

**Global Black Friday Forecast 2021**

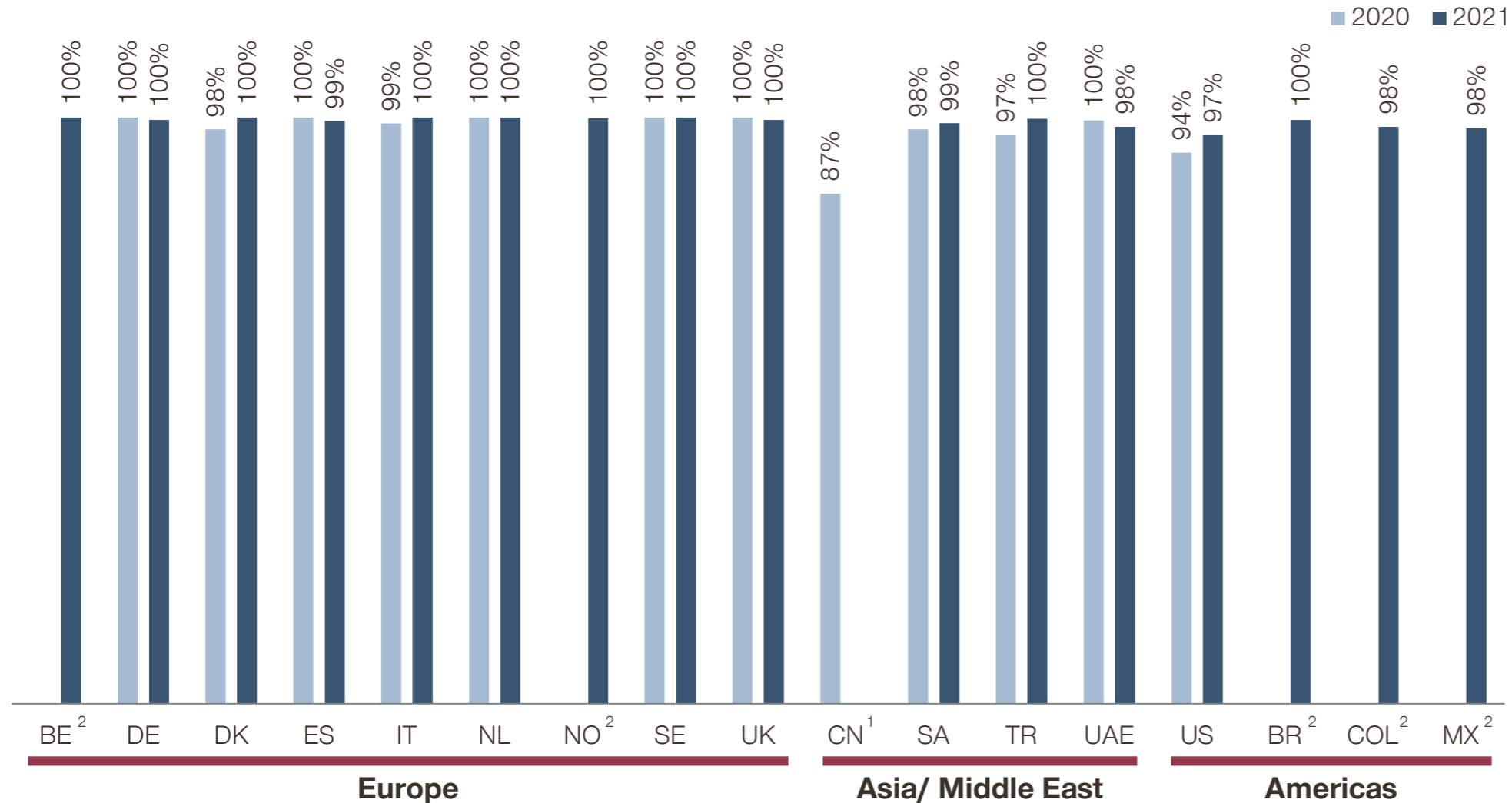
November 2021

[www.simon-kucher.com](http://www.simon-kucher.com)

# Awareness of Black Friday

"Have you heard of Black Friday?"

Share of respondents



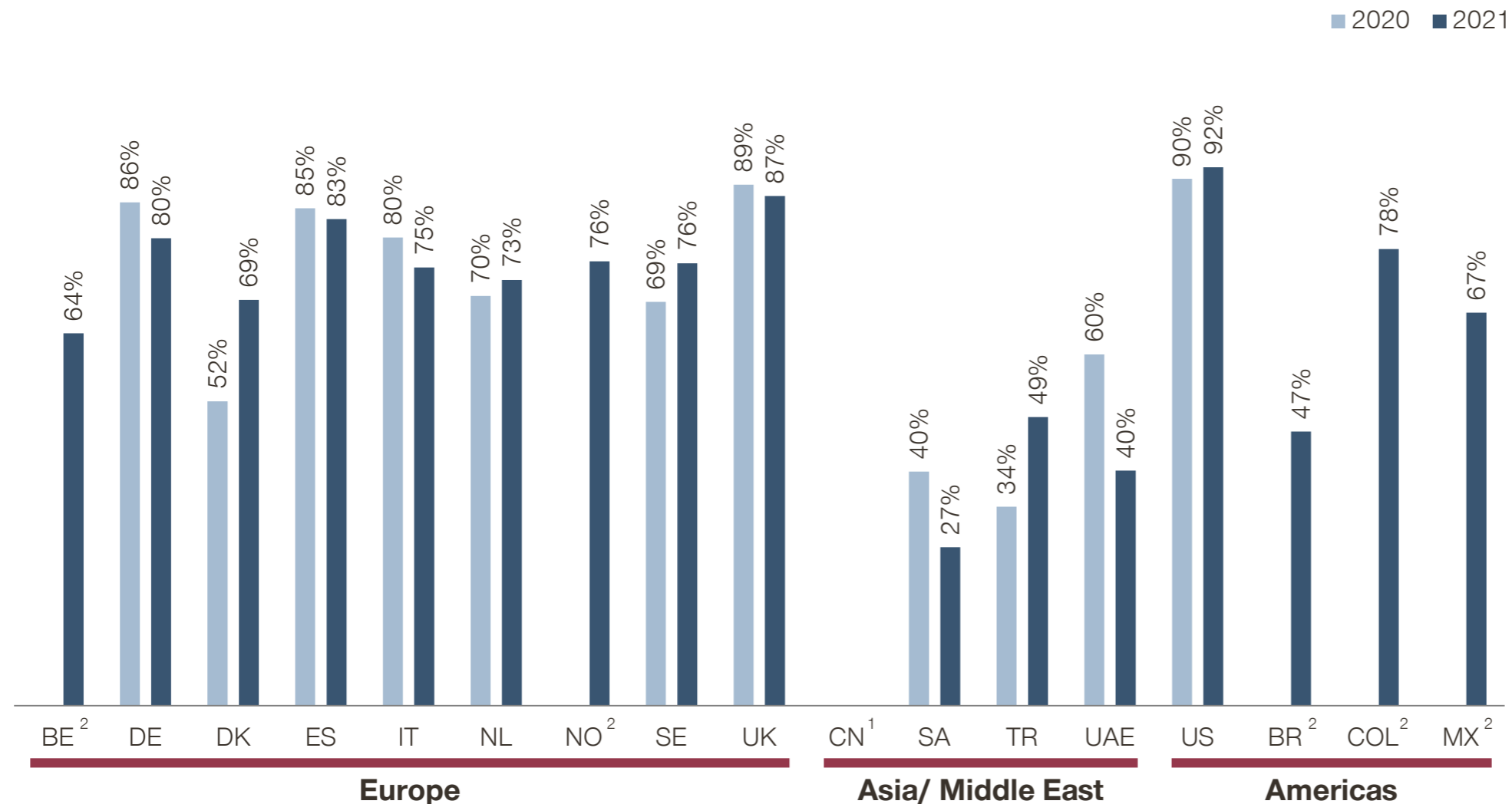
- **High awareness of Black Friday across all countries**
- **Awareness increased across all countries**

