

# .ie Black Friday Tracking Research 2025

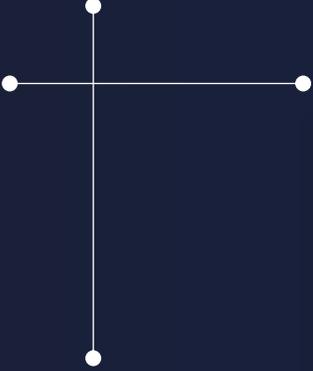
Tracking Consumers attitudes towards online security and shopping habits ahead of Black Friday / Cyber Monday

Core Research

13<sup>th</sup> October 2025

# The Central Question

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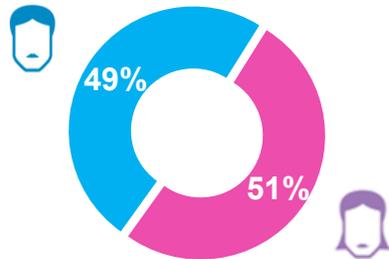
*A greater understanding of concerns consumers have when shopping online with the objective of leveraging research findings to secure media opportunities for a .ie spokesperson emphasising the value of the research findings and the importance of online security*



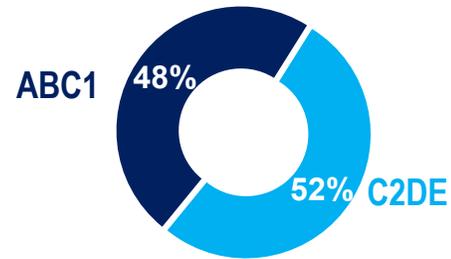
# Who we spoke to

Base: All respondents (n=1000)

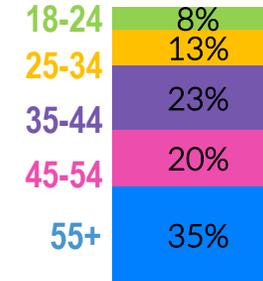
## Gender



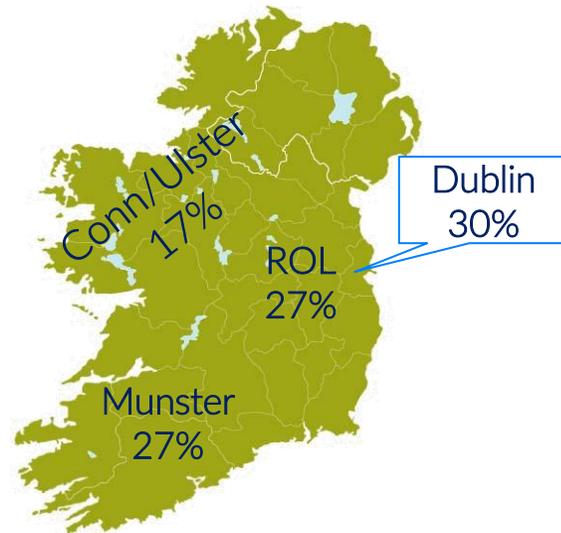
## Social Class



## Age



## Region



## Location



# Online Shopping Attitudes & Behaviours

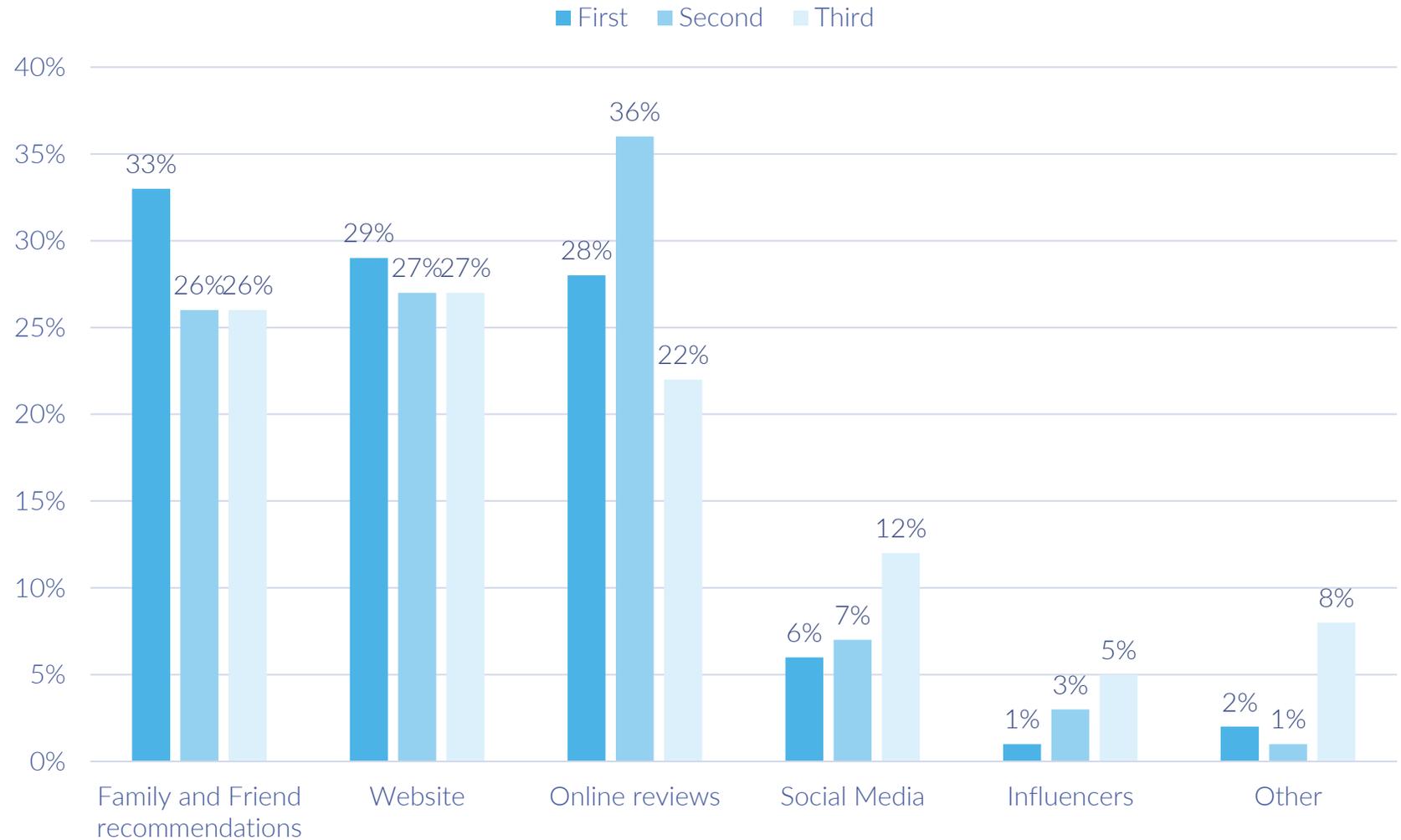
# Family and friends are the most powerful source for product research

Over 3 in 10 selected family/friends as their top choice, reflecting high trust in close networks for online purchase decisions.

Online reviews are the most influential research source when combining first and second mentions (64%). Websites remain a consistent verification hub used to confirm details after social proof.

Social media and influencers have comparatively low first-choice importance (6% and 1% respectively).

