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UNITED STATES 🇺🇸

US Black Friday Cyber Monday report 2024

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

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Contents

Foreword

"

With more than a third of Americans taking part in Black Friday and Cyber Monday sales each year, and 20% of Black Friday and Cyber Monday shoppers spending over $500 last year, the retail opportunity remains significant.

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

Kenton Barello
Vice President, YouGov America

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Report takeaways

1. **A tentative year?** Following economic headwinds, 27% of US Black Friday/Cyber Monday shoppers believe they will spend less during sale events this year than they did in 2023. In comparison, only 9% believe they will spend more than last year.

2. **Categories of choice:** Clothing leads the way as the top purchase category among all US Black Friday/Cyber Monday shoppers. Men are more likely than women to look for technology products, while shoppers aged 35+ are more likely to buy gifts than those aged 18-34.

3. **Main motivators:** Perhaps unsurprisingly, the main motivator for Black Friday/Cyber Monday spending is discounts and deals (73%). This is followed by the opportunity to shop for Christmas (41%).

4. **The BFCM price tag:** Black Friday/Cyber Monday shoppers spent $325 on average last year in the US.

5. **Driving awareness:** While online shopping websites are the top awareness driver among all Black Friday/Cyber Monday shoppers, social media drives significant impact among shoppers 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 more than 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 demographics and behaviors of Americans likely to make purchases during Black Friday or Cyber Monday.
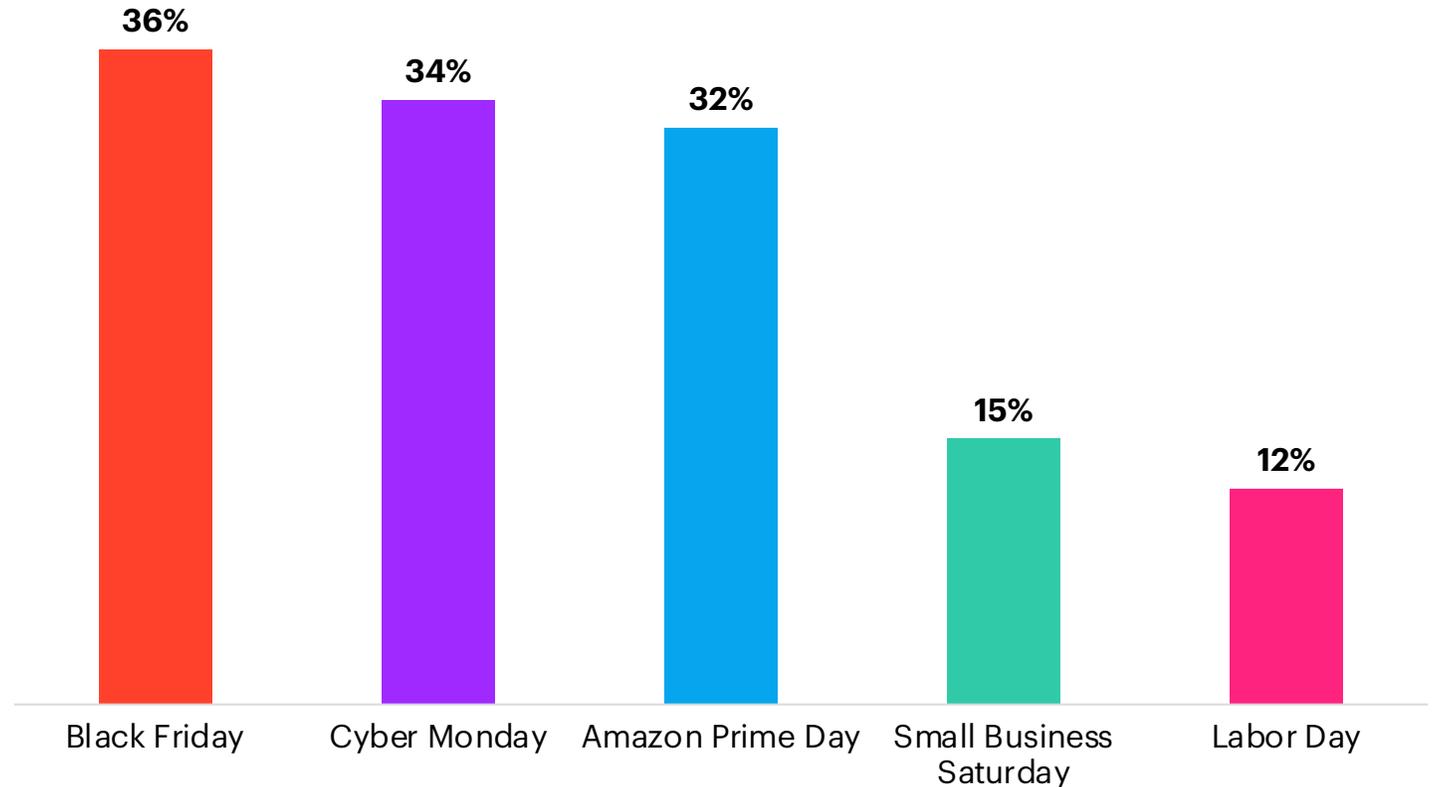
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More than a third of Americans typically spend during Black Friday and Cyber Monday

36% of Americans are likely to make a purchase during Black Friday, while 34% are likely to make a purchase during Cyber Monday.