1) Awareness of Black Friday was not asked in China in 2021; 2) Global Black Friday Forecast study was not conducted in 2020 for this country, hence, no comparison possible  
Source: Simon-Kucher & Partners online survey conducted in: Belgium, Brazil, China, Columbia, Denmark, Germany, Italy, Mexico, Netherlands, Norway, Saudi Arabia, Spain, Sweden, Turkey, UAE, UK, USA (N=11,674)

# Awareness of Cyber Monday

"Have you heard of Cyber Monday?"

Share of respondents



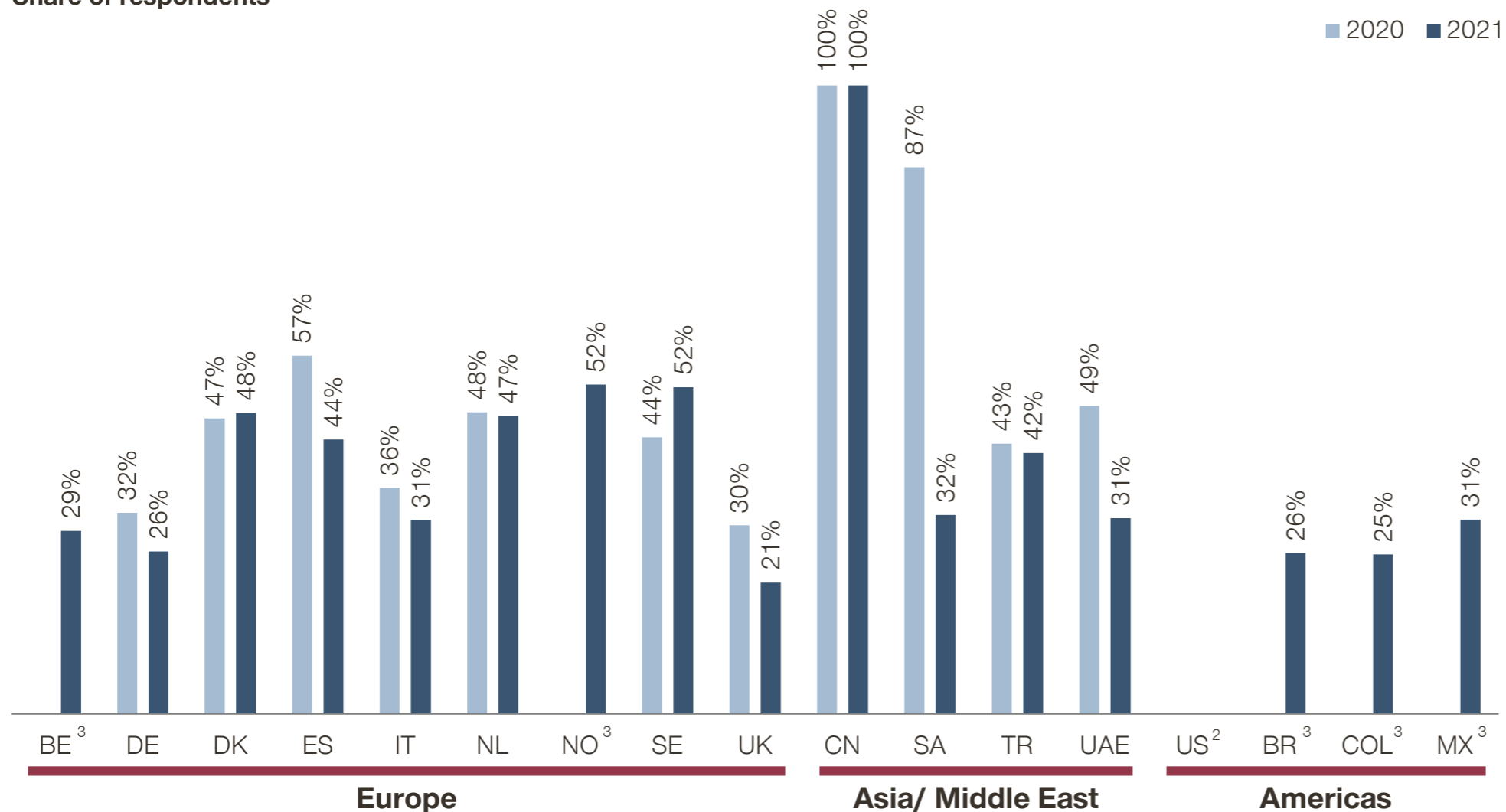
- **Cyber Monday still not as famous as Black Friday across most countries**
- **However, respondents' awareness increased for most countries**

1) Awareness of Cyber Monday was not asked in China; 2) Global Black Friday Forecast study was not conducted in 2020 for this country, hence, no comparison possible  
Source: Simon-Kucher & Partners online survey conducted in: Belgium, Brazil, China, Columbia, Denmark, Germany, Italy, Mexico, Netherlands, Norway, Saudi Arabia, Spain, Sweden, Turkey, UAE, UK, USA (N=11,674)

# Awareness of Singles' Day

"Have you heard of Singles' Day?"

Share of respondents<sup>1</sup>



- **Singles' Day is the Chinese shopping event**
- **Outside of China, mainly well-known in the European Nordics countries**
- **However, in some countries respondents' awareness is increasing**
- **Majority of different countries' respondents is unaware of the Singles' Day**

1) Including only participants up to 64 years old; 2) Awareness of Single's Day was not asked in the United States; 3) Global Black Friday Forecast study was not conducted in 2020 for this country, hence, no comparison possible  
Source: Simon-Kucher & Partners online survey conducted in: Belgium, Brazil, China, Columbia, Denmark, Germany, Italy, Mexico, Netherlands, Norway, Saudi Arabia, Spain, Sweden, Turkey, UAE, UK, USA (N=11,674)

# Willingness to buy on Black Friday and Cyber Monday

"Do you plan to buy something on Black Friday and/or Cyber Monday this year (for China: Single's Day)?"

