




Black Friday and CyberMonday VS Boxing Day

RetailDoctorGroup®
CONSUMER AND RETAIL TRANSFORMATION EXPERTS

**Retail Doctor Group proprietary research
In partnership with Lightspeed
December 2019**

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RetailDoctorGroup®
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Be the best retailer you can be.

insights



strategy



implementation





About us – “Built by retailers, for retailers”

We are a retail advisory and consulting practice that builds retail channels and increases the performance of existing retail businesses, in all sectors, through our customized & transformative ‘Business Fitness™’ methodologies.

Since 2005 we have partnered with our clients to build powerful, award winning, sustainable, and “fit” implemented retail. Ensuring our clients consistently achieve above benchmarks, build sales and margin results.

“The wealth of industry experience that Retail Doctor Group delivers will always save valuable time and money when you are trying to inject real substance into your business plan to achieve long-term measurable success.” - Vodafone

Our point of difference to many consultancies is that we roll up our sleeves and implement solutions that ensure sustainable ‘business fitness’ is achieved.





Our Global Team

Bringing International Retail to Australia and Australian Retail to the World

As the Australian elected member of **Ebeltoft Group**, we have more than 20 years of experience as retailers and consultants in all retail channels, segments and regions.

We use this expertise to provide innovative and pragmatic solutions, ranging from strategy, concept development and international expansion, to hands-on implementation.

Today, members of the Ebeltoft network advise 80 of the 100 largest retail companies in the world.

www.ebeltoftgroup.com

Ebeltoft Group
International Retail Experts

About this research



39% of consumers state they will spend less during the Boxing Day sales than Black Friday

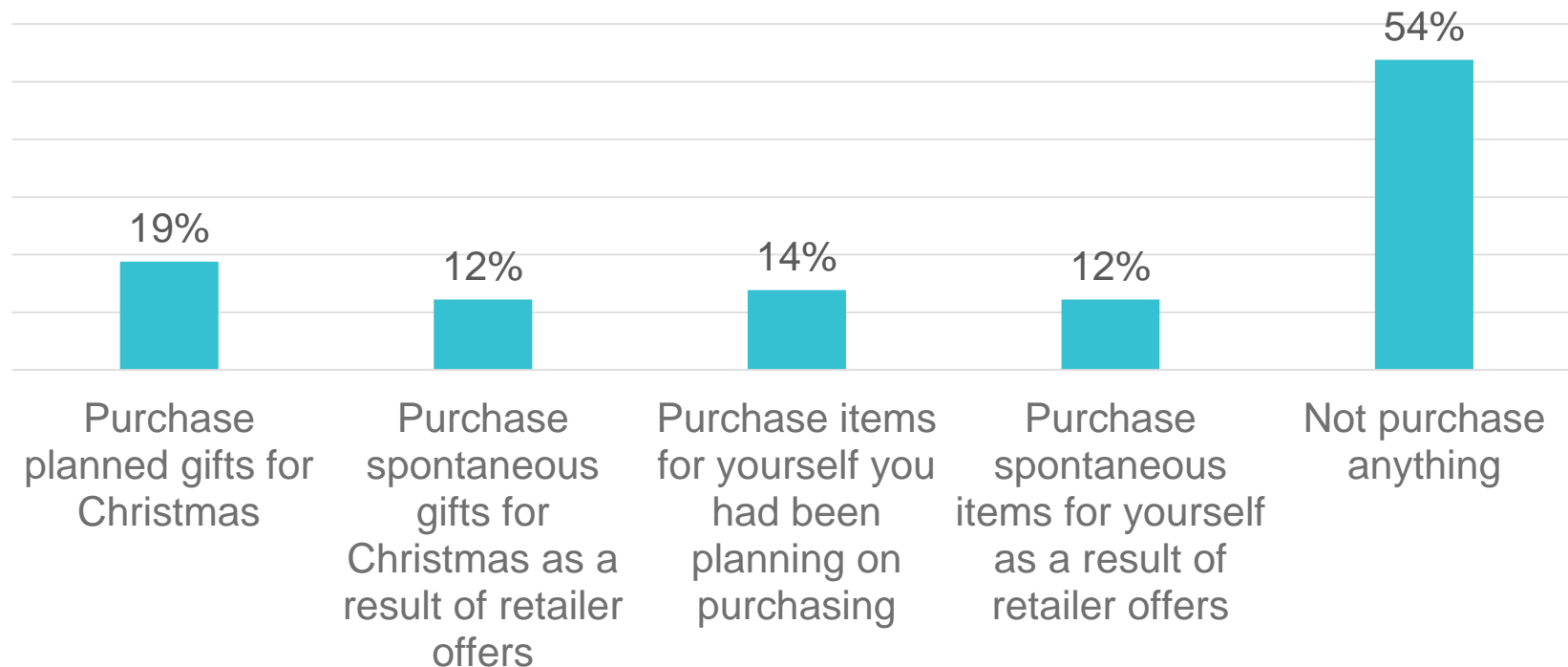
Following Black Friday / Cyber Monday retail events Retail Doctor Group reached out to 303 Australian consumers to understand how their experience over this period would have an effect on their behaviour during the boxing day sales.

