



TRENDSCAPE

BLACK FRIDAY

JUST ANOTHER MANIC FRIDAY

KICKING OFF THE XMAS SHOPPING SEASON, BLACK FRIDAY AND CYBER MONDAY FALL EITHER SIDE OF THE BIGGEST ONLINE SHOPPING WEEKEND OF THE YEAR

25.11.16

£3.3bn

UK VALUE OF BLACK FRIDAY WEEKEND

(27-30 Nov 2015, Black Friday to Cyber Monday)

£13k

SPENT PER SECOND OVER BLACK FRIDAY WEEKEND 2015

Showing the frantic search among consumers to bag a bargain on high ticket items

+36%

INCREASED SPEND ON BLACK FRIDAY ALONE IN 2015 VS 2014

This took total Black Friday sales to £1.1bn in the UK in 2015. Will 2016 see the trend continue?

THE AMERICAN IMPORTED TRADITION HAS EXPLODED IN THE UK IN RECENT YEARS WITH GOOGLE SEARCHES FOR BLACK FRIDAY INCREASING:

+270%
SINCE 2013

Retail giant  Amazon and electrical retailer Curry's are among the biggest players in the UK over the weekend as shoppers snap up deals on electricals and fashion.

MORE THAN

1 IN 3

Brits shopped online during Black Friday 2015, making it the perfect opportunity to attract consumers ahead of the festive season.



4SALES AUDIENCES ARE THE BLACK FRIDAY CONSUMER DOWN TO A T

With Black Friday weekend being appealing most to young and upmarket shoppers (Mintel, 2016), 4Sales offers great opportunities for advertisers to target these influential audiences. What's more, All4 and Channel 4 Viewers are highly commercially receptive and internet savvy, being 33% more likely to say that online shopping makes their lives easier and 90% more likely to make a purchase online after watching an advert on TV (vs. the average adult).