Share of respondents



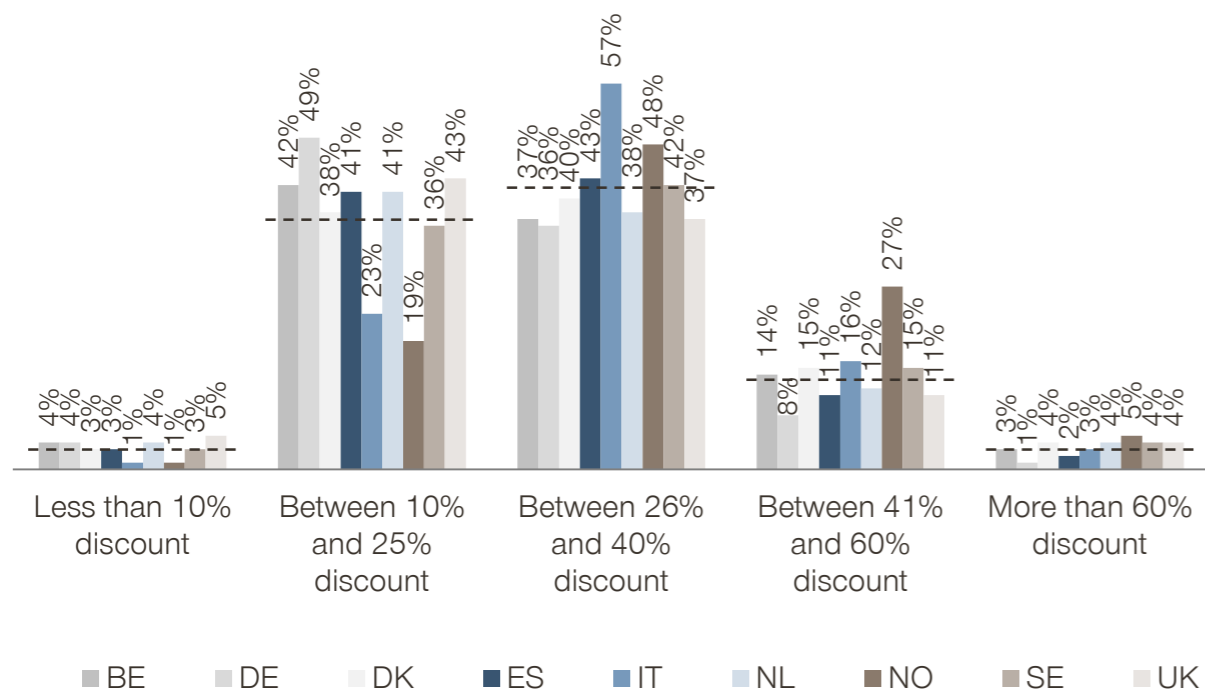
- Majority of respondents intend to buy something on Black Friday/ Cyber Monday
- Almost across all countries willingness to buy is over 50%

1) Global Black Friday Forecast study was not conducted in 2020 for this country, hence, no comparison possible  
 Source: Simon-Kucher & Partners online survey conducted in: Belgium, Brazil, China, Columbia, Denmark, Germany, Italy, Mexico, Netherlands, Norway, Saudi Arabia, Spain, Sweden, Turkey, UAE, UK, USA (N=11,674)

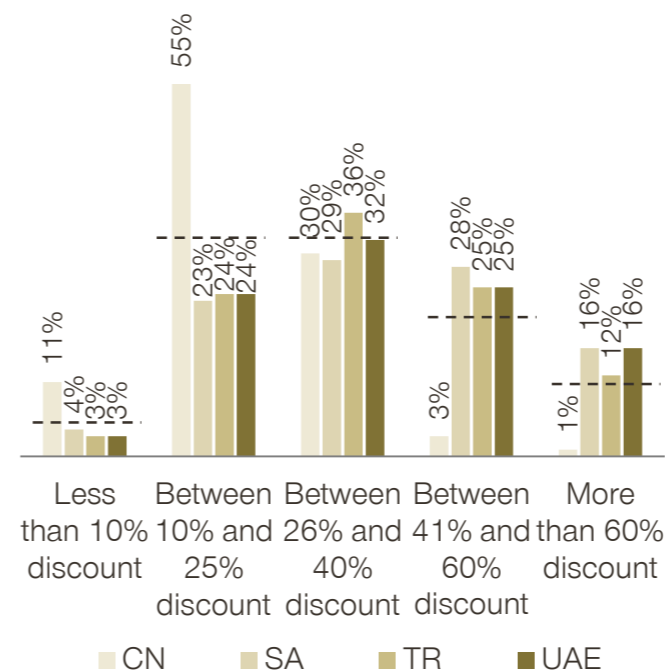
# Expected discount level on Black Friday and Cyber Monday

"What do you expect the average discount to be on Black Friday and/ or Cyber Monday (for China: Single's Day)?"

Share of respondents: **Europe**



Share of respondents: **Asia/ Middle East**



Share of respondents: **Americas**



----- = average

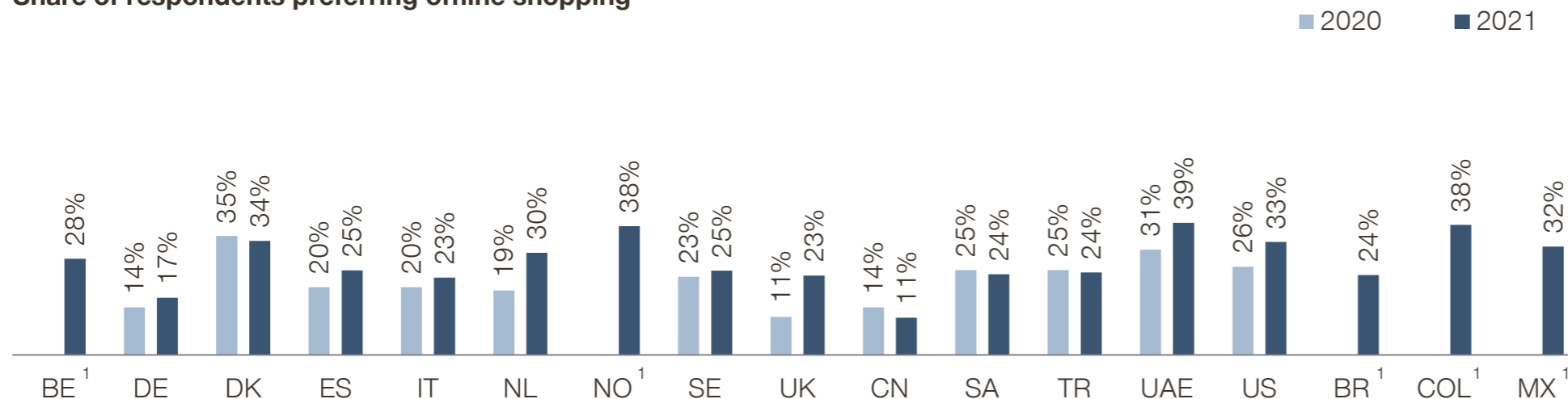
**On average, respondents across all countries surveyed anticipate discount levels between 26-40%. Most respondents from European countries expect discount levels between 10-40%, whereas in the Middle East discount expectations seem to be higher**

