CCPC
BLACK FRIDAY SALES
2026



CCPC
Coimisiún um Iomaíocht agus Cosaint Tomhaltóirí
Competition and Consumer Protection Commission

Ipsos B&A

Executive Summary

Intending Black Friday shoppers

- **Over one-third** of consumers say they are **likely to make a purchase** during the Black Friday/Cyber Monday sales. **Under 45 year-olds, women and C1C2s** are most likely to say they will purchase something.
- In line with previous years, intending Black Friday/Cyber Monday purchasers are most likely to buy **clothing/footwear/jewellery (51%)** and/or **electronics (42%)**.
- Shoppers expect to spend an average **€307**, the **lowest expected spend** measured since 2022. **Around 4 out of 5** expect to make their purchases using a **debit card**, and nearly **1 in 4** plan on using a **credit card**.
- More than **1 in 2** report that they will **only shop online** during the upcoming sales and almost all online shoppers intend to buy from **sellers or providers based in Ireland (92%)**.
- **Around 2 in 3** intending shoppers claim that they **will check the returns policy** for at least some of the items they are looking to buy and **4 out of 5** say they expect to do **some research** into the previous full selling price.

Online shopping

- Almost all consumers have bought something online at least once. Among online shoppers, **11%** have bought something through **TikTok shop** before and **15-24 year olds** and **women** are most likely to have done so.
- **Almost 1 in 5** online shoppers report **buying something while under the influence of alcohol or drugs**, with **25-44 year olds** and **men** are most likely to report having done so.

Those not intending to purchase

- Since 2021 there has been a **sharp decline among 15-24 year olds in** intention to buy during the sales (from 75% to 53%). This age cohort is also the most likely to report that the cost of living makes them less likely to shop during the sales at 56%.
- **More than half** say that the **cost of living** has made them less likely to shop during the Black Friday/Cyber Monday sales.
- Among the **2 out of 3 consumers** who **do not intend to buy anything** during the sales, **not need anything** is the main reason given, followed by a mistrust in deals and affordability.

Discounts and impulse purchases

- **Trust in discount information** is **at its lowest since 2022 at 23%**.
- Notably, **intending Black Friday/Cyber Monday purchasers** are around **three times more likely to trust discount information** compared to their counterparts not intending to buy anything during the sales, with 42% trusting the pre-sale prices or % discounts.
- **More than 1 in 2 have regretted an impulse purchase**, rising to 62% for intending purchasers in the upcoming sales.

INTRODUCTION

Research Methodology and Objectives

To measure consumer behaviours, beliefs and knowledge relating to this year's Black Friday and Cyber Monday sales, including:

- Likelihood to make a purchase during the sales,
- Reasons for why consumers don't expect to make any purchases during these sales,
- Whether consumers expect to shop online or in-store or both,
- Payment method(s) they plan on using and the amount expecting to be spent and items planning on purchasing,
- Whether intending purchasers will check the returns policy.

New questions in 2026 include:

- Whether the cost-of-living impacts consumers likelihood to shop during the sales,
- The location of online sellers consumers expect to purchase from during the sales,
- Whether consumers have ever bought something on TikTok shop,
- Whether they have ever made a purchase online under the influence of alcohol or other drugs.



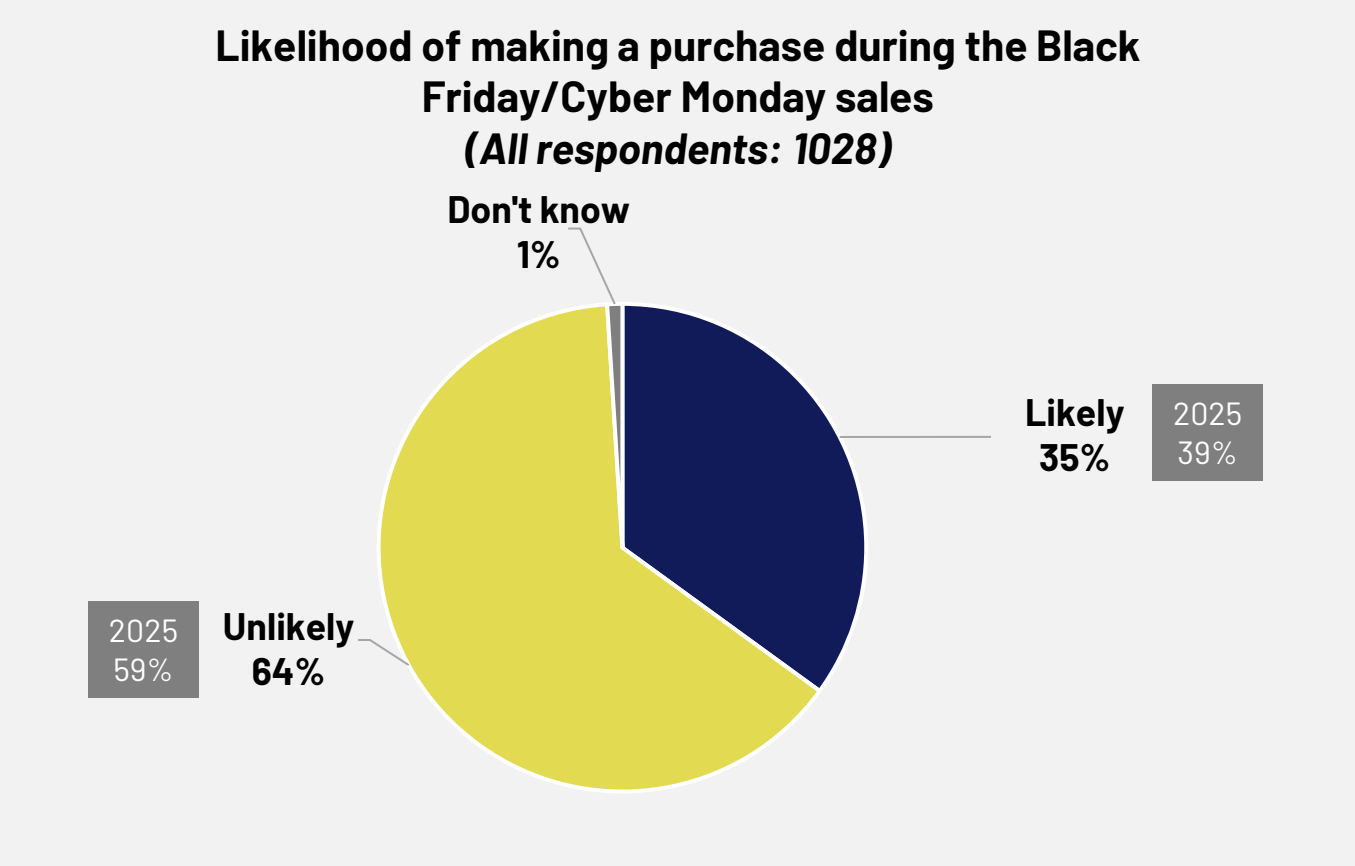
- 1,028 interviews with a representative sample of the population aged 15+.
- Fieldwork conducted between 1st and 15th October 2026.
- Survey conducted through computer-assisted telephone (CATI) interviews.
- Data is then weighted in line with the most up-to-date population estimates for gender, age, social class and region.

Questionnaire was designed by Ipsos B&A in consultation with the Competition and Consumer Protection Commission and repeated many of the questions asked in similar surveys in 2022, 2023 and 2024. Note that the order of some questions changed over the years which impacts comparability.

SHOPPING INTENTIONS IN THE BLACK FRIDAY/ CYBER MONDAY SALES

Shopping Intentions

Over 1 in 3 consumers intend to buy something during the Black Friday/Cyber Monday sales.

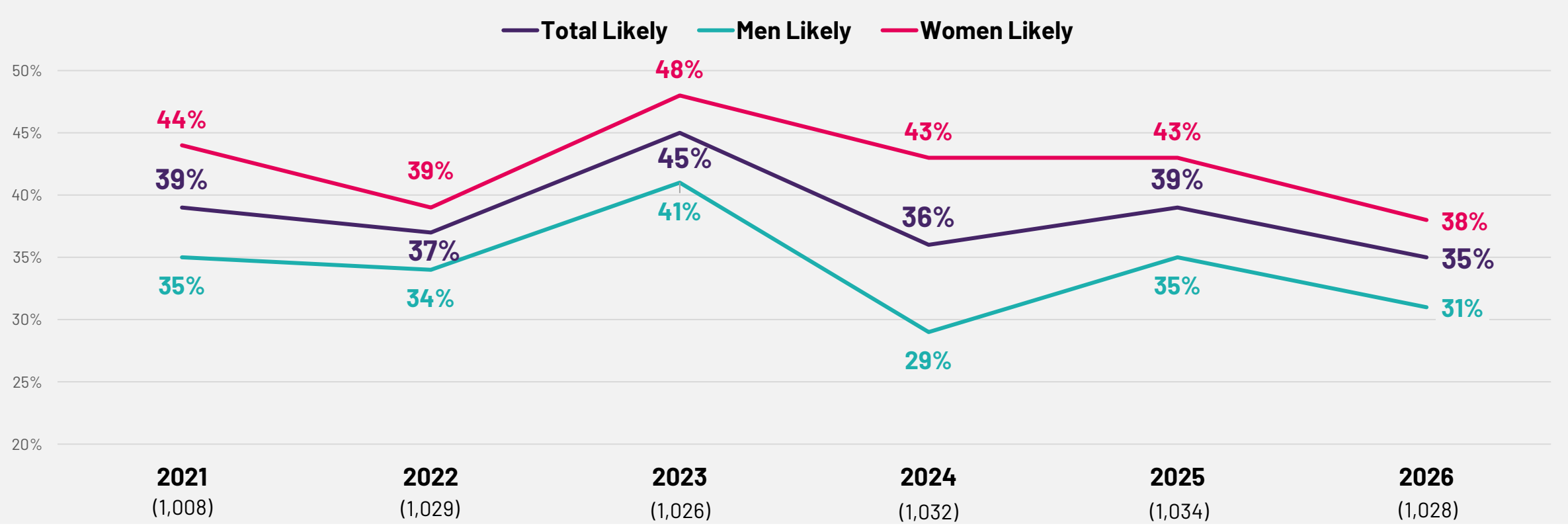


- 35% report being likely to make a purchase during the upcoming Black Friday or Cyber Monday sales. This is down from 39% last year, and a high of 45% in 2023.
- Those with children aged under 18 (42%) are 10 percentage points more likely than those without (32%) to say they intend to make a purchase during the sales.
- C1C2 social class are most likely to report intending to purchase something during the upcoming sales (41%), compared to 35% of ABs and 22% of DEs.

