

Welcoming Black Friday...

...to the Christmas Party



The Backdrop ... Retail and Consumer Market in Ireland

5 Key Trends- Global and Ireland



Mobile has become the standard



The store continues to evolve



Data is more than insights



Social is the new media



Getting the Last Mile right is crucial

The **balance of power** has shifted from those who make and sell products to the consumers who buy them.

Offering **consumers** what they want, when they want it, will **separate the winners** from the losers.

Where does **Black Friday** fit ?

Consumer Sentiment and Behaviour – Online Survey

Consumer Sentiment

75% are generally positive about the future of the economy in the short-term

25% believe it will be better than 2018

Q.1 Not taking into account your personal circumstances, what is your impression of how the overall economy in Ireland will perform over the next 12 months?

Online Purchasing

23% buy online weekly

27% purchasing online a few times a month

Q.2 Thinking about online shopping with the exclusion of travel, holidays and entertainment, how often do you make purchases online?

Welcoming Black Friday to the Christmas Party ... 6 themes

Theme 1

**The Black
Friday
Feeling**

Theme 2

**Power
in the Palm
of your hand**

Theme 3

**The
Golden
Ticket**

Theme 4

**The
Gateway to
Christmas**

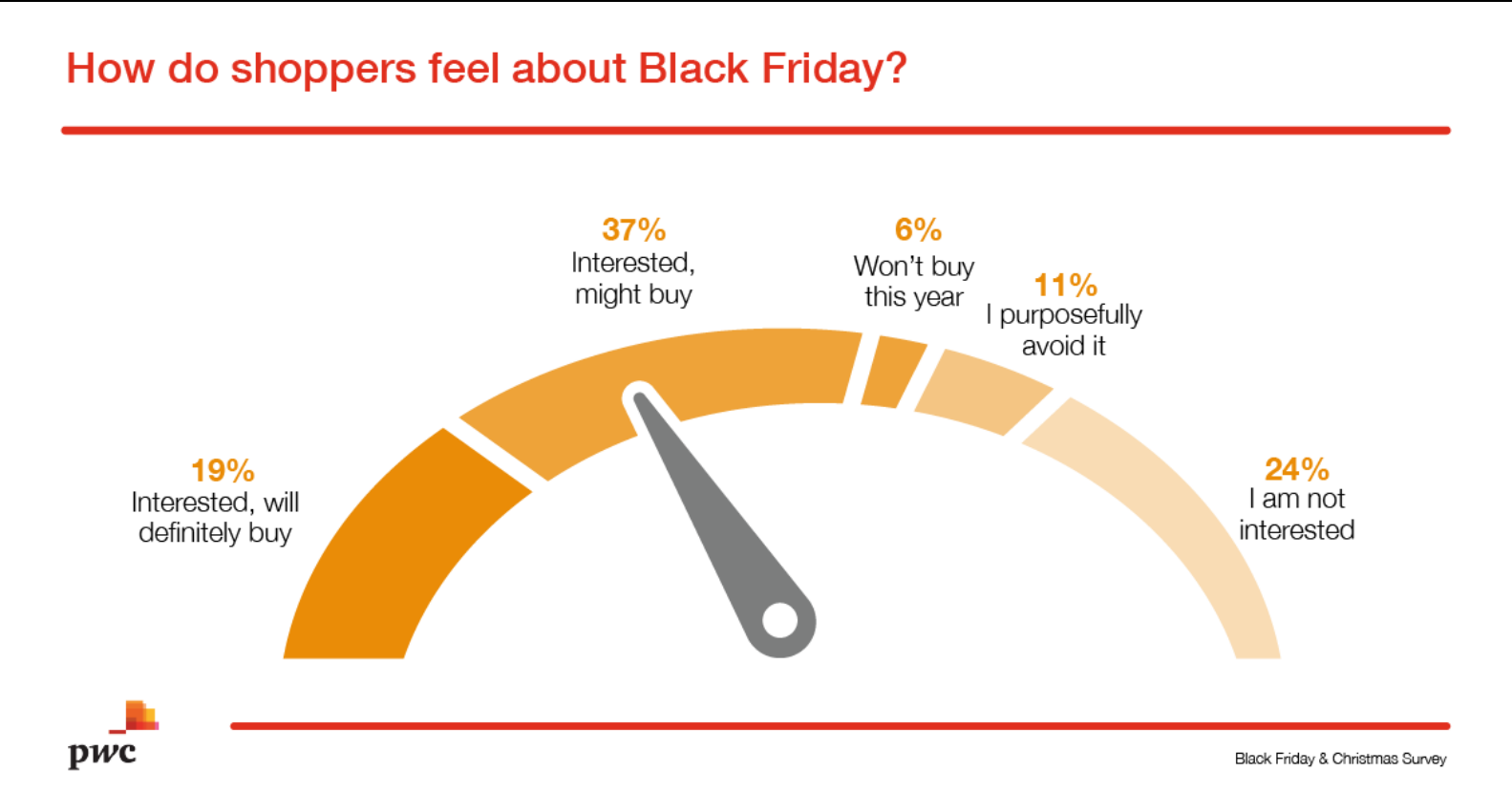
Theme 5

**The Gift of
Value and
Experience**

Theme 6

**Guaranteed
Irish**

1 The Black Friday Feeling



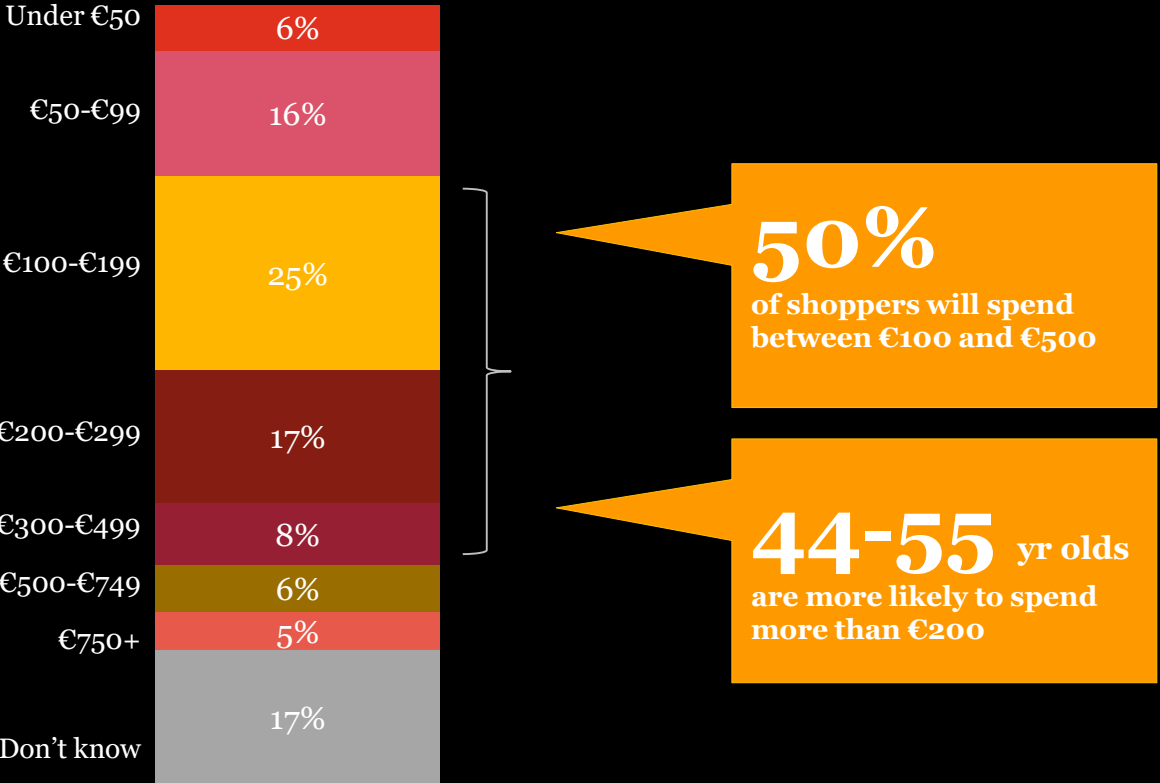
56%
considering making a purchase on Black Friday

