

23 November 2022

40% of Irish consumers plan to shop on Black Friday or Cyber Monday — new .IE research

- 38% have no intention to shop for reduced items this weekend, 22% still undecided
- Nearly 4 in 10 of those under 34 intend to shop online over Christmas compared to 1 in 4 of those 35 and older
- Most shoppers plan to look for deals on electronics, followed by sportswear items
- A majority say online shopping is more convenient and offers better value
- .IE CEO “The appetite for online shopping this festive season remains very popular especially amongst younger people who increasingly favour digital channels to do the majority of their Christmas shopping.”

Two out of five people intend to shop for deals on Black Friday or Cyber Monday with 22% of people still undecided about whether or not to go bargain hunting this weekend, according to new research figures published by .IE, managers of Ireland’s trusted .ie online address.

23% of those surveyed intend to go shopping on Black Friday, 3% eyeing Cyber Monday deals and 14% in the market for deals on both days.

Of the 1,000 consumers surveyed, 22% said they are still undecided, while 38% have no intention to search for markdowns, possibly reflecting a wary consumer sentiment as shoppers look to cutback spending amid a cost-of-living crisis hitting Irish homes.

Younger people under the age of 24 are most likely to go bargain hunting on the last weekend of November, with two-thirds of that age bracket surveyed planning to shop over the period.

That figure is followed by 53% of people between the ages of 25-34 planning to go shopping for deals and 46% of people between the ages of 35-44 intending to do likewise. Those more unlikely to make a purchase are aged 45 and above.

Of those surveyed who plan to shop over Black Friday or Cyber Monday, 64% of men said they’ll look for discounted electronic items, compared to 47% of women. In contrast, 56% of women intend to shop for deals on clothing and sportswear, compared to 53% of men.

Christmas shopping trends

The survey findings show that approximately one in three plan to do their shopping **online**. 20% intend to shop with a mix of both international and Irish retailers in the run-up to Christmas, while 7% eye buying their items online from Irish retailers only.

Nearly four out of every tenth person in this group of committed **online** shoppers are under 34 compared to one in four who are 35 and older, keeping with the trend of younger shoppers placing more value on digital channels when it comes to making purchases.

One-third of people surveyed intend to do their shopping mostly **in-store**. 24% intend to shop mostly locally in-store from Irish retailers after enduring two Christmas periods under social restrictions linked to the Covid-19 pandemic. Those over 35 are more likely to shop in-store compared to their younger counterparts.

A further 27% of consumers indicated they will research products and shop online or in-store accordingly.

Those that intend to shop online over the Christmas period said it's more convenient (59%) and there is also better value on offer (55%), with more women than men highlighting the convenience factor and better choice as their reason for online shopping.

More choice and better deals online were also cited, and 13% said they plan to shop online because they don't have the time to go shopping in-store.

Comment from David Curtin, Chief Executive of .IE

David Curtin, Chief Executive of .IE said: "Despite the very apparent cost-of-living crisis, our research found that consumer sentiment for Christmas shopping is not entirely gloomy. 40% of those we surveyed plan to shop for Black Friday or Cyber Monday deals, with a portion of people still undecided."

"Looking ahead to December's Christmas run-in, online shopping is the preferred route for younger 18 to 34-year-old consumers who are digital natives and generally place more value on those purchasing channels."

"It's extremely important this Christmas season to remain vigilant against opportunistic cybercriminals looking to take advantage of online shoppers. When it comes to buying gifts online, it's safer to shop with trusted retailers and recognisable brands. If you think your account has been compromised, always contact your bank immediately."

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Research methodology

This research was commissioned by .IE and fieldwork was performed by Core Research. A total of 1,000 consumers aged 18+ were surveyed via online questionnaire between 4 November and 13 November 2022.

About .IE

.IE is the national registry for .ie domain names and the trusted and progressive guardian of Ireland's unique online .ie address. Our purpose is to enable and empower people, communities, and businesses across Ireland to thrive online.

We operate the domain name system ([DNS](#)) for the .ie namespace, facilitate an [independent dispute resolution service](#), and operate a public [WHOIS](#) lookup service for .ie domains.

In cooperation with our Registrars, technical partners, and stakeholders, we help advance Ireland's internet ecosystem. Good governance is evidenced in our [policy development process](#) for the .ie namespace, which follows a bottom-up, consensus-driven approach through a multi-stakeholder Policy Advisory Committee.

At .IE we are committed to digital advocacy for local towns, communities and SMEs. Through stakeholder engagement initiatives such as [.IE Digital Town](#), we work with and support SME organisations to improve their members' online presence and e-commerce capabilities so they can unlock the power of the internet to boost sales and productivity.

We also produce fact-based research for the business community and policymakers, such as the [.IE Domain Profile Report](#) and the [.IE Tipping Point](#), which charts the attitudes to digital of Irish SMEs and consumers during the Covid-19 pandemic.

There are over 330,000 .ie domain names registered. As part of the domain registration process, every applicant must provide tangible evidence of its identity and its connection to Ireland.

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