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FRANCE

Black Friday and Cyber Monday report 2024

Exploring the habits and preferences of Black Friday and Cyber Monday shoppers in France.

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Foreword

"

With more than a third of people in France spending during Black Friday each year, 30% of last year's shoppers spending over €250, the retail opportunity is significant.

In this report, we share the latest shopper insights, explore who Black Friday and Cyber Monday shoppers are, and look back at the top 10 buzziest brands from last years' mega sale events."

Alexandre Devineau

General Manager, YouGov France

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Report takeaways

1. A tentative year?: 26% of Black Friday and Cyber Monday shoppers believe they will spend less during sale events in 2024. 16% believe they will spend more than last year.

2. Categories of choice: Clothing leads the way as the top purchase choice among Black Friday and Cyber Monday shoppers overall. Tech products significantly over index among male shoppers in comparison to female shoppers.

3. Main motivators: Perhaps unsurprisingly, the main motivator for Black Friday and Cyber Monday spending is discounts and deals (63%). This is followed by the opportunity to shop for Christmas (43%).

4. The Black Friday price tag: 31% of Black Friday and Cyber Monday shoppers spent over €250 last year.

5. Driving awareness: While online shopping websites are the top awareness driver among all Black Friday and Cyber Monday shoppers, social media drives significant impact among those aged 18-34.

Unparalleled insights into what the world thinks

Our extensive, ever-growing source of connected, living data equips you with a rich understanding of your customers' complex lives. Understand what 27+ million registered panel members in over 55 markets are thinking, and harness real-time data for smarter, evidence-based decisions with our suite of products.

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25-34

Black Friday shopper

Dog owner

Samsung user

Podcast listener

Black Friday and Cyber Monday consumer insights

Exploring the consumer trends of people in France likely to make purchases during Black Friday or Cyber Monday.

More than a third of French people typically spend during Black Friday sale events

34% of French people are likely to make a purchase during Black Friday, while 15% are likely to make a purchase during Cyber Monday.
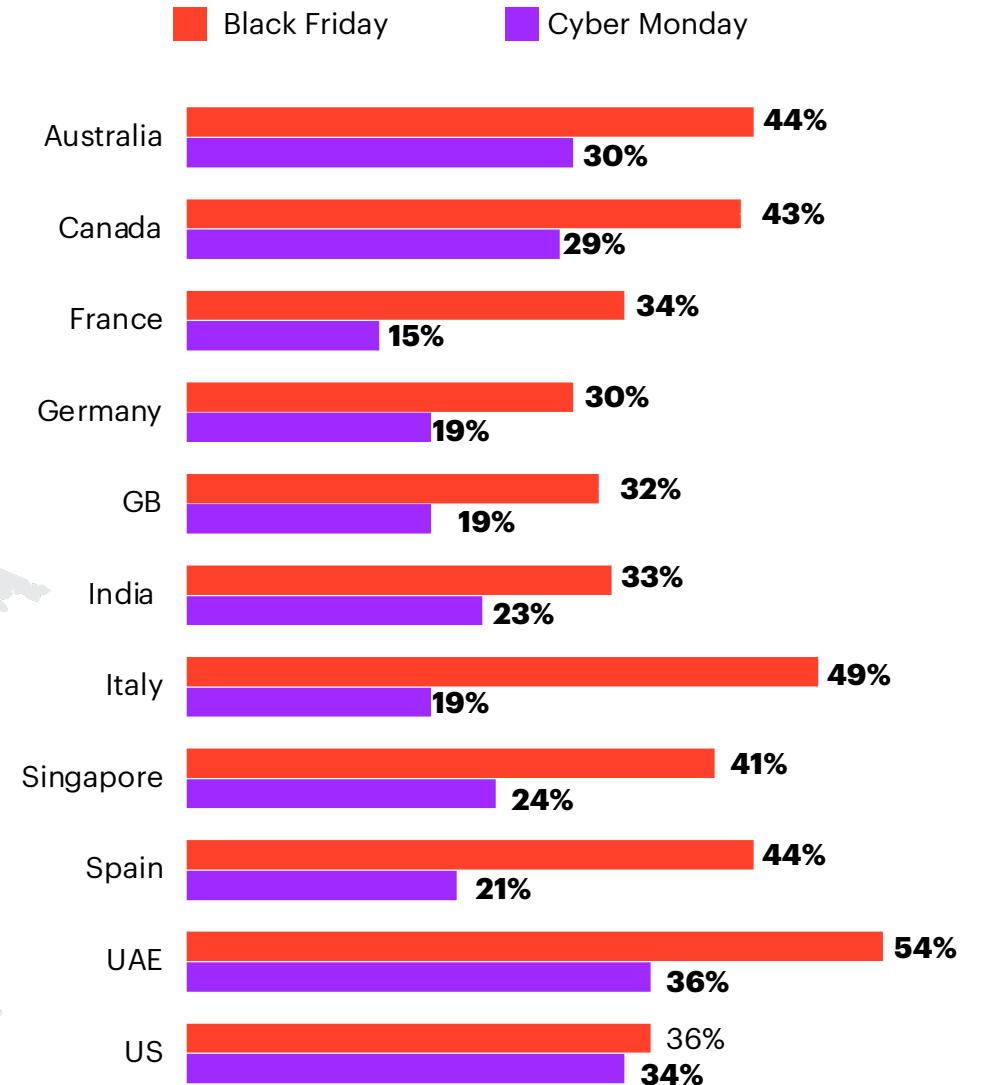
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Percentage of people in France likely to make a purchase during each mega sale event:

