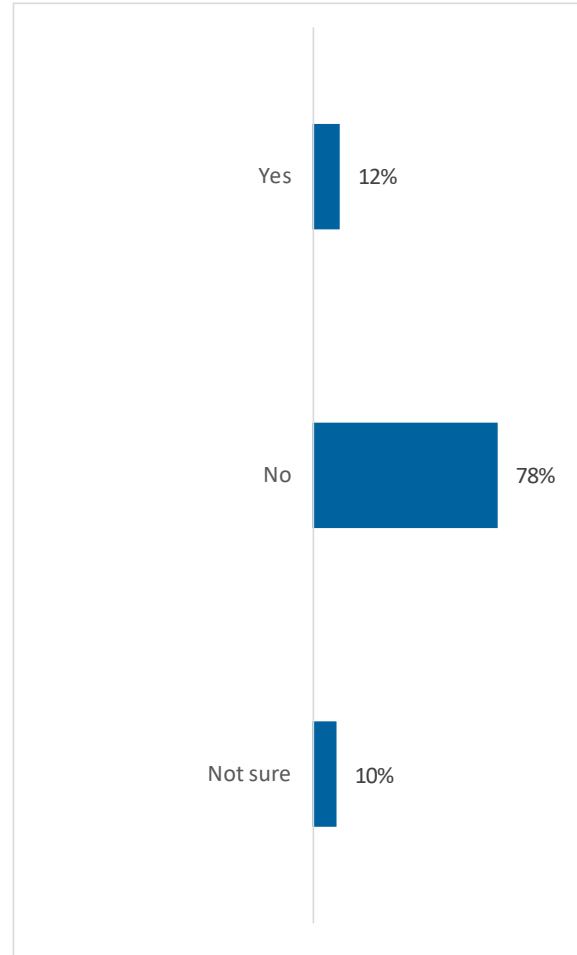
Of those that said they did Christmas shopping

What types of products did you purchase during Black Friday?

Proportion of respondents:



Have you, or are you planning, to return any products you purchased during Black Friday promotions?



43%

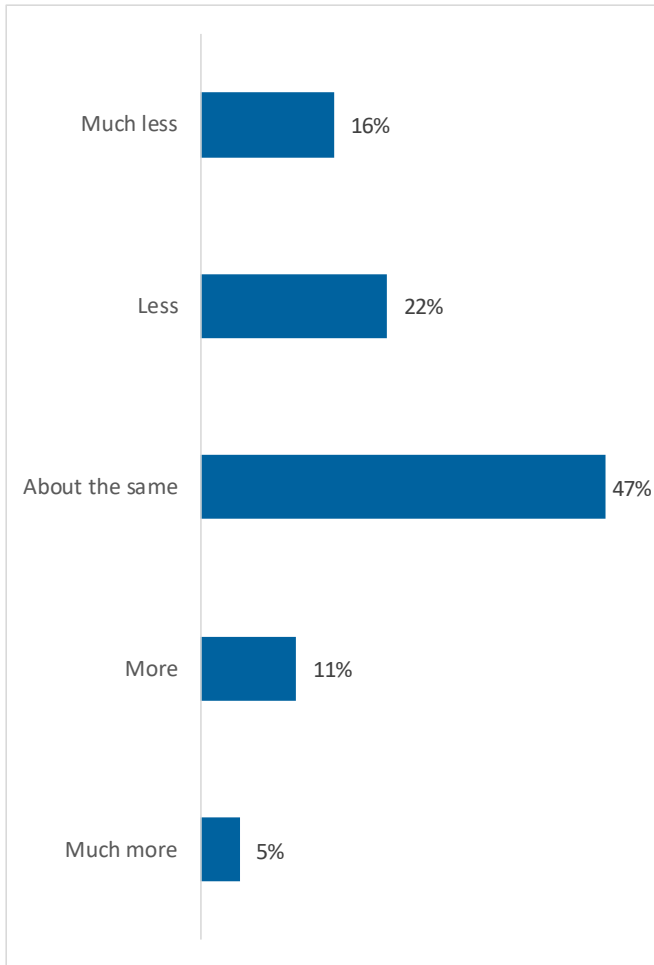
Of consumers that did some Christmas shopping during Black Friday purchased something within the electricals category.

