www.pwc.ie

Welcoming Black Friday to the Christmas Party

amárach research

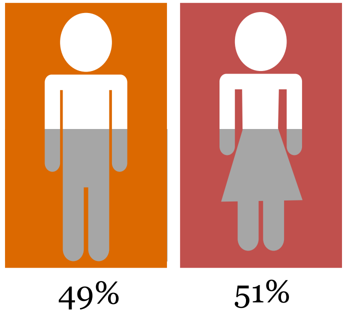
November 2018

pwc

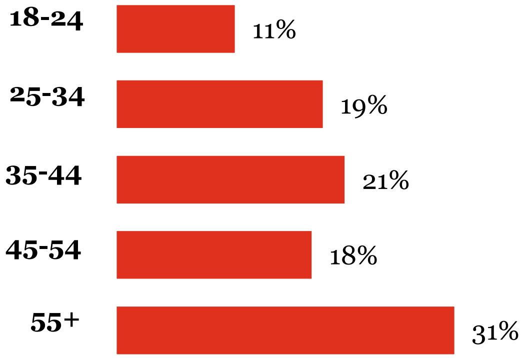
Back context - Survey Methodology

The survey of a thousand people was conducted between 15-19 October 2018.

Gender

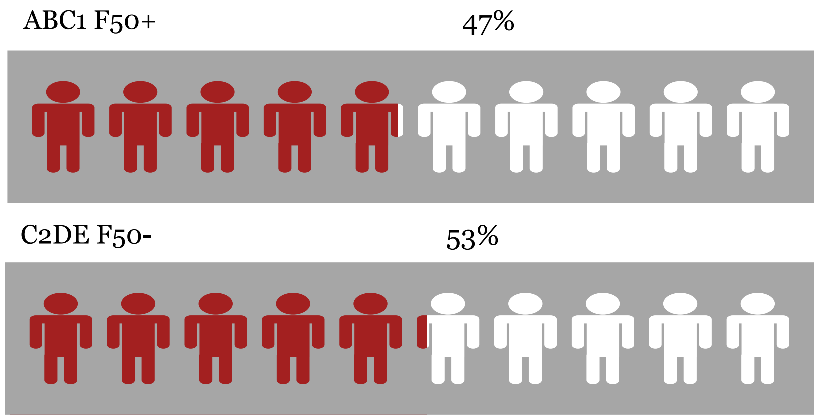


Age

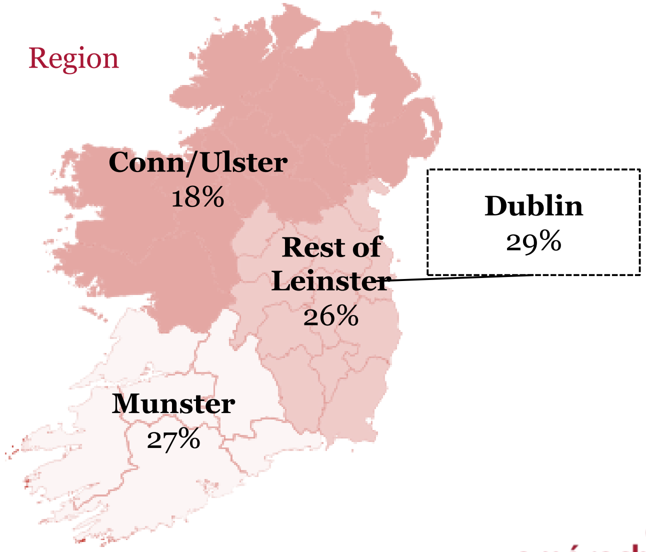


- A number of questions were placed on the Amárach October omnibus. An online monthly syndicated survey.
- The total sample is 1,000 Irish adults aged 18+. Quotas are set on gender, age, social class and region to ensure the sample is nationally representative based on CSO census 2016 data.
- The sample has a margin of error of +/-3.1%

Social Class

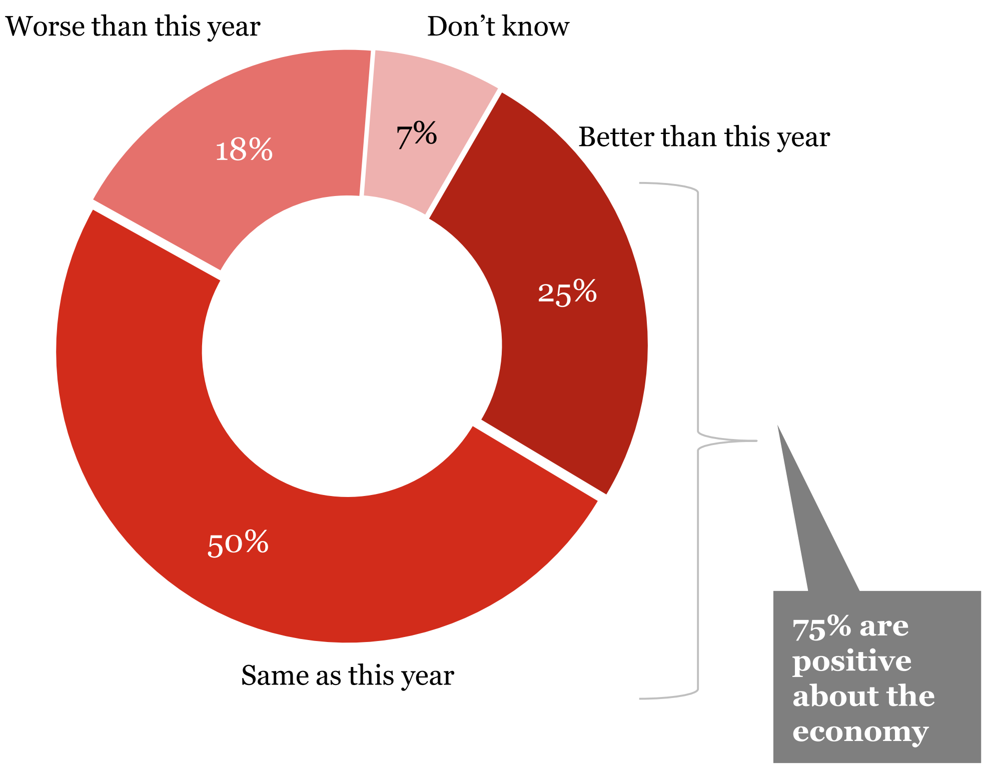


Region



Background Context - Consumer Sentiment

Irish people are generally positive about the future of the economy in the short-term, one quarter believe it will be better than 2018.



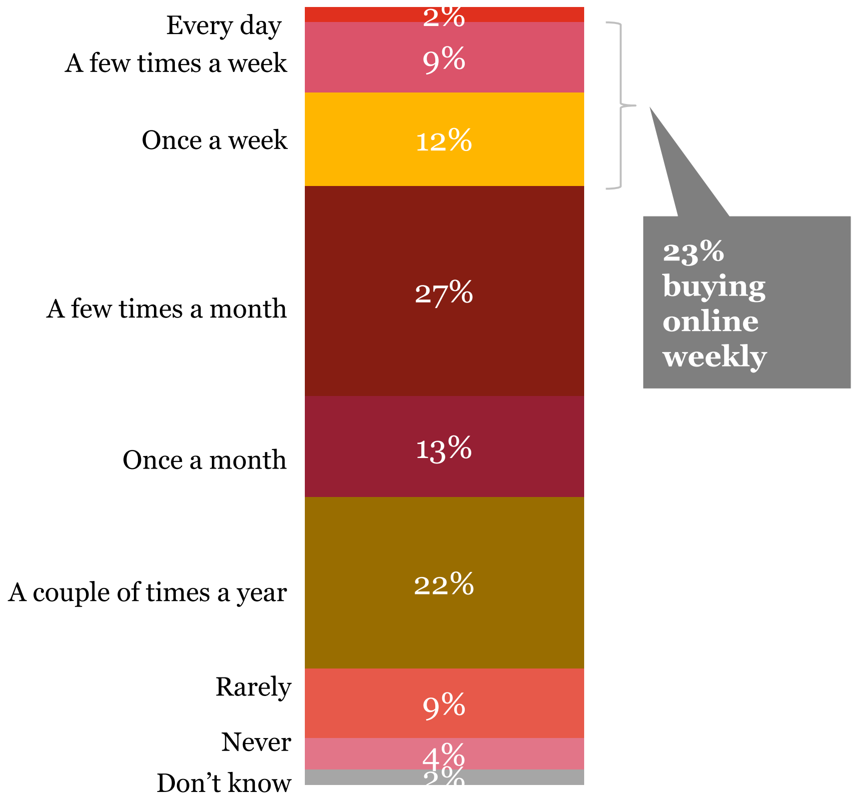
(BASE : All respondents aged 18+ years – 1000)

	Gender		Age					Region				Social Class	
	Male	Female	18-24	25-34	35-44	45-54	55+	Dublin	ROL	Munster	Conn/ Ulster	ABC1	C2DE
Better than this year	26%	25%	29%	27%	26%	22%	25%	26%	26%	26%	23%	27%	24%
Same as this year	47%	51%	45%	48%	52%	57%	45%	51%	49%	52%	42%	50%	48%
Worse than this year	22%	15%	10%	16%	17%	19%	24%	16%	18%	18%	23%	17%	20%

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?

Background Context - Frequency Online Purchasing

Frequency of online purchasing is high, nearly one quarter buying online weekly and one quarter purchasing online a few times a month.