Sources of information



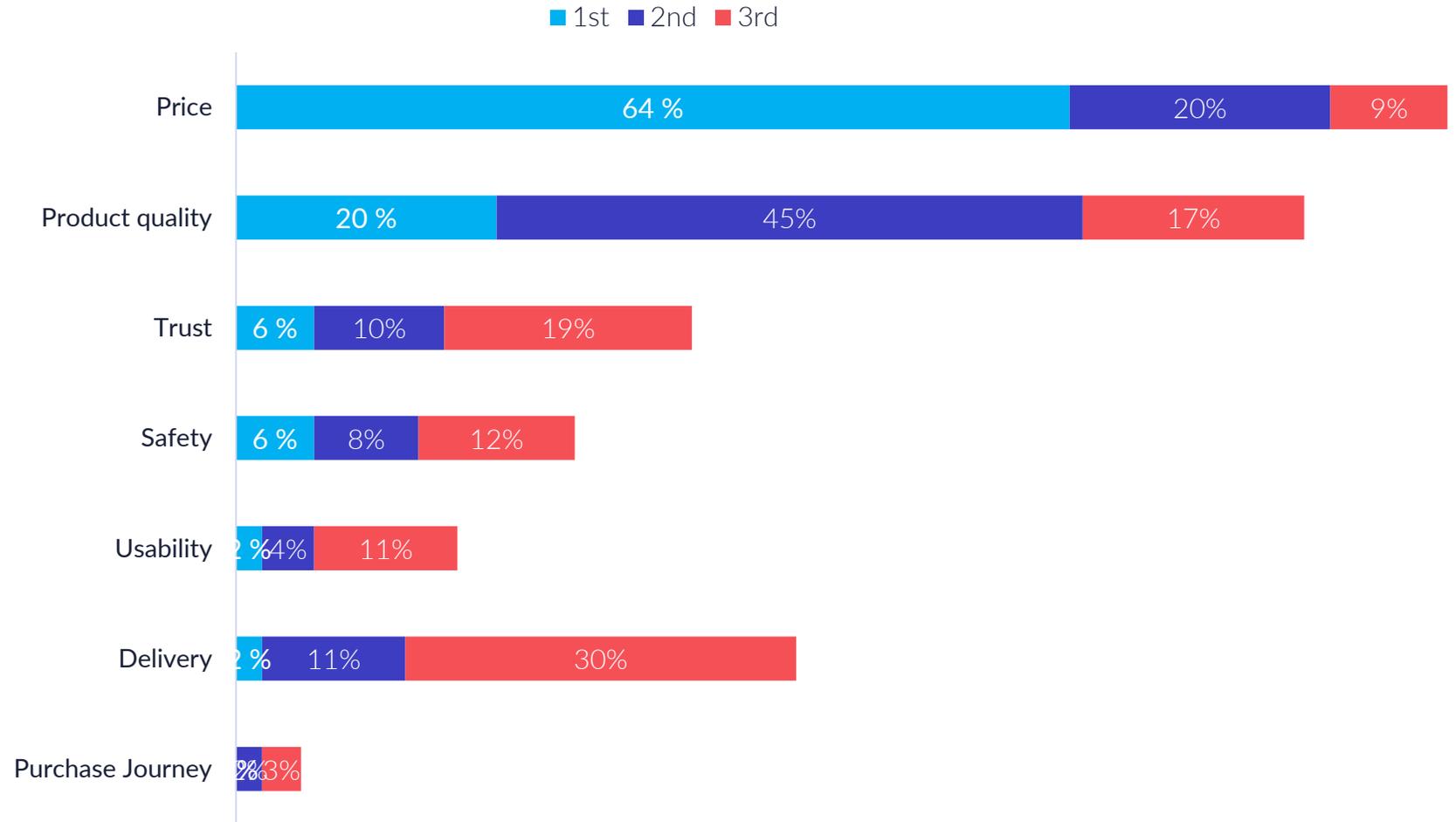
Q. Which sources do you rely on most before making an online purchase? - Please rank in order of importance where 1 is most important, 2 is second most important and 3 is third most important?

Base: 1000

# Over 9 in 10 put price as the most important factor in decision making.

Price and product quality remain the top two factors in online purchase decisions, unchanged 2024.

When combined across importance ranks, delivery emerges as the third most important factor



Q. When deciding to buy online, which factors matter most to you – Please rank in order of importance where 1 is most important, 2 is second most important and 3 is third most important  
Base: 1000

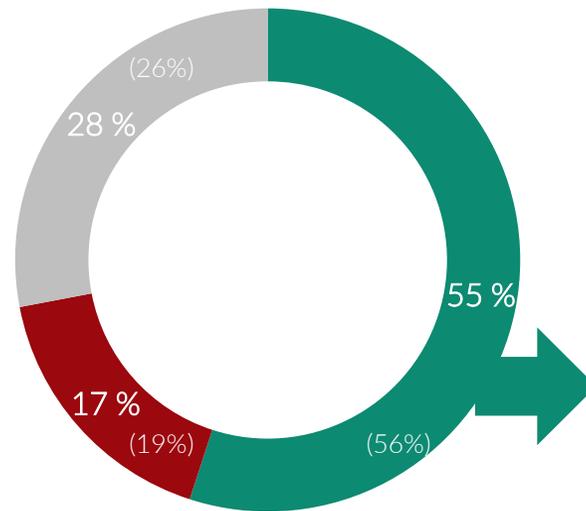
# Black Friday / Cyber Monday Attitudes and Habits

# 55% have already planned to make a purchase this Black Friday /Cyber Monday

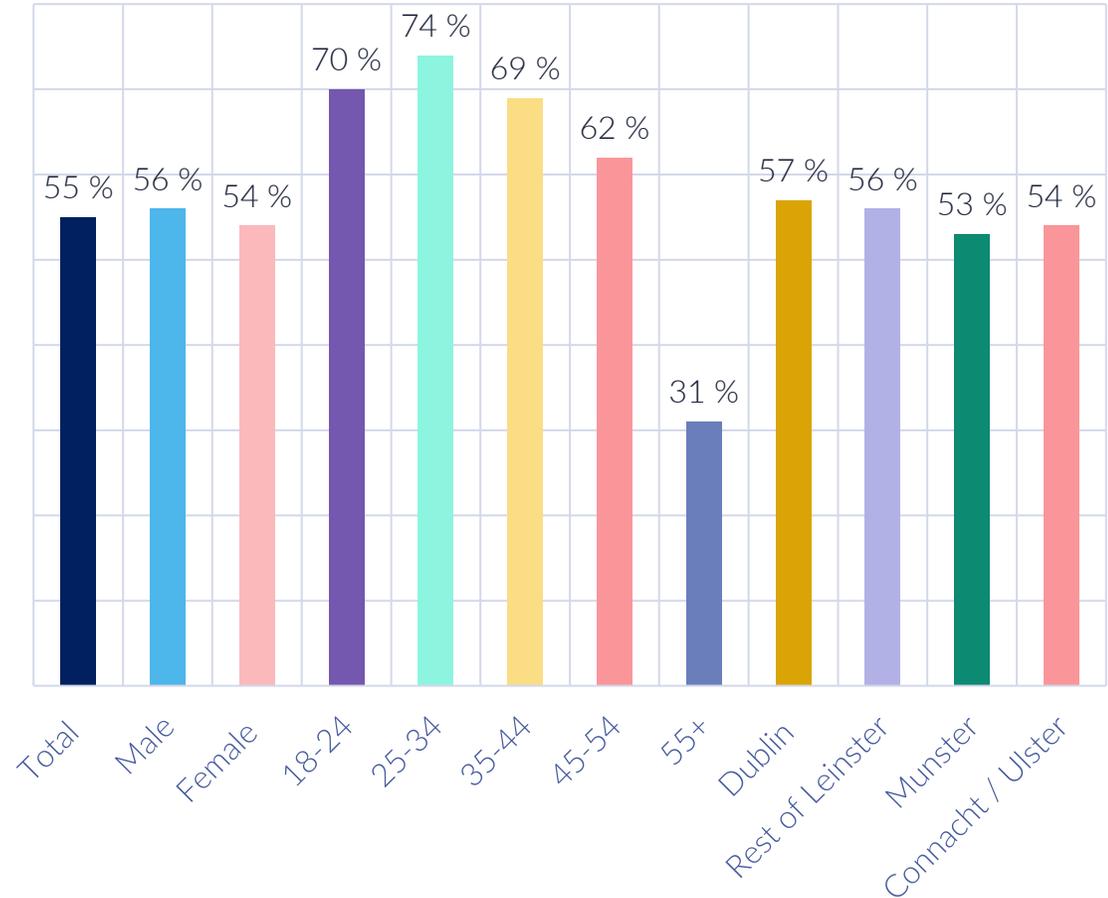
Planned purchase intention is strongest among 18-34s (and broadly 18-54s) and is highest among people living in Dublin (57%).

Purchase Intention

■ Yes ■ No ■ Don't know



Purchase Intention x Yes



Q. Do you plan to make a purchase during Black Friday or Cyber Monday this year?  
Base: 1000

(2024) \*Slight wording change so results may not be directly comparable

# Almost 7 in 10 plan to buy electronics, followed by three in five who plan to buy clothes

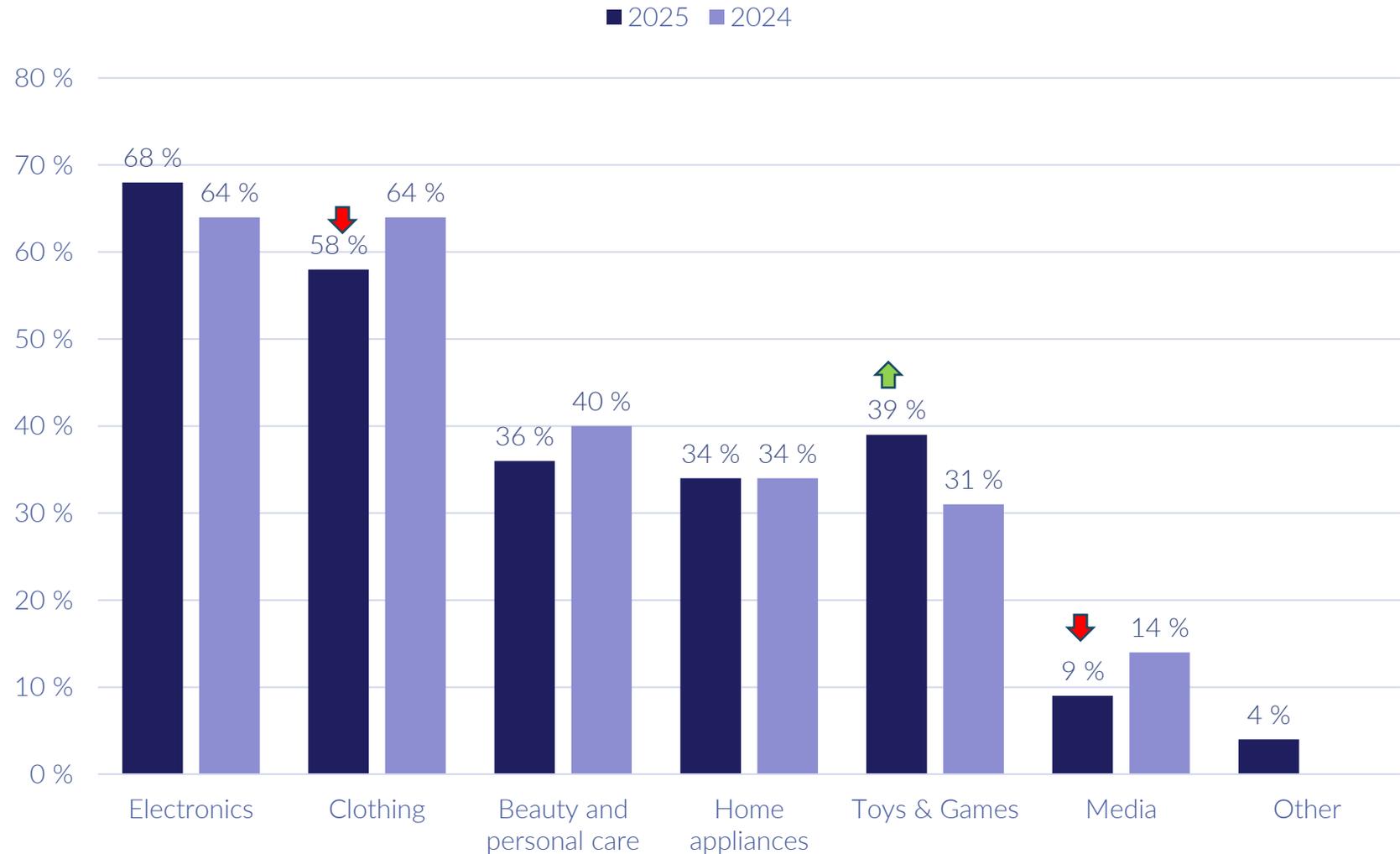
Electronics products and clothes are among the categories that participants have the highest intention to buy followed by beauty and personal care and home appliances.