Black Friday	Easter	Valentine's Day	Amazon Prime Day	Cyber Monday	Singles Day
34%	28%	27%	21%	15%	9%
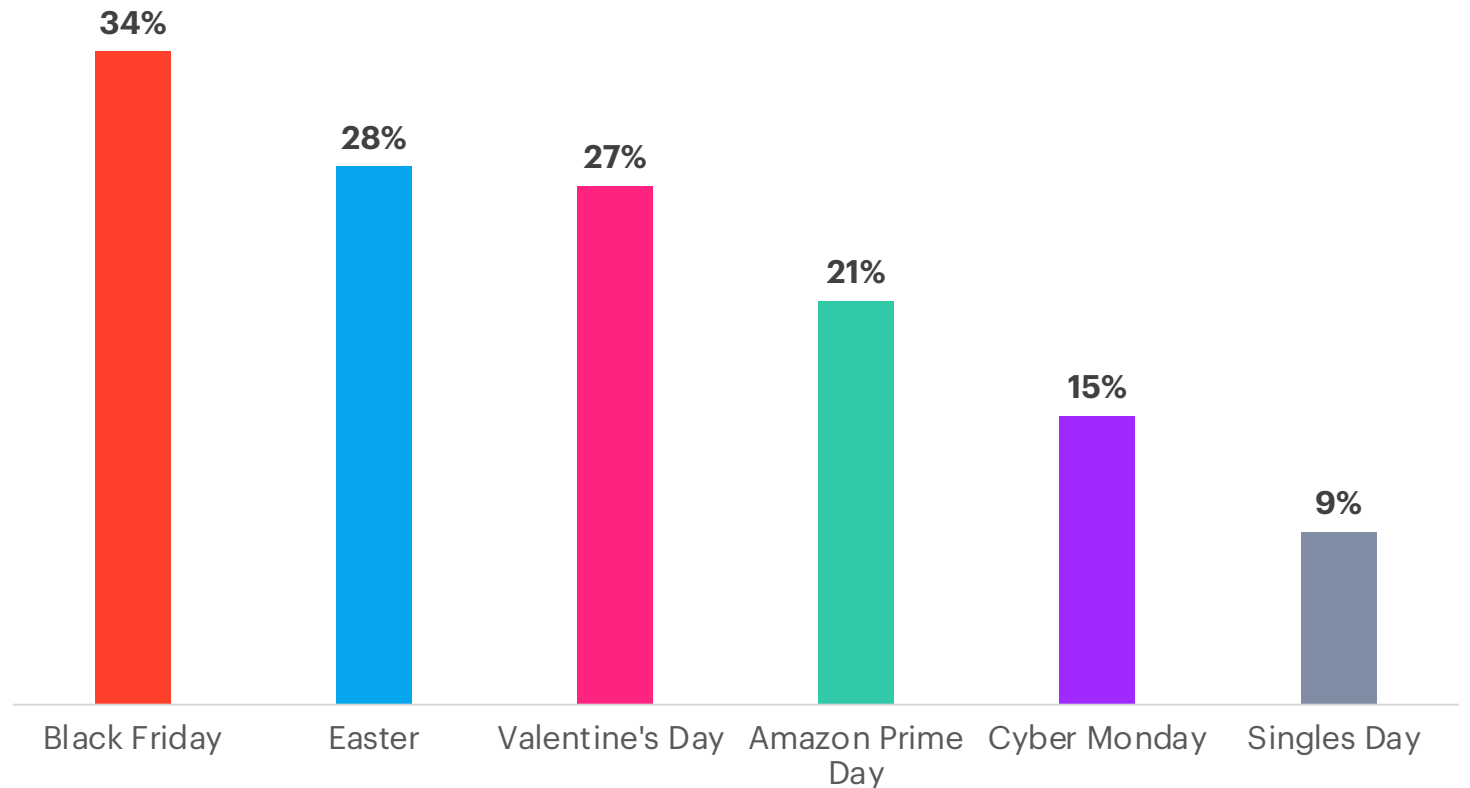
YouGov Surveys, July 12-July 30, 2024. FR: n > 1,000
Results combine answers: Very likely and somewhat likely to make a purchase.

Black Friday and Cyber Monday sales are now a global phenomenon

The UAE now has the highest percentage of Black Friday shoppers out of the 11 markets surveyed (54%).

■ Black Friday   ■ Cyber Monday

Country	Black Friday	Cyber Monday
Australia	44%	30%
Canada	43%	29%
France	34%	15%
Germany	30%	19%
GB	32%	19%
India	33%	23%
Italy	49%	19%
Singapore	41%	24%
Spain	44%	21%
UAE	54%	36%
US	36%	34%

French shoppers are taking a tentative approach this year

26% of Black Friday and Cyber Monday shoppers believe they will spend less than last year during mega sale events.