With some Australian retailers reports a sales increase of up to 80% on 2018 how will this increase in consumer spending have an impact on the traditional festive sales.

Understanding why consumers behave the way they do can allow retailers to develop strategies to target specific consumer segments with their offers.

24% of purchases during Black Friday were spontaneous

Q. During the Black Friday / Cyber Monday Sales, did you..?
Multiple response

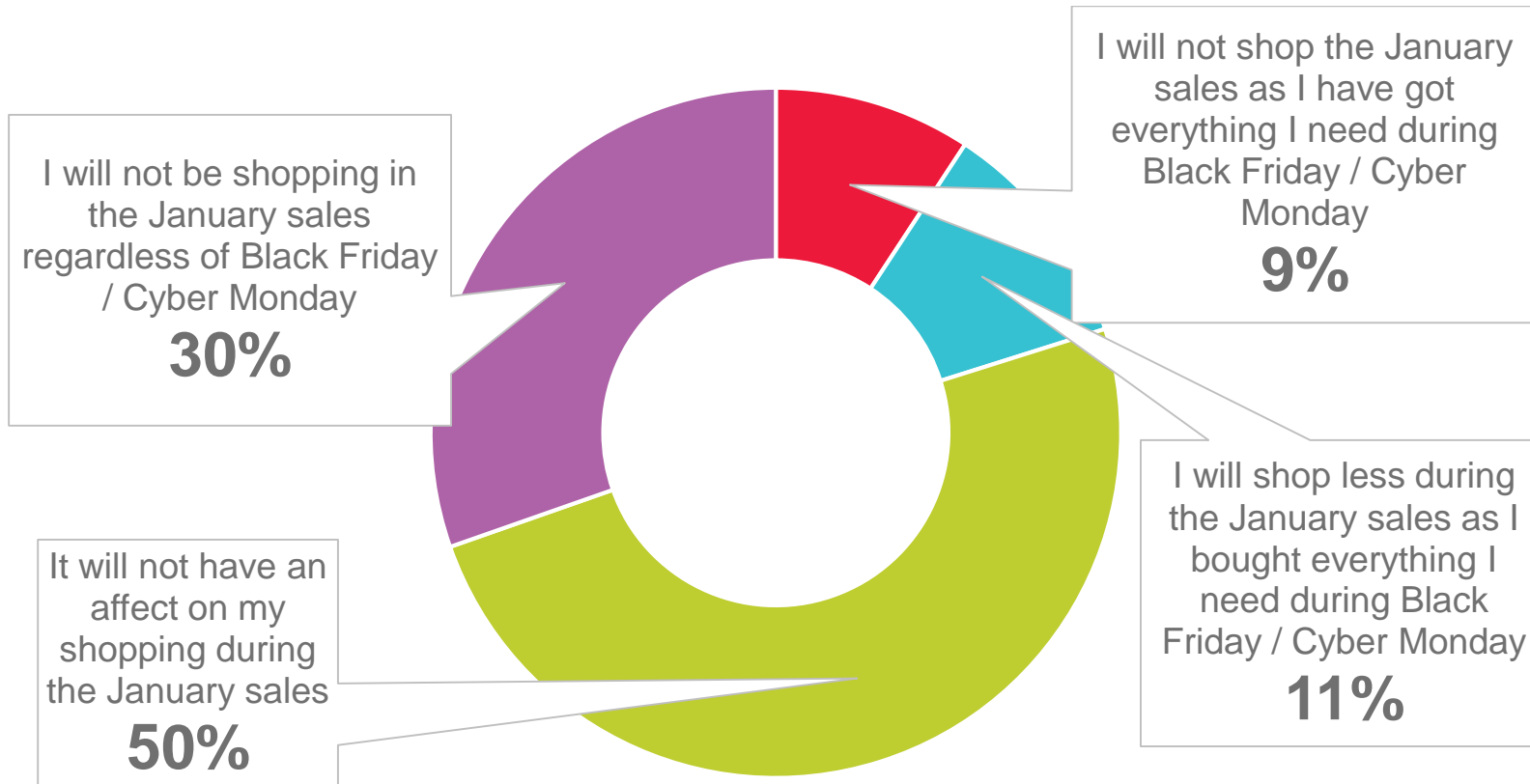


Millennials purchasing habits were more around purchases for themselves

Women stated they purchased gifts for others, rather than themselves, which is reflected in their desire to not spend as much in January as they feel as if they do not need to purchase for others any longer

1 in 5 consumers will not shop the January sales due to Black Friday