Q.1 Would you say that you are likely or unlikely to make any purchases during the upcoming Black Friday or Cyber Monday sales?
Base: All respondents: 1028

Shopping Intentions Over Time And By Gender 2022-2026

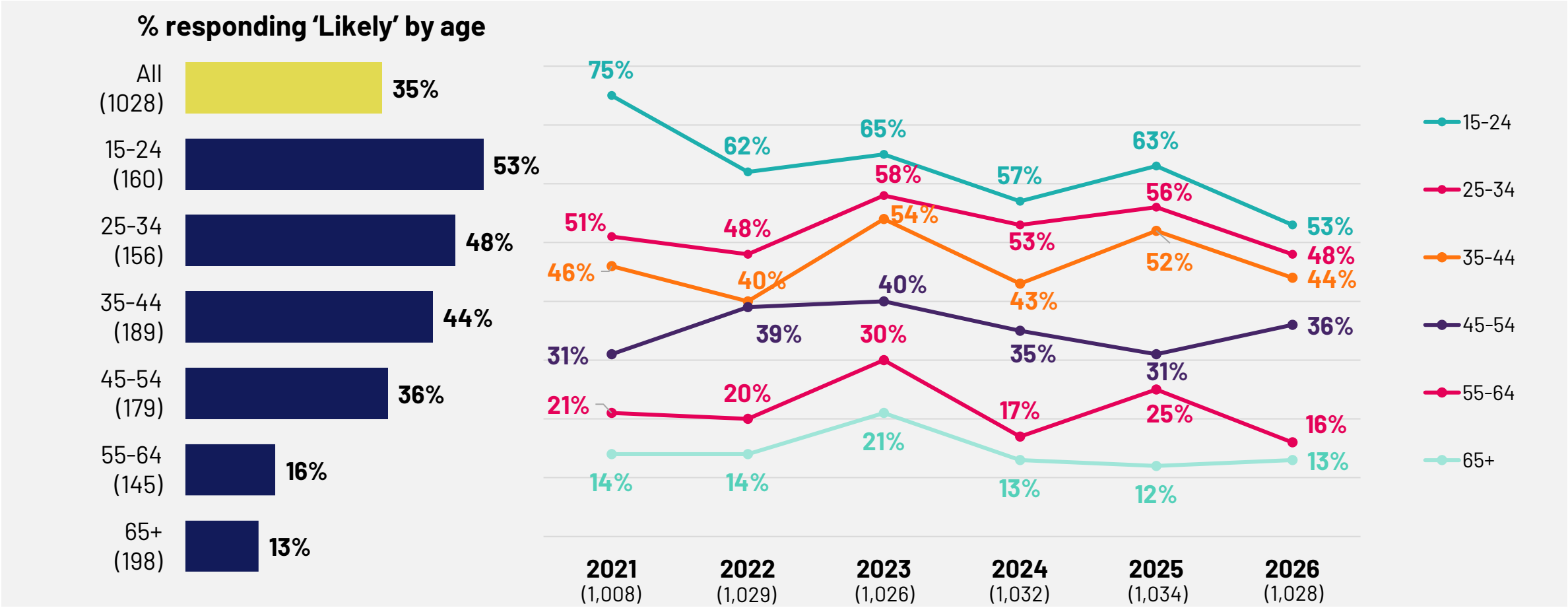
The likelihood to purchase something during the sales remains in line with previous years, except 2023. Women remain more likely than men to say that they intend to purchase something during the sales (38% vs. 31%).



Q.1 Would you say that you are likely or unlikely to make any purchases during the upcoming Black Friday or Cyber Monday sales?
Base: All respondents : 1028

Shopping Intentions By Age

Under 45-year-olds are the most likely to intend to shop during the sales. Notably, there has been a significant decline over time of the 15-24-years-olds likelihood to purchase something in the sales – from 75% in 2021 to 53% in 2026.

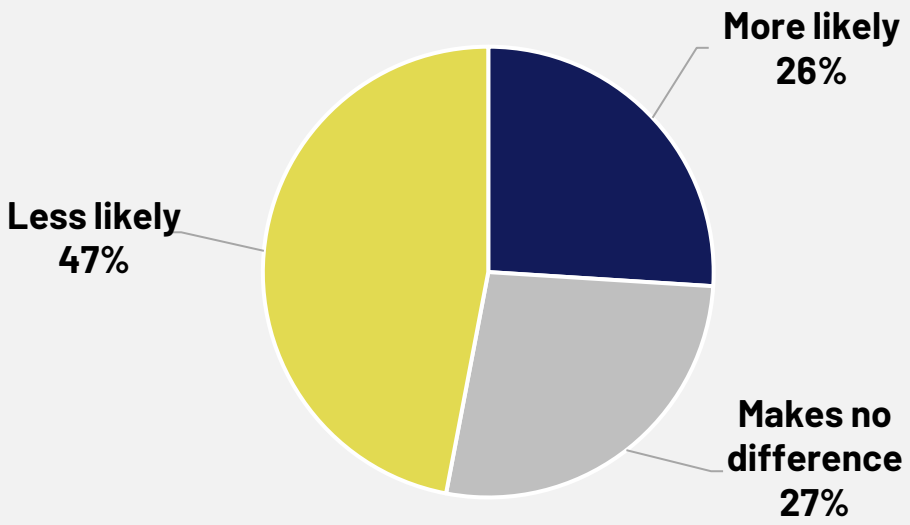


Q.1 Would you say that you are likely or unlikely to make any purchases during the upcoming Black Friday or Cyber Monday sales?
Base: All respondents: 1028

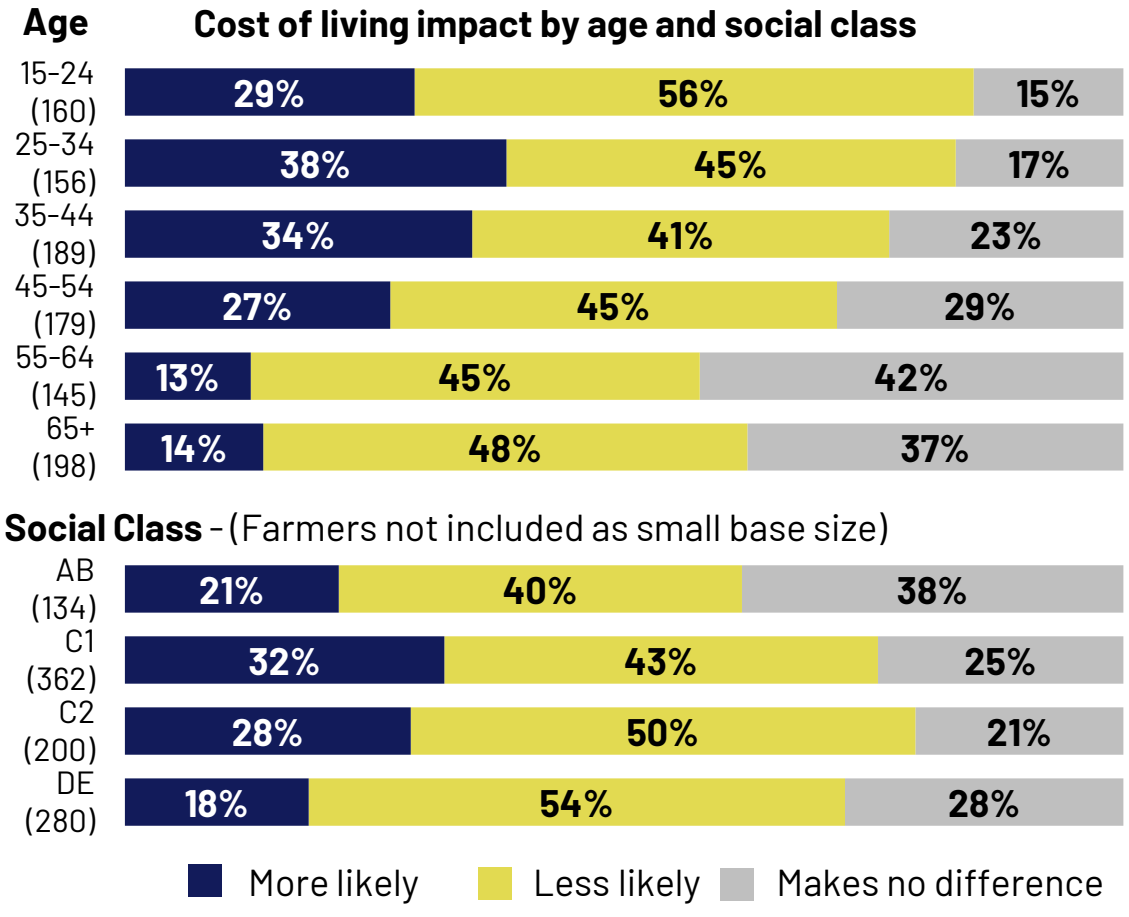
Cost Of Living Impact On Shopping Intentions*

Almost half (47%) of consumers say that the cost of living has made them less likely to shop during the Black Friday/Cyber Monday sales, with around a quarter (26%) saying this makes them more likely to do so.

Whether the cost of living makes respondents more or less likely to shop in the Black Friday/Cyber Monday sales
(All respondents: 1028)



Cost of living impact by age and social class



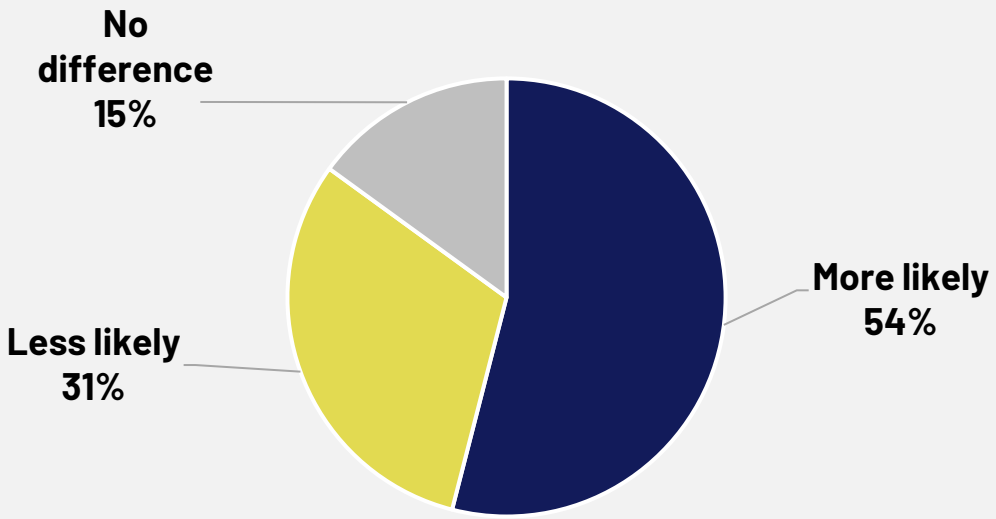
Q.1b Has the cost of living made you more likely or less likely to shop in the Black Friday/Cyber Monday sales?
Base: All respondents : 1028

*New question in 2026

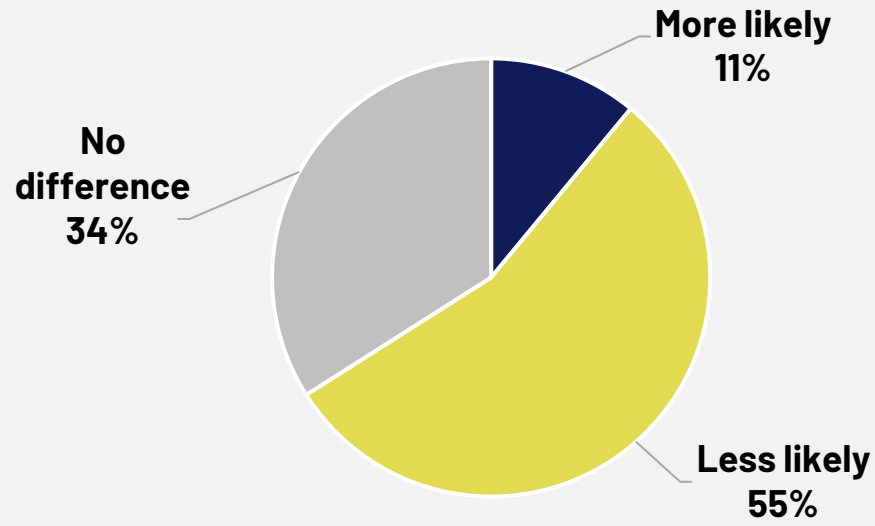
Cost Of Living Impact On Shopping Intentions*

Intending purchasers say that cost of living pressures makes them more likely to buy something during the sales, while it has the opposite effect on those not intending to make a purchase.