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Percentage of Americans likely to make a purchase during each mega sale event:

- Black Friday — 36%
- Cyber Monday — 34%
- Amazon Prime Day — 32%
- Small Business Saturday — 15%
- Labor Day — 12%

YouGov Surveys, July 12-30, 2024. US: n> 1,500
Results combine answers: somewhat likely and very likely to make a purchase.

Black Friday and Cyber Monday sales are now a global phenomenon

The US ranks eighth for Black Friday shopping intent among the 17 markets surveyed, but second for Cyber Monday shopping plans.

■ Black Friday   ■ Cyber Monday

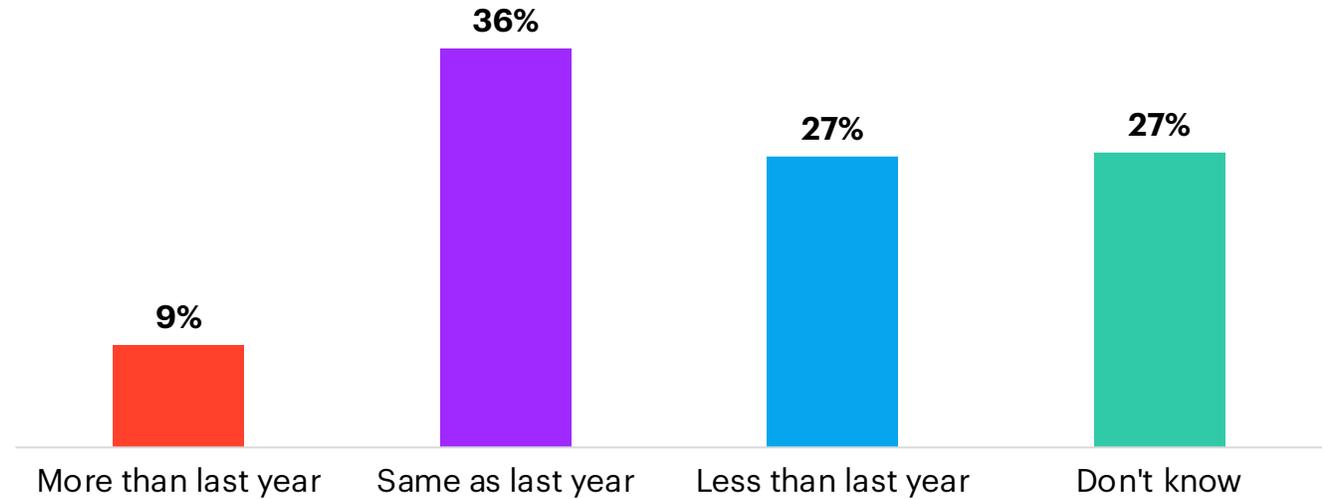| Market	Black Friday	Cyber Monday