34%
18-24 year olds will definitely make a purchase

7%
55+ yrs will definitely make a purchase

Q How do you feel about Black Friday (23 Nov) and Cyber Monday (26 Nov) ?
n=1000

1 The Black Friday Feeling

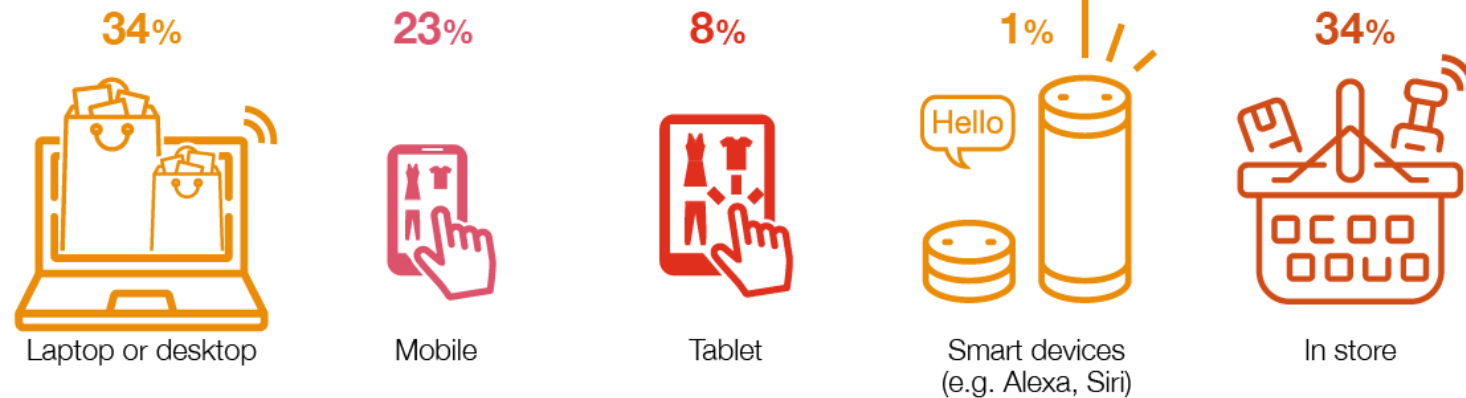


Q.9 How much do you intend to spend on Black Friday/Cyber Monday this year?

Theme 2

Power in the Palm of Your Hand

What channels do shoppers use most on Black Friday?



66%

said online was the priority for shopping on Black Friday

1%

Use smart home technology – an emerging trend...



Black Friday & Christmas Survey

Q Thinking about your Black Friday / Cyber Monday spending this year, please rank the following channels in terms of priority?
n= 563

Theme 3

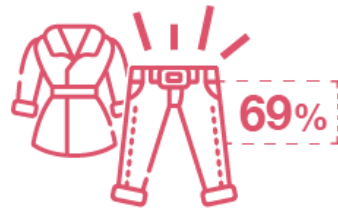
The Golden Ticket

What are the most popular purchases on Black Friday?



60%

Electronics



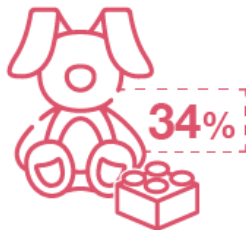
69%

Clothing & footwear



38%

Beauty & personal care



34%

Toys



34%

Books, movies & games



19%

Food and drink

74%

Of men plan to purchase electronics

74%

Of women plan to purchase clothing & footwear



Black Friday & Christmas Survey

Q In Terms of Black Friday/Cyber Monday, which of the following product categories are you planning to purchase from this year?
N=563

Theme 4

The Gateway to Christmas

When do shoppers plan to do their Christmas shopping?



1 in 10
have already done their Christmas shopping

20%
of Christmas Shopping will be done over Black Friday Weekend

11%
18-24yrs olds will do Christmas shopping on Cyber Monday



Black Friday & Christmas Survey

Q When do you plan to do the majority of your Christmas shopping ?
n=1000

Theme 5

The Gift of Value and Experience

What do shoppers wish for when Christmas shopping?



Black Friday & Christmas Survey

The choice of retailer is influenced by both physical and digital touchpoints.

'Getting a good deal' is most important to all shoppers

'Stress free shopping experience' is most important to females and 55+yrs

Q What factors are most important to you when choosing where to do your Christmas shopping?
n =1000

Theme 6

Guaranteed Irish and the Role of Local

Why do shoppers buy local and support local retailers at Christmas?



60%
of all shoppers said it was important to buy Irish.

15%
of 18-24% shoppers said it was not very important



Black Friday & Christmas Survey

Q Why do you think it is important to buy local Irish products during Christmas?
n = 1000

The Shopping Gateway ...An Integrated Approach



66% stated that
Shopping Online
is their preferred choice
On Black Friday



58% stated that
Shopping In-Store
is their preferred choice
At Christmas

Needs vary according to the occasion and mission, whether the **experience** is on-line or in-store.



Black Friday & Christmas Survey

Q a/b Thinking about your Black Friday & Cyber Monday / Christmas spending this year, please rank the following channels in terms of priority.



The World of Shopper Marketing has Changed...

There are **new rules** of customer communication

Radical pace of change has driven Technology, Innovation and **Customer Expectations**

The **'always on'** shopper is only one step away from purchase

It's not about on line or off line...
It's about digitising business

Digitising Business to Deliver a Seamless Experience in 2023 ...

The Challenge

The **innovations** that deliver greater insight, engagement and connectivity ...

....are the same powerful forces that are **disrupting** established routes for building audience, customer and business models.

The Solution

- First Hand Insights
- Integrated Brand Experiences
- Breakthrough Content
- Experiment to Gain Return on Investment
- Trust, but Verify (Data & the Privacy Paradox)

Posing a question to finish

5 Years ago we didn't do **Black Friday** in Ireland
Will Singles Day be next ?

#Alibaba
#NewRetail

Like to know more ?

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