Q. Will your purchases over Black Friday / Cyber Monday have an influence over your shopping during the January Sales (Boxing day sales)?



55% of women state they will shop less during the January Sales as they have purchased everything they need during Black Friday.

However 1 in 2 consumers are still interested in the January sales showing there is still an excitement for retailers to leverage.

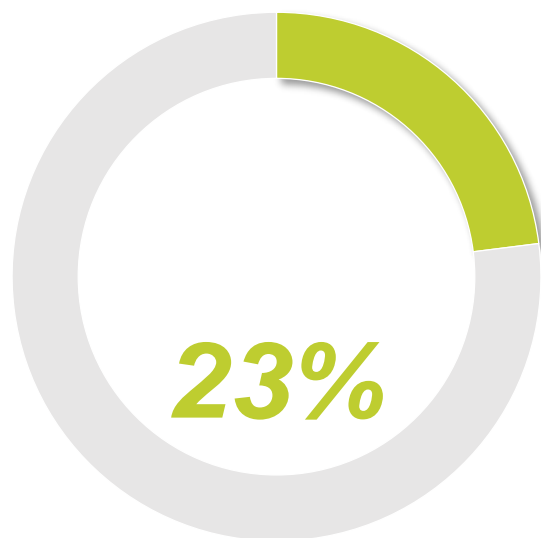
Boomers state Black Friday sales will not impact their purchases during the January Sales period.

39% of consumers state they will spend less than during Black Friday

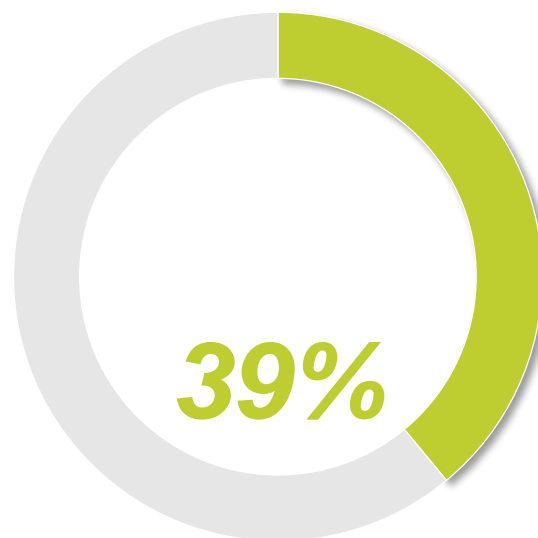
Q. During the January Sales (Boxing Day Sales) do you think you will..?



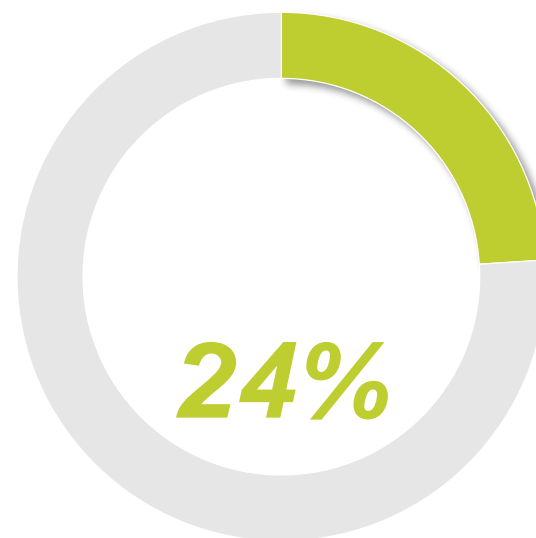
Millennials stated they were likely to spend more than Black Friday and more than last year's January Sales.