Males are significantly more likely to plan to buy electronics, games, and media products whereas, females are more likely to buy clothes and beauty and personal care

### Purchase intention x age groups

- 18-34s are more likely to buy beauty and care products,
- 35-44s are more likely to buy electronics home appliances and toys ,
- 45+ are more likely to plan to buy electronics and clothing.

Purchase Intention - Product Categories



Q. What types of products are you planning to buy during Black Friday or Cyber Monday?

Base: 551; all planning to make a purchase

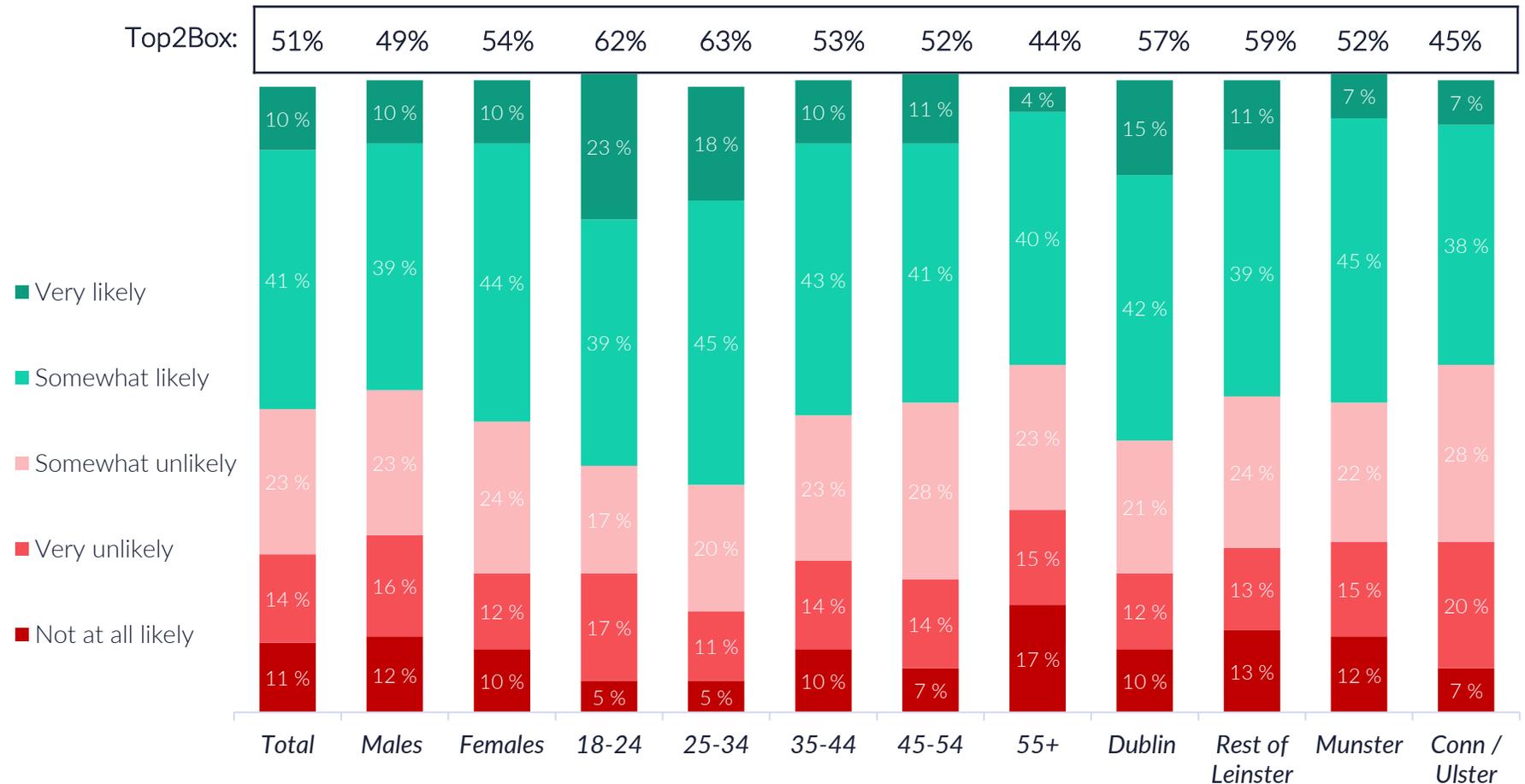
\*Slight wording change so results may not be directly comparable

# One in two say they have the tendency to make an impulse purchase on Black Friday / Cyber Monday

Intention rate stays the same compared to '24.

Females, 18-34's, people living in Rest of Leinster and Dublin are more likely than other cohorts to mention they are likely to make an impulse purchase.

