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# CONSUMERS TO SPEND £2.5BN ONLINE IN BLACK FRIDAY BLITZ



Find out just how online consumers  
intend to shop this Black Friday

**Salmon**  
A WUNDERMAN COMMERCE COMPANY

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## INTRODUCTION

With the UK's biggest shopping day only weeks away, time is ticking for retailers to ensure they have their plans in place, with their operations tested.

Since Black Friday became mainstream in the UK back in 2013, Salmon has worked closely with leading retailers and brands to support them and help maintain high performance during the busiest peak trading period of the year. And as Salmon's Head of Managed Services, I've been proud to be a big part of this.

Using our own data, we have been able to predict how much will have been spent on Black Friday each year – with 2015 marking the first £1 billion retail day, for example. This year, we started a dialogue with consumers to get their thoughts on Black Friday and just how much they'll be spending.

What we found was quite something – and a boon to both retailers and brands as they enter the fray once more.

We surveyed 2,000 UK consumers and found that this year, a total of £4.75 billion will be spent on Black Friday, with £2.23 billion – that's 47% of total spend - to be spent online.

Of consumers who are intending to make a purchase on Black Friday, we found that on average they will spend £90 on the day. Whilst men are due to spend 34% more overall than women, we found that women plan to do more of their shopping online (49% vs. 46%). The next pages present more of our key findings.



*Consumers plan to spend*  
**£90**  
*on average this Black Friday*

With the Black Friday phenomenon showing no signs of slowing down, November is once again going to be an extremely busy time for retailers. It has now become the de facto start of the Christmas shopping season; consumers want to spend, and retailers need to meet that demand.

If retailers are going to capitalise on the day, and the weeks that follow, they need to have a smart and agile approach; one which consumers now expect at all times of year, no matter how busy.

As consumers look set to spend big online this Black Friday, retailers need to be ready. As the saying goes, "if you fail to prepare, then prepare to fail".



**James Webster**  
Head of Managed Services, Salmon

## Consumers to spend almost £5bn on Black Friday, with nearly half of it online

Having supported many of the nation's leading retailers and brands through multiple peak trading periods, even we were taken aback by the planned spend this year by consumers. And no doubt these findings should be of great interest to businesses in their efforts to seduce these high spend consumer audiences.

Indeed, by our calculations, the average consumer plans to spend £89.79 on Black Friday. And men are set to be the biggest spenders (£108.63 on average), with female shoppers looking to spend an average of £71.69.



The biggest age group is 25-34 year olds who, on average, intend to spend a whopping £153.91.

And the biggest regional spenders are set to be Londoners who expect to spend, on average, £140.62.

*Customers aged 25-34  
plan to spend a whopping £154*

Interestingly, those aged 45-54 will spend most of their Black Friday shopping online (54%).

Despite the impressive figures, as a nation, we're not overly convinced that Black Friday does deliver the best deals. More than half the consumers we spoke to (53%) were not convinced that Black Friday discounts were particularly attractive compared to the rest of the year.

## Tell Rudolph, Christmas is coming early this year



Nearly a quarter of consumers (22%) will be bringing forward their Christmas shopping to Black Friday to take advantage of discounts and offers. That number rises to 24% for Londoners – whilst it dives to a lowly 8% in Norwich. (Clearly Alan Partridge's North Norfolk Digital has its work cut out!) The biggest age group category is 16-24 year olds – 28% are looking to shop for Christmas during the Black Friday period.

In general, nearly a third of consumers (29%) tend to hold off their spending until items become discounted during Black Friday.

22% of respondents also told us that Black Friday was the biggest shopping day of the year for them, though a much bigger 55% disagree with this claim. That's an interesting one, because many retailers who support them now claim Black Friday to be, overwhelmingly, their busiest peak period.



## Amazon set to wipe the floor with the shopfloor

Almost half the consumers we spoke to are most likely to purchase from Amazon on Black Friday (48%). The figure rises to 59% for 45-54 year olds. Compare this with eBay at 8%, or online retailers such as John Lewis, JD Sports and Debenhams (15%) or through the website of a specific brand (7%).



And there's not much of a gender divide when shopping on Amazon, with 49% identifying as male and 46% as female.

Perhaps the biggest callout goes to those intending to do their Black Friday shopping in-store – a lowly 12%, although this should be viewed in the context of the value of items purchased.



## HOW WE CAN HELP

With Black Friday now a crucial part of the retail calendar, it's vital that teams involved in the planning and running of peak trading across the business, whether it's marketing, eCommerce, operations or IT, should prepare in advance with the latest tools and techniques available.

Salmon runs the largest UK-based Peak Trading Operations Centre for clients such as Selfridges, Halfords, Habitat, GAME & Ted Baker, and has provided a 24 hour managed service to support their online retail operations during the peak trading periods of Black Friday and Christmas.

For more information and insight, call us on **020 3858 0061**, and be sure to check out our [Black Friday Playbook](#).

### Methodology

A total of 2,000 UK consumers aged between 18 and 64 were interviewed online during September and October 2018 about their Black Friday shopping habits. The research was conducted by the independent research consultancy Censuswide.

## Alexa – you're on hold... for now

Smart assistants will struggle to find their voice this coming Black Friday. Half of the people we spoke to told us they won't shop via voice because they can't see the product. 28% pointed to a fear factor as the reason not to shop via voice, whilst 22% would be more likely to shop by voice if there were exclusive offers communicated through voice assistants.



But there are encouraging signs: a quarter of us would consider using a voice assistant to purchase online in the future. A deeper dive revealed that more than a third (35%) would buy entertainment products (e.g. music, video games, movies) via voice. This contrasts with just over a quarter (26%) who would buy a luxury item via voice – perhaps not so surprising for a sector where the end-to-end shopper journey (one befitting a luxury experience) is still vital.



## ABOUT SALMON

Salmon is a global digital commerce consultancy that defines and delivers market-changing solutions and customer journeys for the world's leading brands.

Established in 1989, with operations in London, Amsterdam, Sofia, New Delhi, New York, Seattle, Beijing and Melbourne, Salmon clients include Audi UK, DFS, Halfords, LloydsPharmacy, Premier Farnell, Sainsbury's, Selfridges, Ted Baker and YOOX NET-A-PORTER GROUP.

In June 2017, Salmon, POSSIBLE Commerce and Marketplace Ignition partnered with Wunderman to form the new eCommerce powerhouse "Wunderman Commerce". 2018 saw the addition of Gorilla Group and 2Sales.

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