Source: Simon-Kucher & Partners online survey conducted in: Belgium, Brazil, China, Columbia, Denmark, Germany, Italy, Mexico, Netherlands, Norway, Saudi Arabia, Spain, Sweden, Turkey, UAE, UK, USA (N=11,674)

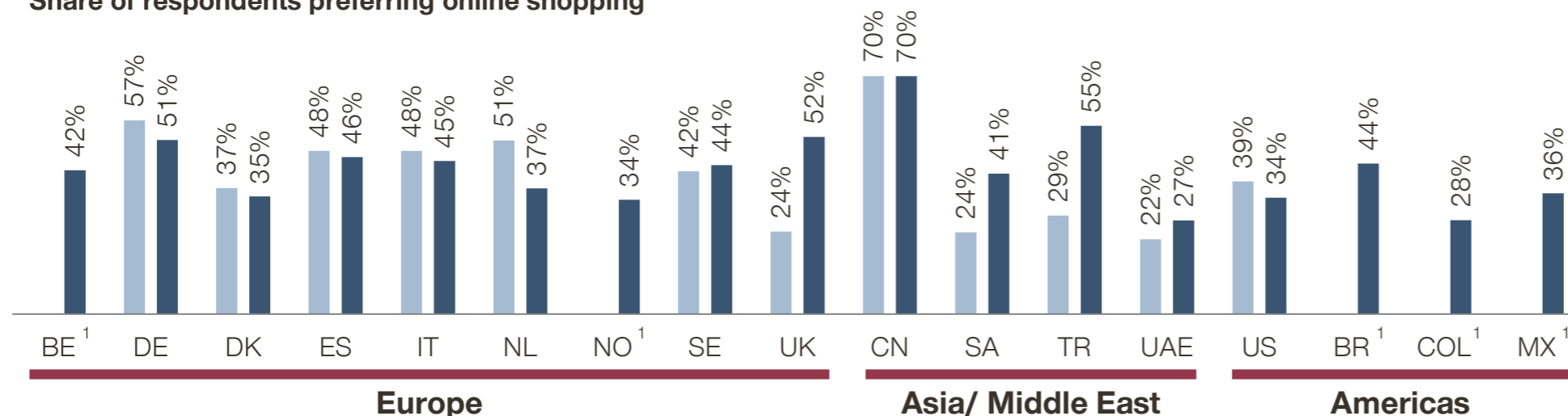
# Online vs. offline shopping preferences

"Where do you plan to buy on Black Friday and/or Cyber Monday (for China: Single's Day)?"

Share of respondents preferring offline shopping



Share of respondents preferring online shopping



- Majority of respondents plans to shop online
- Very high preference towards online in China
- In only a few countries respondents prefer to shop offline, such as Norway, United Arab States and Columbia
- However, survey respondents are increasingly preferring offline shopping in certain countries

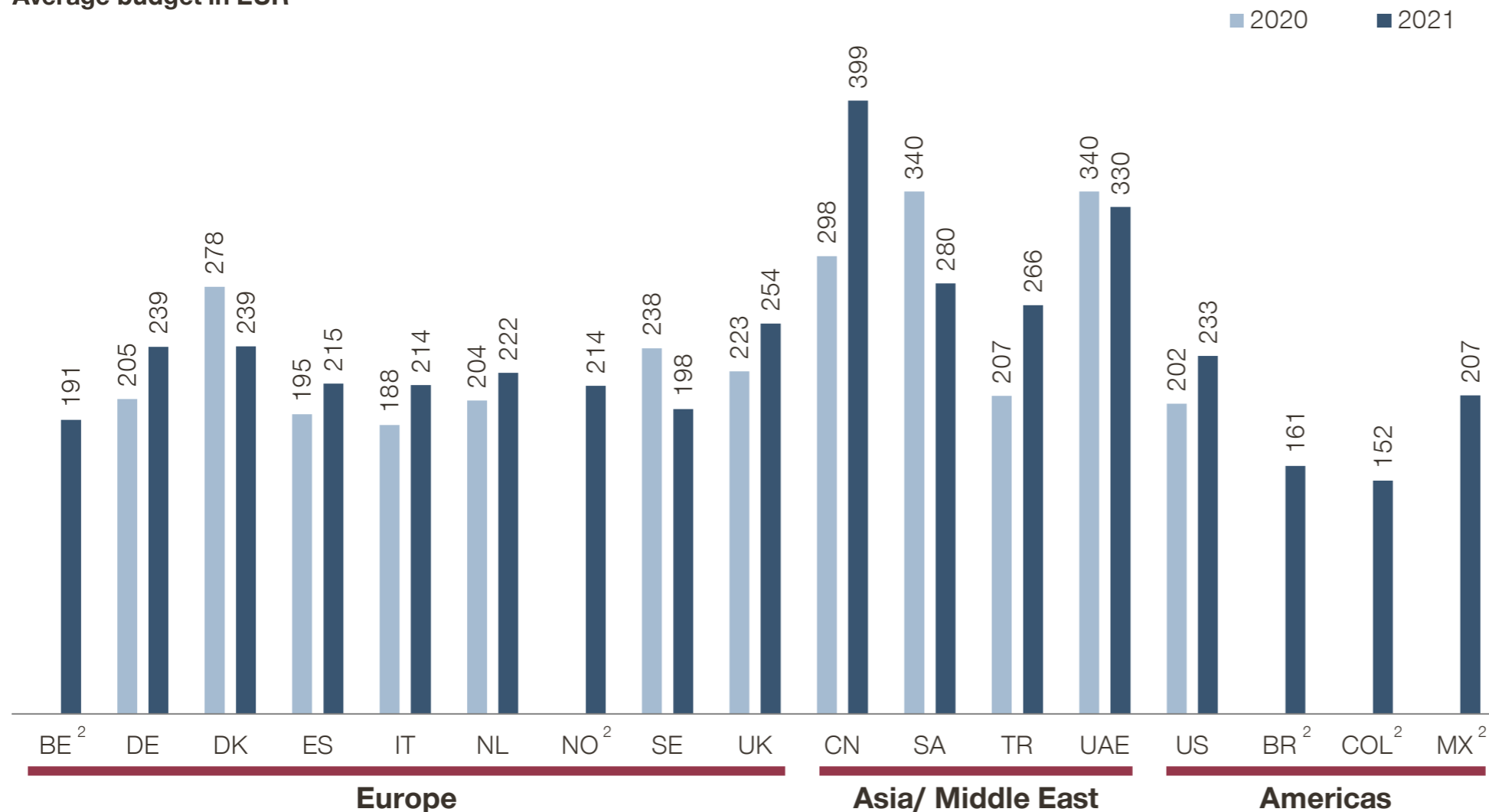
1) Global Black Friday Forecast study was not conducted in 2020 for this country, hence, no comparison possible

Source: Simon-Kucher & Partners online survey conducted in: Belgium, Brazil, China, Columbia, Denmark, Germany, Italy, Mexico, Netherlands, Norway, Saudi Arabia, Spain, Sweden, Turkey, UAE, UK, USA (N=11,674)

# Planned budget for Black Friday and Cyber Monday

"How much do you plan to spend on Black Friday and/or Cyber Monday in total (for China: Single's Day)?"