Whether the cost of living makes respondents more or less likely to shop in the Black Friday/Cyber Monday sales
(Intending purchasers: 358)



Whether the cost of living makes respondents more or less likely to shop in the Black Friday/Cyber Monday sales
(Not intending to purchase: 659)



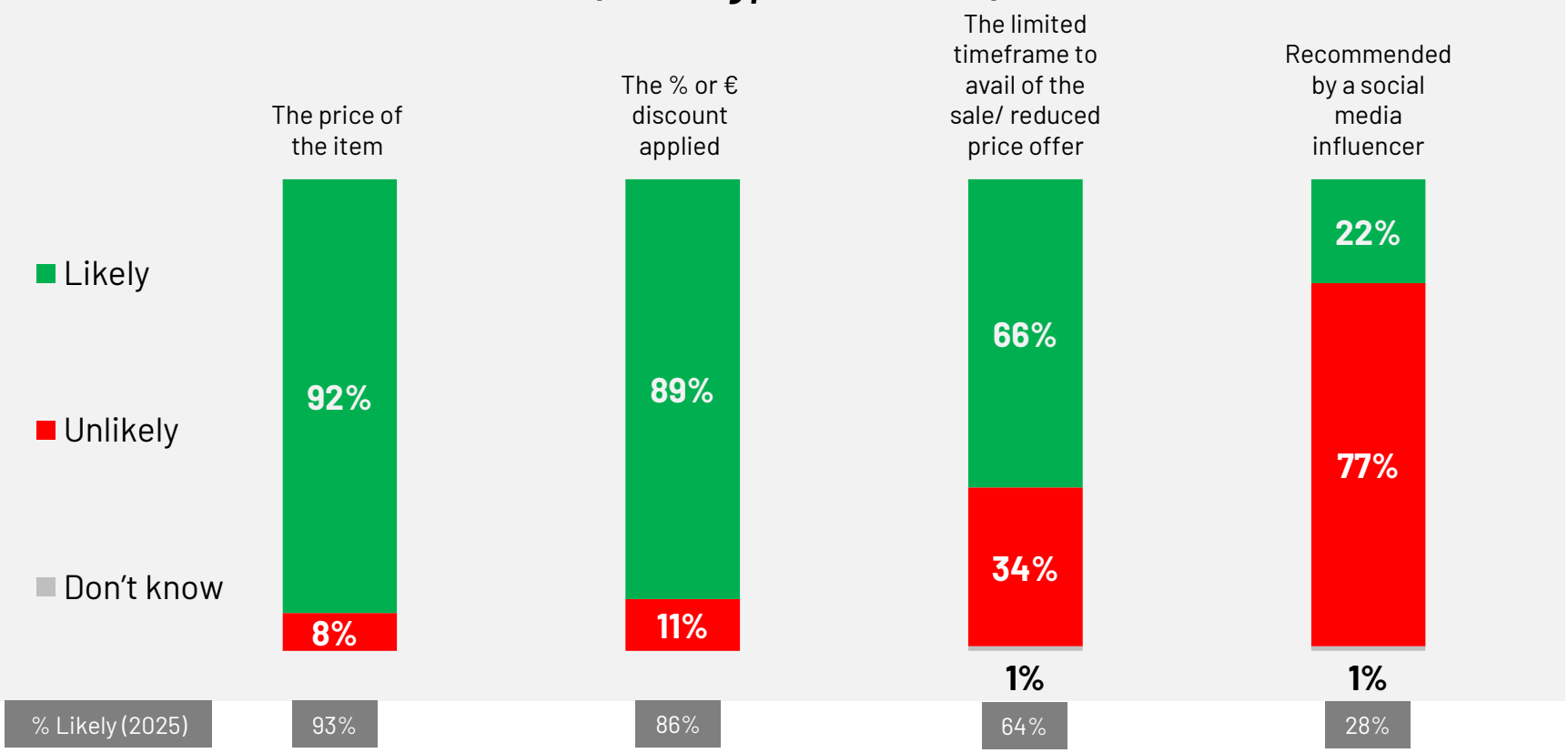
Q.1b Has the cost of living made you more likely or less likely to shop in the Black Friday/Cyber Monday sales?
Base: All respondents : 1028

*New question in 2026

Factors Influencing Intending Purchasers

Among intended Black Friday/Cyber Monday shoppers, nearly all say that the price of the item and the % or € discount applied will influence their decision to buy something.

Likelihood of factors influencing intending purchasers in the Black Friday/Cyber Monday sales
(Intending purchasers: 358)

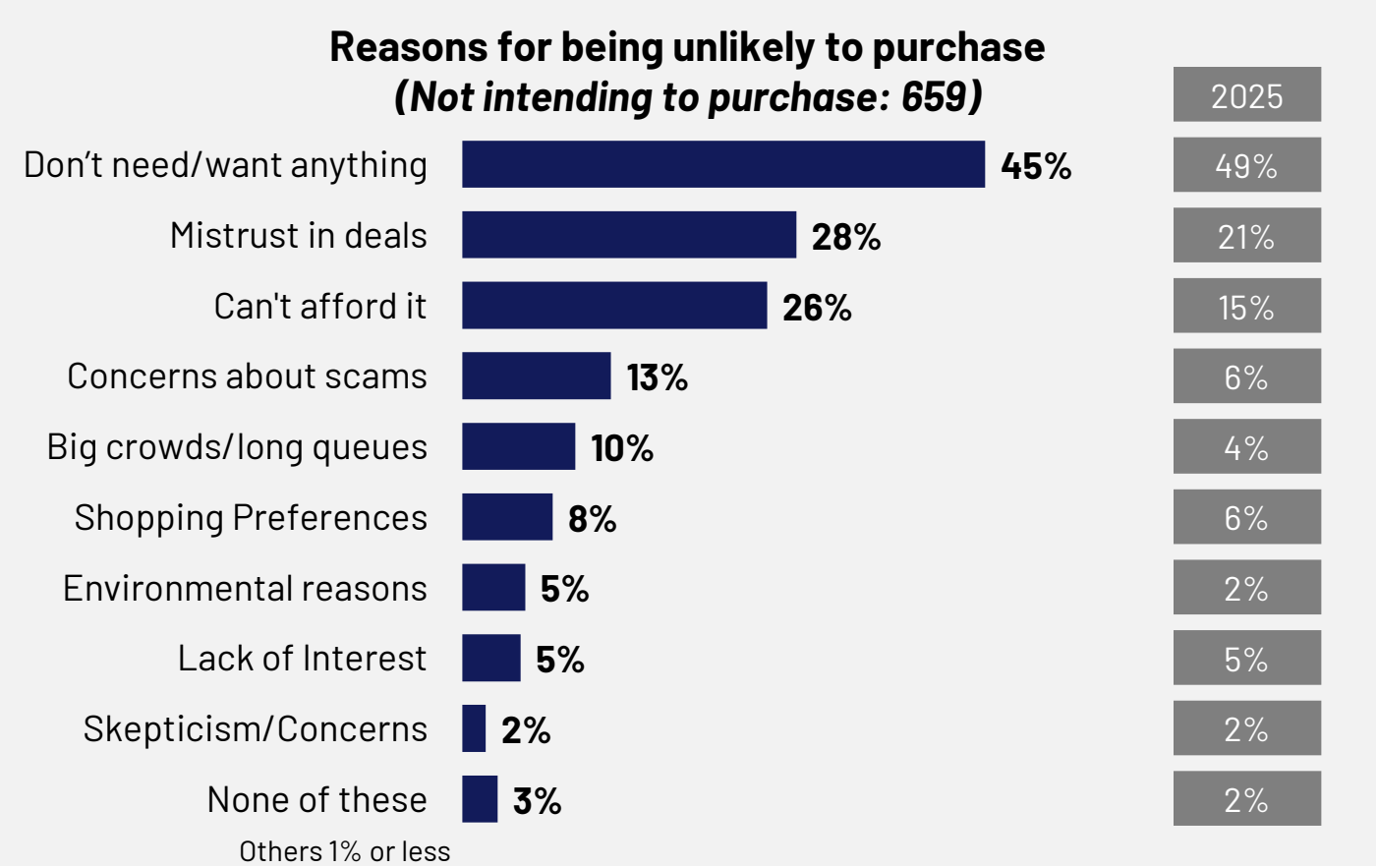


- Those intending to buy electronics (96%) are more likely to say that the price of the item will influence their decision than those intending to buy some clothing/footwear/ jewellery (89%).
- Women are more likely than men to be say that their purchase decisions are likely to be influenced by the % or € discounts (92% vs. 85%) and social media influencers (26% vs. 17%).

Q.11 For each of these would you say it is likely or unlikely to influence your decision to buy something in the Black Friday/Cyber Monday sales?
Base: All likely to make a purchase during upcoming Black Friday/Cyber Monday sales: 358

Reasons For Being Unlikely To Make Black Friday Purchases

In line with last year when this question was first asked, 'not needing anything' is the key reason given by consumers who do not intend to make a purchase during the sales.