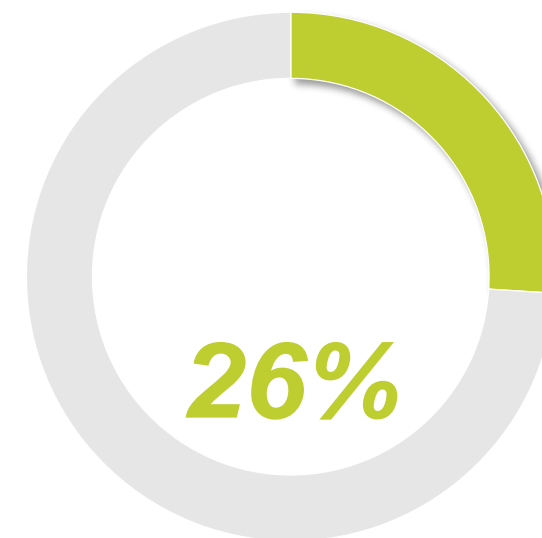
Spend more than during Black Friday / Cyber Monday.



Spend less than during Black Friday / Cyber Monday



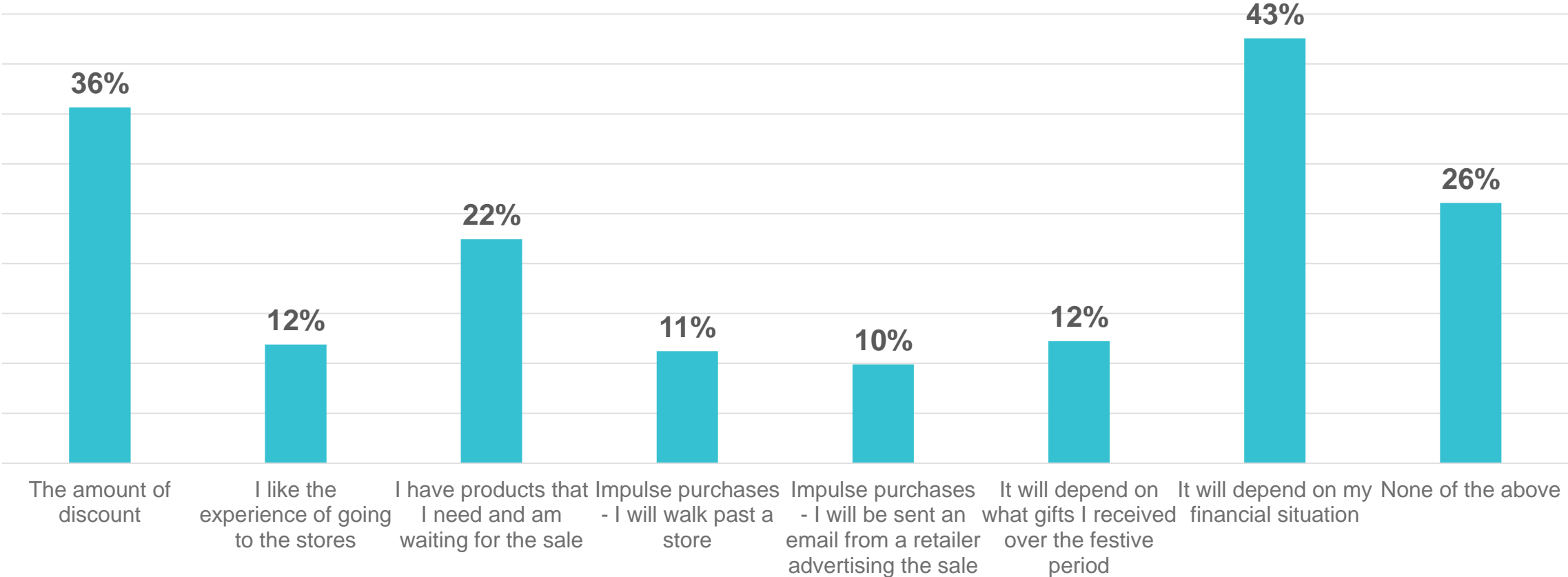
Spend more than last year during the January Sales



Spend less than last year during the January Sales

1 in 5 consumers will purchase on impulse showing the importance of visual displays.