(BASE : All respondents aged 18+ years – 1000)

	Gender		Age					Region				Social Class	
	Male	Female	18-24	25-34	35-44	45-54	55+	Dublin	ROL	Munster	Conn/ Ulster	ABC1	C2DE
Every day	2%	2%	7%	6%	1%	1%	*	4%	2%	1%	1%	4%	1%
A few times a week	10%	9%	9%	16%	13%	9%	2%	11%	10%	9%	5%	10%	9%
Once a week	14%	9%	20%	16%	16%	10%	5%	16%	10%	12%	8%	13%	10%
A few times a month	27%	26%	27%	28%	24%	30%	26%	25%	23%	33%	26%	28%	26%
Once a month	9%	17%	10%	11%	14%	15%	15%	13%	17%	12%	12%	13%	14%
A couple of times a year	21%	23%	21%	16%	20%	22%	29%	20%	22%	20%	29%	20%	25%
Rarely	11%	7%	5%	2%	7%	9%	15%	8%	10%	7%	11%	9%	9%

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

Survey Results - Background Context and 6 Key Themes

Theme 1	Theme 2	Theme 3	Theme 4	Theme 5	Theme 6
The Black Friday Feeling	**Power in the Palm of your hand**	**The Golden Ticket**	**The Gateway to Christmas**	**The Gift of Value and Experience**	**Guaranteed Irish**

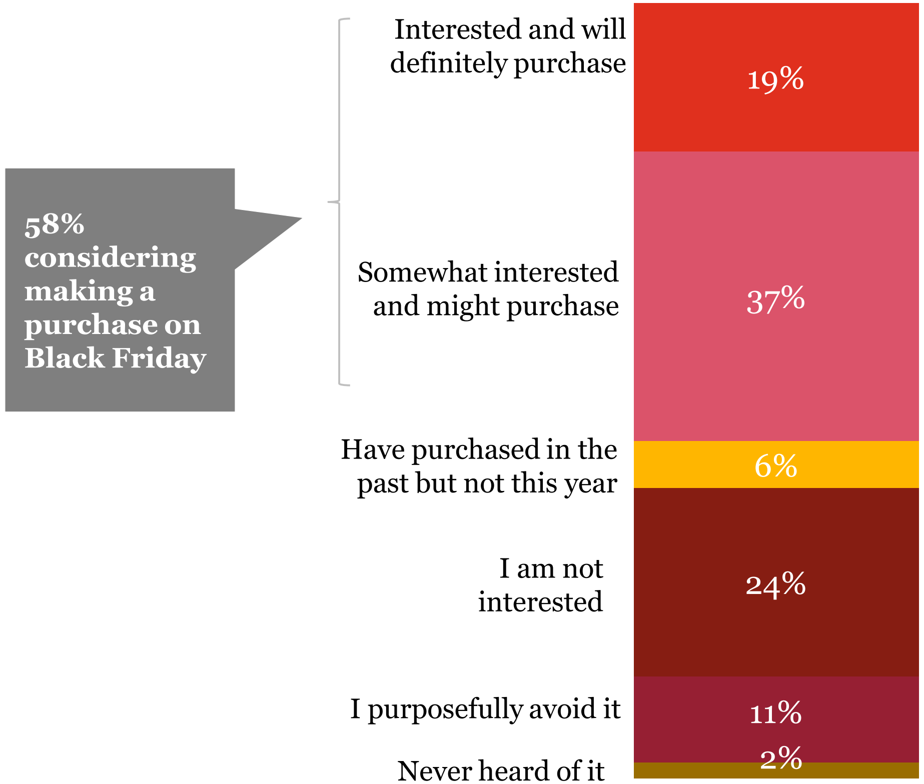
Theme 1
The Black Friday Feeling

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

PWC Black Friday and Christmas Shopping Survey 2018

1. The Black Friday Feeling - Intention to Purchase

One fifth are interested in Black Friday/Cyber Monday and are definitely planning to purchase, rising to one third of 18-24 yr olds. Only 7% of the over 55's intend to purchase.



(BASE : All respondents aged 18+ years – 1000)

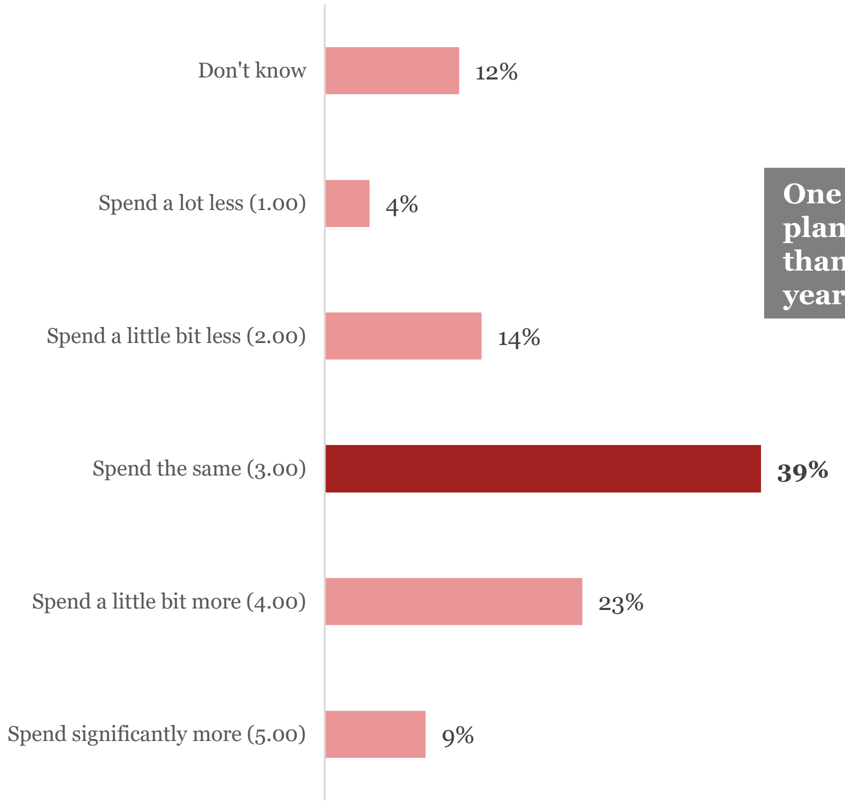
	Gender		Age					Region				Social Class	
	Male	Female	18-24	25-34	35-44	45-54	55+	Dublin	ROL	Munster	Conn/ Ulster	ABC1	C2DE
Interested and will definitely purchase	17%	21%	34%	27%	20%	22%	7%	20%	17%	21%	18%	17%	21%
Somewhat interested and might purchase	37%	37%	40%	41%	41%	35%	33%	35%	42%	37%	33%	35%	39%
Have purchased in the past but not this year	6%	7%	8%	12%	9%	3%	3%	10%	5%	6%	3%	6%	6%
I am not interested	26%	23%	12%	12%	20%	26%	39%	22%	21%	25%	32%	25%	24%
I purposefully avoid it	12%	11%	5%	7%	10%	13%	17%	11%	13%	10%	12%	14%	9%
Never heard of it	2%	1%	1%	2%	2%	1%	2%	2%	2%	1%	2%	2%	1%

Q.4 How do you feel about Black Friday (23 Nov)/Cyber Monday (26 Nov)?

1. The Black Friday Feeling– Planned Spend compared to last year

With a third planning to spend more than last year, significantly higher for the younger age groups with those aged 55+ being most cautious with their spending

Expected Increase/Decrease on Spend from 2017



One third plan to more than last year

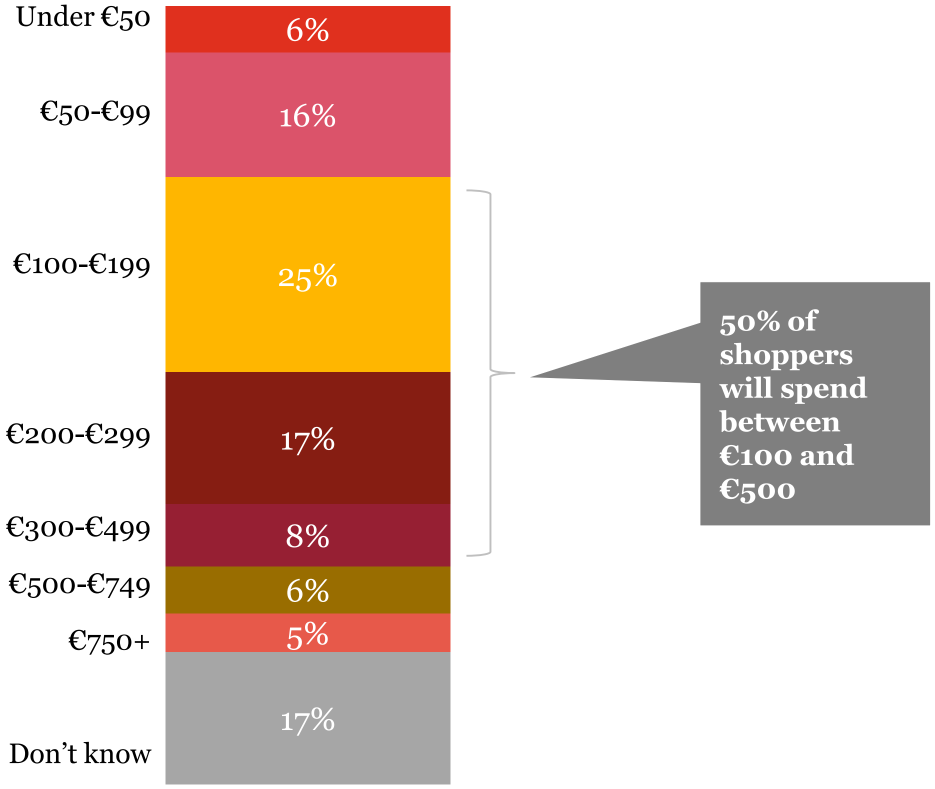
(BASE : Interested or purchased in past - Black Friday or Cyber Monday – 626)