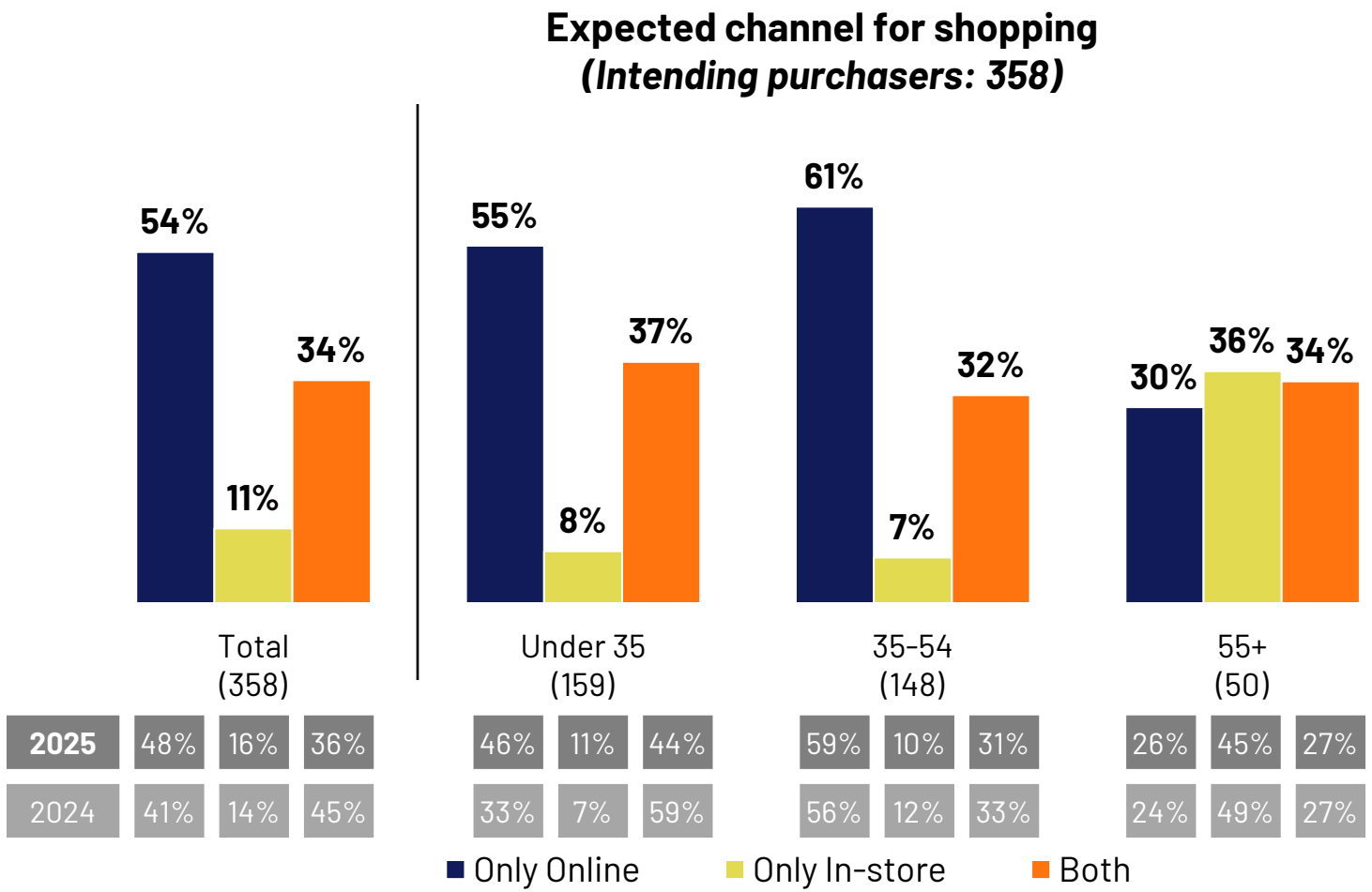
- 45% of consumers who do not intend on making a purchase during the sales cite 'not needing anything'. This is highest for those aged 55 and above with around 1 in 2 (51%) citing it.
- Mistrust in deals is lowest for 15-24-year-olds at 18%, broadly two times lower than other age groups.
- Similarly to last year, younger people (15–24-year-olds) are the most likely to report not planning on purchasing anything due to affordability. 28% said so in 2025, and this has increased by 11 points to 39% in 2026.
- Women are more likely than men to give the following reasons: concerns about scams (16% vs.10%), big crowds/long queues (12% vs. 7%) and environmental reasons (8% vs. 3%).

Q.1a And why would you say you are unlikely to make purchases during the upcoming Black Friday or Cyber Monday sales?
Base: All unlikely to make a purchase during upcoming Black Friday/Cyber Monday sales: 659

BLACK FRIDAY AND CYBER MONDAY INTENDING PURCHASERS

Shopping Locations

More than half (54%) of shoppers report that they will shop exclusively online during the upcoming sales, this is highest among 35-54 years olds with 61% intending to shop this way.



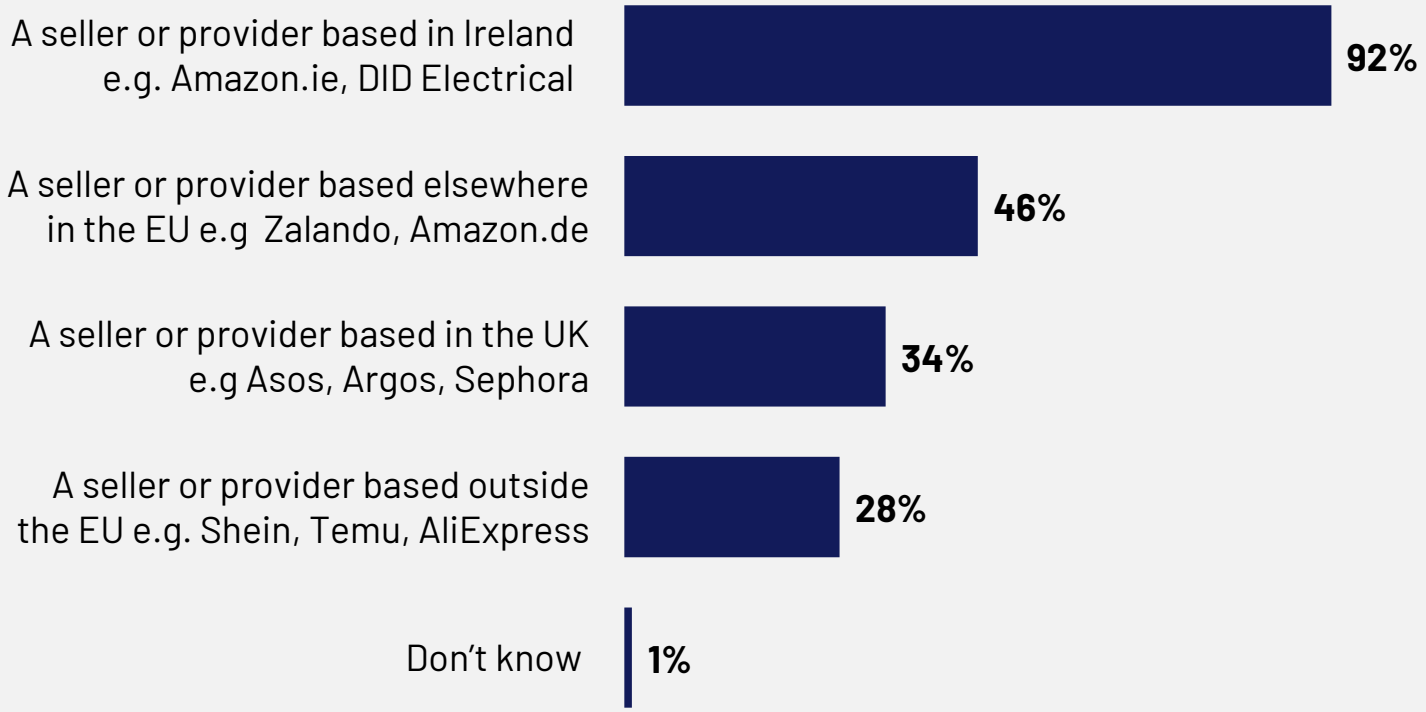
- Over 55-year-olds are the most likely age cohort to say they will only shop in store at 36% compared to 8% of under 35-year-olds and 7% of 35–54-year-olds.
- 88% of intending Black Friday/Cyber Monday shoppers plan on making some purchases online. 61% of them intend to only shop online.
- 66% of those with children under 18 plan on only shopping online compared to 47% of those without children.

Q.2 And how do you expect to shop during the upcoming Black Friday or Cyber Monday sales? Online, in-store or both?
Base: All likely to make a purchase during upcoming Black Friday/Cyber Monday sales: 358

Providers/Sellers Location In Online Shopping*

Irish retailers are the preferred choice for more than 9 out of 10 prospective shoppers (92%), although overseas options, particularly within the EU, also feature prominently in purchase plans (46%).

Expected Purchase Location
(Intending online purchasers: 316)



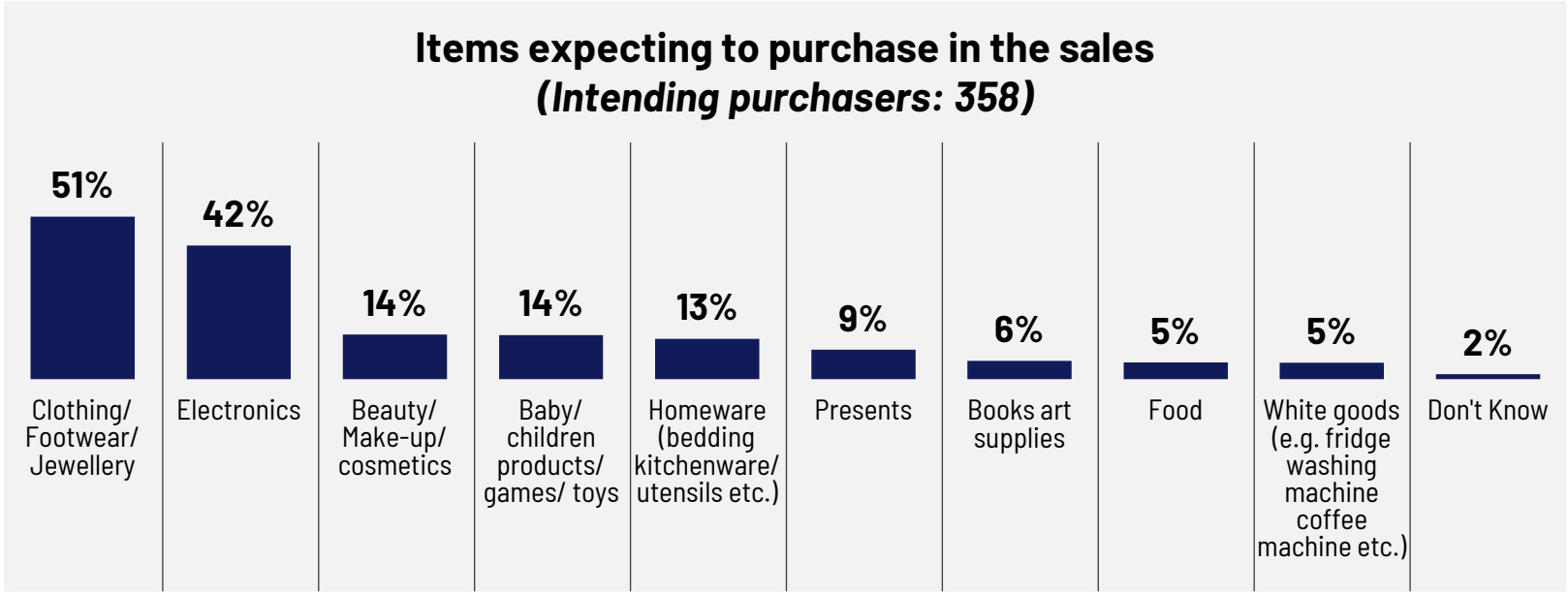
- The majority of respondents across most demographics expect to purchase from a seller or provider based in Ireland.
- Under-35s are most likely to expect to make a purchase from a seller elsewhere in the EU (55%) or the UK (40%).
- Men and women illustrate very similar purchase intentions, with Ireland remaining the most likely purchase location for both groups.
- Those without children under 18 (34%) are 15 points more likely than those with children of that age (19%) to say that they are likely to shop from a seller or provider based outside the EU.

Q.2a And when shopping online during the upcoming Black Friday or Cyber Monday sales, from which of the following location do you expect to buy from?
Base: All likely to make a purchase online during upcoming Black Friday/Cyber Monday sales: 316

*New question in 2026

Categories Of Items Expecting to Buy

Similar to previous years, electronics and clothing/footwear/jewellery dominate the shopping intentions. Around 1 in 2 (51%) intend to buy across multiple categories.