Average budget in EUR<sup>1</sup>



- Average budget 236€
- Highest budgets in China, Saudi Arabia and United Arab States
- In most of the countries, the budgets increased compared to last year

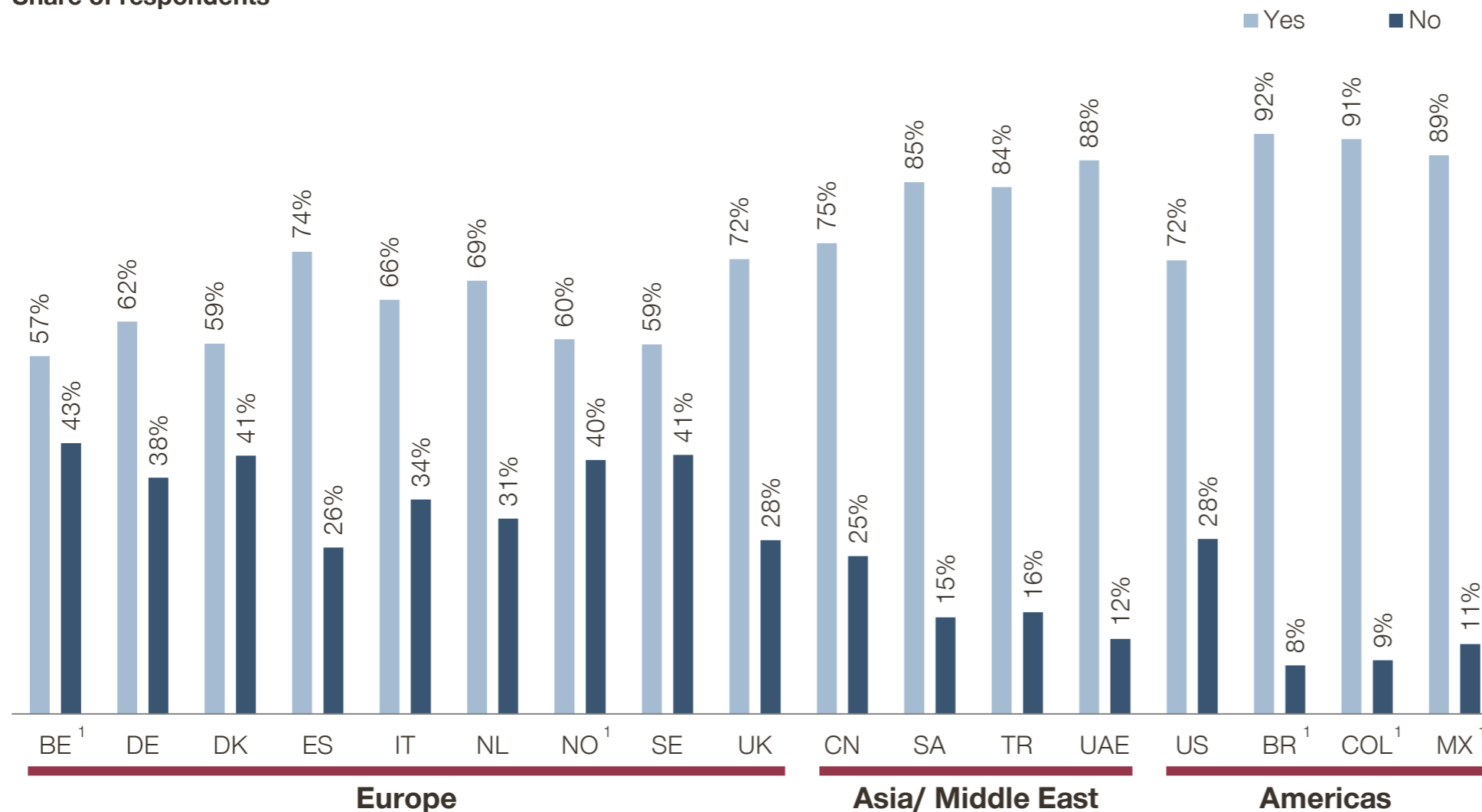
1) Exchange rates as of November 1, 2021; 2) Global Black Friday Forecast study was not conducted in 2020 for this country, hence, no comparison possible  
Source: Simon-Kucher & Partners online survey conducted in: Belgium, Brazil, China, Columbia, Denmark, Germany, Italy, Mexico, Netherlands, Norway, Saudi Arabia, Spain, Sweden, Turkey, UAE, UK, USA (N=11,674)



# Impact of COVID-19 on general shopping behavior

"Was your general shopping behaviour different during the COVID-19 pandemic (2020/early 2021)?"

Share of respondents



- **COVID-19 has largely impacted the shopping behavior**
- **Across all countries over 60% of respondents agreed that the pandemic impacted their shopping behavior**
- **Strongest impact on shopping behavior is observed in Asia / Middle East and European countries that have been severely hit by COVID-19 (Spain, United Kingdom)**