How much will you spend this year during mega sale events, such as Black Friday and Cyber Monday?
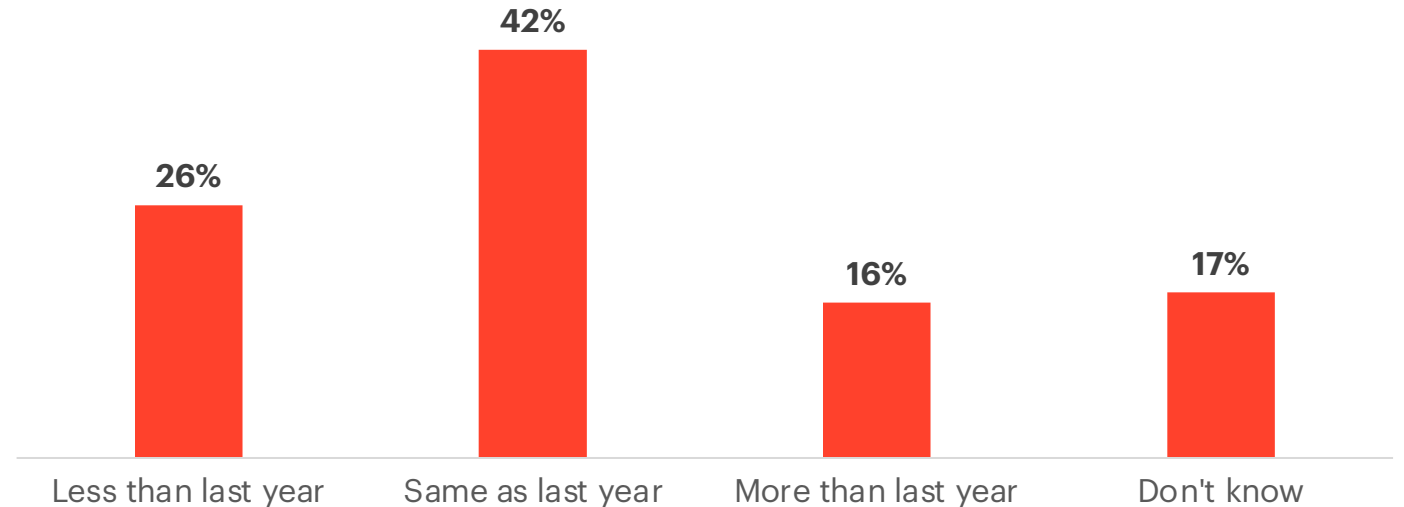
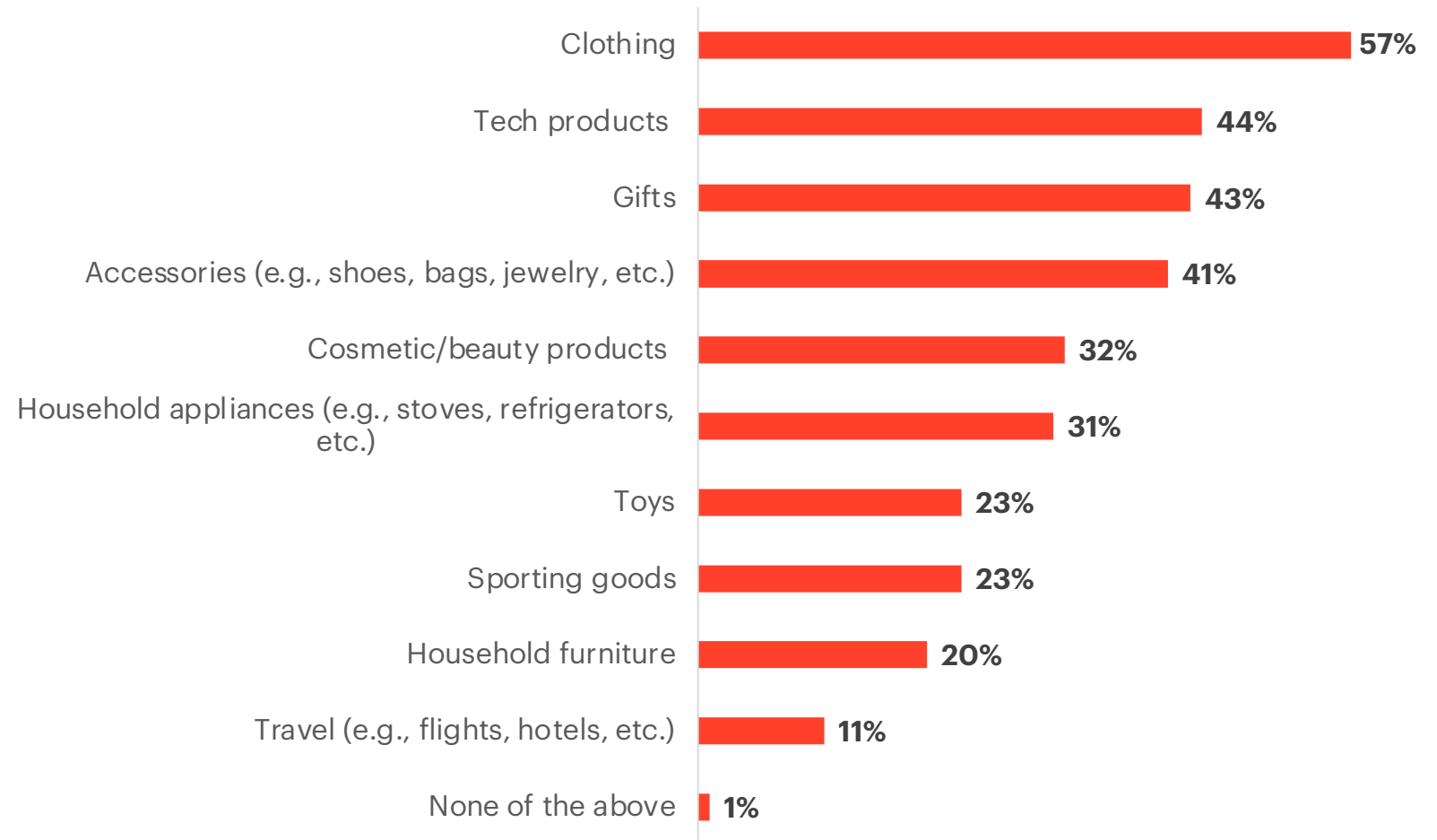|			
26%	42%	16%	17%
Less than last year	Same as last year	More than last year	Don't know

YouGov Surveys, July 12-July 30, 2024. FR: n >350
Target group: Very likely and somewhat likely to make a purchase during Black Friday or Cyber Monday.