	Clothing/ Footwear/ Jewellery	Electronics	Beauty/ Make-up/ cosmetics	Baby/ children products/ games/ toys	Homeware (bedding kitchenware/ utensils etc.)	Presents	Books art supplies	Food	White goods (e.g. fridge washing machine coffee machine etc.)	Don't Know
2025	38%	48%	14%	12%	9%	9%	2%	2%	4%	6%
2024	50%	42%	13%	12%	11%	8%	3%	2%	10%	2%
2023	37%	48%	11%	5%	11%	6%	4%	*	12%	3%
2022	35%	46%	7%	4%	4%	N/A	1%	3%	8%	5%

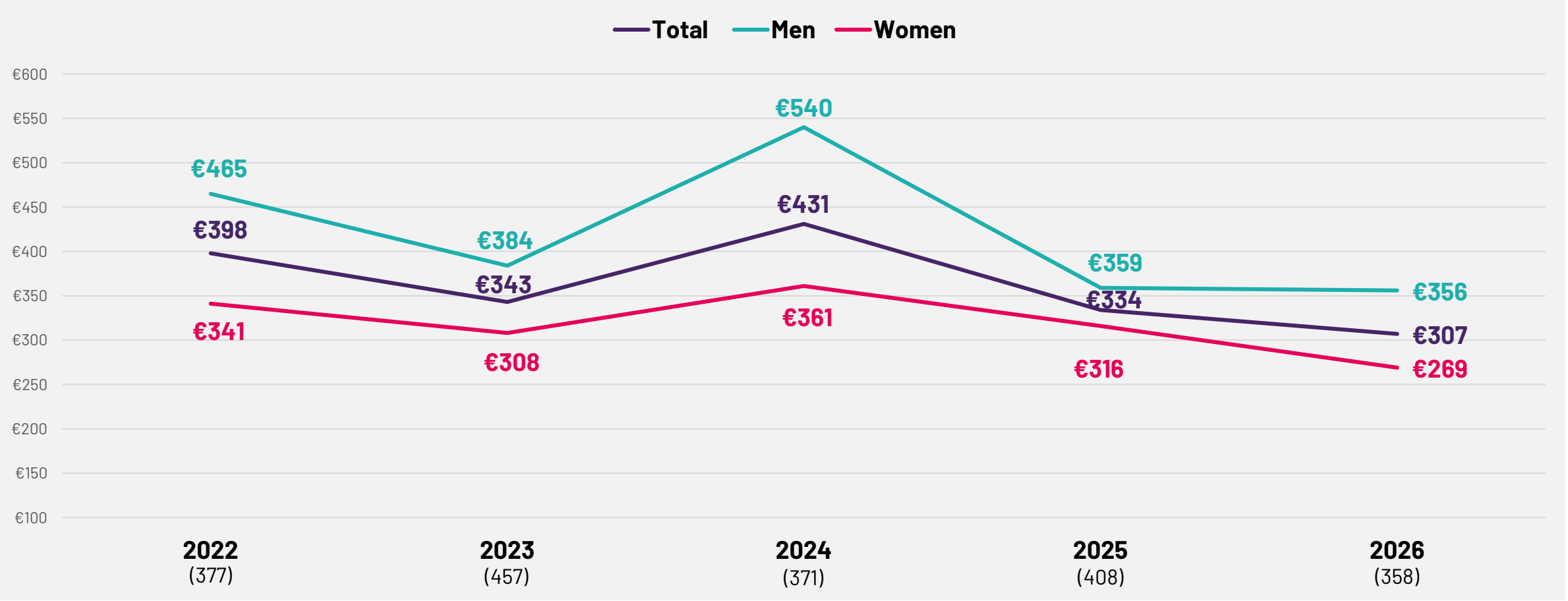
- Nearly 1 in 2 male shoppers (49%) are considering electronics (vs. 37% of females).
- Women on the other hand are most likely to be intending buying beauty products (22% vs. 4%), baby/children products (18% vs. 8%) and presents (13% vs. 4%)
- Dublin shoppers are the most likely to be considering buying electronics at 52% compared to 38% on average in other parts of the country.
- 63% of both 15–24-year-olds and 45–54-year-olds shoppers intend to buy clothing/footwear and/or jewellery.

Q.3 What are you most likely to buy?
Base: All likely to make a purchase during upcoming Black Friday/Cyber Monday sales: 358

Other categories of items 4% or less
May sum to greater than 100% due to multiple purchases

Average Expected Spend Over Time 2022-2026

The average expected spend is €307, down from €334 last year. It is the lowest average expected spend measured since 2022. In line with previous years, men expect to spend more on average than women (€356 vs. €269).

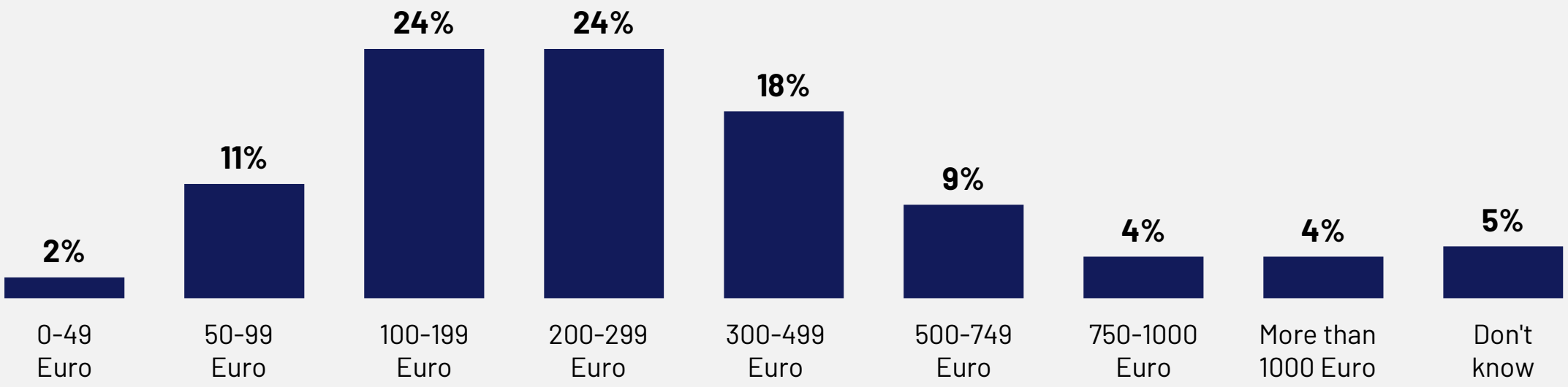


Q.5 How much do you think you will spend during these sales?
Base: All likely to make a purchase during upcoming Black Friday/Cyber Monday sales: 358

Expected Spend Among Likely Shoppers

Around 1 in 2 (47%) intending shoppers think they will spend between €100 and €299 in the sales. In comparison this figure was 36% two years ago in 2024.

Expected Spending In Black Friday/Cyber Monday Sales
(Intending purchasers: 358)

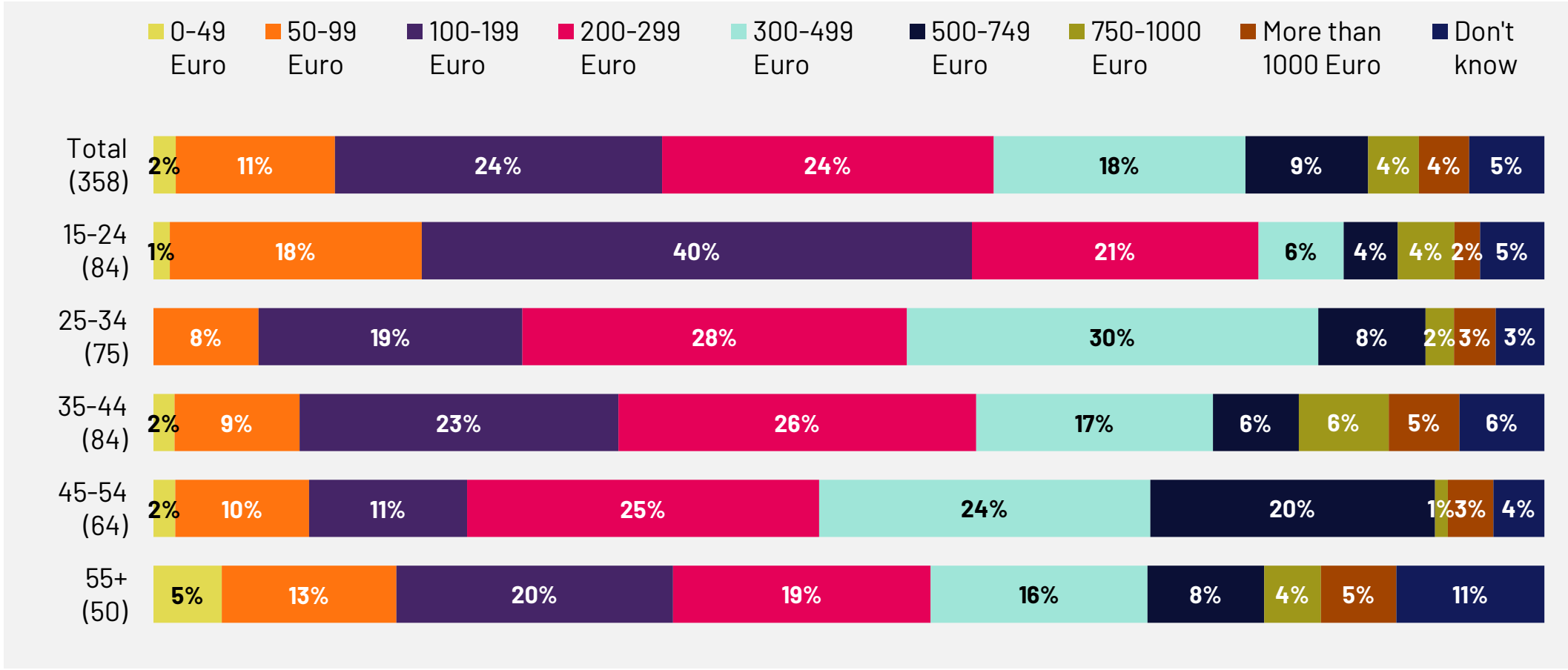


	0-49 Euro	50-99 Euro	100-199 Euro	200-299 Euro	300-499 Euro	500-749 Euro	750-1000 Euro	More than 1000 Euro	Don't know
2025	4%	10%	22%	21%	17%	10%	4%	6%	6%
2024	3%	9%	17%	19%	20%	12%	9%	10%	2%
2023	4%	9%	25%	14%	16%	19%		4%	9%
2022	3%	8%	19%	16%	17%	21%		6%	10%

Q.5 How much do you think you will spend during these sales?
Base: All likely to make a purchase during upcoming Black Friday/Cyber Monday sales: 358

Expected Spend By Age

Average spend rises across the age groups, peaking among 45–54-year-olds at €364. Those aged 15-24 have the lowest average spend (€212). Average spend is down across all age groups except 25–34-year-olds (2026:€322 vs. 2025: €289).