Likelihood of Impulse Purchase on Black Friday / Cyber Monday



Q. How likely are you to make an impulse purchase during Black Friday or Cyber Monday?  
Base: 1000

# .ie Domain

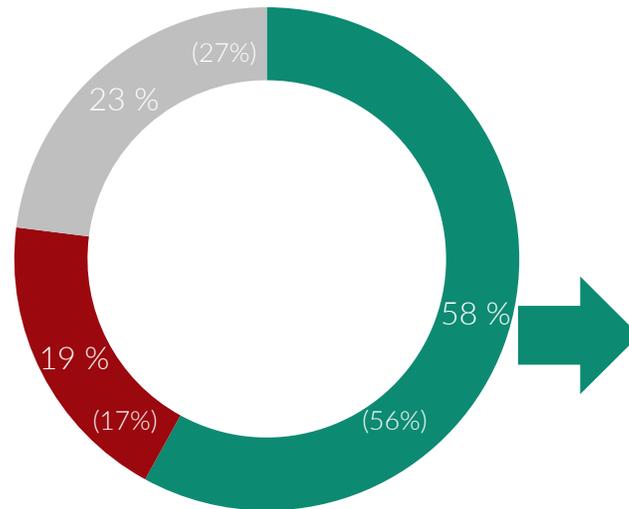


# Almost three in five report they are more likely to purchase from a retailer with a .ie domain

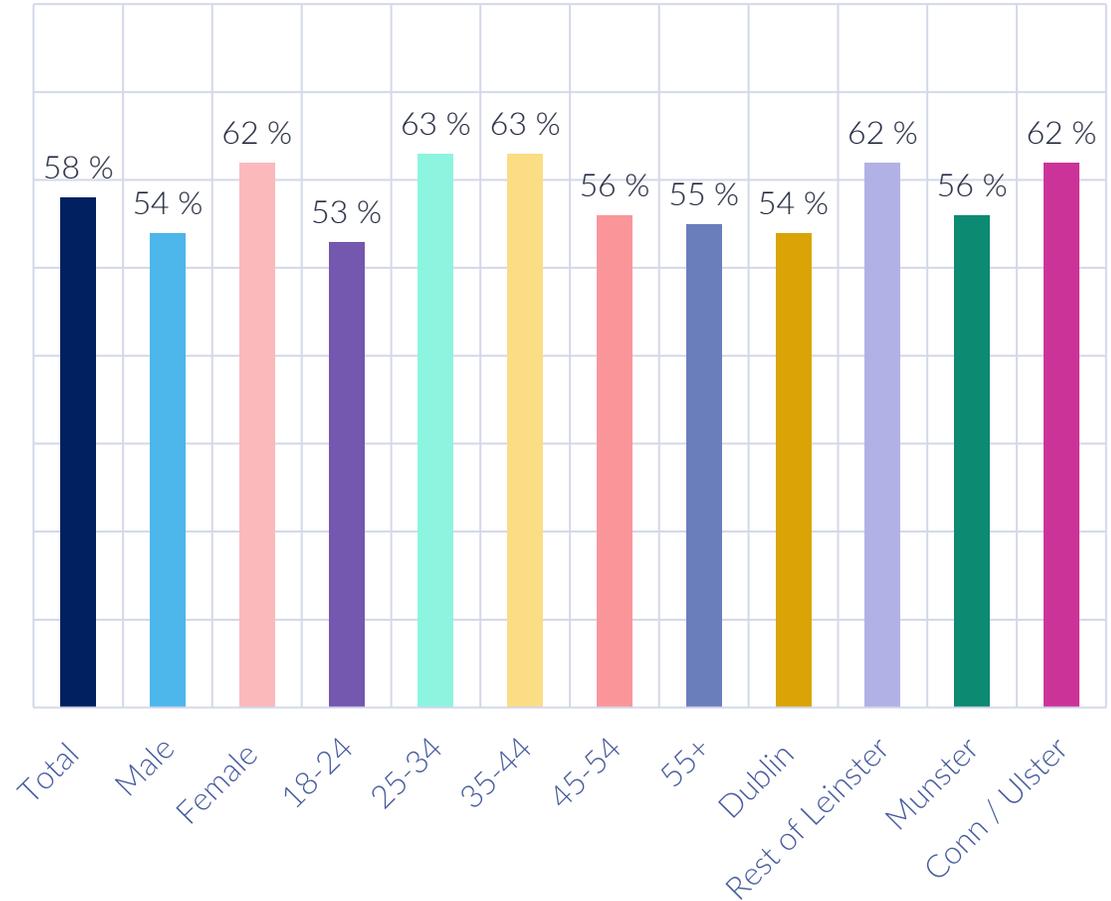
Females and 25-44s, people living in Rest of Leinster and Connact/Ulster are more likely to purchase from retailers with a .ie domain.

.ie domain

- .ie domain
- .com domain
- I would not check



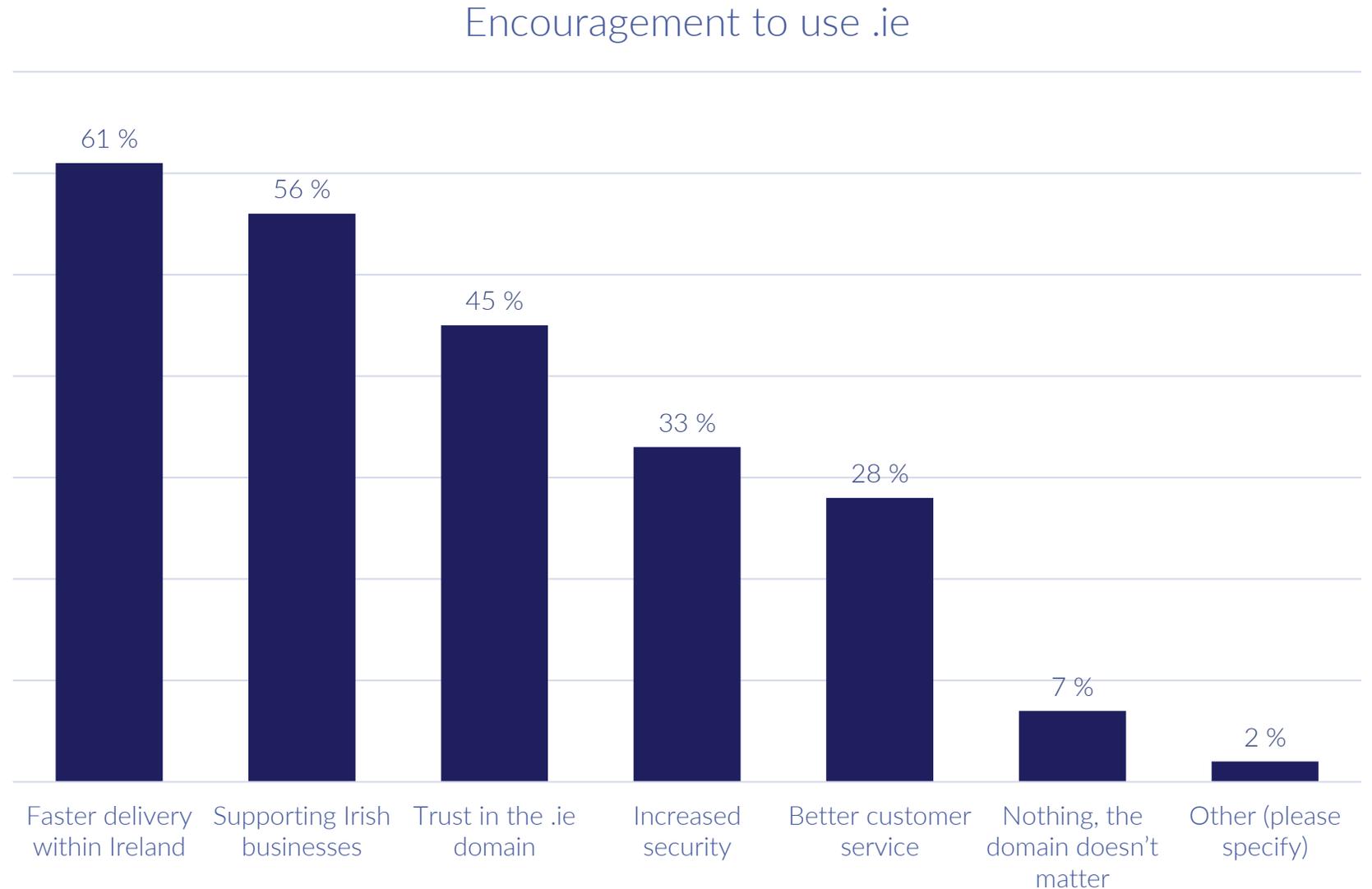
.ie domain x yes



Q. Which domain would you be more likely to purchase from?  
Base: 1000

# Faster delivery is the top driver for choosing a .ie domain followed closely by the buy-local effect.

Faster delivery within Ireland tops the list (61%), with 'supporting Irish businesses' close behind (56%). Trust in the .ie domain (45%) and increased security (33%) make up the next tier of reasons.



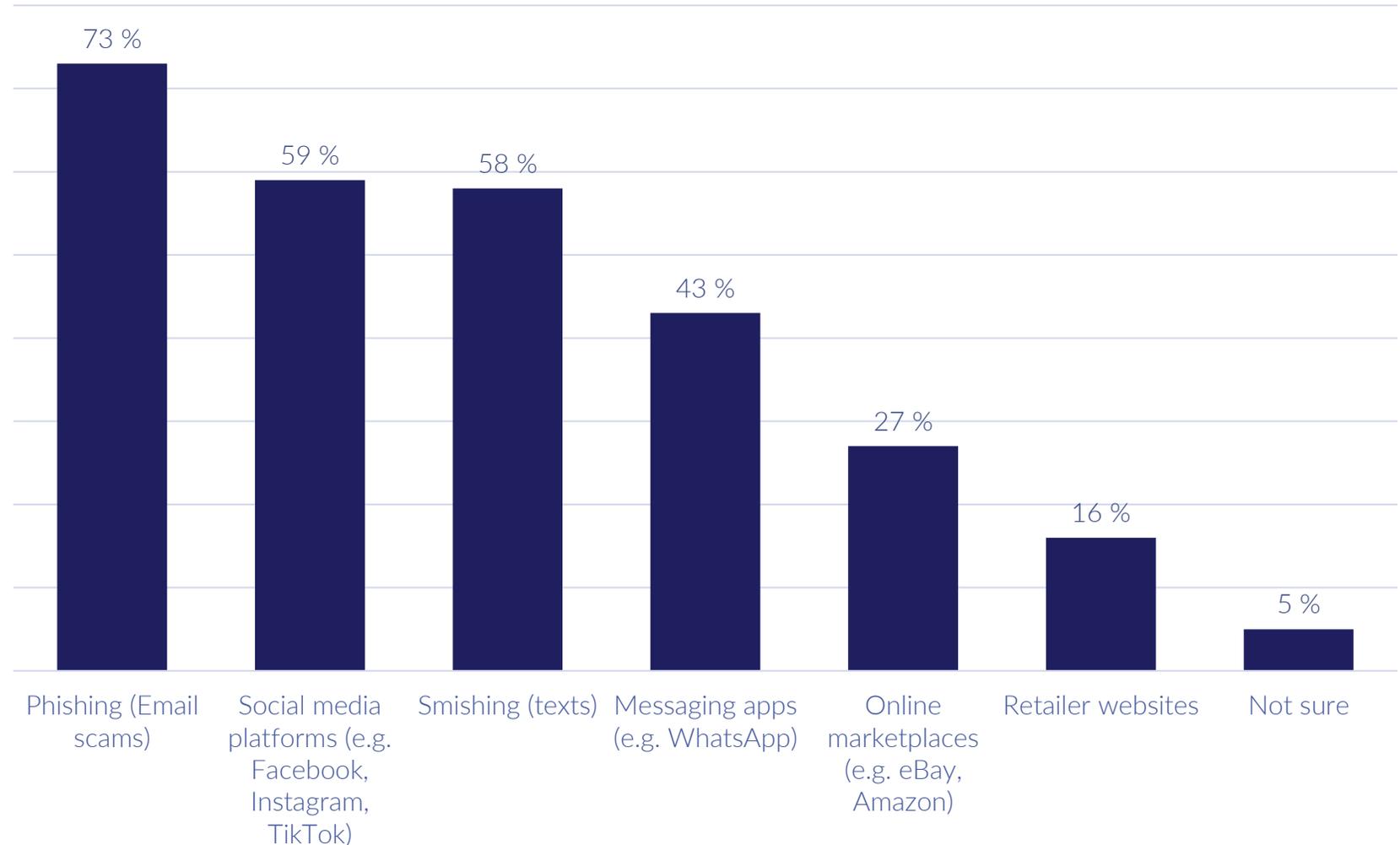
Q. What would encourage you to choose a .ie website instead of another domain?  
Base: 1000

# Online Shopping Security, Concerns & Fraud

# Over 7 in 10 say phishing is the most common way scams occur.

Almost six in ten believe Social Media is where scams are likely to occur when shopping online.

