



BLACK FRIDAY SHOPPING EXPECTATIONS

PART 1 OF 2

STAY TUNED FOR THE U.S. FINDINGS NEXT WEEK!

NOVEMBER 2019



Insight Alert!

in partnership with maru/BLUE

% OF CANADIANS WHO PLAN TO SHOP ON...

45%



BLACK FRIDAY ONLINE

40%



CYBER MONDAY

25%

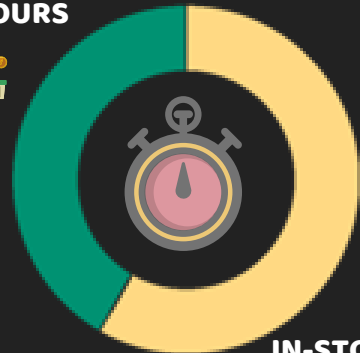


BLACK FRIDAY IN-STORE

CANADIANS PLAN TO SPEND NEARLY AS MUCH TIME SHOPPING ONLINE AS IN-STORE FOR BLACK FRIDAY

THIS REINFORCES THE IMPORTANCE OF AN OPTIMIZED ONLINE EXPERIENCE AND IDEALLY, A SEAMLESS OMNICHANNEL EXPERIENCE

ONLINE SHOPPING
2.4 HOURS



IN-STORE SHOPPING
3.1 HOURS

POSITIVE ECONOMIC OUTLOOK FOR RETAILERS

77%



BLACK FRIDAY ONLINE

76%



CYBER MONDAY

73%



BLACK FRIDAY IN-STORE

... OF CANADIANS PLAN TO SPEND THE SAME AMOUNT AS LAST YEAR OR EVEN MORE

ITEMS SHOPPERS HOLD OUT FOR IN ANTICIPATION OF BLACK FRIDAY DEALS

TOP ITEMS



44%
CLOTHES FOR ADULTS



30%
VIDEO GAMING PRODUCTS



43%
CONSUMER ELECTRONICS



29%
TOYS

ITEMS LEAST LIKELY TO HOLD OUT FOR



19%
HOME IMPROVEMENT



15%
TRAVEL

For additional insights from this study or to find out about our overnight solutions, please email bernie.malinoff@element-54.com or juliann.ng@element-54.com

MARU/BLUE Canadian Omnibus of 1505 nationally representative Canadian respondents, November 11, 2019