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Clothing and tech products lead the way as top purchase types among shoppers

57% of people in France who are likely to make a purchase during Black Friday or Cyber Monday said they usually buy clothing during mega sale events, followed by 44% who buy tech products, and 43% who buy gifts.

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What do you usually buy during mega sale events such as Black Friday and Cyber Monday?

Category	%
Clothing	57%
Tech products	44%
Gifts	43%
Accessories (e.g., shoes, bags, jewelry, etc.)	41%
Cosmetic/beauty products	32%
Household appliances (e.g., stoves, refrigerators, etc.)	31%
Toys	23%
Sporting goods	23%
Household furniture	20%
Travel (e.g., flights, hotels, etc.)	11%
None of the above	1%

YouGov Surveys, July 12-July 30, 2024. FR: n>350
Target group: Very likely and somewhat likely to make a purchase during Black Friday or Cyber Monday.

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Male shoppers are more likely to buy tech products, female shoppers are more likely to buy clothing

Household appliances appear in the top 5 purchased items for Black Friday and Cyber Monday shoppers aged 35, while cosmetic/beauty products appear in the top 5 for those aged 18-34.

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Male		Female	
53% Tech products ▲		Clothing ▲	**64%**
49% Clothing ▼		Gifts ▲	**48%**
38% Gifts ▼		Accessories (e.g., shoes, jewelry, etc.) ▲	**46%**
36% Accessories (e.g., shoes, jewelry, etc.) ▼		Cosmetic/beauty products ▲	**40%**
31% Household appliances		Tech products ▼	**35%**

18-34		35+	
56% Clothing		Clothing	**57%**
48% Gifts		Tech products	**47%**
38% Tech products		Accessories (e.g., shoes, bags, jewelry, etc.)	**44%**
37% Accessories (e.g., shoes, bags, jewelry, etc.)		Gifts	**41%**
32% Cosmetic/beauty products		Household appliances	**34%**

Parent		Not a parent or guardian	
57% Clothing		Clothing	**59%**
44% Accessories (e.g., shoes, bags, jewelry, etc.)		Gifts	**46%**
43% Tech products		Tech products	**46%**
42% Gifts		Accessories (e.g., shoes, bags, jewelry, etc.)	**39%**
33% Cosmetic/beauty products		Household appliances	**32%**

YouGov Surveys, July 12-July 30, 2024. FR: n >100

Question: What do you usually buy during mega sales events such as Black Friday and Cyber Monday?
Target group: Very likely and somewhat likely to make a purchase during Black Friday or Cyber Monday. ▲/▼ : Highlights statistically significant differences between comparison groups.

Almost 1 in 2 Black Friday and Cyber Monday shoppers agree they do most of their holiday shopping during mega sale events.

49%

of Black Friday and Cyber Monday shoppers agree: "I do most of my gift or holiday shopping during mega sale events."

27%

of Black Friday and Cyber Monday shoppers agree: "I hold off on making an essential purchase in the hopes that it will be available in a mega sale event offer."
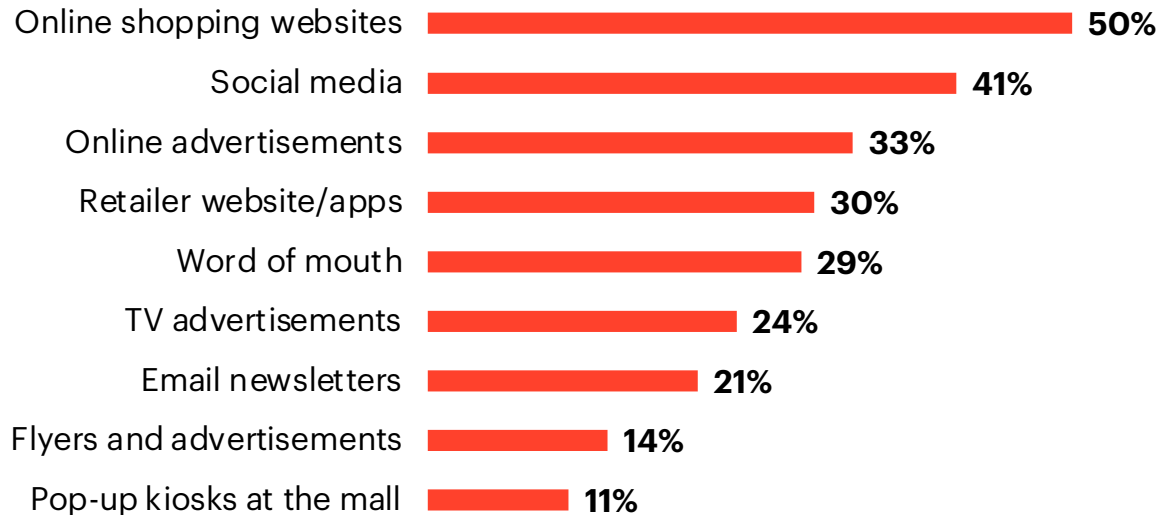
22%