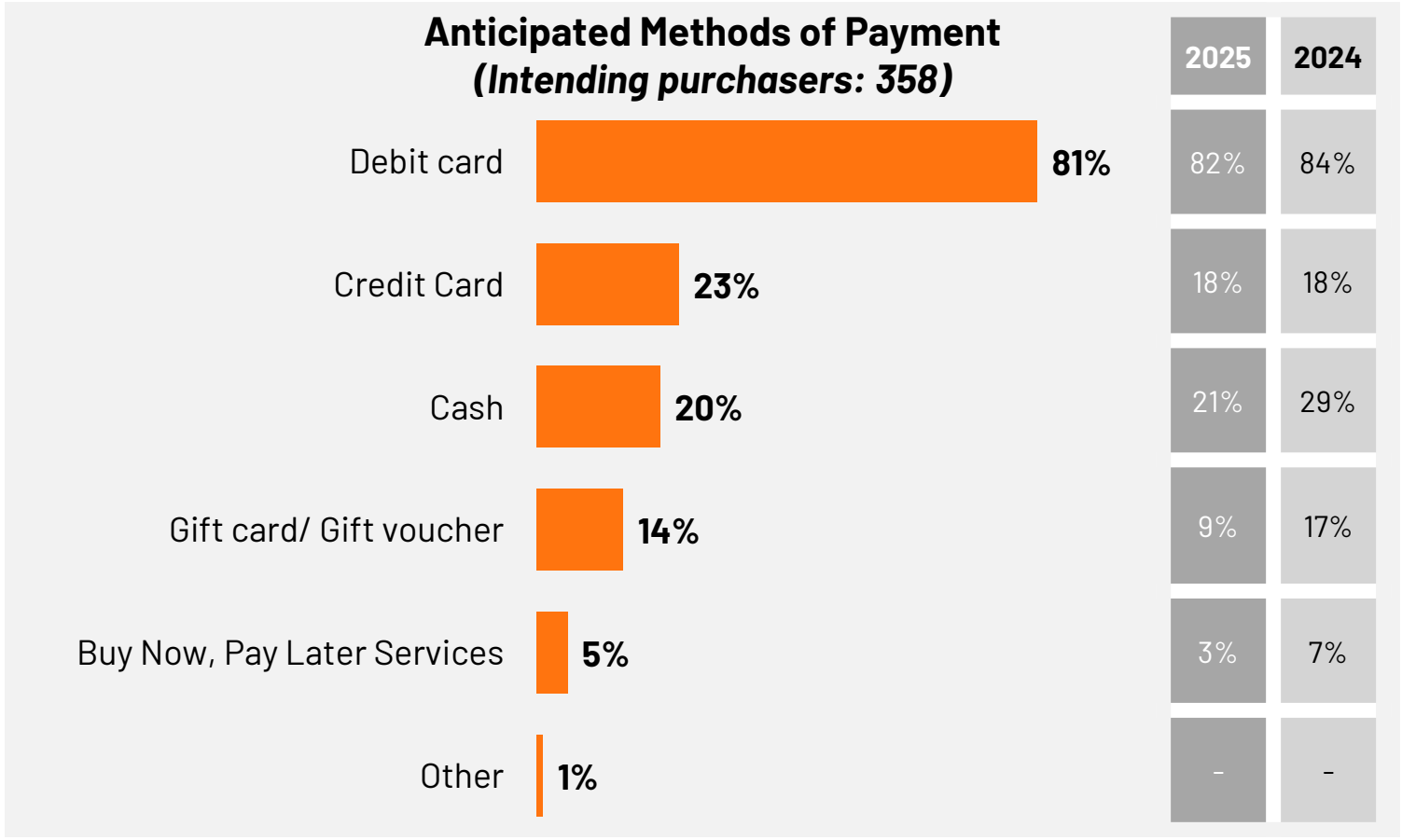


	0-49 Euro	50-99 Euro	100-199 Euro	200-299 Euro	300-499 Euro	500-749 Euro	750-1000 Euro	More than 1000 Euro	Don't know	2026	2025	2024
Total (358)	2%	11%	24%	24%	18%	9%	4%	4%	5%	€307	€334	€431
15-24 (84)	1%	18%	40%	21%	6%	4%	4%	2%	5%	€212	€227	€336
25-34 (75)		8%	19%	28%	30%	8%	2%	3%	3%	€322	€289	€428
35-44 (84)	2%	9%	23%	26%	17%	6%	6%	5%	6%	€336	€423	€437
45-54 (64)	2%	10%	11%	25%	24%	20%	1%	3%	4%	€364	€437	€508
55+ (50)	5%	13%	20%	19%	16%	8%	4%	5%	11%	€324	€326	€508

Q.5 How much do you think you will spend during these sales?
Base: All likely to make a purchase during upcoming Black Friday/Cyber Monday sales: 358

Methods Of Payment

Around 4 out of 5 (81%) plan on paying for their sales purchase with a debit card, in line with previous years. Nearly 1 in 4 (23%) plan on using a credit card.



- Men are more likely than women to say they will use cash (26% vs. 15%) and/or a credit card (32% vs. 15%) during the sales.
- Intending shoppers living in Dublin and ABs are the most likely to say they will use a credit card to pay for their purchases at 31%and 35% respectively.
- Those living in Connacht/Ulster and DEs are the most likely to say they will use cash at 30% and 34% respectively.

Q.6 And how do you plan on paying for your purchases during these sales?
Base: All likely to make a purchase during upcoming Black Friday/Cyber Monday sales: 358

Methods Of Payment By Age

Intended usage of credit cards is higher across all age groups than in previous years. This is at the expense of debit card usage among the under-55s, as well as a decline in cash among the 35-54 year olds. No clear signs of growth in planned usage of Buy Now, Pay Later among any age group.

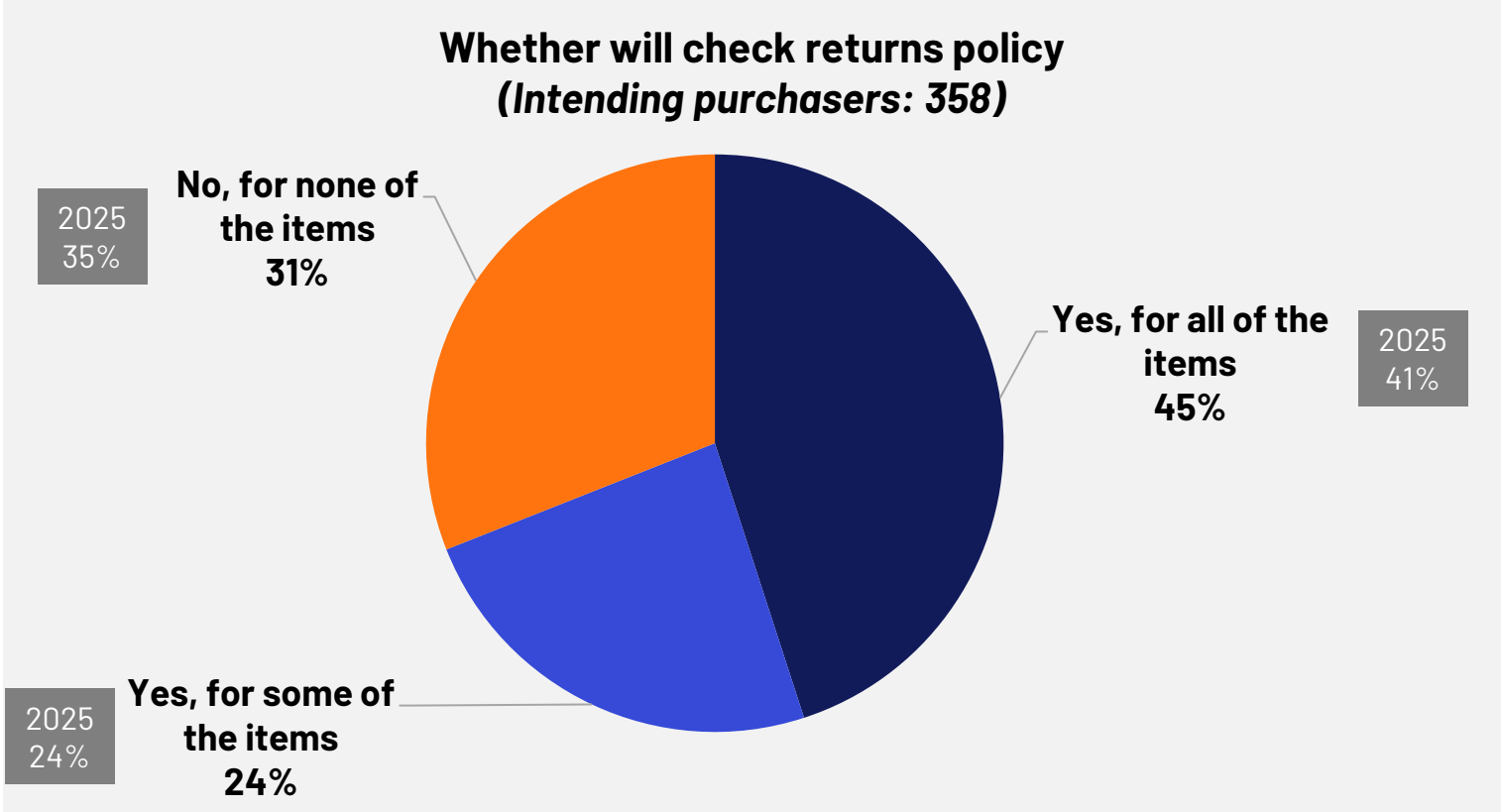
	15-34			35-54			55+		
	2024	**2025**	**2026**	**2024**	**2025**	**2026**	**2024**	**2025**	**2026**
Debit card	90	82	**85**	83	86	**77**	70	70	**79**
Cash	33	21	**24**	24	15	**12**	32	34	**31**
Credit card	12	16	**18**	23	21	**28**	24	17	**26**
Buy Now, Pay Later	8	4	**2**	7	4	**9**	2	-	**4**
Gift card/voucher	25	11	**12**	12	8	**16**	7	6	**14**

Q.6 And how do you plan on paying for your purchases during these sales?
Base: All likely to make a purchase during upcoming Black Friday/Cyber Monday sales: 358

RETURNS AND DISCOUNTS

Whether Will Check The Returns Policy

Around 2 out of 3 intending purchasers report that they will check the returns policy for some or all of the items they are looking to buy.