Australia	44%	30%
Canada	43%	29%
France	34%	15%
Germany	30%	19%
GB	32%	19%
India	33%	23%
Italy	49%	19%
Singapore	41%	24%
Spain	44%	21%
UAE	54%	36%
US	36%	34%
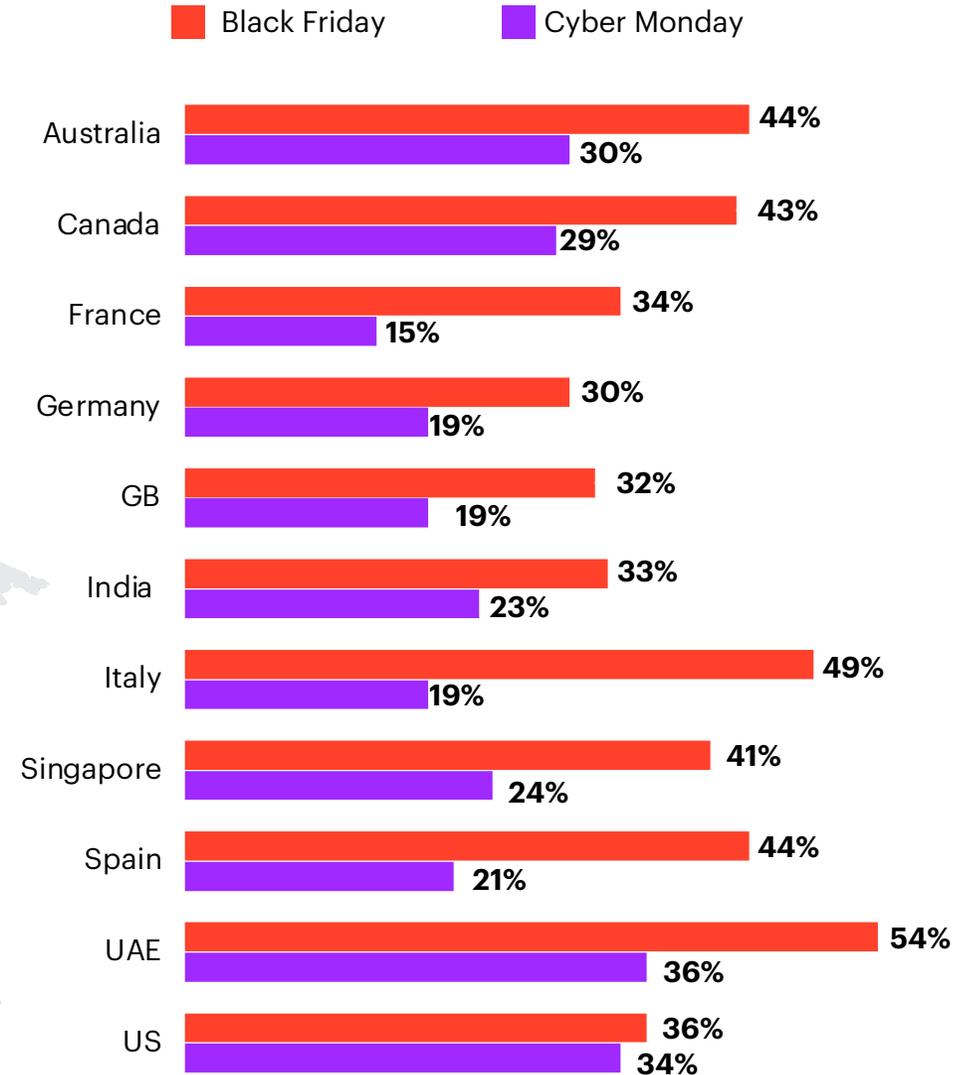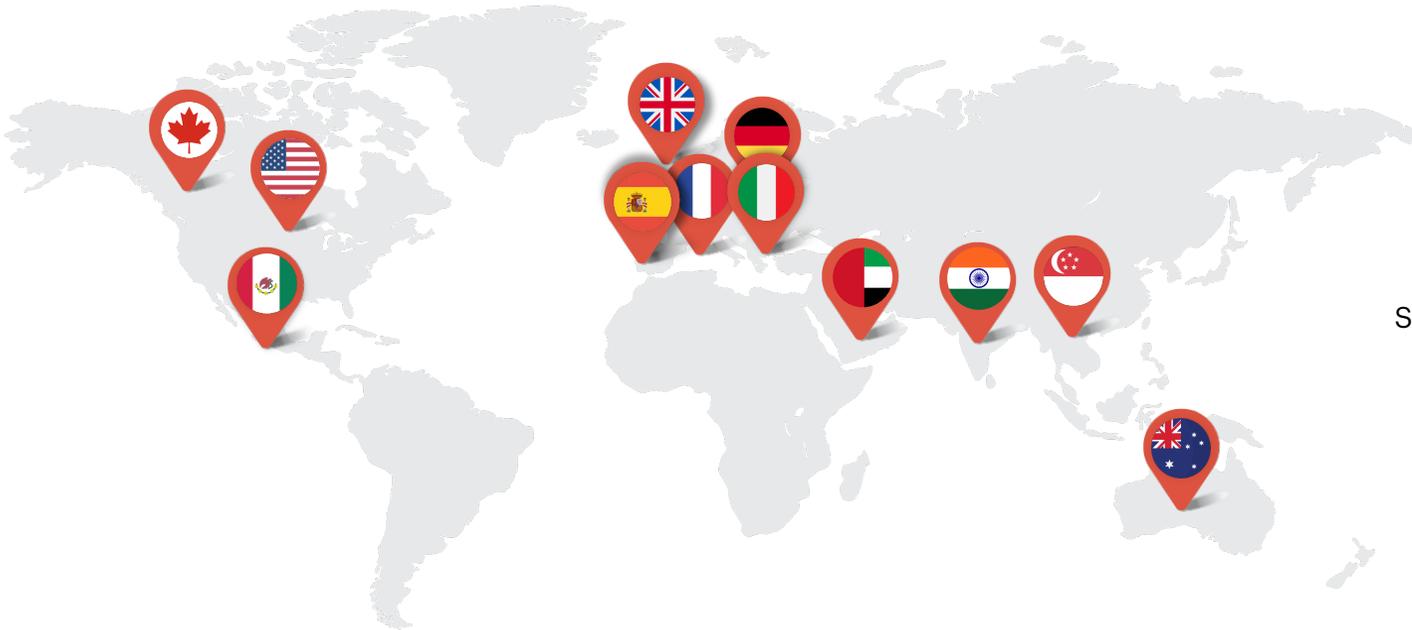
YouGov Surveys, July 12-30, 2024. AU, CA, FR, DE, GB, IN, IT, SG, ES, AE, US: n> 1,000
Results combine answers: somewhat likely and very likely to make a purchase.
Survey results also available for: DK, HK, ID, MX, PL, SE

Black Friday/Cyber Monday shoppers are taking a tentative approach this year

27% of US shoppers believe they will spend less than last year.