of Black Friday and Cyber Monday shoppers agree:"I hold off on making a luxury purchase in the hopes that it will be available in a mega sale event offer."
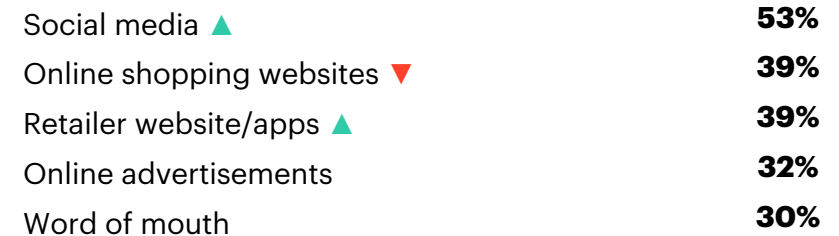
Online channels are top awareness drivers among Black Friday and Cyber Monday shoppers

Social media plays a particularly strong role in driving awareness among those aged 18-34, with 53% stating they are likely to notice mega sale events on this channel.
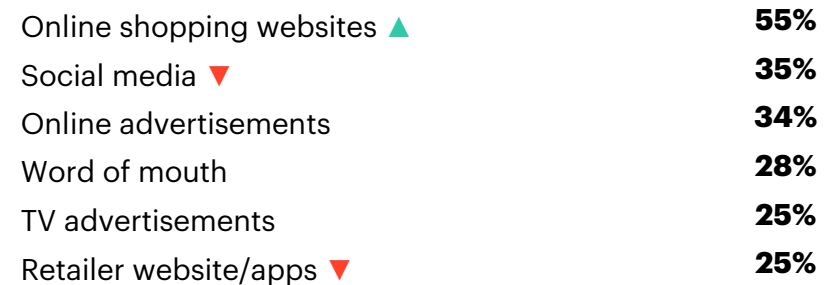
Where are you most likely to notice mega sale events such as Black Friday and Cyber Monday?

Channel	%
Online shopping websites	50%
Social media	41%
Online advertisements	33%
Retailer website/apps	30%
Word of mouth	29%
TV advertisements	24%
Email newsletters	21%
Flyers and advertisements	14%
Pop-up kiosks at the mall	11%

18-34

Channel	%
Social media ▲	53%
Online shopping websites ▼	39%
Retailer website/apps ▲	39%
Online advertisements	32%
Word of mouth	30%

35+

Channel	%
Online shopping websites ▲	55%
Social media ▼	35%
Online advertisements	34%
Word of mouth	28%
TV advertisements	25%
Retailer website/apps ▼	25%

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Profiling last year's Black Friday and Cyber Monday shoppers

A profile deep dive into those who have made a purchase during a Black Friday or Cyber Monday sale event in the last 12 months.
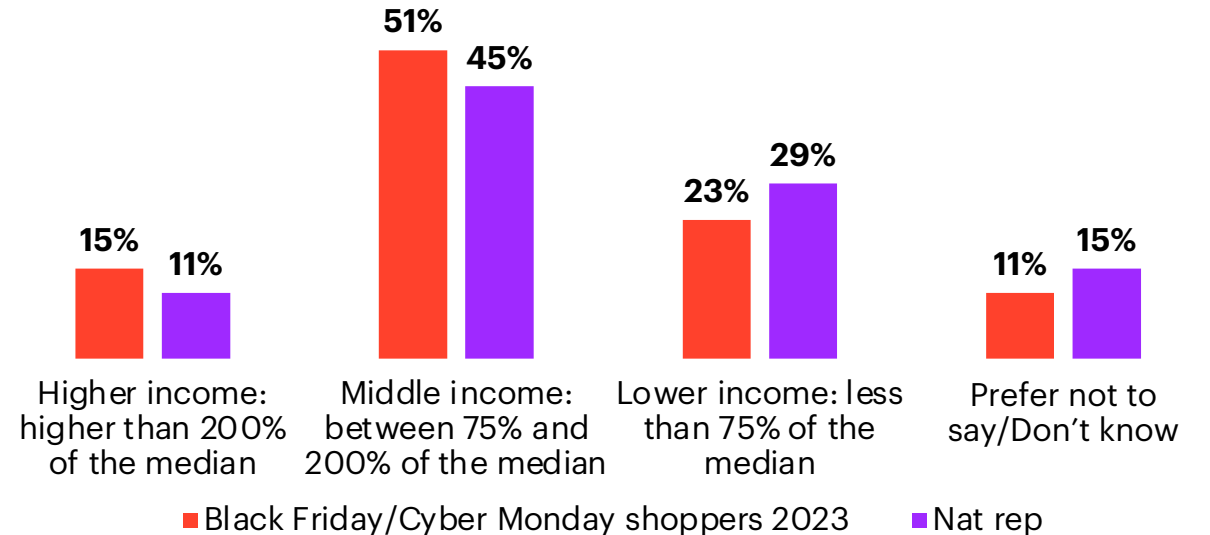
Who are last year's Black Friday and Cyber Monday shoppers?

Last year's Black Friday and Cyber Monday shoppers are more likely to be aged under 55 and belong to the higher- and middle-income group than the general population.