	Gender		Age					Region				Social Class	
	Male	Female	18-24	25-34	35-44	45-54	55+	Dublin	ROL	Munster	Conn/ Ulster	ABC1	C2DE
Spend significantly more	10%	7%	16%	12%	6%	6%	5%	10%	6%	10%	8%	10%	7%
Spend a little bit more	26%	20%	37%	24%	24%	19%	14%	27%	19%	22%	25%	25%	21%
Spend the same	39%	38%	23%	40%	37%	41%	45%	32%	40%	42%	40%	36%	40%
Spend a little bit less	13%	15%	12%	13%	18%	10%	14%	16%	15%	10%	12%	15%	13%
Spend a lot less	3%	5%	4%	1%	3%	6%	6%	3%	4%	5%	4%	3%	4%

Q.5 Thinking of Black Friday/Cyber Monday, compared to your spending last year do you expect to …

1.The Black Friday Feeling – Planned Spend by Demographic

One quarter of shoppers envisage spending between €100 - €199 and those aged 45-55 most likely to spend upwards of €200. 17% don't know how much they will spend, perhaps anticipating a deal ?



(BASE : Interested in Black Friday or Cyber Monday – 563)

	Gender		Age					Region				Social Class	
	Male	Female	18-24	25-34	35-44	45-54	55+	Dublin	ROL	Munster	Conn/ Ulster	ABC1	C2DE
Under €50	5%	6%	10%	7%	3%	5%	6%	6%	6%	3%	9%	4%	7%
€50-99	12%	20%	26%	22%	16%	6%	12%	15%	17%	17%	15%	16%	16%
€100-199	25%	25%	21%	28%	25%	23%	26%	23%	27%	28%	19%	25%	25%
€200-299	20%	15%	18%	15%	16%	21%	18%	17%	19%	18%	14%	20%	15%
€300-499	10%	6%	6%	4%	10%	15%	5%	11%	6%	6%	9%	9%	7%
€500-749	8%	4%	3%	5%	8%	7%	3%	6%	5%	4%	7%	7%	5%
€750-999	3%	2%	3%	2%	3%	1%	3%	3%	2%	1%	3%	2%	2%
€1000-1499	3%	1%	3%	1%	3%	0	3%	1%	1%	3%	2%	1%	2%
€1500-2499	*	1%	1%	0	2%	1%	0	2%	0	0	1%	*	1%
Over €2500	1%	0	1%	1%	0	0	0	1%	1%	0	0	1%	0
Don't know	13%	21%	7%	15%	15%	20%	26%	15%	17%	19%	20%	14%	20%

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

1. The Black Friday Feeling – Summary

Irish consumers have embraced Black Friday with 98% awareness of the occasion. This is against a backdrop of broad positivity about the Irish economy over the next year and 25% feel it will be better than 2018.

The Black Friday Feeling

Highlights

20% are definitely going to shop and 56% are considering it.

30% of shoppers **plan to spend more** than last year.

15% will do Christmas shopping on Black Friday and 5% on Cyber Monday.

9% planning to spend 'significantly more'.

Men are more likely to wait until the week before Christmas while 11% of women already have it done !

Impact on Footfall

Store traffic data* from 2017 identified that there was a **30%** increase in retail footfall across Ireland as a whole on Black Friday (versus the previous week).

39% increase in shopping centres on Black Friday 2017 compared to the previous Friday.

*powered by: retailservices.ie

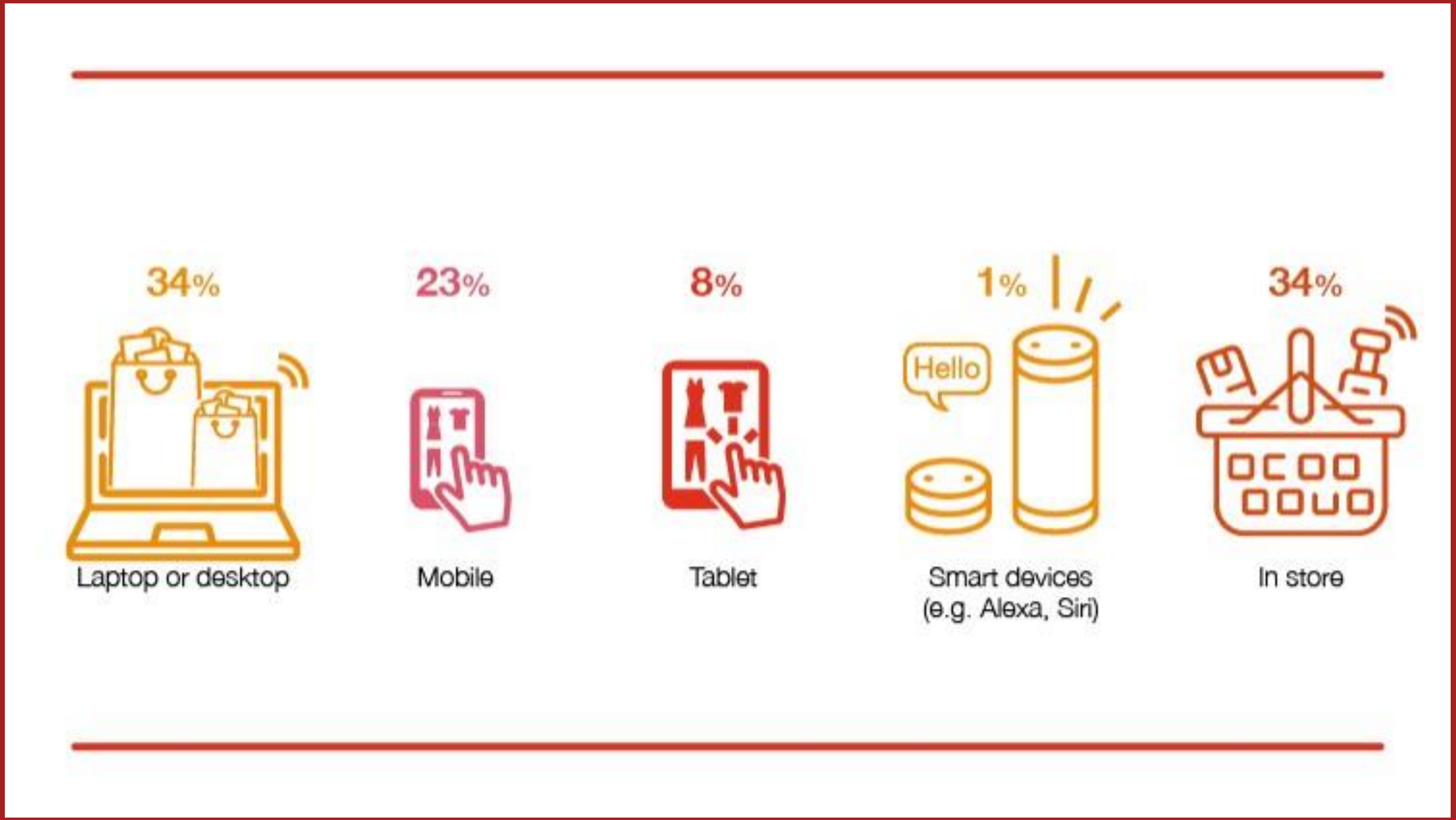
Online Growth

Frequency of online purchasing is growing and now **23% buying online** weekly.

Smart brands and retailers need to ensure that they get their **fair share** of this incremental spend.