Q. What influences your purchases during the January Sales (Boxing day sales)?

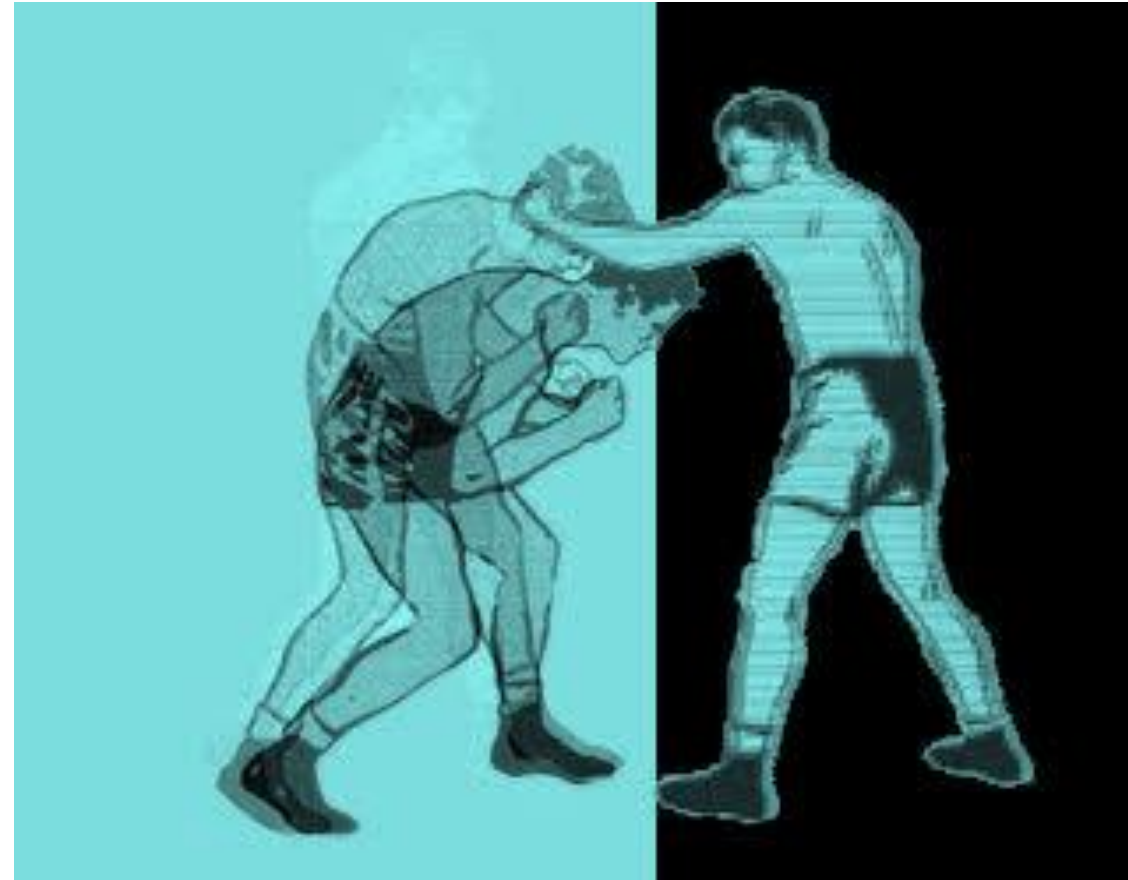


Retail Doctor Group recommendations

What can we learn from this;

- Understand who is your target consumer, from this building a strategy for what retail experience they are looking for.
- Retailers should create excitement around “gifting for yourself” especially aimed at women who have been more likely to utilise the Black Friday period to purchase gifts for others.
- Showcase significantly different deals to the Black Friday sales to generate excitement.
- 1 in 5 consumers purchase on impulse so ensure you have visually appealing displays and instore experience.
- Specifically targeting younger consumers who are stating they are planning to spend more during this period.

Looking to find out more about implementing a seamless and profitable customer journey to purchase? [Contact us](#)



Who is your customer? Why do they shop with you? Or with your competitors?

We'd like to offer you a complimentary opportunity to ask your most burning questions to a representative sample of the Australian public.
Contact us to find out how.



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Insights Driven Implementation

Understanding your consumer is the first part, having a partner to help you navigate and implement through these changes is the next step. Contact Anastasia and the team at Retail Doctor Group to be the best retailer you can be.

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