Where Scams are Likely to occur



Q. Where do you think scams are most likely to occur when shopping online?  
Base: 1000

# The majority are concerned about online scams.

1 in 4 people mentioned that they are very concerned about online scams yet 42% show lesser anxiety for scams mentioning that they are somewhat concerned.

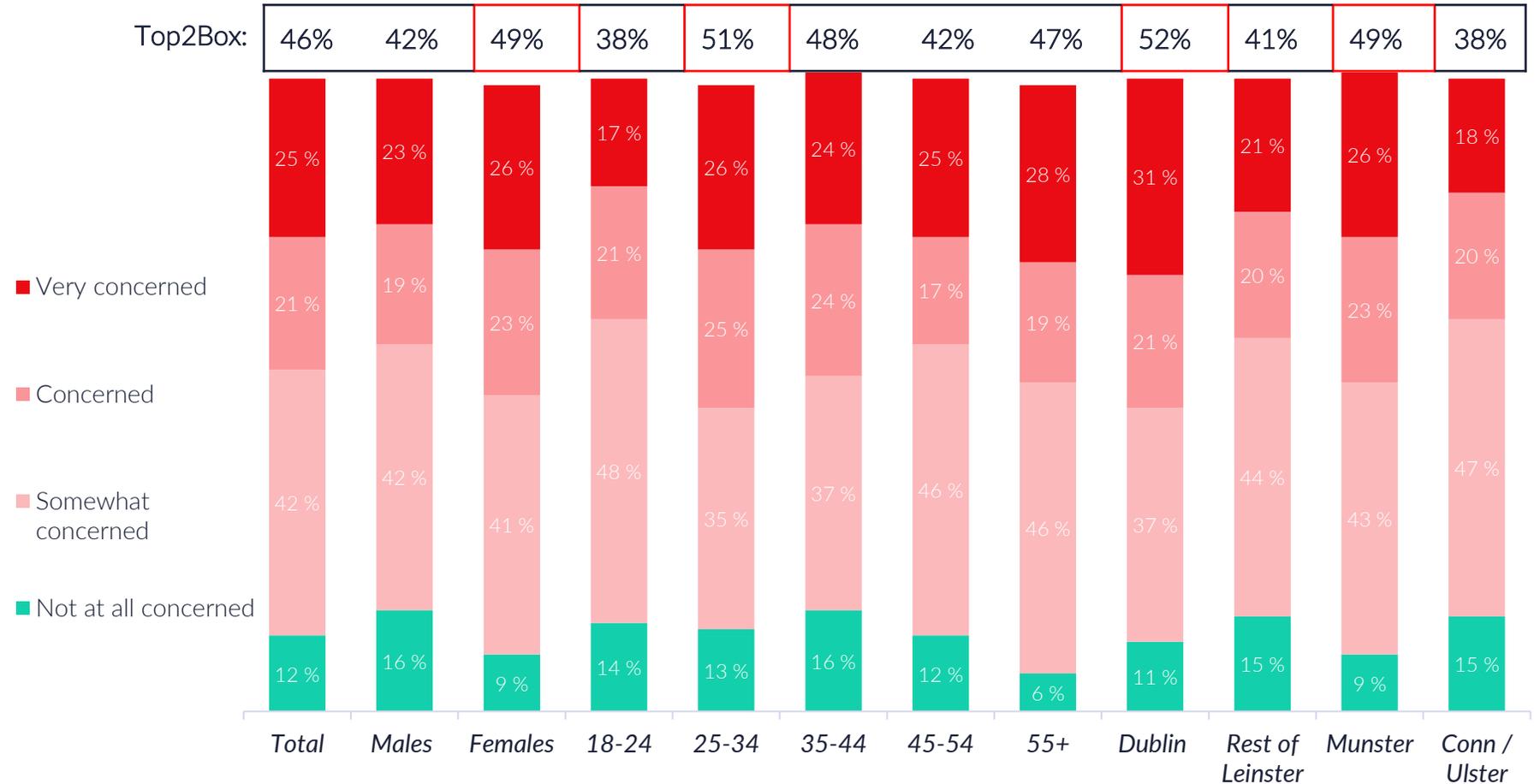


Q. How concerned are you about online scams when shopping during Black Friday/Cyber Monday?  
Base: 1000

# Females and 25-44s have higher concern rates about online scams compared to other cohorts.

Females, 25-34s, people living in Dublin have higher tendency to be more concerned about online scams.

## Concerned about Online Scams



Q. How concerned are you about online scams when shopping during Black Friday/Cyber Monday?  
Base: 1000

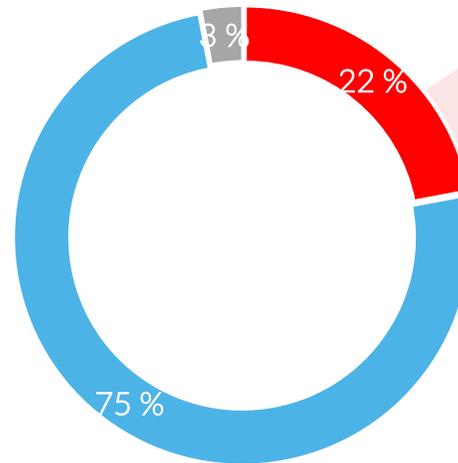
# Over one in five have been a victim of an online scam when shopping.

35-55s are more likely than others to report losing money to an online scam.

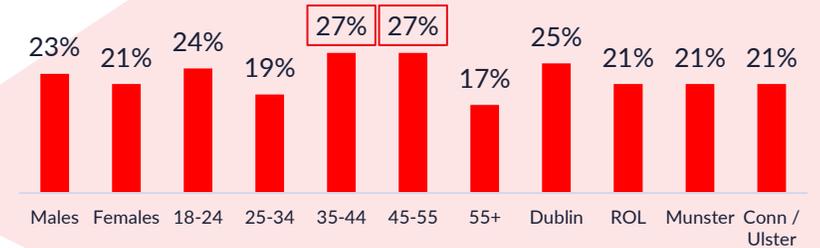
Males have slightly higher rates than females when it comes to being the victim of a scam when shopping online