Theme 2

Power in the Palm of Your Hand

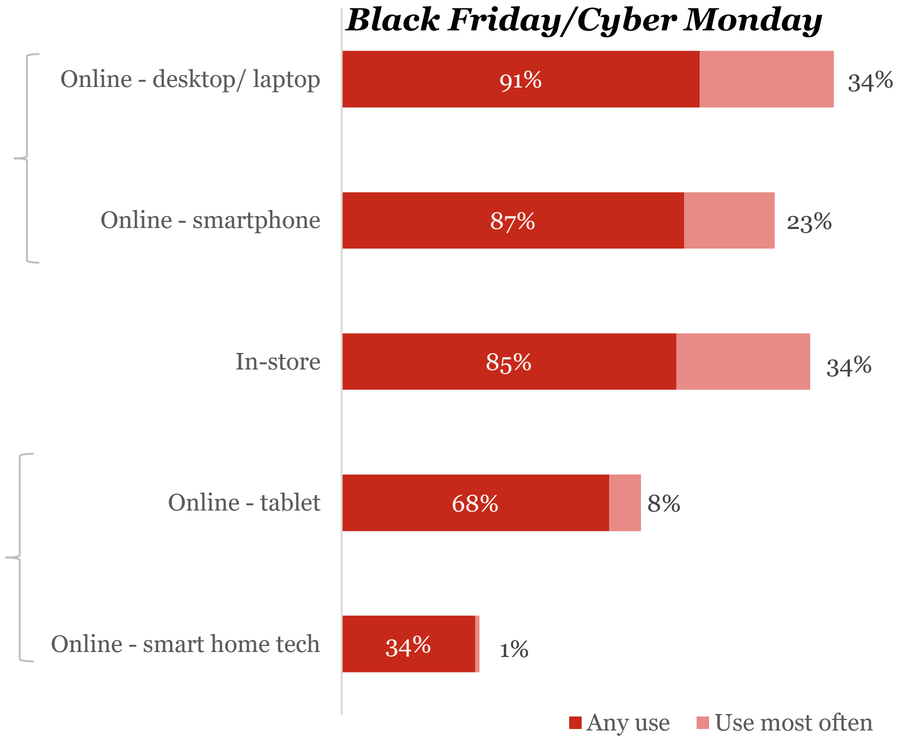


Q Thinking about your Black Friday / Cyber Monday spending this year, please rank the following channels in terms of priority?
n= 563

2. Power in the Palm of Your Hand - Christmas Purchases by channel

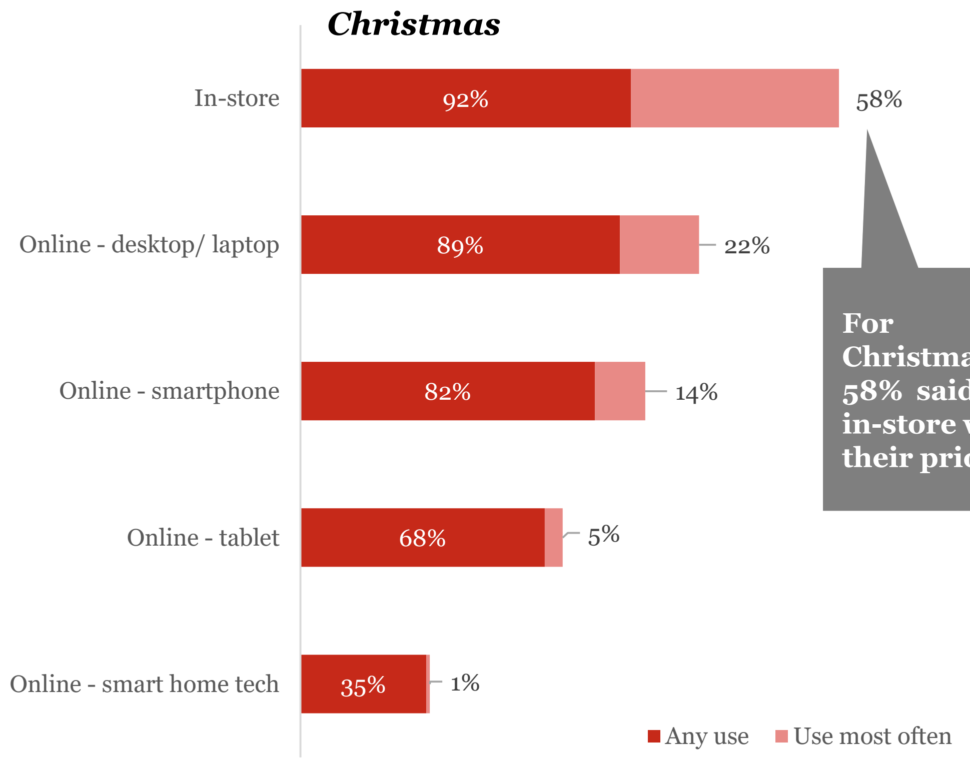
Online is the preferred channel for purchases over Black Friday and Cyber Monday . However, the store dominates at Christmas.

For Black Friday shopping , 66% said online was the priority



BASE : Interested in Black Friday or Cyber Monday – 563

Q.7a Thinking about your Black Friday/Cyber Monday spending this year, please rank the following channels in terms of priority.



For Christmas 58% said in-store was their priority

BASE : All respondents aged 18+ years

Q.7b Thinking about your Christmas spending this year, please rank the following channels in terms of priority.

2. Power in the Palm of your Hand – Summary

The 'always on' shopper is only one step away from purchase and is always in pursuit of value, convenience and experience.

Power in the Palm of your hand

Highlights

67% expressed an intention to purchase **online** (as their priority channel)- whether that be by smartphone, desktop/ laptop, tablet or smart home technology.

49% of 18-34 year olds intend to make their purchases for Black Friday and Cyber Monday via their **mobile phone**.

34% of those aged 55+ intend to purchase online via **laptop or desktop.**

An Emerging Trend

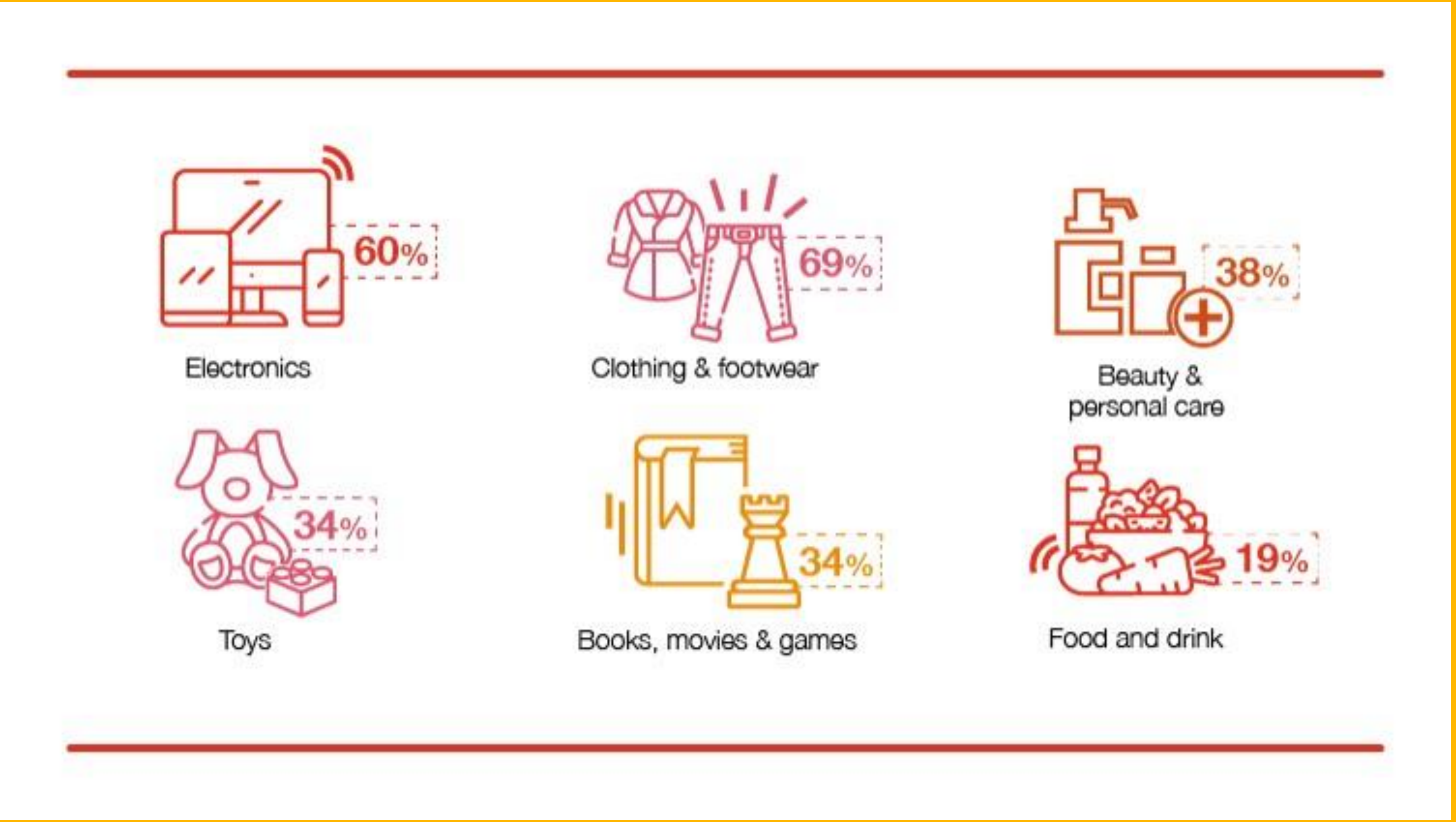
Smart home technology (eg Amazon Echo and Google Home) accounts for a small proportion of Black Friday spending channels at **1%, will be an emerging trend in online shopping.**

This poses challenging questions for brands and retailers alike when it comes to investing in their **search strategies** in the very competitive virtual retail space.