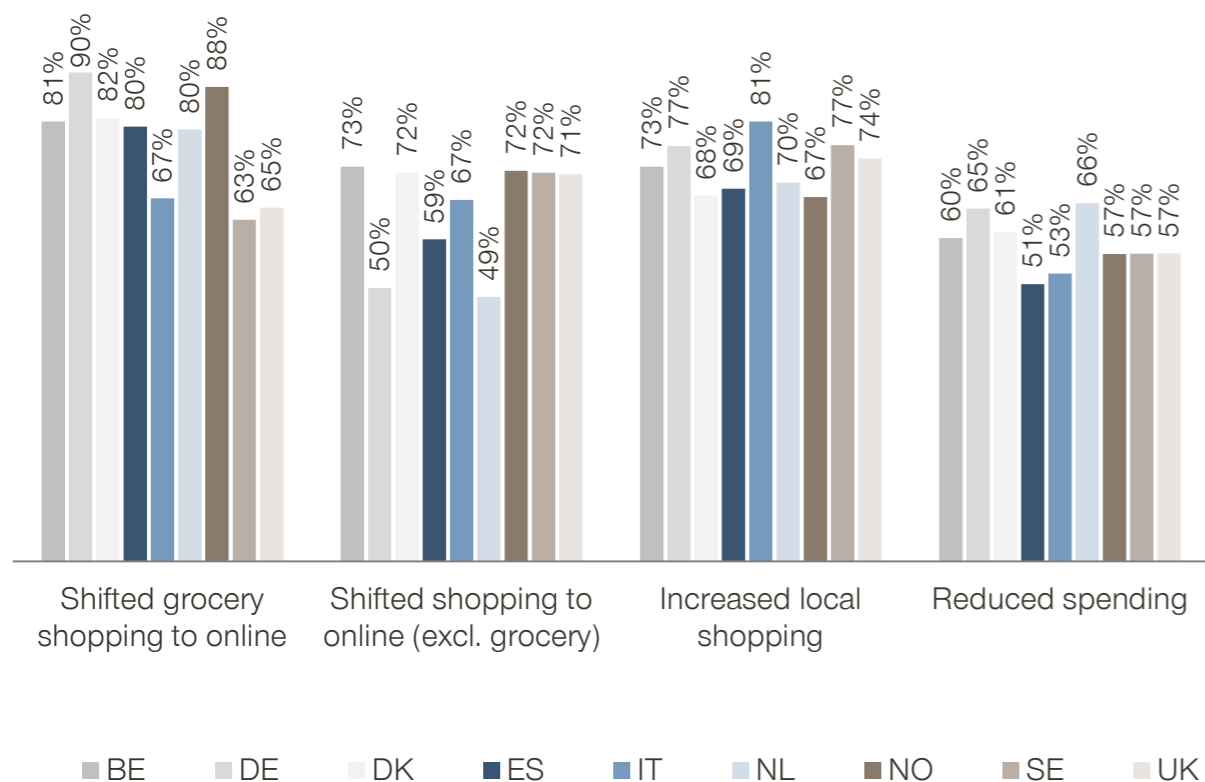
1) Global Black Friday Forecast study was not conducted in 2020 for this country, hence, no comparison possible

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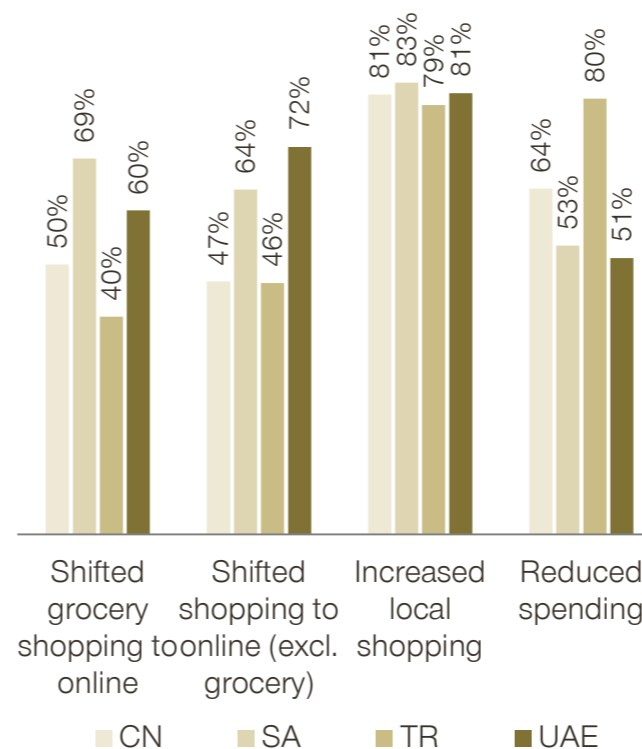
# Behavioral changes during the COVID-19 pandemic

"What did you do differently during the COVID-19 pandemic (2020/early 2021)?"

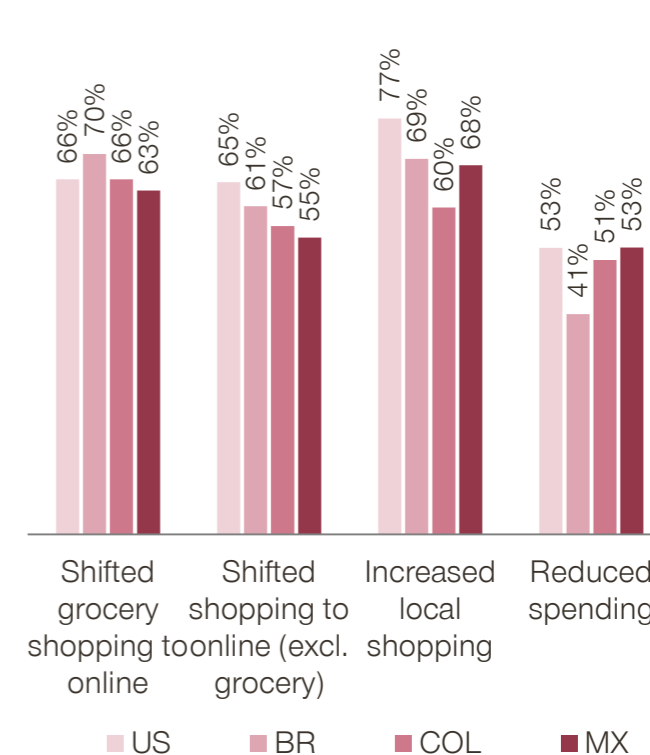
Share of respondents: **Europe**



Share of respondents: **Asia/ Middle East**



Share of respondents: **Americas**



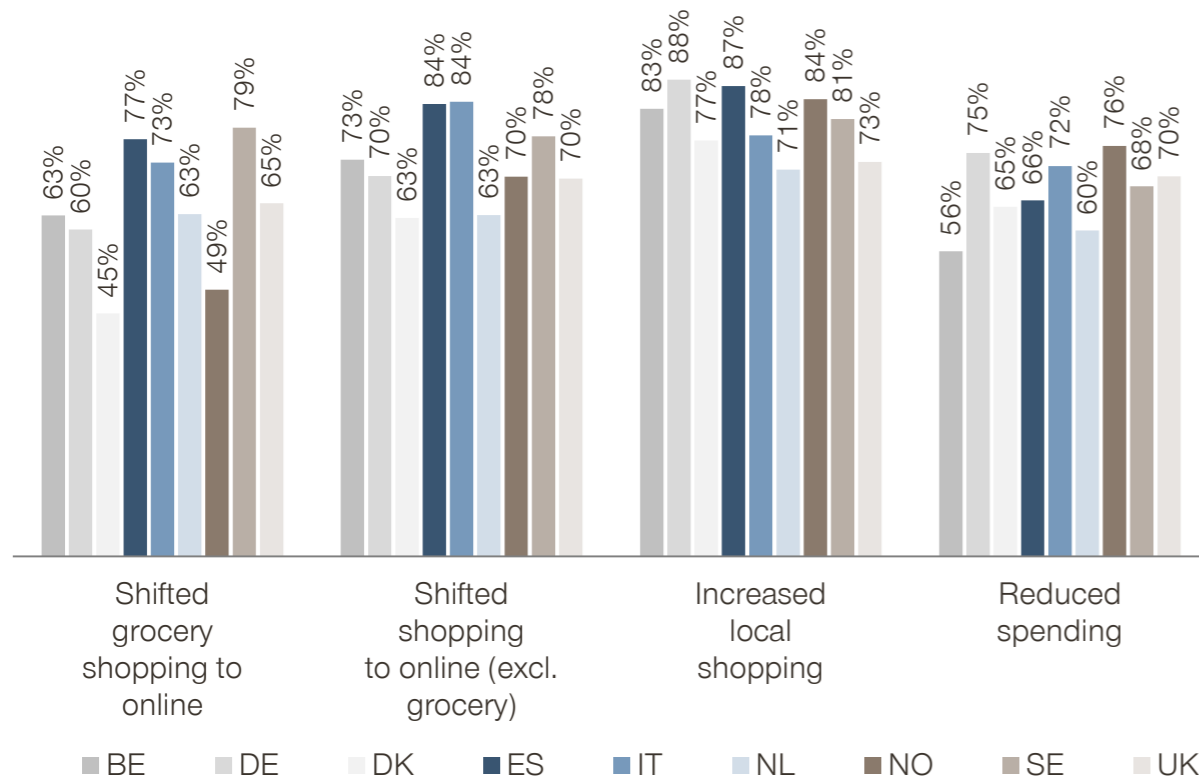
**The COVID-19 pandemic changed the shopping behaviour of respondent across countries, they shop more online, locally, and partially have reduced their spending**