Age breakdown

Age	Black Friday/Cyber Monday shoppers 2023	Nat rep
18-24	11%	11%
25-34	19%	15%
35-44	21%	16%
45-54	18%	16%
55+	32%	42%

■ Black Friday/Cyber Monday shoppers 2023   ■ Nat rep
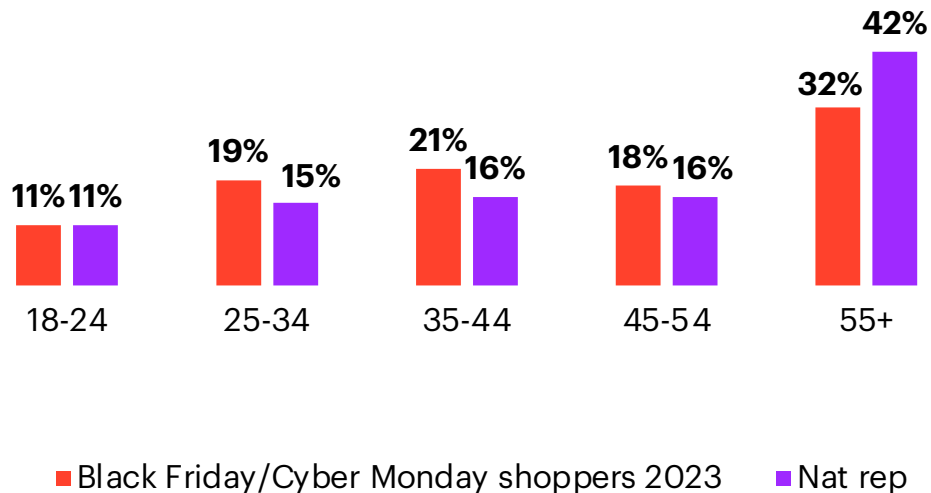
Income Target group: Household

Income	Black Friday/Cyber Monday shoppers 2023	Nat rep
Higher income: higher than 200% of the median	15%	11%
Middle income: between 75% and 200% of the median	51%	45%
Lower income: less than 75% of the median	23%	29%
Prefer not to say/Don't know	11%	15%

■ Black Friday/Cyber Monday shoppers 2023   ■ Nat rep

YouGov Profiles+ France 2024-09-15, n >4,200
Target group: Made a purchase during Black Friday or Cyber Monday in the last 12 months.

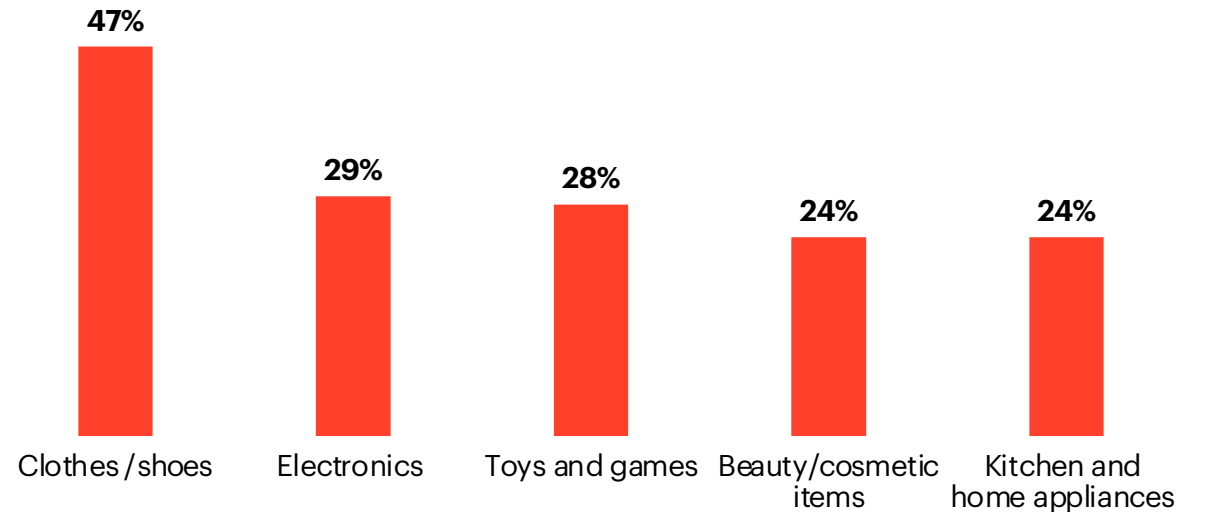**Start your audience analysis**

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31% of Black Friday and Cyber Monday shoppers spent over €250 last year

Clothing topped the list as the item bought most in stores during Black Friday and Cyber Monday last year (47%).

How much did you spend on shopping during the last Black Friday/Cyber Monday?