An Integrated Approach

In order to grab and maintain their attention, retailers and brand must provide shoppers with a **seamless mobile experience** that allows all age groups to **research and purchase on and offline.**

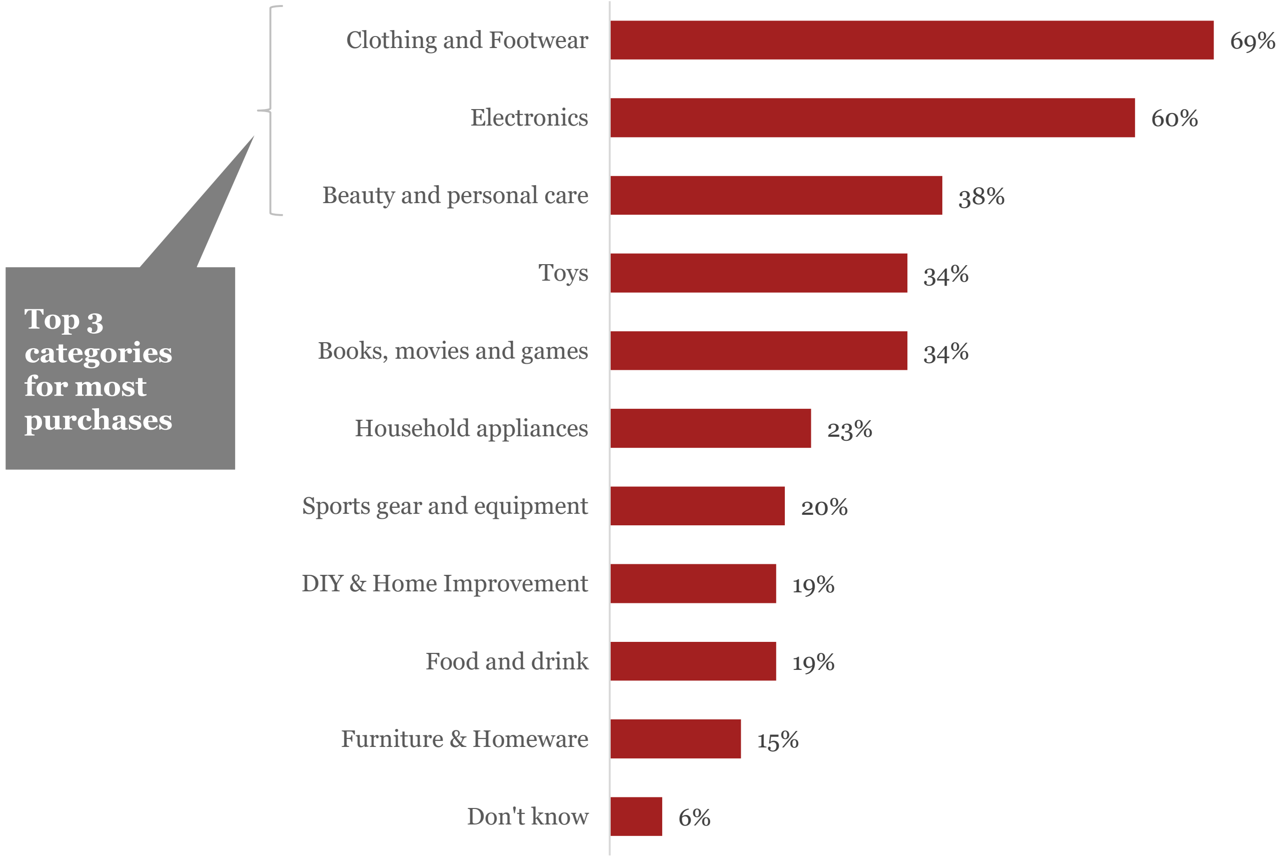
Theme 3
The Golden Ticket



Q In Terms of Black Friday/Cyber Monday, which of the following product categories are you planning to purchase from this year ?
N=563
PWC Black Friday and Christmas Shopping Survey 2018

3. The Golden Ticket - The Big Sellers

Clothing and footwear, and electronics will be the most purchased categories on Black Friday/ Cyber Monday. Toys, books, movies and games account for over a third of most purchased categories.



(BASE : Interested in Black Friday or Cyber Monday – 563)

Q.8 In terms of Black Friday/Cyber Monday, which of the following product categories are you planning to purchase from this year?

3. The Golden Ticket – Category Preference by Demographic

Men more likely to purchase electronics and a significant proportion of the younger cohorts planning to purchase clothing and footwear.

Clothing & Footwear is favoured by women and 18-24yrs

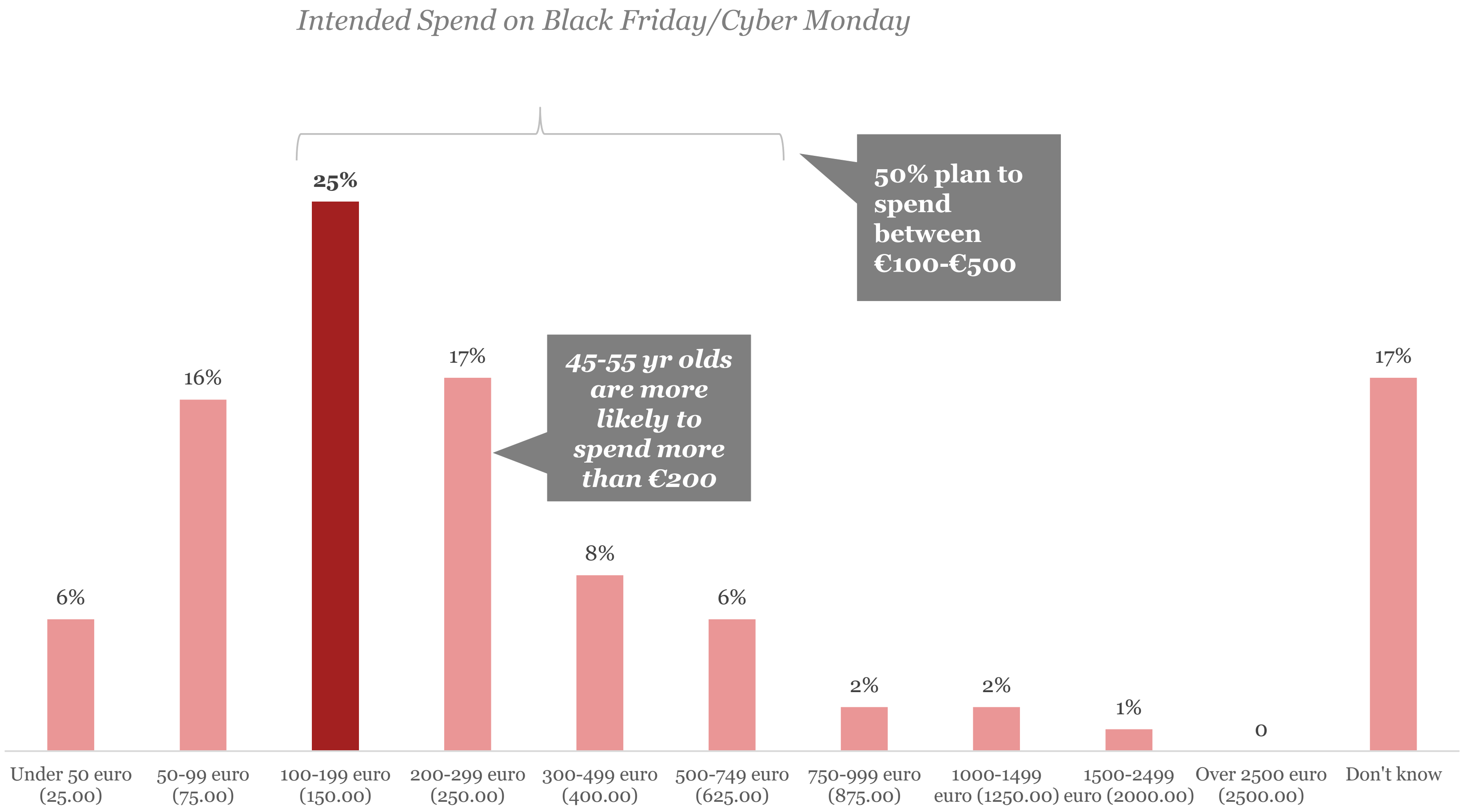
Electronics – highest level of planned purchases

	Gender		Age					Region				Social Class	
	Male	**Female**	**18-24**	**25-34**	**35-44**	**45-54**	**55+**	**Dublin**	**ROI**	**Munster**	**Conn/ Ulster**	**ABC1**	**C2DE**
Clothing and Footwear	64%	74%	84%	72%	65%	69%	63%	72%	71%	66%	67%	68%	71%
Electronics	74%	47%	62%	59%	62%	66%	51%	61%	58%	58%	63%	65%	55%
Beauty and personal care	25%	50%	58%	41%	32%	36%	31%	41%	39%	38%	32%	39%	38%
Books, movies and games	36%	33%	45%	39%	32%	25%	32%	39%	34%	29%	37%	37%	32%
Toys	31%	37%	17%	38%	48%	28%	32%	31%	35%	34%	38%	30%	37%
Household appliances	23%	23%	23%	18%	22%	26%	27%	24%	19%	23%	28%	25%	21%
Sports gear and equipment	22%	18%	32%	17%	21%	21%	13%	20%	19%	22%	20%	23%	18%
Food and drink	18%	19%	31%	22%	14%	13%	17%	26%	17%	15%	17%	18%	19%
DIY & Home Improvement	21%	16%	21%	17%	15%	20%	21%	18%	18%	17%	23%	22%	16%
Furniture & Homeware	12%	17%	14%	15%	16%	16%	12%	16%	15%	12%	17%	17%	12%

Q.8 In terms of Black Friday/Cyber Monday, which of the following product categories are you planning to purchase from this year?

3. The Golden Ticket – The value of spending intentions

Half of all shopper expect to spend between €100 and €500. One quarter envisage spending between €100 – €199 on Black Friday/Cyber Monday. Big value items such as electronics drive level of spend.



3.The Golden Ticket– Summary

Big ticket items receive most attention in the minds of shoppers this Black Friday. Providers of electronics and technology goods need to harness consumer enthusiasm for high-tech shopping in advance of Christmas by providing attractive solutions online and in-store.