Source: Simon-Kucher & Partners online survey conducted in: Belgium, Brazil, China, Columbia, Denmark, Germany, Italy, Mexico, Netherlands, Norway, Saudi Arabia, Spain, Sweden, Turkey, UAE, UK, USA (N=11,674)

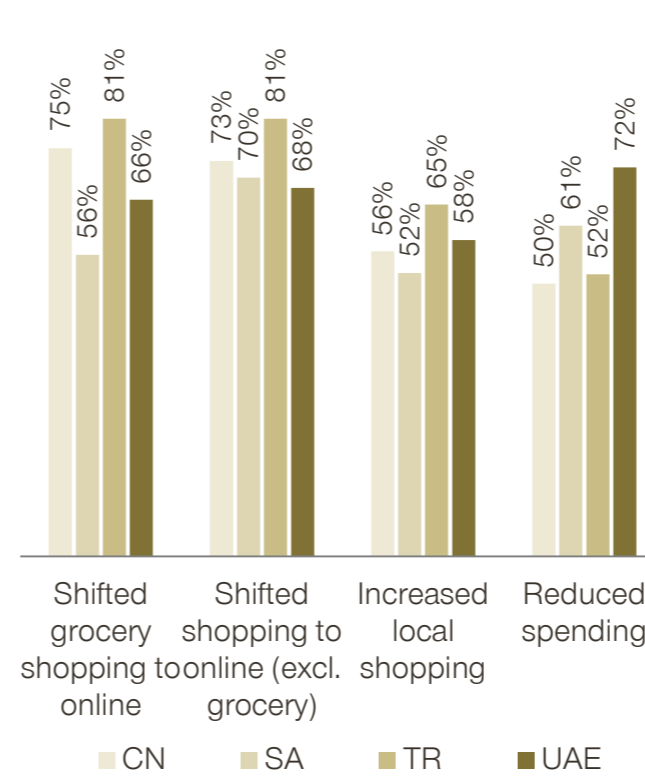
# Lasting behavioral changes after the COVID-19 pandemic

"Now that things are returning to normal, which of your behavioral changes has remained?"

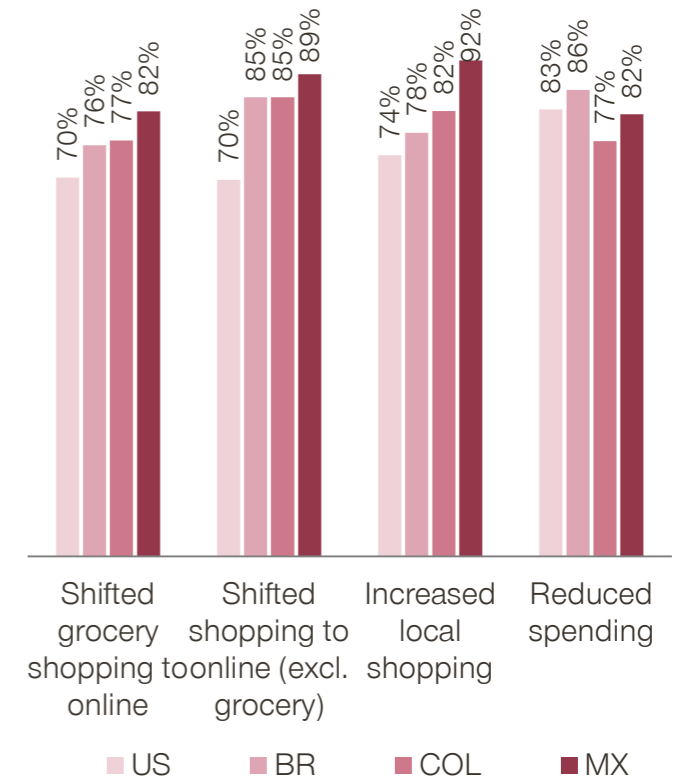
Share of respondents: **Europe**



Share of respondents: **Asia/ Middle East**



Share of respondents: **Americas**



**Most respondents answered that they will maintain the behavioral changes learned from the pandemic. Globally, 75% of respondents say they intend to continue to increase the amount of local shopping they do and 69% of respondents say they will maintain their lower spending budgets**

Source: Simon-Kucher & Partners online survey conducted in: Belgium, Brazil, China, Columbia, Denmark, Germany, Italy, Mexico, Netherlands, Norway, Saudi Arabia, Spain, Sweden, Turkey, UAE, UK, USA (N=11,674)

**Your contacts for the study:  
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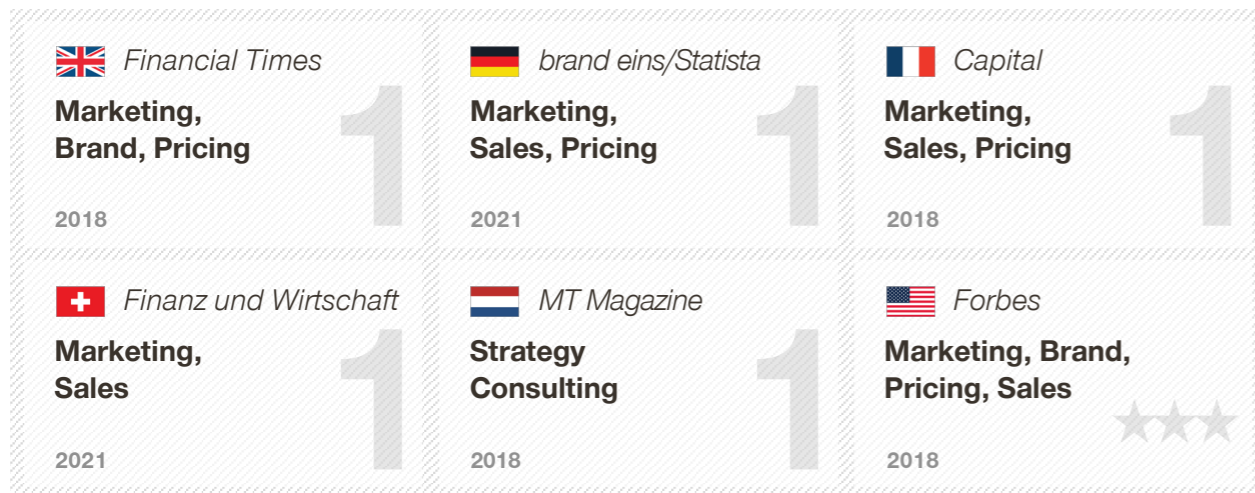
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# Simon-Kucher & Partners at a glance