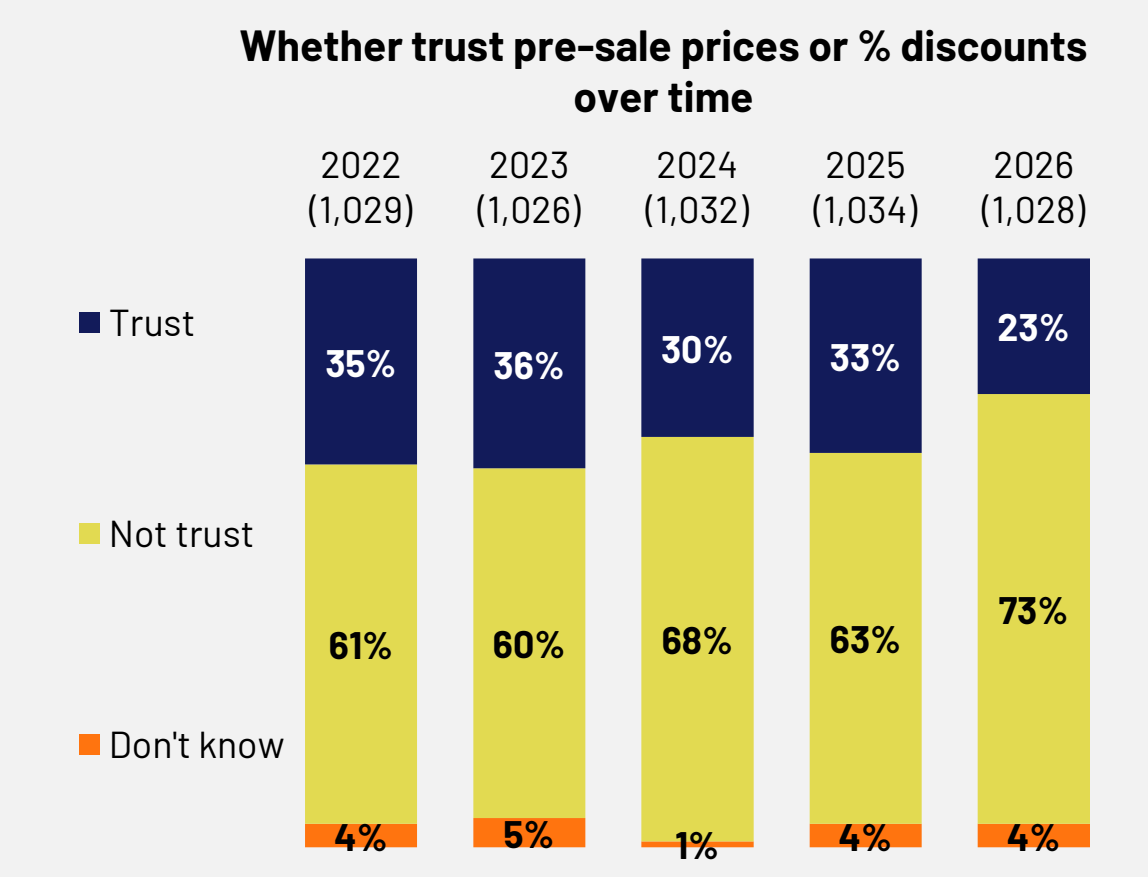


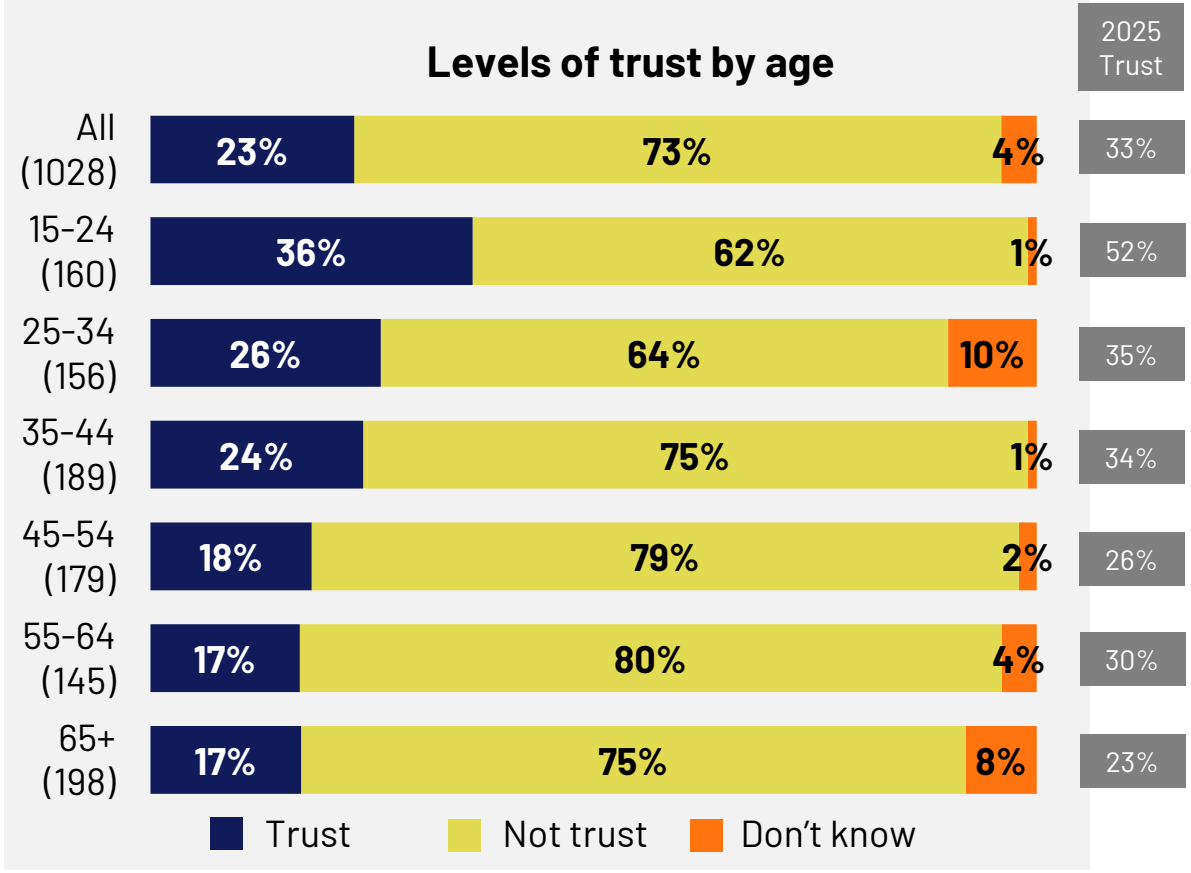
- 15-to-24-year-olds are significantly less likely to check returns policy on all items at 33% compared to 50% on average among other age groups.
- Unlike last year, no gender difference is seen as well as no difference between those purchasing in-store vs. online.

Q.4 Will you or will you not check the returns policy of the items that you are looking to buy?
Base: All likely to make a purchase during upcoming Black Friday/Cyber Monday sales: 358

Trust In Discount Information

Trust in pre-sales prices or percentage discounts remains at its lowest since 2022. The drop in trust is particularly significant for 15-24 years old at 36% this year compared to 52% in 2025, despite being the age group that most trusts discount information.