How much will you spend this year during mega sale events, such as Black Friday and Cyber Monday?

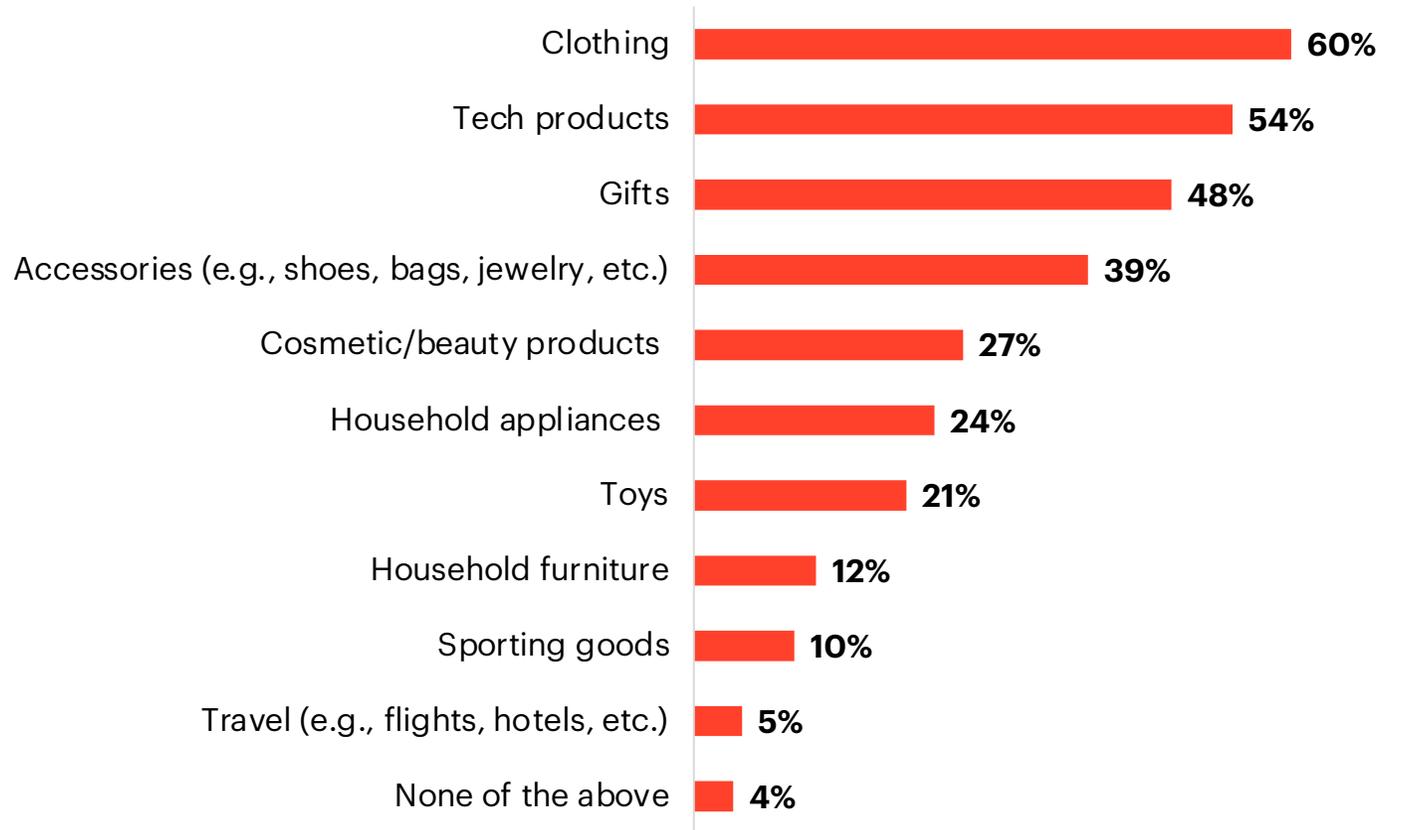| More than last year	Same as last year	Less than last year	Don't know
9%	36%	27%	27%

YouGov Surveys, July 12-30, 2024. US: n> 600
Group: Somewhat likely or very 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

60% of Americans who are likely to make a purchase during Black Friday or Cyber Monday said they usually buy clothing during mega sale events, followed by 54% who buy tech products, and 48% who buy gifts.

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What do you usually buy during mega sale events such as Black Friday and Cyber Monday? Please mark all that apply.