“As anticipated, spending during Black Friday was concentrated on electricals, apparel and toys”

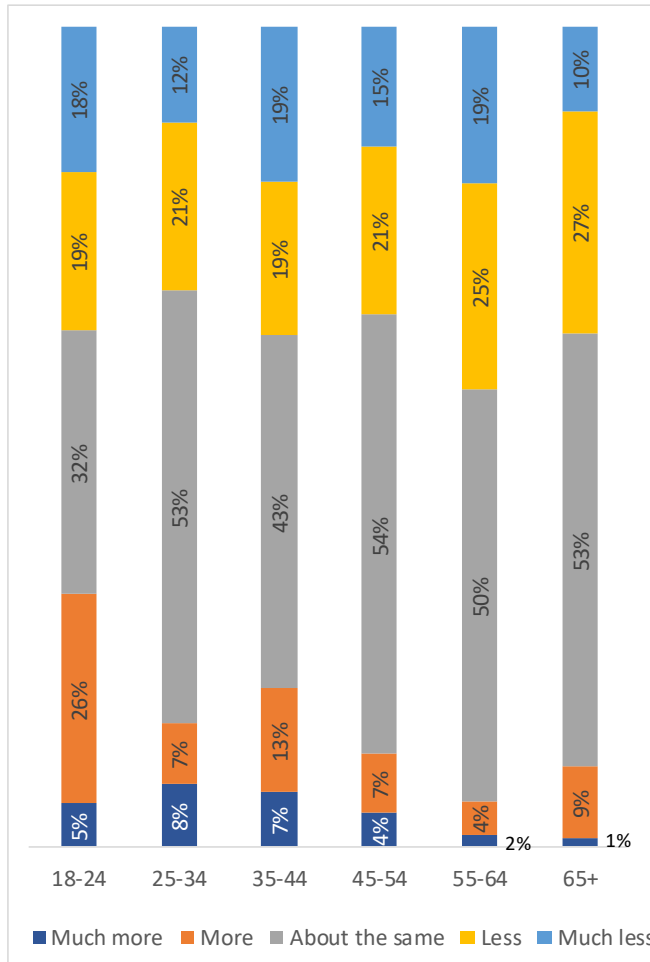
* Figures may not sum to 100 due to rounding
 Source: Retail Economics
 Sample size: 2,000

Thinking about your Christmas shopping, do you think you will spend more than last year?

Proportion of respondents:



By age group:



38%

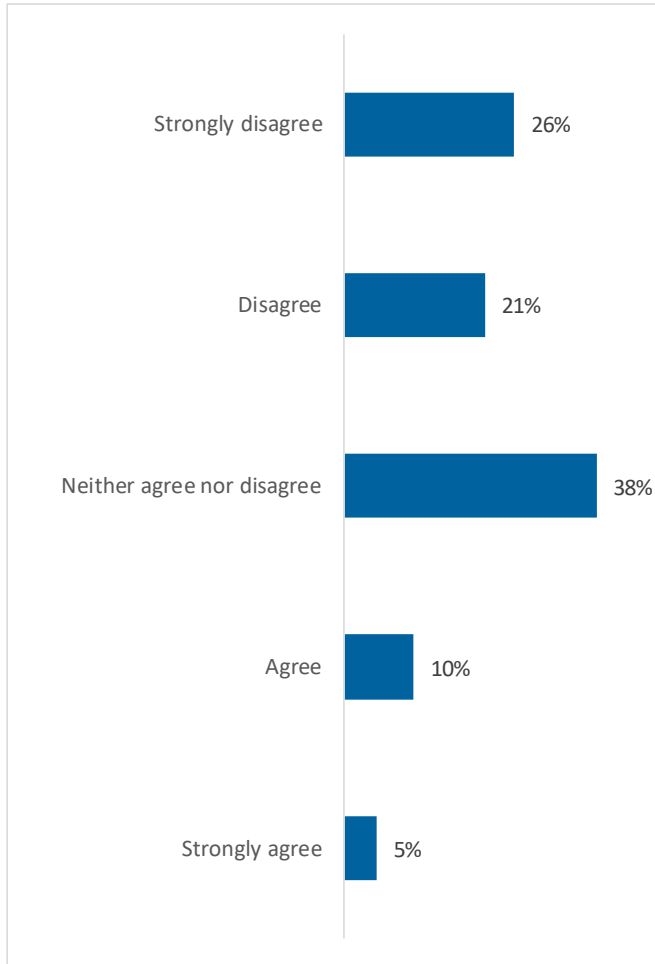
Of consumers thought they would spend less on Christmas shopping than a year ago