- Yes
- No
- Not sure

Victim of a scam

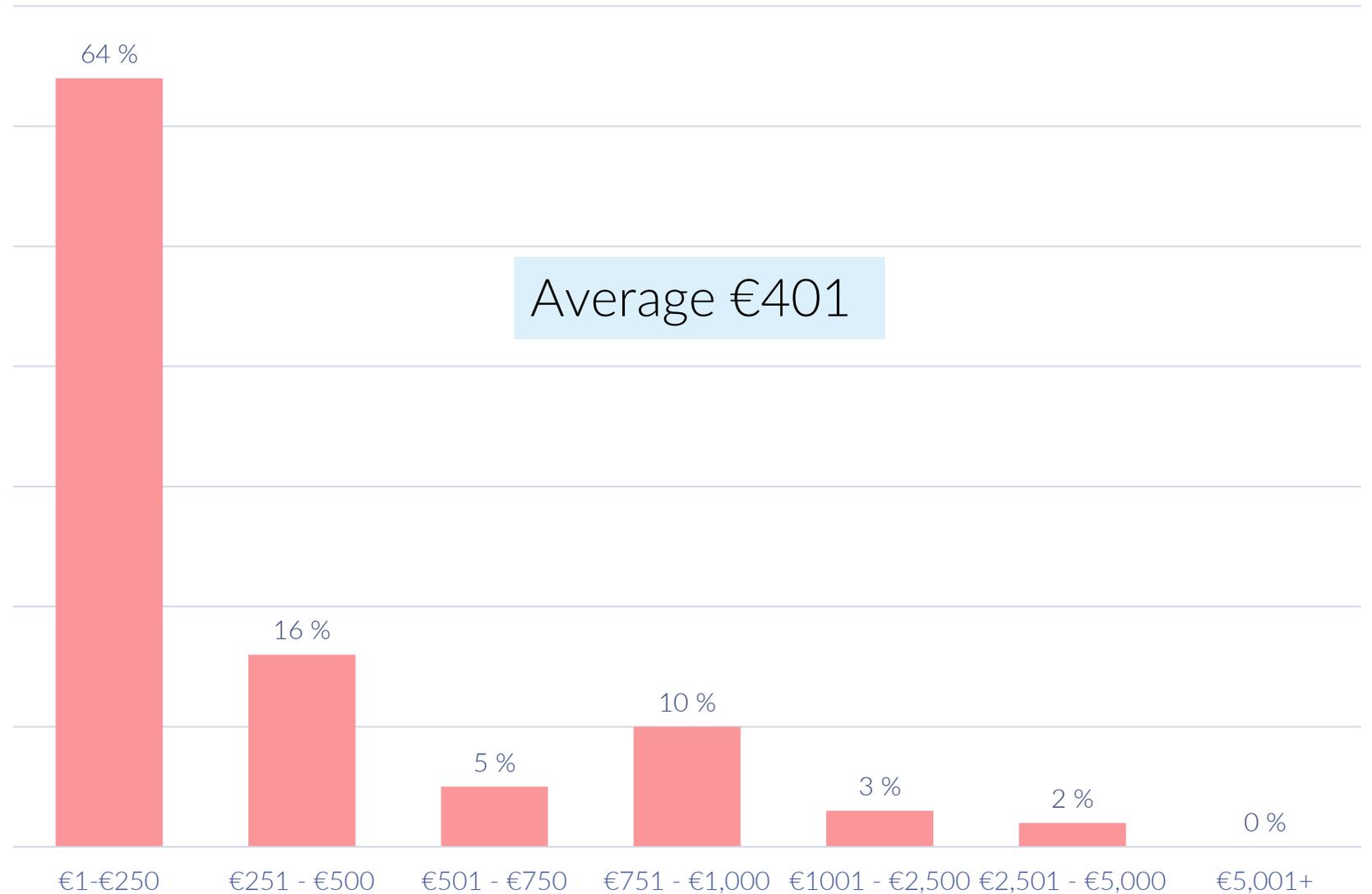


Yes - Victim of a scam



# Among those that have been victims of online scams, the majority have lost less than €250

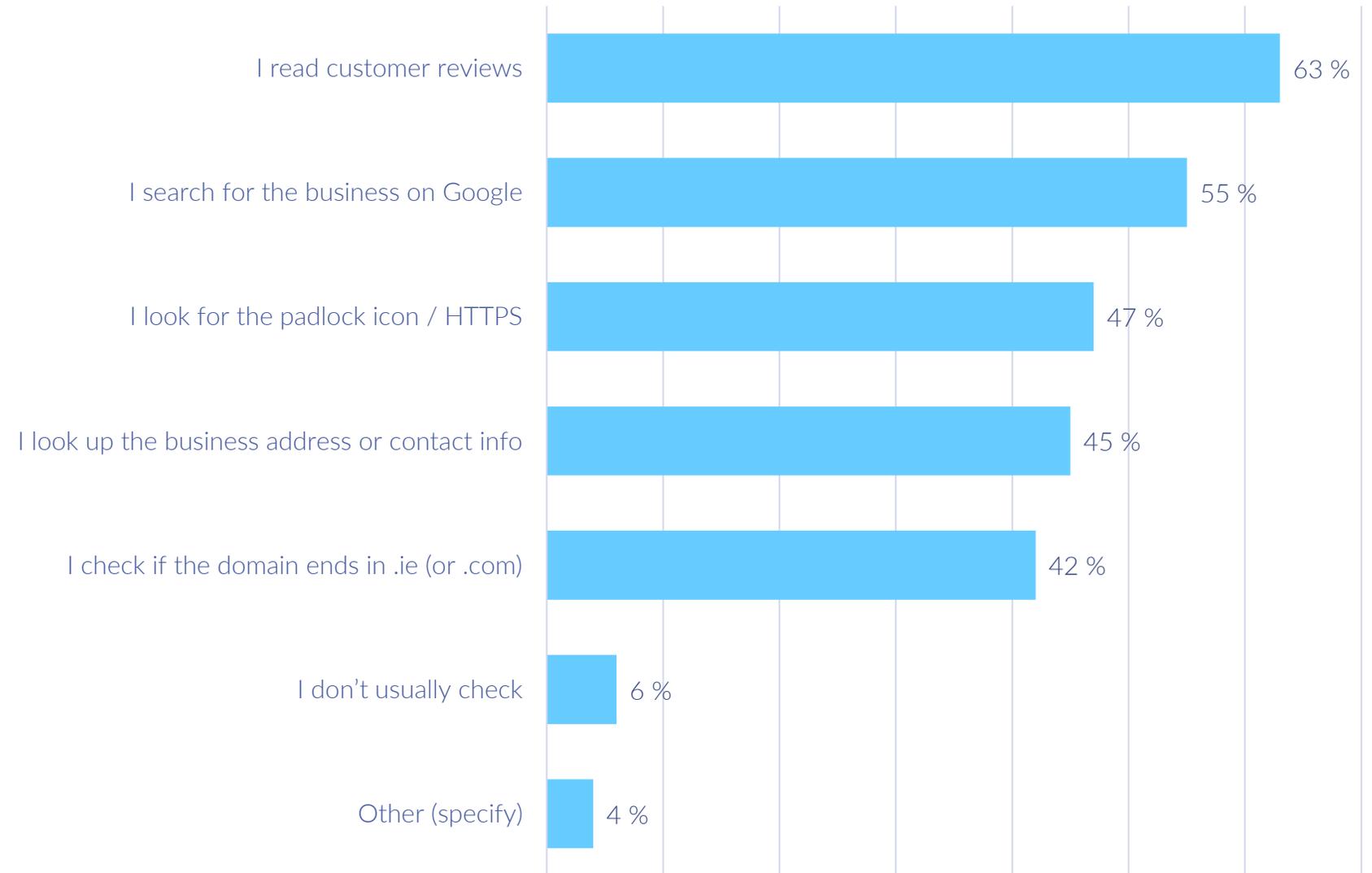
The average loss is €401



Q. Approximately how much have you lost to an online scam?  
 Base: 219; all victims of a scam

## Customer reviews and a Google search are the two most common safety checks.

More than three in five read customer reviews and more than half conduct a search on Google. This is followed by almost half looking for a padlock icon for safety checks.

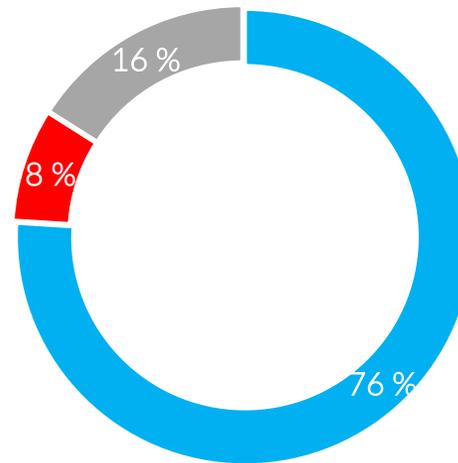


Q. What safety checks do you do before buying from a website?  
Base: 1,000

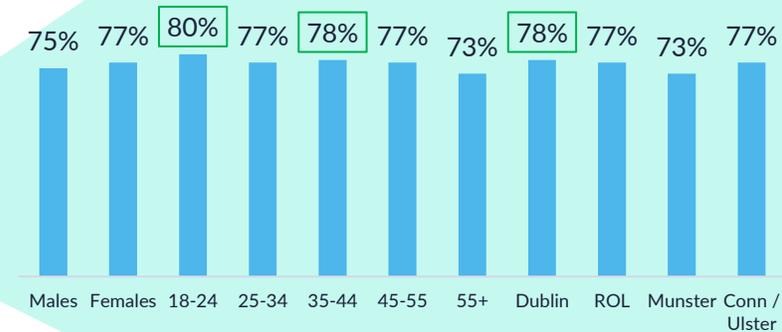
# More than 3 in 4 thinks shopping on a website is safer than shopping via social media platform.

Females and 18-55s have higher rates of thinking that a website gives more protection to shop on a website.