Clothing	**60%**
Tech products	**54%**
Gifts	**48%**
Accessories (e.g., shoes, bags, jewelry, etc.)	**39%**
Cosmetic/beauty products	**27%**
Household appliances	**24%**
Toys	**21%**
Household furniture	**12%**
Sporting goods	**10%**
Travel (e.g., flights, hotels, etc.)	**5%**
None of the above	**4%**

YouGov Surveys, July 12-30, 2024. US: n> 600
Group: Somewhat likely or very likely to make a purchase during Black Friday or Cyber Monday.

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

Black Friday/Cyber Monday shoppers aged 35+ are more likely to buy gifts during mega sale events than those aged 18-34.

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Men		Women	
65%	Tech products ▲	Clothing ▲	**64%**
54%	Clothing ▼	Gifts ▲	**57%**
36%	Gifts ▼	Tech products ▼	**45%**
35%	Accessories (e.g., shoes, jewelry, etc.)	Accessories (e.g., shoes, jewelry, etc.)	**43%**
23%	Household appliances	Cosmetic/beauty products ▲	**40%**

18-34		35+	
71%	Clothing ▲	Clothing ▼	**54%**
60%	Tech products ▲	Gifts ▲	**51%**
57%	Accessories (e.g., shoes, bags, jewelry, etc.) ▲	Tech products ▼	**51%**
40%	Gifts ▼	Accessories (e.g., shoes, bags, jewelry, etc.) ▼	**31%**
35%	Cosmetic/beauty products ▲	Household appliances	**25%**

At least one child under 18		Not a parent or guardian	
65%	Clothing	Clothing	**61%**
51%	Gifts	Tech products	**57%**
50%	Tech products	Gifts	**41%**
38%	Toys ▲	Accessories (e.g., shoes, bags, jewelry, etc.)	**41%**
37%	Accessories (e.g., shoes, bags, jewelry, etc.)	Cosmetic/beauty products	**29%**

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

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

Nearly two-fifths of Black Friday/Cyber Monday shoppers do most of their holiday shopping during mega sale events.

39%

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

34%

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."
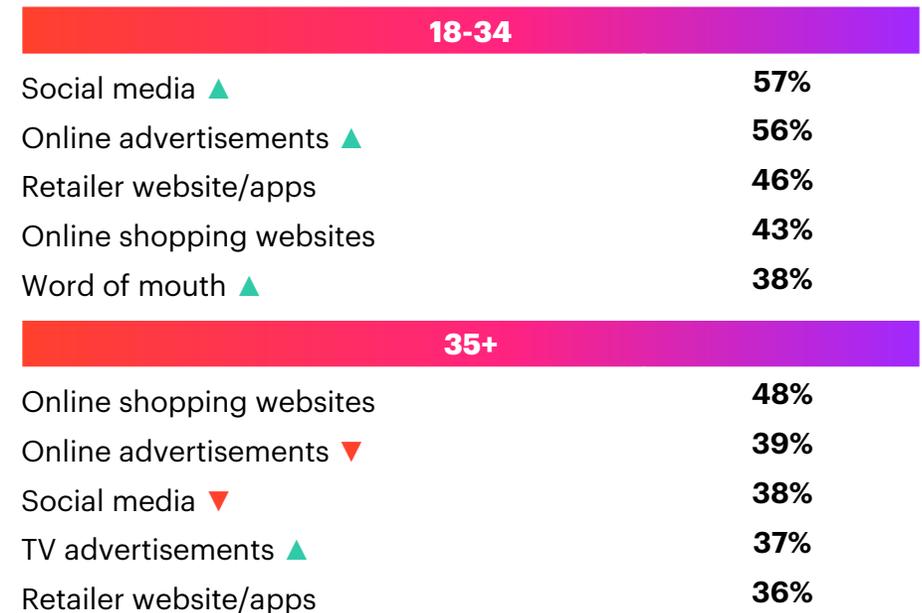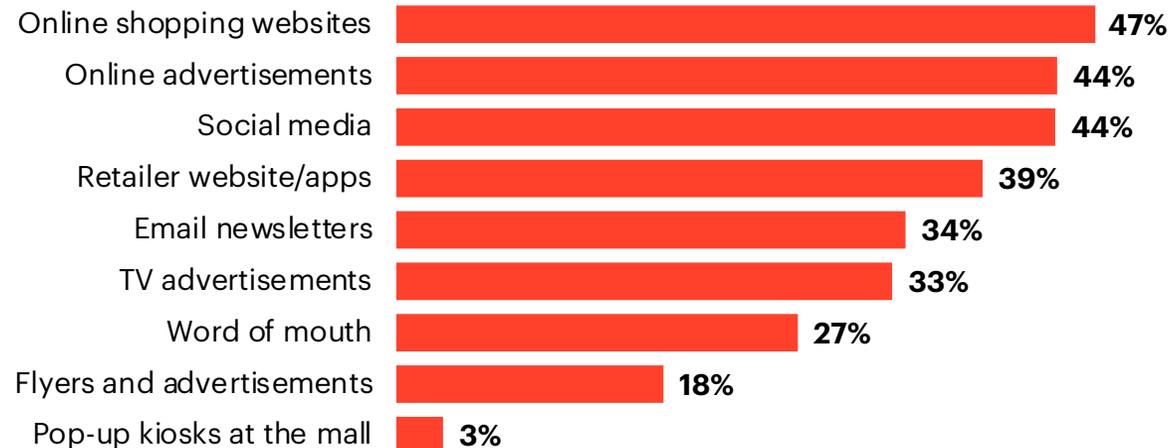
31%