The Golden Ticket

Highlights – The Big Sellers

25% envisage spending between €100 - €199 on Black Friday/ Cyber Monday with those aged 45-55 (45%) most likely to **spend upwards of €200.**

50% of shoppers will spend between €100 and €500

Electronics accounts for **60% of all planned purchase intentions,** with 74% of male shoppers likely to make technology purchases.

The Big Volume Sellers

Toys account for one-third of intended category purchases with 48% of 35-44 year olds intending to purchase toys.

Men will spend more on the likes of **books, movies and games, DIY and home improvement** and sports gear and equipment.

Female shoppers express a preference for **clothing & footwear** which accounts for **74% of planned purchases. beauty and personal care** accounted for **50%.**

Food, Drink & Groceries

Though Black Friday and Cyber Monday are not usually associated with the promotion of **food groceries**, those products account for **19% of planned purchases** amongst those polled.

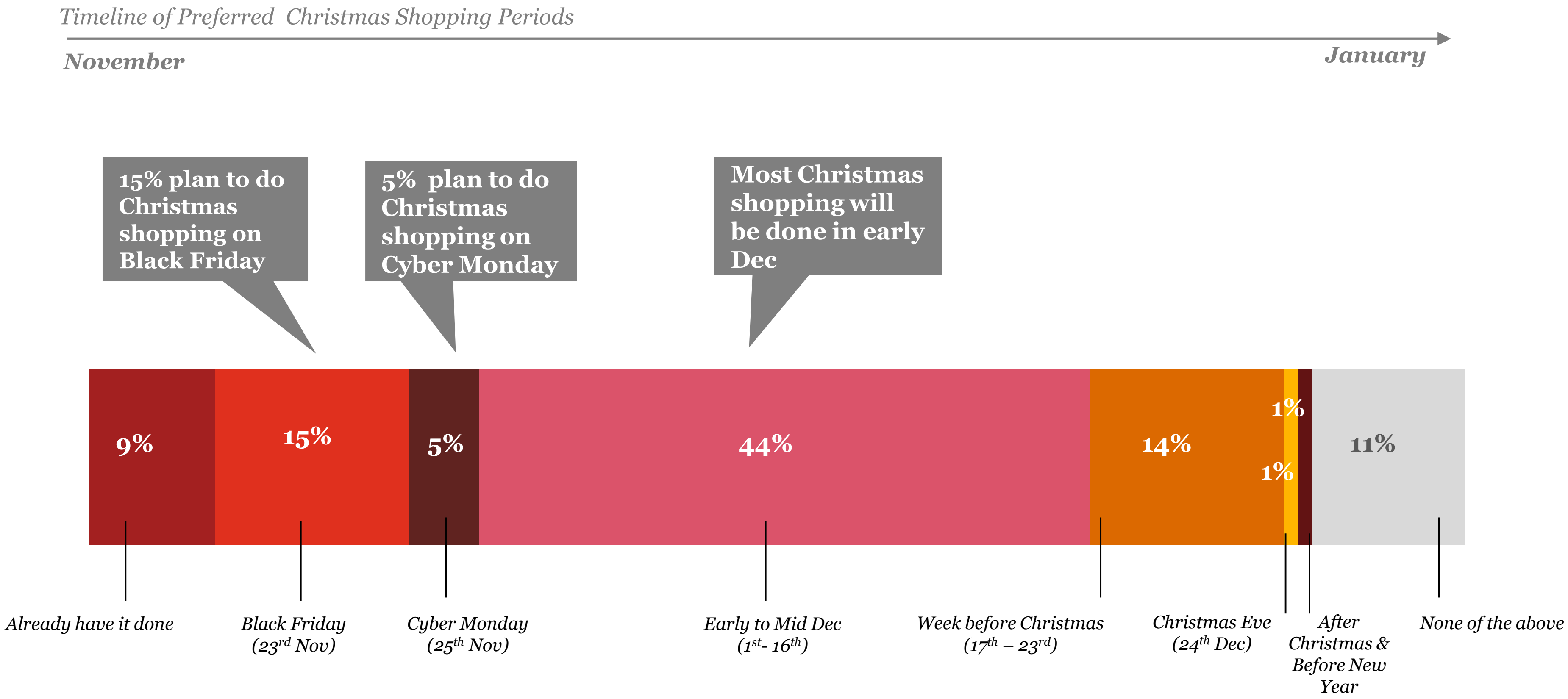
Although items in these categories may not identify individually as “big ticket”, their **cumulative value** is important to overall spending trends.

Theme 4
The Gateway to Christmas

Q When do you plan to do the majority of your Christmas shopping ?
n=1000
PWC Black Friday and Christmas Shopping Survey 2018

4. Black Friday opens the door to Christmas – Shopping Intention by Date

The first two weeks in December are the primary Christmas shopping time for most. 1 in 10 already have the majority of Christmas shopping done. 20% of Christmas sales are done on Black Friday weekend.



Q.3 When do you plan to do the majority of your Christmas shopping this year?

4. Black Friday opens the door to Christmas – Shopping Intention by Date

Men and 18-24 year olds more likely to wait for the week before Christmas and the older cohorts during the first two weeks in December. 18 -34 year olds engage most with Black Friday and Cyber Monday.

(BASE : All respondents aged 18+ years – 1000)

	Gender		Age					Region				Social Class	
	Male	Female	18-24	25-34	35-44	45-54	55+	Dublin	ROL	Munster	Conn/ Ulster	ABC1	C2DE
Early - mid Dec (1-16 Dec)	47%	41%	32%	34%	46%	45%	51%	42%	44%	47%	43%	47%	42%
Black Friday (23 Nov)	13%	16%	18%	22%	16%	18%	6%	14%	17%	14%	13%	13%	16%
Week before Christmas (17-23 Dec)	18%	11%	20%	15%	10%	13%	16%	16%	14%	13%	15%	15%	14%
Already have the majority of it done	6%	11%	6%	10%	11%	7%	8%	7%	9%	10%	7%	8%	9%
Cyber Monday (26 Nov)	5%	6%	11%	8%	6%	4%	2%	8%	5%	4%	3%	5%	5%
After Christmas and Before New Year	1%	1%	0	2%	1%	2%	*	1%	1%	1%	1%	1%	1%
Christmas Eve (24 Dec)	1%	1%	3%	1%	1%	0	1%	1%	1%	*	1%	1%	1%

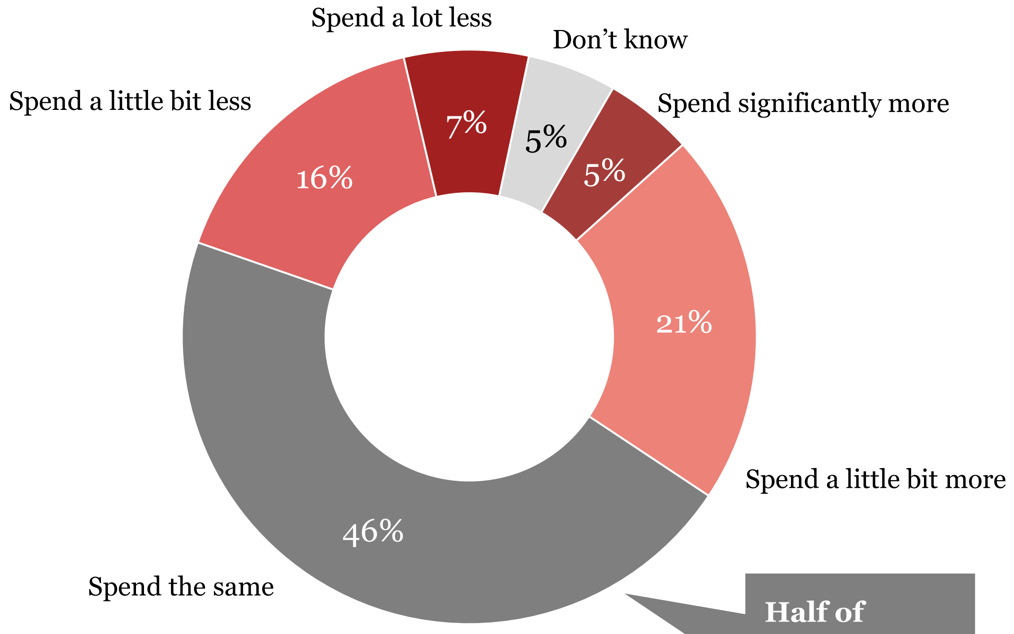
Q.3 When do you plan to do the majority of your Christmas shopping this year?

25-34's plan to do majority of Christmas shopping

18-24yrs plan to do majority of Christmas shopping

4. Black Friday opens the door to Christmas - Planned Spend by Demographic

Looking to Christmas, one quarter expect to spend more compared to last year and it is the younger cohorts who are expecting to spend more at over 4 in 10.



Half of shoppers plan to spend the same as last year

(BASE : All respondents aged 18+ years – 1,000)

	Gender		Age					Region				Social Class	
	Male	Female	18-24	25-34	35-44	45-54	55+	Dublin	ROL	Munster	Conn/ Ulster	ABC1	C2DE
Spend significantly more	6%	4%	13%	8%	3%	4%	2%	7%	4%	4%	4%	5%	4%
Spend a little bit more	22%	21%	30%	22%	22%	24%	16%	23%	20%	23%	18%	21%	21%
Spend the same	49%	43%	31%	40%	47%	49%	51%	43%	49%	45%	46%	48%	44%
Spend a little bit less	15%	17%	10%	18%	18%	13%	17%	16%	18%	15%	15%	15%	17%
Spend a lot less	5%	10%	8%	7%	5%	7%	9%	8%	5%	10%	7%	6%	9%

Q.6 Thinking of Christmas, compared to your spending last year do you expect to ..