- Yes
- No
- Not sure



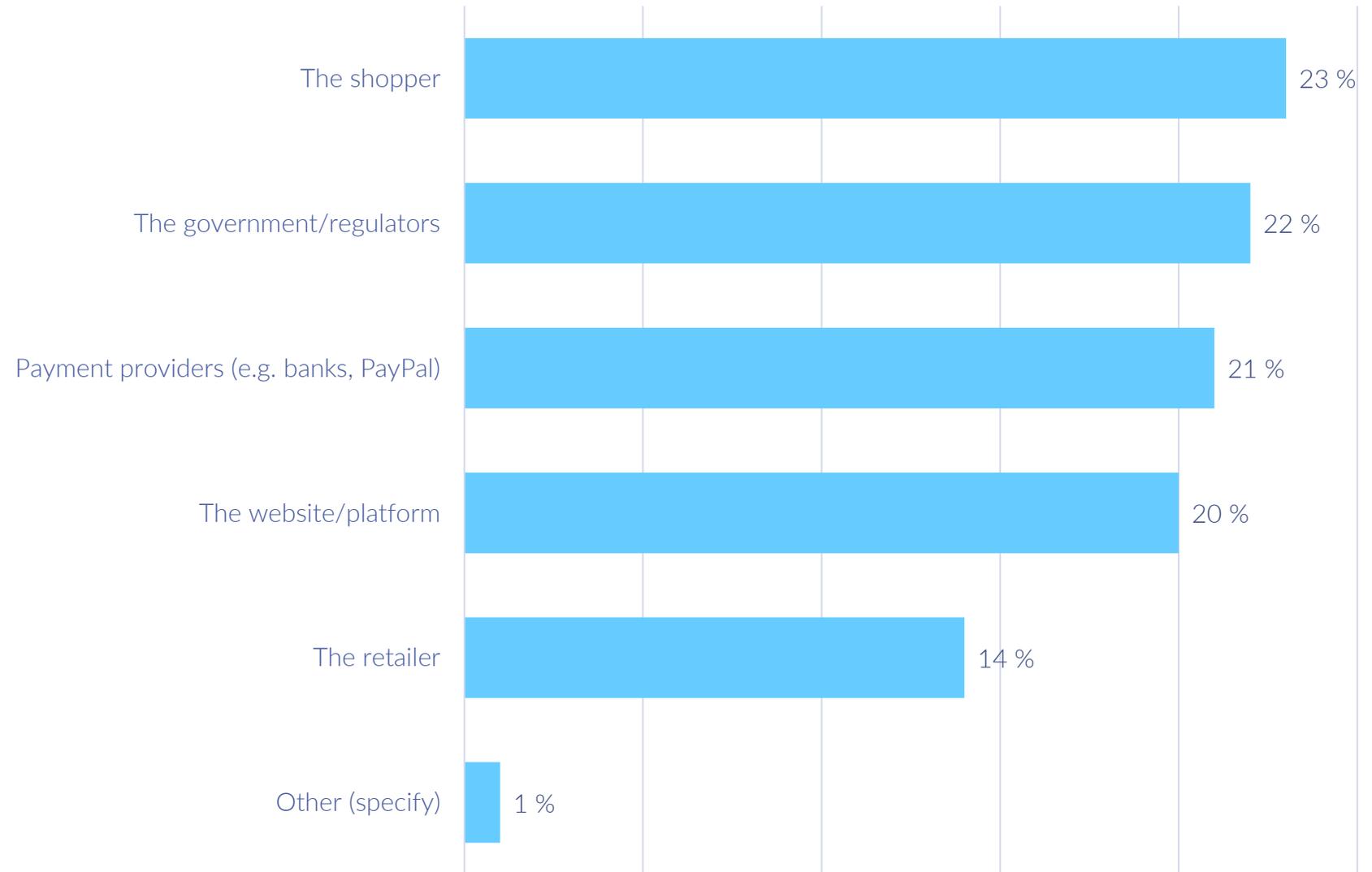
## More protection through a website



## Mixed opinions as to who should be most responsible for online shopping safety.

People think they themselves should be responsible for their own safety while shopping online.

This is followed closely by the government/regulators, payment providers and the website itself.

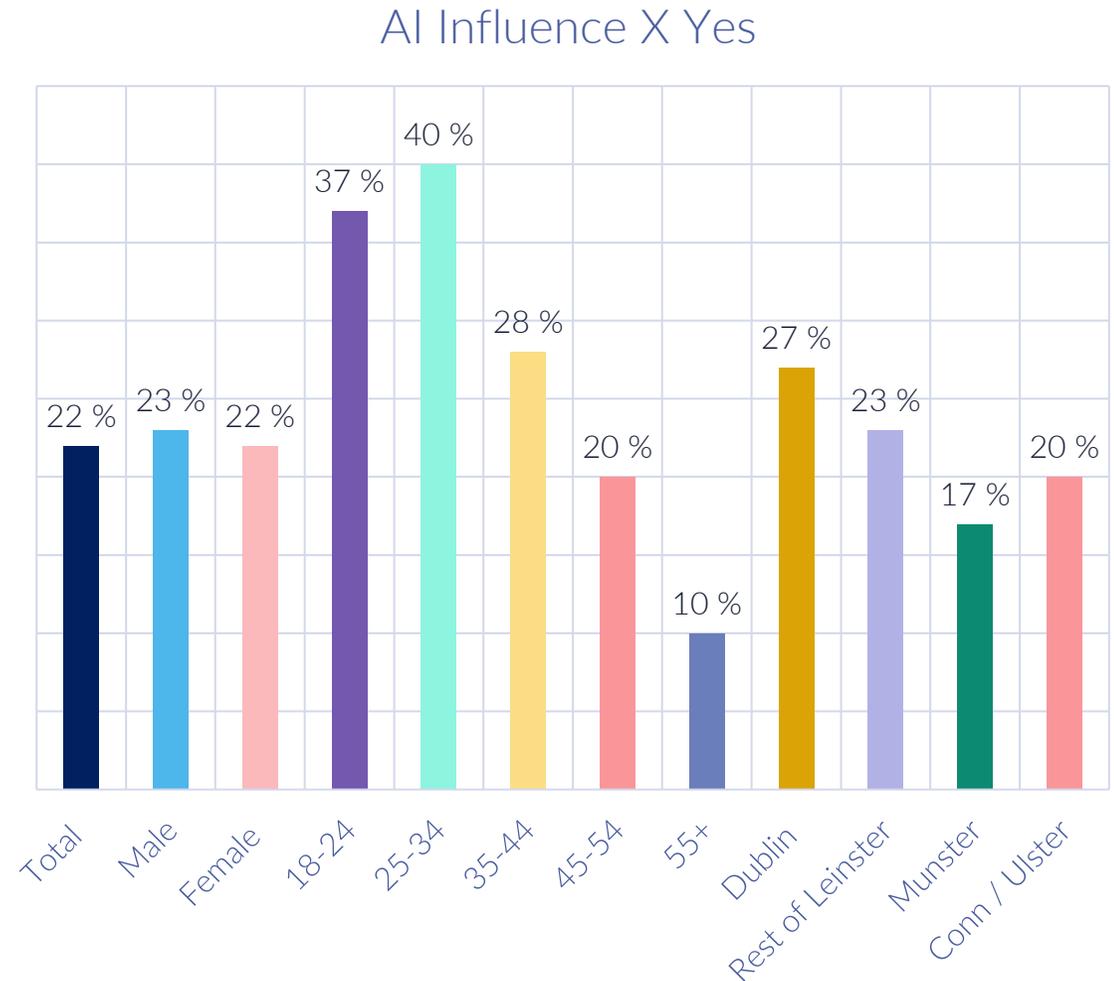
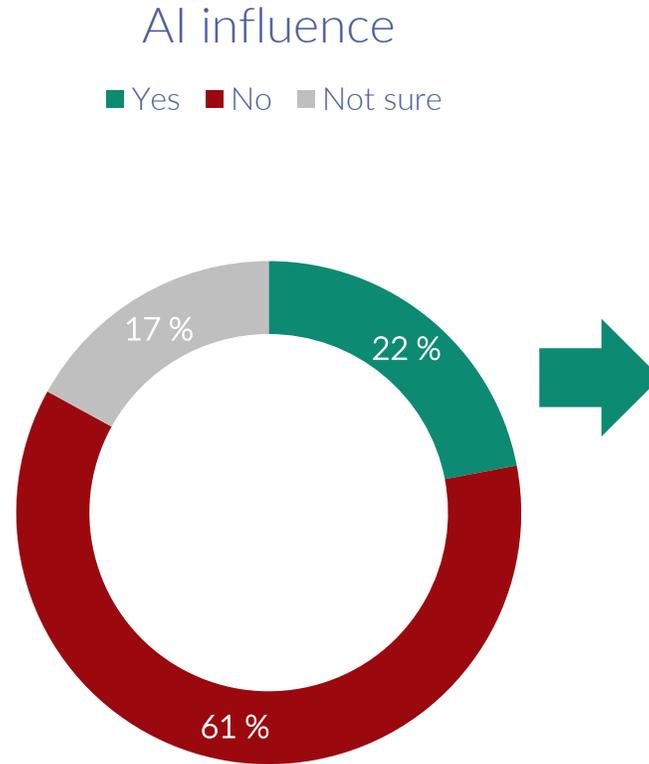