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."

YouGov Surveys, July 12-30, 2024. US: n> 600
Group: Somewhat likely or very likely to make a purchase during Black Friday or Cyber Monday.

Online channels drive most awareness among Black Friday/Cyber Monday shoppers

Social media plays a particularly strong role in driving awareness among those aged 18-34, with 57% stating they are likely to notice mega sale events on this channel, compared to 38% of Americans aged 35+.

Where are you most likely to notice mega sale events such as Black Friday and Cyber Monday?

Channel	%
Online shopping websites	47%
Online advertisements	44%
Social media	44%
Retailer website/apps	39%
Email newsletters	34%
TV advertisements	33%
Word of mouth	27%
Flyers and advertisements	18%
Pop-up kiosks at the mall	3%

18-34

Channel	%
Social media ▲	57%
Online advertisements ▲	56%
Retailer website/apps	46%
Online shopping websites	43%
Word of mouth ▲	38%

35+

Channel	%
Online shopping websites	48%
Online advertisements ▼	39%
Social media ▼	38%
TV advertisements ▲	37%
Retailer website/apps	36%

YouGov Surveys, July 12-30, 2024. US: n> 100
Group: Somewhat likely or very likely to make a purchase during Black Friday or Cyber Monday. ▲/▼: Highlights statistically significant differences between comparison groups.

Get in touch

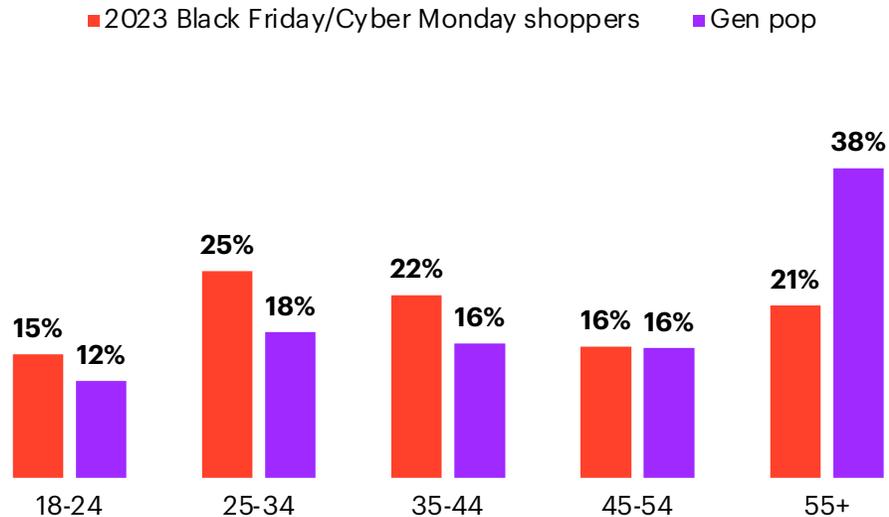# Profiling last year's Black Friday/Cyber Monday shoppers

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.
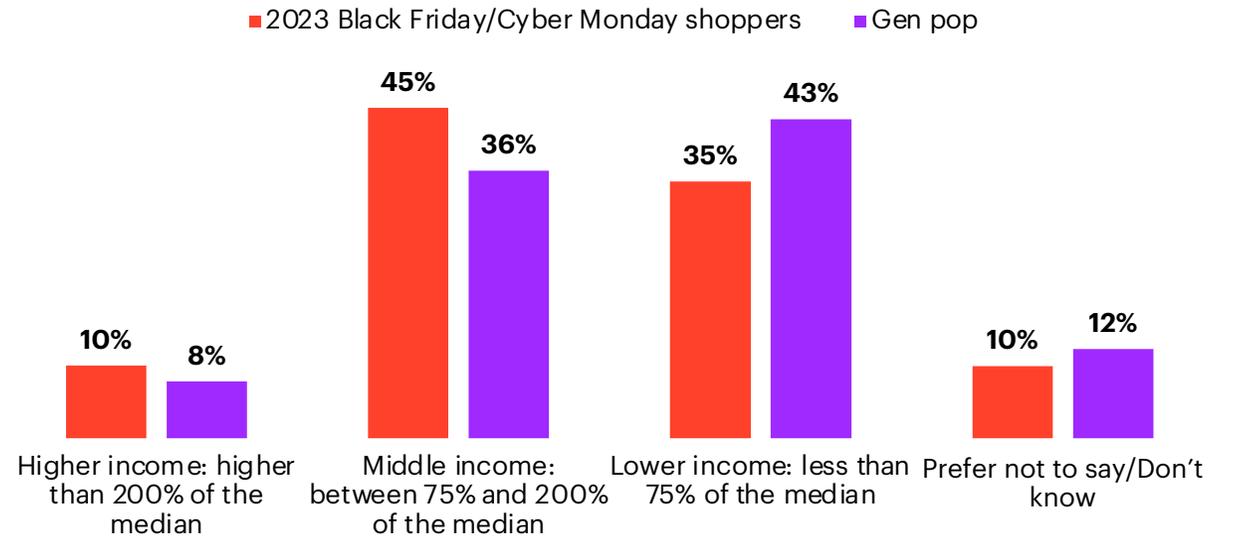
Who were last year's Black Friday or Cyber Monday shoppers?