4.The Gateway to Christmas

Irish shoppers have contributed to the conversion of Black Friday from a traditional American in-store promotion to a global digital phenomenon. Black Friday weekend is now a key event for shoppers albeit only forming part of their overall Christmas shopping.

The Gateway to Christmas

Highlights

20% of shoppers expect to do their Christmas shopping on Black Friday and Cyber Monday, and **almost 10% already** have their Christmas shopping done.

The majority of shoppers polled in the survey intend to do their Christmas shopping in December **- 44% early in December** and 14% during the week before Christmas.

58% prefer to do most of their Christmas shopping in-store.

Shopping for Self ?

This may suggest that purchases on Black Friday are **impulse driven and for consumers themselves**, rather than planned Christmas gifts for others.

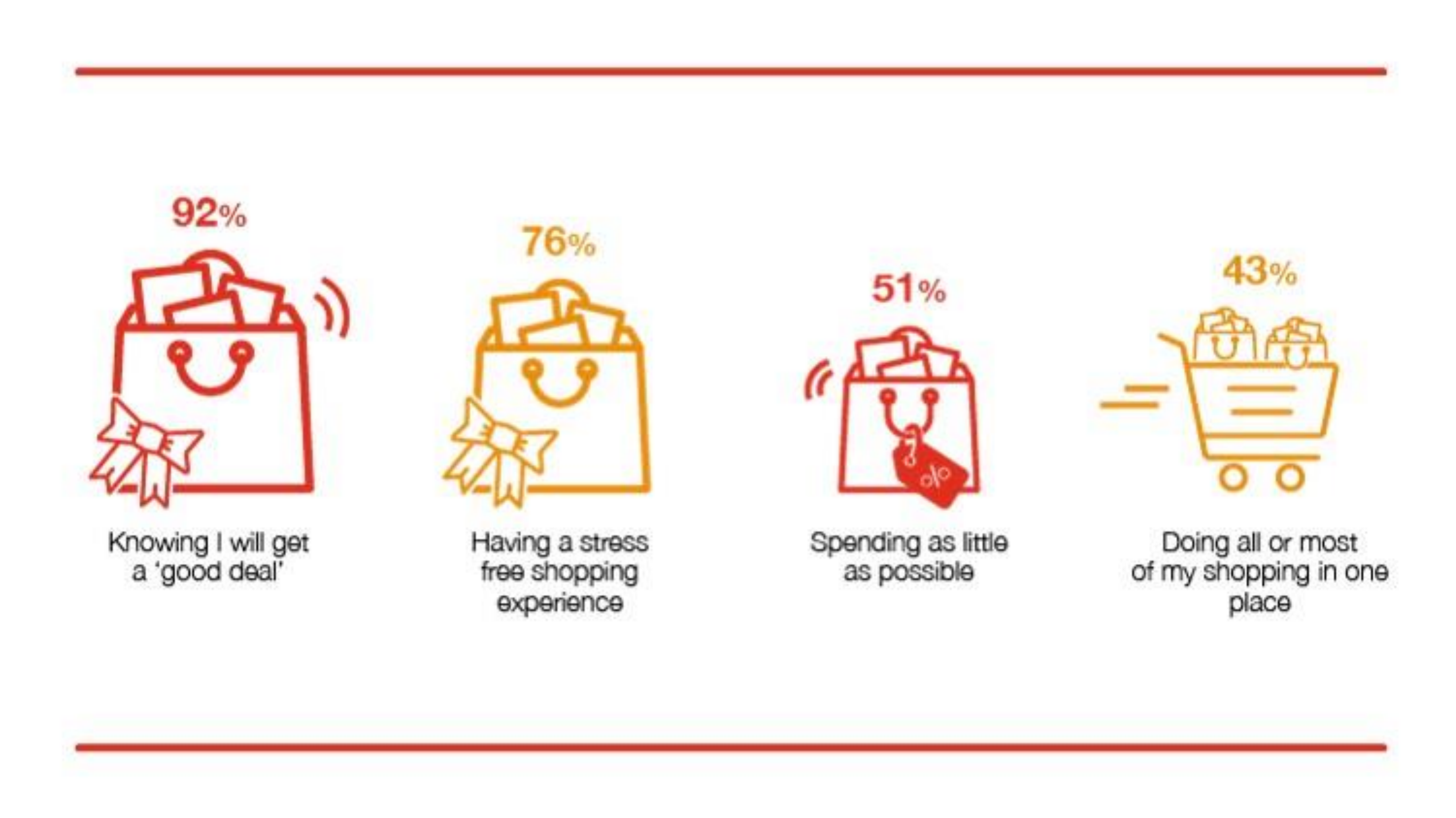
Large purchases such as electronics are likely to be for **home usage** therefore indicating that Black Friday can satisfy both personal and gifting purchase opportunities.

The Effect on the Market ?

Black Friday drives **footfall to stores and conversions online**.

Proactive brands and retailers should **leverage that appetite** and seek to maximise the extended Christmas trading period, capitalising on **targeted promotions** and margin management opportunities.

Theme 5
The Gift of Value and Experience



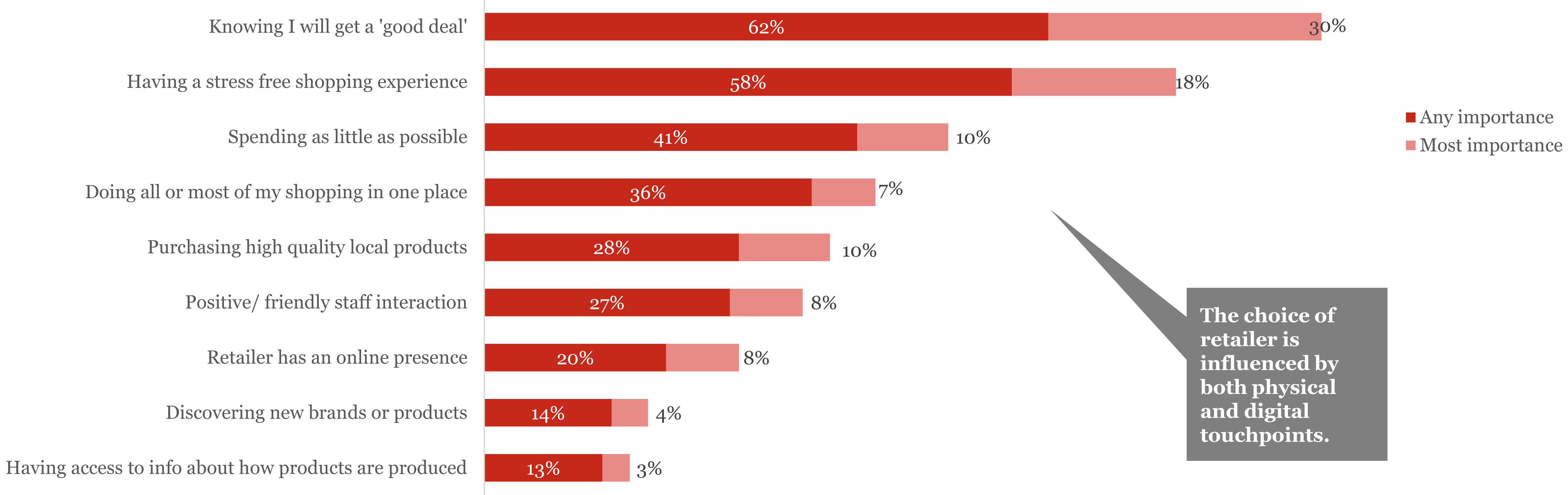
Q What factors are most important to you when choosing where to do your Christmas shopping ?
n =1000

PWC Black Friday and Christmas Shopping Survey 2018

5.The Gift of Value and Experience – Factors Influencing Choice of Retailer

‘Getting a good deal’ and a ‘stress free experience’ are the main drivers when deciding where to do Christmas shopping. Spending as little as possible is of most importance to 10% of shoppers.

Most Important Factors when Christmas Shopping (BASE : All respondents aged 18+ years – 1000)



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

Q.11 What factors are most important to you when choosing where to do your Christmas shopping?

5.The Gift of Value and Experience – Influencing Factors by Demographic

‘Getting a good deal’ of more importance to females and those aged 55+ valuing the ‘stress free experience’ more than other age groups.