Q. Who do you believe should be the most responsible for online shopping safety?  
Base: 1,000

# AI & Online Shopping

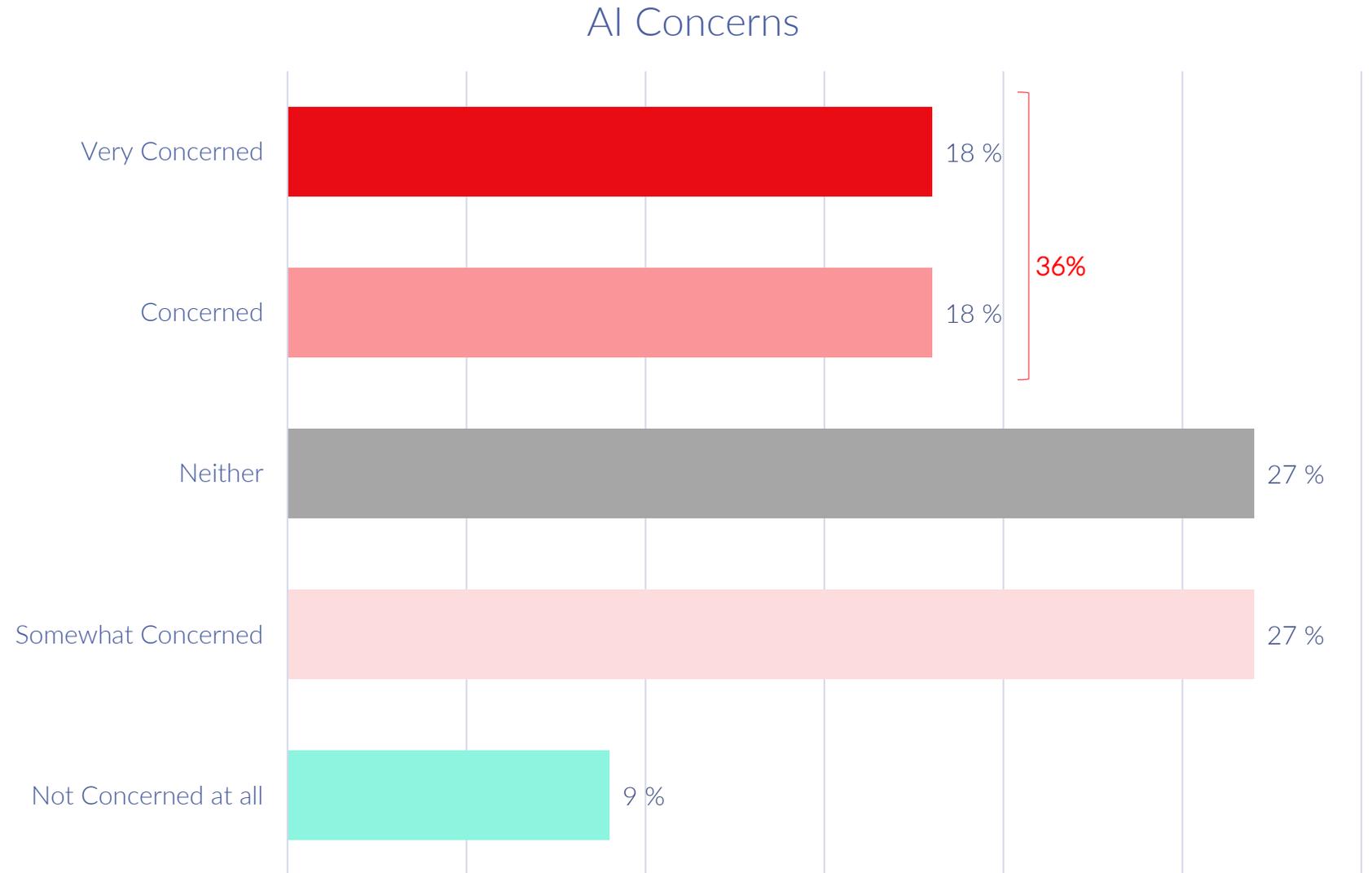
# Over one in five say AI recommendations influences their shopping decisions.

AI has the greatest impact on 18–34s. For 45+, the effect is weaker potentially linked to lower usage rates.



# Just over three in ten express high concern when it comes to AI ads.

A further 27% are somewhat concerned, 27% are neutral towards targeted ads in AI.



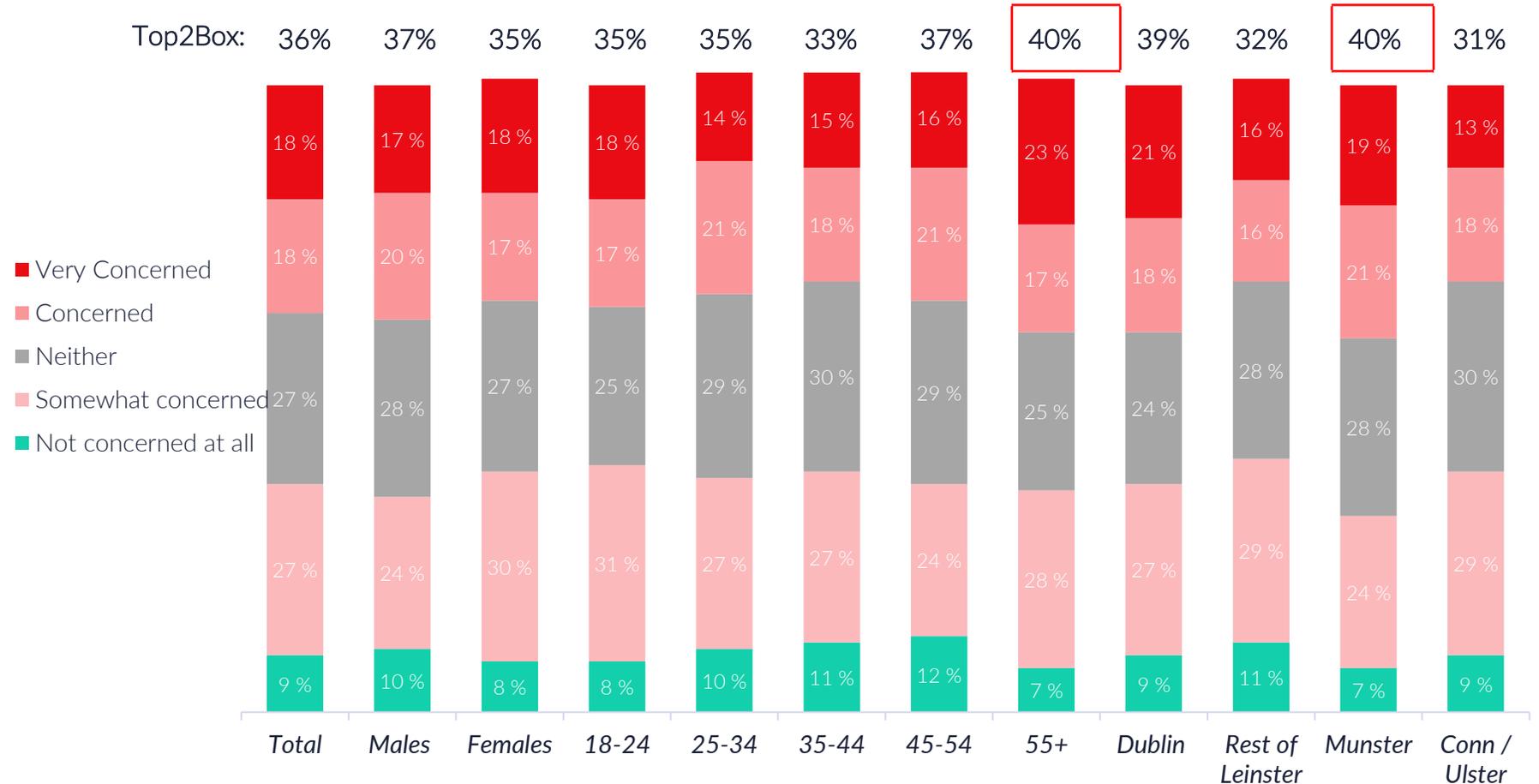
Q. How concerned are you about the use of AI in targeted advertising and personalisation when shopping online?  
Base: 1000

# 55+ year olds show the highest concern with 40%

35-44s are the least concerned about the use of AI.

Males are more concerned than their female counterparts.

## Concerned about Use of AI



Q. How concerned are you about the use of AI in targeted advertising and personalisation when shopping online?  
Base: 1000

# Summary



## Online Shopping Attitudes & Behaviours

Family and friend recommendations are the most important source of information when shopping online, however when looking at the top three sources online reviews are slightly more important.

Not surprisingly, price is the most important factor when deciding to shop online followed by quality of the product. Delivery is also important to consumers when considering what to buy.

## Black Friday / Cyber Monday Attitudes and Habits

Over half plan to make a purchase this Black Friday / Cyber Monday.

The main categories people planned to make purchase are electronics and clothing.

Almost half mention that they have the tendency to make an impulse purchase on Black Friday / Cyber Monday.

Intention rate stays the same compared to '24.

## Online Shopping Security, Concerns & Fraud

Over 7 in 10 say phishing is the most common way scams occur. Almost six in ten believe social media is where scams are likely to occur when shopping online. The majority are concerned about online scams.

Over 1 in 5 have been a victim of scam.

Customer reviews and Google search are the two most common safety checks.

More than 3 in 4 think shopping on a website is safer than shopping via a social media platform.

## Irish Domain

Almost 3 in 5 report they are more likely to purchase from a retailer with a .ie domain. Females and 25–44s are more likely to purchase from retailers with a .ie domain.

For reasons to shop from .ie domain: Faster delivery within Ireland tops the list, with 'supporting Irish businesses' close behind. Trust in the .ie domain and increased security make up the next tier of reasons.

## AI & Online Shopping

Over one in five say AI recommendations influence their shopping decisions. AI has the greatest impact on 18–34s; for 45+, the effect is weaker—potentially linked to lower usage rates.

Just over 3 in 10 express high concern when it comes to AI ads; a further 27% are somewhat concerned and 27% are neutral. 55+ year olds show the highest concern with 40%; 35–44s are the least concerned about the use of AI. Males are more concerned than their female counterparts.

# Queries

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