2023 Black Friday/Cyber Monday shoppers are more likely to be aged 18-44 and be middle-income, compared to the general population.
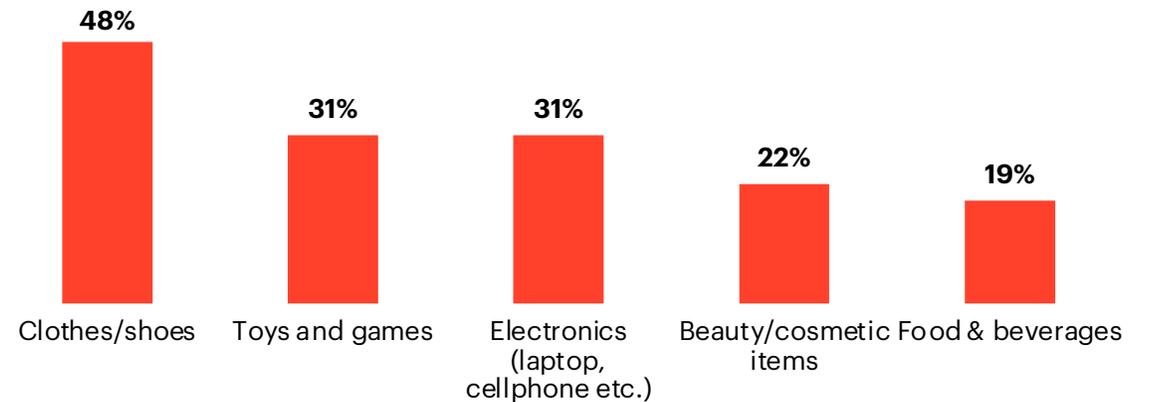
Age breakdown

■ 2023 Black Friday/Cyber Monday shoppers   ■ Gen pop

Age	2023 Black Friday/Cyber Monday shoppers	Gen pop
18-24	15%	12%
25-34	25%	18%
35-44	22%	16%
45-54	16%	16%
55+	21%	38%

Income group: Household

■ 2023 Black Friday/Cyber Monday shoppers   ■ Gen pop

Income group	2023 Black Friday/Cyber Monday shoppers	Gen pop
Higher income: higher than 200% of the median	10%	8%
Middle income: between 75% and 200% of the median	45%	36%
Lower income: less than 75% of the median	35%	43%
Prefer not to say/Don't know	10%	12%

Start your audience analysis

Black Friday/Cyber Monday shoppers spent $325 on average last year

Nearly half of 2023 shoppers (47%) spent more than $250, with clothing being the item purchased by the most shoppers.

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
7%	17%	28%	27%	14%	6%

Which of the following items did you purchase from stores as part of Black Friday/Cyber Monday shopping in the last 12 months? Please select all that apply.

Clothes/shoes	Toys and games	Electronics (laptop, cellphone etc.)	Beauty/cosmetic items	Food & beverages
48%	31%	31%	22%	19%

Start your audience analysis

Shoppers are motivated by discounts and deals, and they plan their spending in advance

73% of 2023 shoppers say discounts and deals motivate them, followed by the opportunity to shop for Christmas (41%).
More than 1 in 10 stated the "fear of missing out" (FOMO) 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%

66%
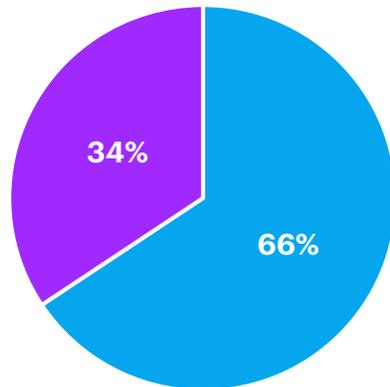
What motivated you to shop during Black Friday/Cyber Monday in the last 12 months? Please select all that apply.