## Globally renowned consultancy for top-line improvement



## What others say about us

*No one knows more about pricing than Simon-Kucher.*

Philip Kotler, marketing guru

*Simon-Kucher is a down-to-earth consultancy, highly committed and trustworthy. They deliver what they promise.*

Member of the executive board,  
Bank Julius Baer & Co. Ltd.

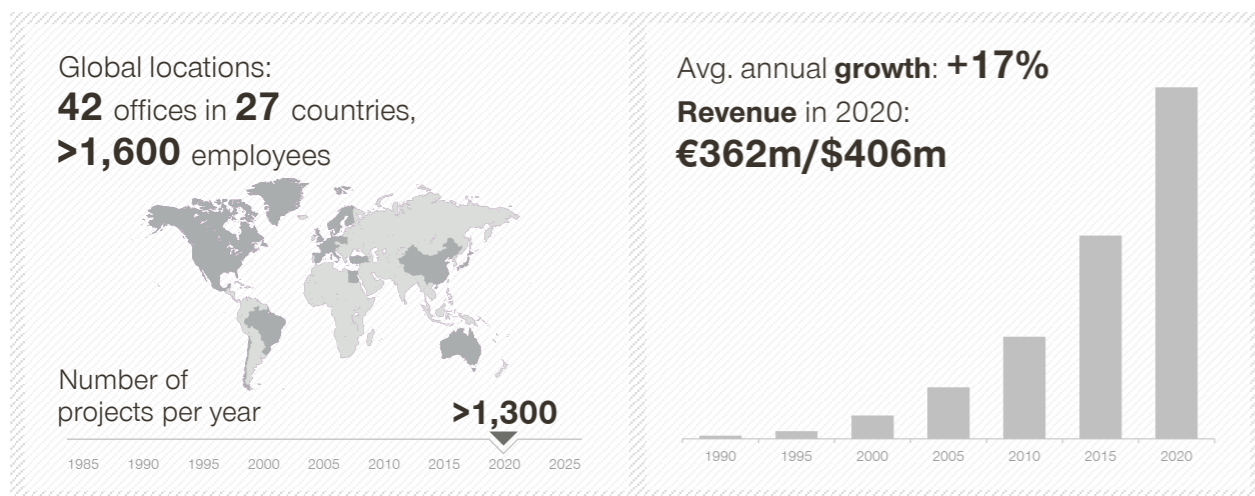
*Simon-Kucher was a great partner during our research phase. We appreciated their support, expertise, and partnership throughout the process of developing Uber Rewards.*

Barney Harford, former COO, Uber

*Pricing strategy specialists.*

*The Wall Street Journal*

## Facts and figures



## Simon-Kucher profile

**TopLine Power®**

This is what Simon-Kucher is all about. We boost our clients' revenue and profits by optimizing their pricing, sales, marketing, and strategy.

**Simon-Kucher Digital**

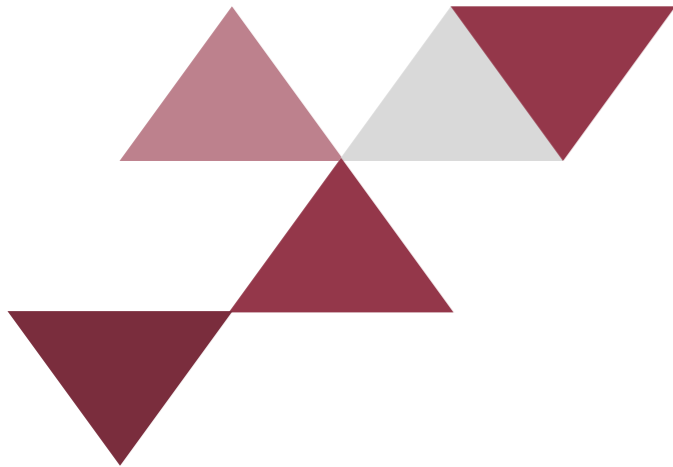
We advise clients on how to improve their top lines with digital technologies, from big data analytics, machine learning, and artificial intelligence to tailor-made pricing and sales tools.

**THE unicorn advisors**

We have worked for over 30 unicorns, such as Asana, Stripe, and Uber.

Clear focus: TopLine Power®

# TopLine Power®



## Pricing

Pricing excellence programs // Pricing strategies for products, business units, and companies // Innovative price and revenue models // Launch and post-launch pricing // Pricing organization and processes // Data-driven pricing // Digital pricing // Dynamic pricing // AI and ML in pricing // Pricing for digital businesses //

## Sales

Sales organization and efficiency // Omnichannel strategies // Sales force effectiveness // Key account management // Channel management // Discount/ bonus systems // Digital sales force optimization // Digital sales tools and solutions // Incentive structures // Customer-centric sales organizations // Cross- and upselling strategies and tools //

## Marketing

Market/customer segmentation // Portfolio design // Branding and value communication // Customer lifetime value in a digital world // Marketing efficiency and effectiveness // Digital loyalty programs // Personalization strategies in a digital world // CRM strategies // Optimizing online marketing //

## Strategy

Growth strategies // Scenario planning // Digital business models // Digital monetization strategies // Competition strategies // Market due diligence // Go-to-market strategies // Effective and sustainable strategy implementation // Monetizing innovations // Subscriptionization strategies //

**Africa**

Cairo

**Americas**

Atlanta, Boston, Chicago,  
Houston, Mexico City, New York,  
San Francisco, Santiago de Chile,  
São Paulo, Silicon Valley, Toronto

**Asia-Pacific/the Middle East**

Beijing, Dubai, Hong Kong,  
Shanghai, Singapore, Sydney,  
Tokyo

**Europe**

Amsterdam, Barcelona, Bonn,  
Brussels, Cologne, Copenhagen,  
Frankfurt, Geneva, Hamburg,  
Istanbul, London, Luxembourg,  
Madrid, Milan, Munich, Paris,  
Stockholm, Vienna, Warsaw, Zurich