“Gen Z’s are most likely to spend more on their Christmas shopping than any other age group”

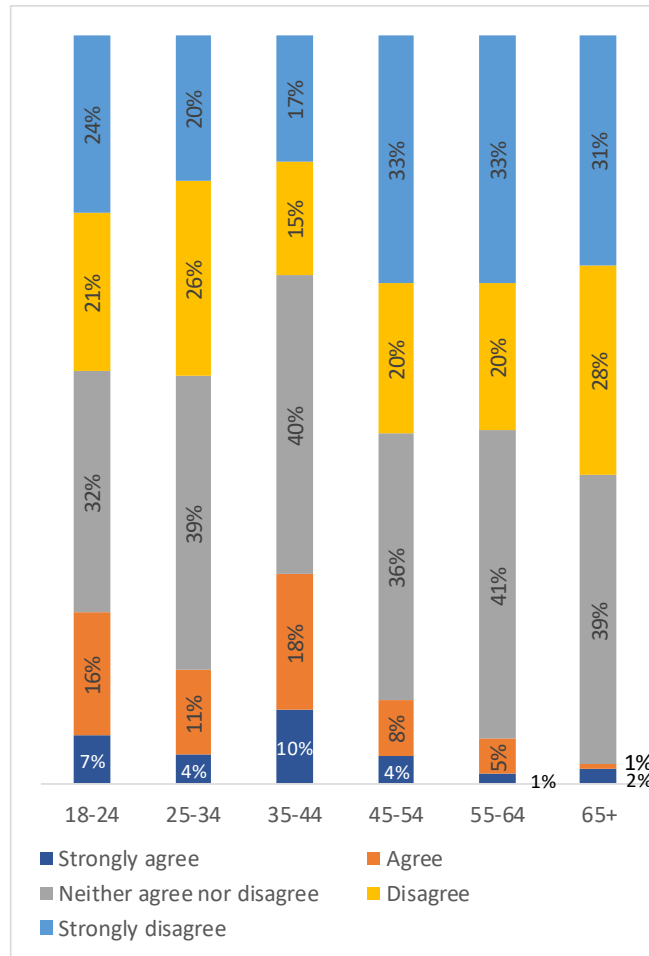
* Figures may not sum to 100 due to rounding
 Source: Retail Economics
 Sample size: 2,000
 **Gen Z defined as those aged between 18-24 years of age

I find that I do my Christmas shopping earlier than in previous years because of Black Friday discounts:

Proportion of respondents:



By age group:



15%

Of consumers suggested they do their Christmas shopping earlier than in previous years due to discounts during Black Friday

“Over a quarter of consumers in the 35-44 age group indicated they have shifted their Christmas shopping forward due to Black Friday discounting”

* Figures may not sum to 100 due to rounding
Source: Retail Economics
Sample size: 2,000

About Retail Economics

Retail Economics is an independent economics research consultancy focusing exclusively on the UK retail and consumer industry. Our subscription service empowers you with a deeper understanding of the key economic drivers supporting the UK retail industry, providing a competitive edge needed to make critical business and investment decisions.

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Research Methodology

A consumer survey was distributed on 5 December 2019 and includes answers from a sample of over 2,000 nationally representative households.

Disclaimer

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