Less than €50	€51- €100	€101 - €250	€250 - €500	€500 - €1000	More than €1000.00
9%	25%	33%	20%	8%	3%
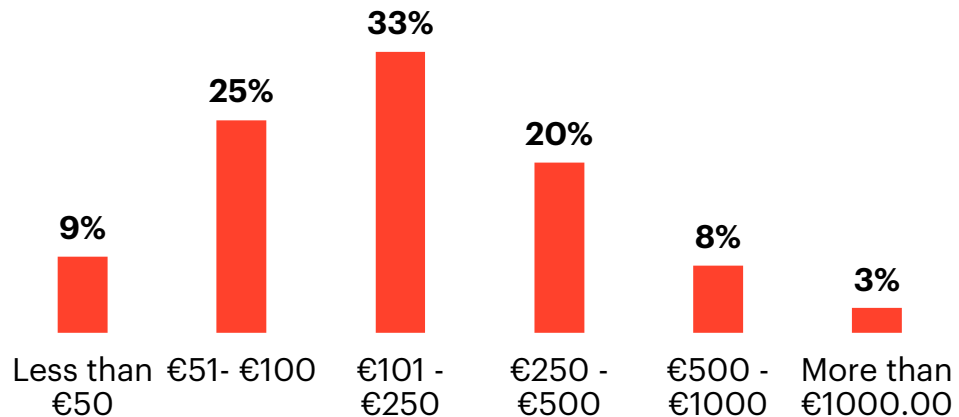
Which of the following items did you purchase online as part of Black Friday/Cyber Monday shopping in the last 12 months?

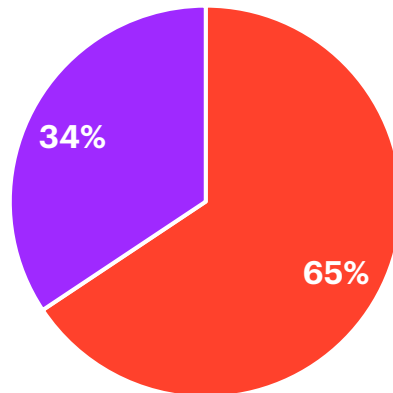| Clothes / shoes	Electronics	Toys and games	Beauty/cosmetic items	Kitchen and home appliances
47%	29%	28%	24%	24%

Start your audience analysis

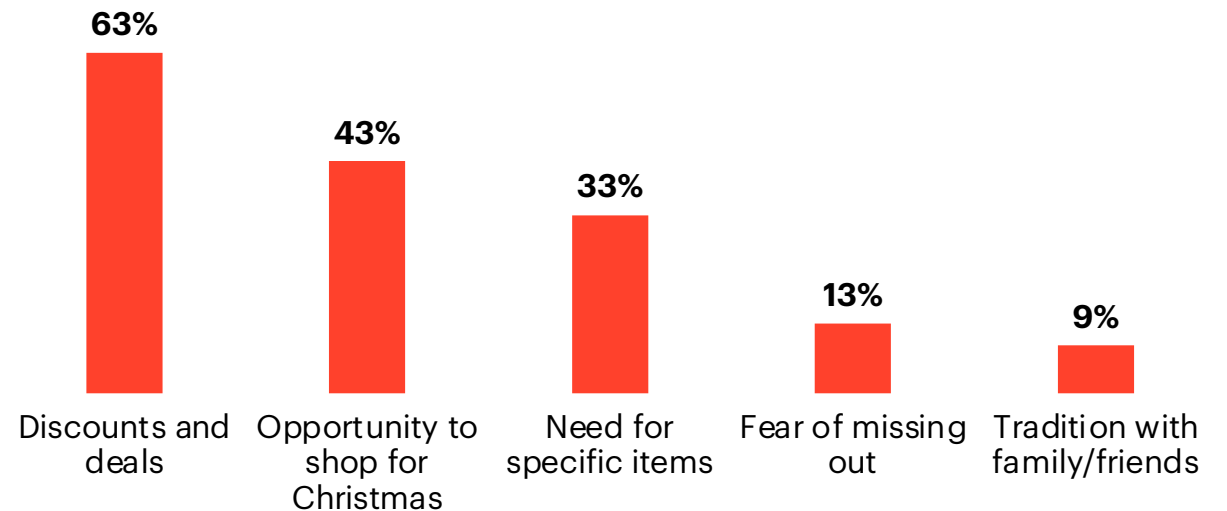# Most shoppers are motivated by discounts and deals, and they plan their spending in advance

63% state discounts and deals as their shopping motivation, followed by the opportunity to shop for Christmas (43%). More than 1 in 10 stated the "fear of missing out" as a motivator.

Which of the following statements best describes your Black Friday/Cyber Monday shopping style?

- I plan my shopping needs ahead of time
- I shop spontaneously

34%

65%

What motivated you to shop during Black Friday/Cyber Monday in the last 12 months?

63%	43%	33%	13%	9%
Discounts and deals	Opportunity to shop for Christmas	Need for specific items	Fear of missing out	Tradition with family/friends

YouGov Profiles+ France 2024-09-15, n->3,900
Target group: Made a purchase during Black Friday or Cyber Monday in the last 12 months.

Start your audience analysis

Which brands generated the most Black Friday and Cyber Monday buzz in 2023?

Ahead of 2024, we look back at the brands that drove the highest buzz in November last year.

Top performing fashion retail and sportswear brands* during Black Friday and Cyber Monday 2023

Rank	Brand name	Net buzz score: November 2023
1	Decathlon	24.5
2	Kiabi	18.1
3	Nike	15.9
4	Adidas	15.4
5	H&M	13.4
6	Intersport	11.7
7	The North Face	9.2
8	Jules	7.6
9	Zara	7.4
10	Petit Bateau	7.2

YouGov BrandIndex, November 2023, ranked based on net buzz score, n>600. *Fashion Retail, Sportswear.
Question: "Over the past two weeks, which of the following brands have you heard something positive / negative about (whether in the news, through advertising, or talking to friends and family)?