Getting a good deal is a key influencer for all shoppers

	Gender		Age					Region				Social Class	
	Male	**Female**	**18-24**	**25-34**	**35-44**	**45-54**	**55+**	**Dublin**	**ROL**	**Munster**	**Conn/ Ulster**	**ABC1**	**C2DE**
Knowing I will get a 'good deal'	27%	34%	22%	30%	32%	33%	32%	25%	31%	34%	33%	28%	33%
Having a stress free shopping experience	16%	20%	17%	17%	18%	13%	22%	22%	17%	16%	16%	18%	18%
Spending as little as possible	8%	12%	14%	10%	10%	13%	7%	7%	11%	10%	13%	9%	11%
Purchasing high quality local products	12%	8%	10%	8%	6%	13%	11%	9%	9%	9%	12%	11%	8%
Positive/ friendly staff interaction	10%	7%	15%	4%	7%	8%	9%	8%	8%	8%	9%	10%	7%
Retailer has an online presence	10%	5%	6%	8%	10%	7%	7%	9%	8%	8%	3%	7%	8%
Doing all or most of my shopping in one place	8%	7%	6%	7%	9%	7%	7%	9%	8%	6%	6%	8%	7%
Discovering new brands or products	5%	4%	7%	7%	3%	3%	2%	6%	5%	3%	3%	4%	4%
Having access to info about how products are produced	4%	3%	3%	6%	4%	2%	1%	4%	2%	4%	3%	4%	3%

Q.8 In terms of Black Friday/Cyber Monday, which of the following product categories are you planning to purchase from this year?

5. The Gift of Value and Experience

Shoppers look for 'a good deal' and a 'stress free shopping experience' when they are choosing where to do their Christmas shopping, whether online or in-store. Technology enables a gateway for shoppers seeking value with frictionless, faster, smarter choices.

The Gift of Value and Experience

Highlights

62% of shoppers stated that one of the most important factors in choosing where to shop was to get ' **a good deal'.**

58% of respondents' express a preference for a **stress-free shopping experience** which serves as a reminder for the importance of shopper satisfaction and eliminating **pain points** along the customer journey.

The Role of Data?

Consumers are **willing to share their personal information** provided that **trust** exists and they receive something of value by way of return in this two-way relationship.

The opportunity to use customer data analytics and **personalised messaging** to generate engagement and sales.

Satisfying Expectations

Enhancing engagement across digital and physical touchpoints can **create lifetime loyalty.**

The solution is not about in-store or online, it is about digitizing business to offer an **integrated seamless experience** to the shopper with ever increasing expectations.

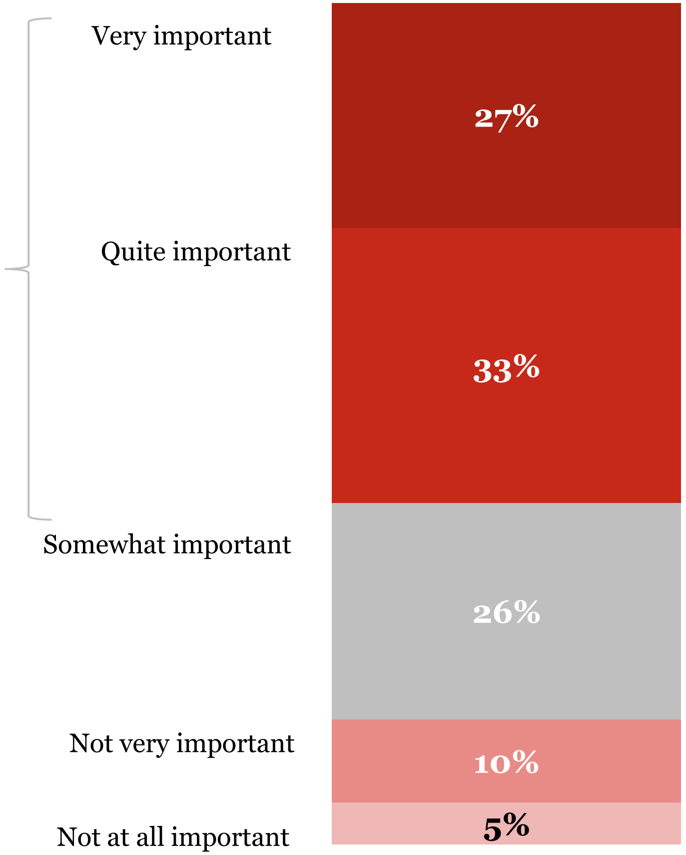
Theme 6
Guaranteed Irish and the Role of Local

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

6. Guaranteed Irish – Importance of Buying Local

The vast majority of consumers feel it is important to buy local Irish products during Christmas, with the older cohorts most likely to feel it is 'very important'

Nearly two thirds said it was important to buy Irish.



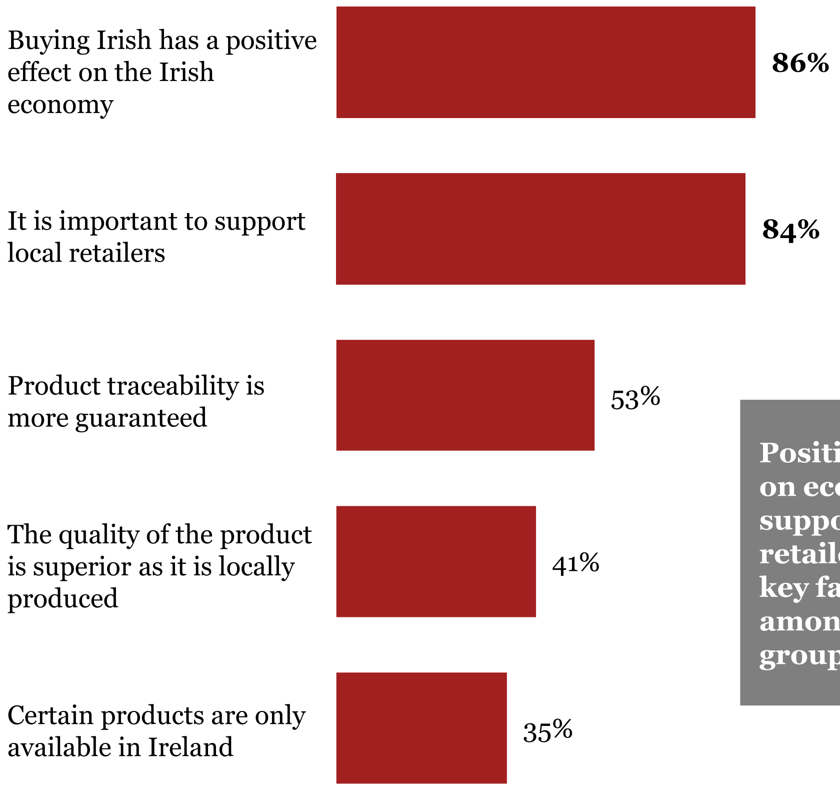
(BASE : All respondents aged 18+ years – 1,000)

	Gender		Age					Region				Social Class	
	Male	Female	18-24	25-34	35-44	45-54	55+	Dublin	ROL	Munster	Conn/ Ulster	ABC1	C2DE
Very important	27%	26%	21%	24%	19%	28%	34%	22%	26%	32%	28%	26%	27%
Quite important	32%	34%	30%	35%	31%	31%	36%	37%	32%	32%	32%	36%	31%
Somewhat important	26%	26%	28%	30%	33%	23%	20%	29%	26%	24%	24%	25%	27%
Not very important	9%	10%	15%	8%	12%	13%	6%	9%	12%	9%	9%	9%	10%
Not at all important	6%	4%	7%	4%	4%	5%	4%	4%	5%	3%	7%	4%	5%

Q.12 How important or unimportant do you think it is to buy local Irish products during Christmas?

6. Guaranteed Irish – Reasons for Buying Irish Products

With high proportions feeling it is important to support local retailers, which in turn is believed to have a positive effect on the economy



Positive effect on economy and support for local retailers are key factors amongst all age groups

(BASE : All respondents aged 18+ years – 1,000)

	Gender		Age					Region				Social Class	
	Male	Female	18-24	25-34	35-44	45-54	55+	Dublin	ROL	Munster	Conn/ Ulster	ABC1	C2DE
Buying Irish has a positive effect on the Irish economy	83%	89%	76%	80%	88%	91%	89%	84%	86%	88%	86%	87%	85%
It is important to support local retailers	82%	86%	77%	78%	78%	91%	89%	79%	89%	84%	85%	83%	85%
Product traceability is more guaranteed	56%	51%	53%	55%	51%	48%	57%	55%	45%	60%	53%	52%	55%
The quality of the product is superior as it is locally produced	41%	41%	49%	45%	46%	38%	34%	45%	42%	38%	38%	42%	40%
Certain products are only available in Ireland	38%	32%	44%	42%	35%	30%	30%	38%	36%	28%	38%	36%	34%

Q.13 Why do you think it is important to buy local Irish products during Christmas?

6.The Gift of Value and Experience

Savvy shoppers support Irish Products and Retailers and are willing to pay for quality local brands, particularly at Christmas.

Guaranteed Irish

Highlights

86% of shoppers recognise the importance of supporting local products and believe that buying Irish **has a positive effect on the Irish economy**.

84% are aware that it is important to **support local retailers.**

53% believe that product traceability is more guaranteed.

The Role of Local?

60% of all shoppers feel it is important to buy local or Irish products during Christmas.

The **55+ age** group expressed the **highest preference (70%)** due to quality, traceability and positive effect on the local economy.

The **mobile-first generation** also have an awareness for the role of local with **51%** recognising its importance for the economy, for local retailers and product traceability.

Shopper Expectations

Satisfying shopper expectation and their demands for local quality products at Christmas is **a need that can be delivered** by all Irish retailers and suppliers.

Ensuring consumers are aware of local or Irish products, that those products are **available and visible,** is paramount for Christmas, as much as it is for other times of years.

To conclude … An Integrated Approach

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

Like to know more ?

Contact us at our Retail & Consumer Practice;

owen.mcfeely@pwc.com | Director
grace.mccullen@pwc.com |Senior Manager