73%	41%	36%	21%	12%
Discounts and deals	Opportunity to shop for Christmas	Need for specific items	Tradition with family/friends	Fear of missing out

YouGov Profiles+ USA 2024-08-18, n> 9,600
Group: Made a purchase during Black Friday or Cyber Monday in the last 12 months.

Start your audience analysis
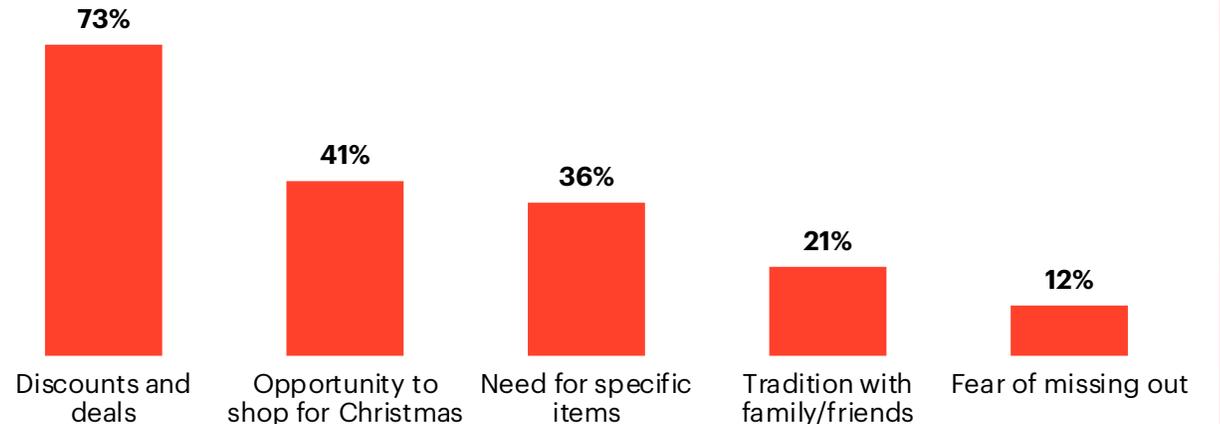
Which brands generated the most buzz during Black Friday/Cyber Monday 2023?

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

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

Rank	Brand name	Net buzz score: November 2023
1	Skechers	**19.1**
2	Old Navy	**15.9**
3	Nike	**15.8**
4	Rolex	**14.4**
5	Levi's	**12.6**
6	New Balance	**12.5**
7	Adidas	**12.5**
8	Under Armour	**11.8**
9	Victoria's Secret	**11.6**
10	The North Face	**9.8**

Explore brand tracking

Top performing retail store brands during Black Friday/Cyber Monday 2023

Rank	Brand name	Net buzz score: November 2023
1	Home Depot	**20.1**
2	Costco	**19.4**
3	Lowe's	**18.4**
4	Walmart	**18.3**
5	Ace Hardware	**16.4**
6	Best Buy	**14.3**
7	IKEA	**12.3**
8	Target	**12.0**
9	Michaels	**11.9**
10	Sam's Club	**11.5**

YouGov BrandIndex US, November 2023, ranked based on net buzz score, n> 1,900
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 tech & home electronics brands during Black Friday/Cyber Monday 2023

Rank	Brand name	Net buzz score: November 2023
1	iPhone	23.9
2	Samsung	23.1
3	Apple	21.3
4	Android	17.1
5	Roku	16.0
6	LG	15.3
7	Apple Watch	14.5
8	iPad	14.4
9	PlayStation	14.3
10	KitchenAid	13.1

Explore brand tracking

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

Rank	Brand name	Net buzz score: November 2023
1	Dove	21.3
2	Olay	15.3
3	Vaseline	14.4
4	Neutrogena	14.0
5	CeraVe	14.0
6	Bath & Body Works	13.8
7	Aveeno	12.0
8	Sephora	11.6
9	Gold Bond	11.5
10	Head & Shoulders	11.3

YouGov BrandIndex US, November 2023, ranked based on net buzz score, n> 1,400.
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/Cyber Monday 2023

Rank	Brand name	Net buzz score: November 2023
1	Super Mario Bros.	18.3
2	Minecraft	10.9
3	The Legend of Zelda	8.9
4	Call of Duty	8.4
5	Grand Theft Auto	7.4
6	Madden NFL	7.4
7	FIFA	6.9
8	Animal Crossing	6.5
9	Roblox	6.4
10	Mortal Kombat	6.3

YouGov BrandIndex US, November 2023, ranked based on net buzz score, n> 1,500.
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.

Explore brand tracking

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 Surveys: Serviced, YouGov Profiles, and YouGov BrandIndex.

- 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 12-30, 2024, with 1,503 US respondents.

- 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.

  Additional data used in this report was accessed via Profiles+ USA on 2024-08-18.

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

  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 can 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 (n) of 300 is required to rank.

Thank you

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