Explore brand tracking

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Top performing retail and e-commerce brands* during Black Friday and Cyber Monday 2023

Rank	Brand name	Net buzz score: November 2023
1	E.Leclerc	32.2
2	Amazon	29.4
3	Lidl	28.8
4	IKEA	25.8
5	Leroy Merlin	23.2
6	Vinted	22.4
7	Action	20.4
8	Leboncoin	18.2
9	Intermarché/Les Mousquetaires	17.7
10	GIFI	17.7

YouGov BrandIndex, November 2023, ranked based on net buzz score, n>950.
Question: "Over the past two weeks, which of the following brands have you heard something positive / negative about (whether in the news, through advertising, or talking to friends and family)?

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Top performing electronic brands during Black Friday and Cyber Monday 2023

Rank	Brand name	Net buzz score: November 2023
1	Samsung	30.9
2	Dyson	20.8
3	Apple	17.0
4	Oral-B	13.4
5	Tefal	12.1
6	Bosch	11.2
7	De'Longhi	10.4
8	Karcher	10.3
9	LG	10.1
10	Philips	9.7

Explore brand tracking

Top performing skincare and cosmetics brands during Black Friday and Cyber Monday 2023

Rank	Brand name	Net buzz score: November 2023
1	Yves Rocher	16.6
2	Nivea	16.4
3	L'Oréal Paris	15.8
4	Sephora	15.1
5	Nuxe	10.8
6	Chanel	10.5
7	Dior	10.4
8	La Roche-Posay	10.4
9	Lancôme	9.2
10	Yves Saint Laurent (YSL)	8.6

YouGov BrandIndex, November 2023, ranked based on net buzz score, n>950
Question: "Over the past two weeks, which of the following brands have you heard something positive / negative about (whether in the news, through advertising, or talking to friends and family)?

Explore brand tracking

Top performing video game brands during Black Friday and Cyber Monday 2023

Rank	Brand name	Net buzz score: November 2023
1	Super Mario Bros.	15.5
2	FIFA	14.5
3	Pokémon	7.6
4	Assassin's Creed	6.4
5	Fortnite	4.9
6	The Sims	4.8
7	Grand Theft Auto	4.2
8	Minecraft	3.4
9	EA SPORTS FC	3.4
10	League of Legends	2.9

YouGov BrandIndex, November 2023, ranked based on net buzz score, n>550
Question: "Over the past two weeks, which of the following brands have you heard something positive / negative about (whether in the news, through advertising, or talking to friends and family)?

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Build a complete picture of your brand

Gain a deep understanding of your brand health and performance against top competitors in your industry with YouGov's brand and campaign tracking solutions.

Track key metrics, measure campaign effectiveness, and access real-time insights into what people think, feel, and say about your brand.

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Advertising awareness

SCORE

35

30

25

20

15

10

5

0

01/04/2023   04/04/2023   07/04/2023   10/04/2023   13/04/2023   16/04/2023   19/04/2023

PERIOD

Your brand   Competitor 1   Your brand among Gen Z
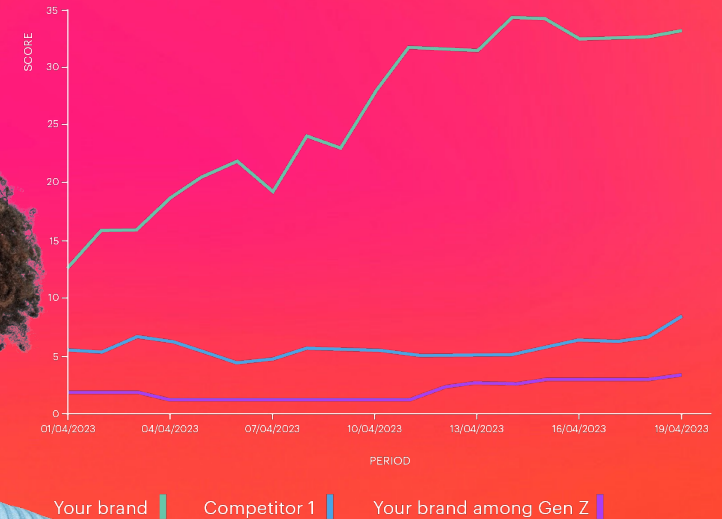
Metrics ⌄

Advertising awareness

Methodology

The insights in this report have been sourced via YouGov
<u>Surveys: Serviced</u>, <u>YouGov Profiles</u>, and <u>YouGov BrandIndex</u>.

- The Black Friday and Cyber Monday consumer insights in this report were sourced via YouGov Surveys: Serviced – providing rapid answers from the right audience.

  The multi-region survey was conducted from July 12, 2024, to July 30, 2024, with 1032 respondents in France.

- The profile deep dive in this report was powered by YouGov Profiles – an ever-growing source of living consumer data, with 2+ million data variables from YouGov's 27+ million global panelists.

  The data used in this report was accessed via Profiles+ France on 2024-09-15.

- The Black Friday and Cyber Monday brand buzz rankings in this report are sourced from YouGov's always-on brand tracker, YouGov BrandIndex.

  Buzz scores are based on respondents' answers to the following question: "Over the past two weeks, which of the following brands have you heard something positive / negative about (whether in the news, through advertising, or talking to friends and family)?" Scores range from -100 to +100.

  Net buzz rankings are defined by a brand's positive buzz score during the month of November 2023 minus its negative buzz score during the month of November 2023. A minimum base size of 300 (N) is required.

Thank you

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