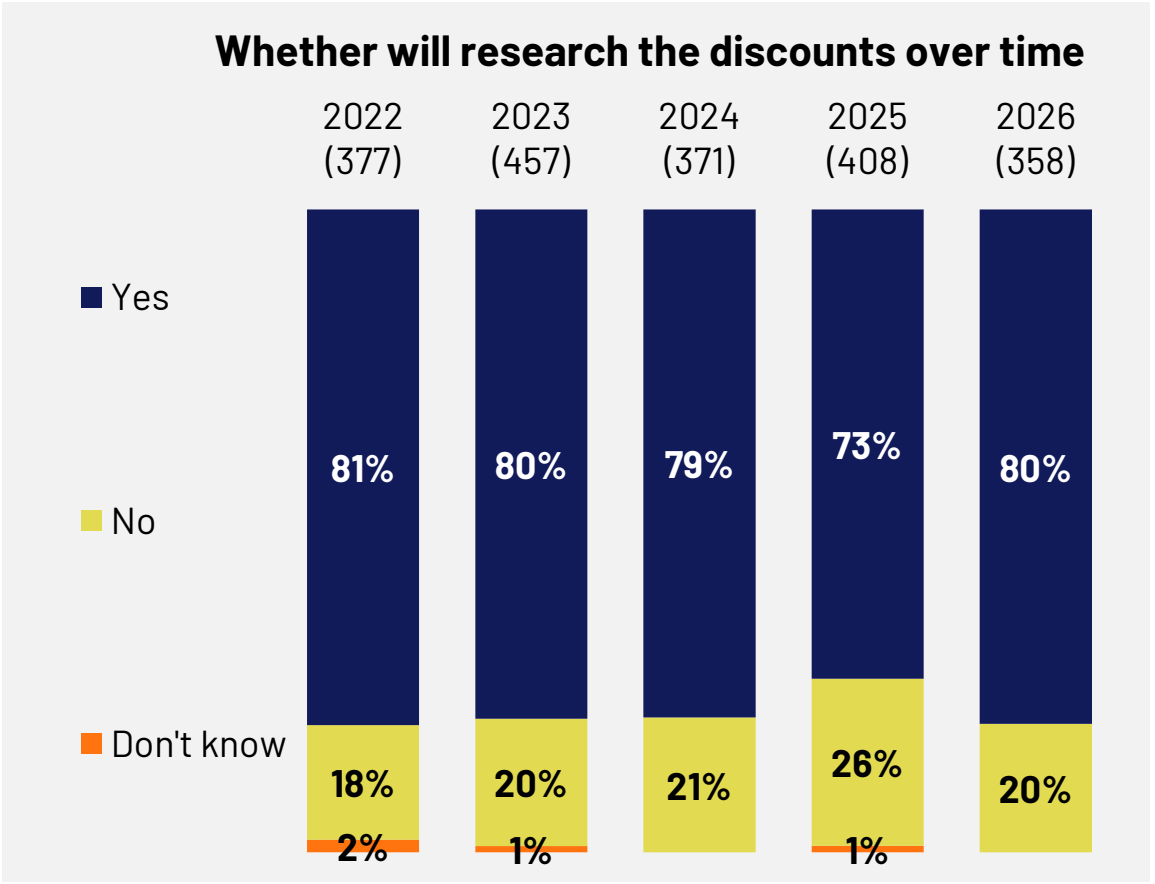


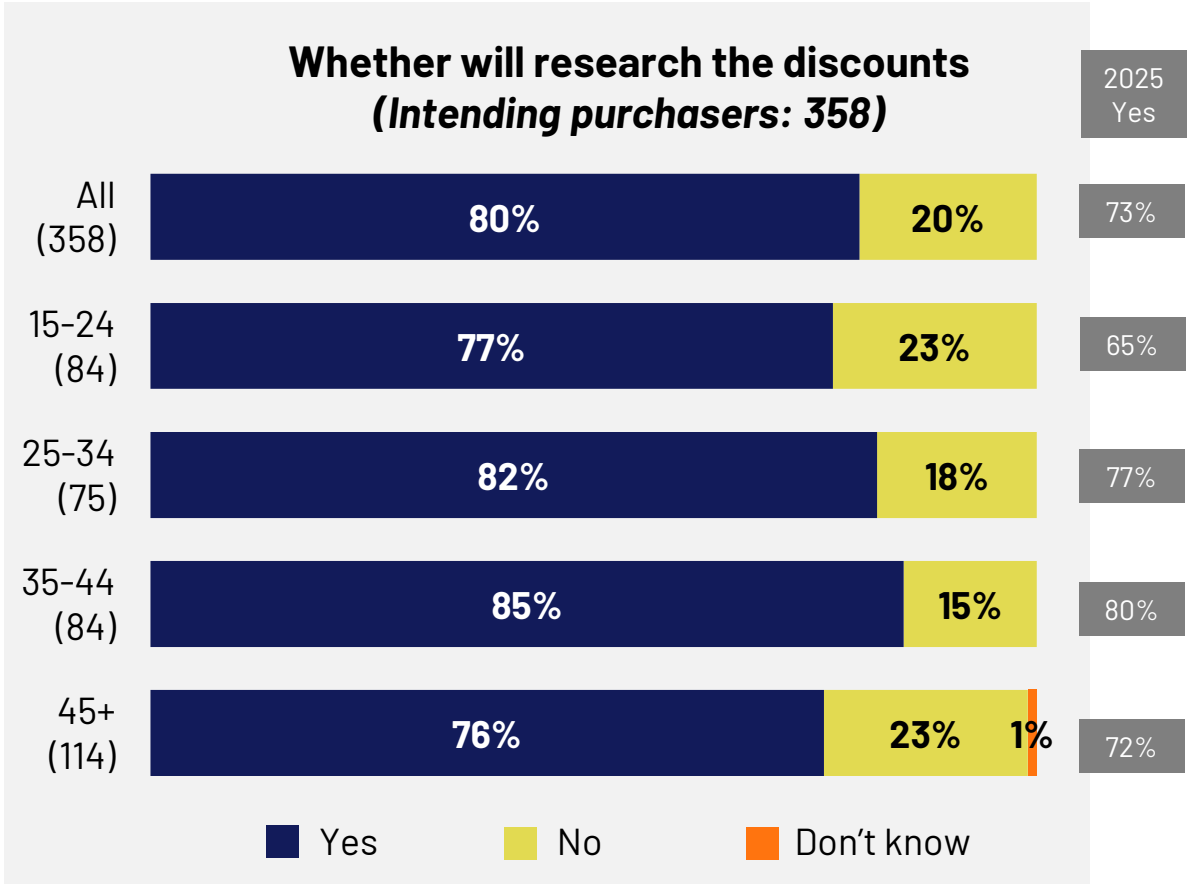


Q.8 In general, do you trust or not trust that the pre-sale prices or percentage discounts displayed by businesses during sales are accurate?
Base: All respondents: 1,028

Whether Will Research Into Previous Full Selling Price

4 out of 5 say that they expect to do some research to confirm that the advertised discount reflect the previous full selling price of the product. This figure is in line with what has been measured over the past few years.





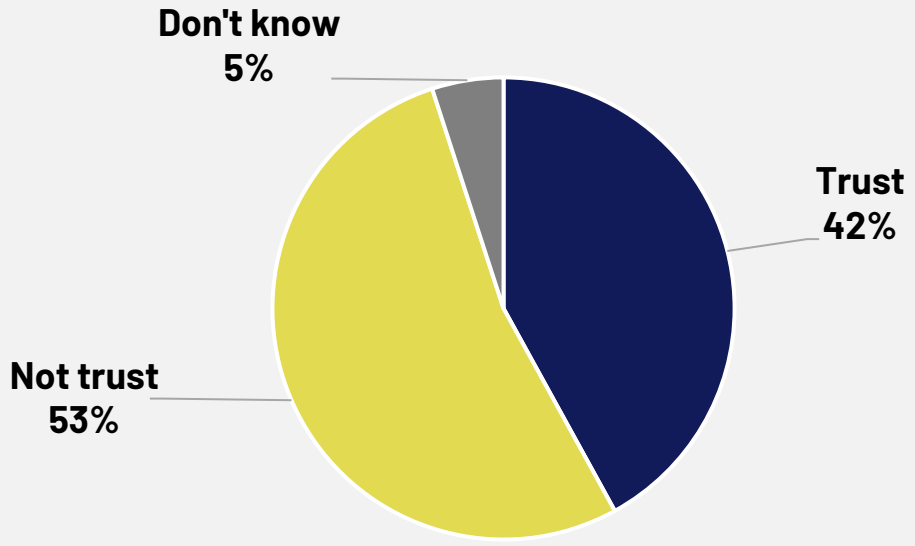
Q.7 Prior to purchasing something in the Black Friday/Cyber Monday sales do you expect you'll do some research to confirm that the advertised discount reflects the previous full selling price of the product?

Base: All likely to make a purchase during upcoming Black Friday/Cyber Monday sales: 358

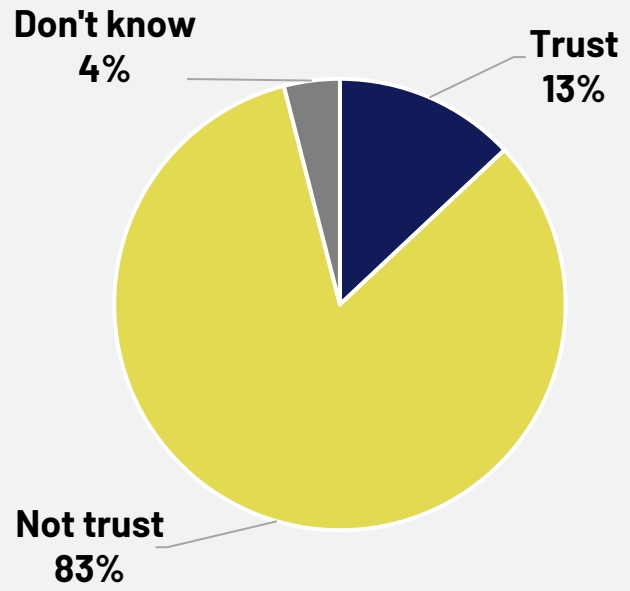
Trust In Discount Information

Respondents who intend to make a purchase during the Black Friday/Cyber Monday sales are more than 3 times more likely to trust the pre-sale or % discounts than to those who don't intend on making any purchases.

Whether trust pre-sale prices or % discounts
(Intending purchasers: 358)



Whether trust pre-sale prices or % discounts
(Not intending to purchase: 659)

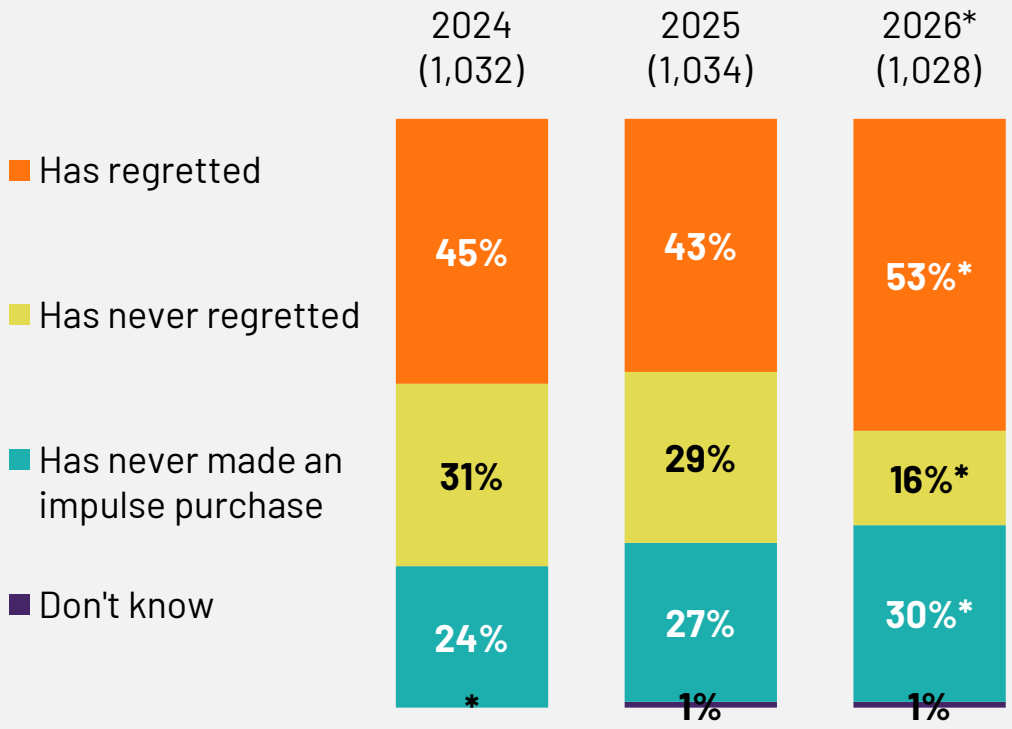


Q.8 In general do you trust or not trust that the pre-sale prices or percentage discounts displayed by businesses during sales are accurate?
Base: All respondents: 1,028

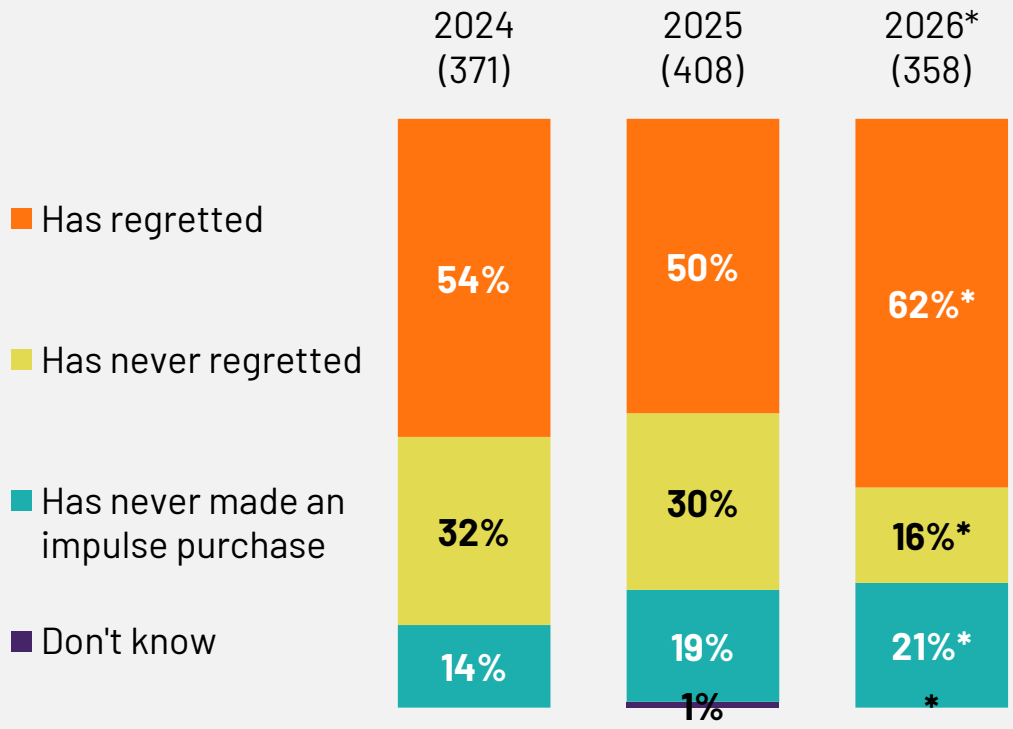
Regret Over Impulse Purchases During Sales*

More than 1 in 2 (53%) have regretted an impulse purchase made during a sale. Intending Black Friday/Cyber Monday purchasers (62%), 15-24 year olds (64%), 45-54 year olds (61%), C1C2s (58%) and women (60%) are the most likely to have regretted an impulse purchase.

Whether has regretted an impulse purchase over time



Whether has regretted an impulse purchase *(Intending purchasers)*



Q.10 Have you ever made an impulse purchase during a sale that you later regretted?
Base: All respondents: 1,028

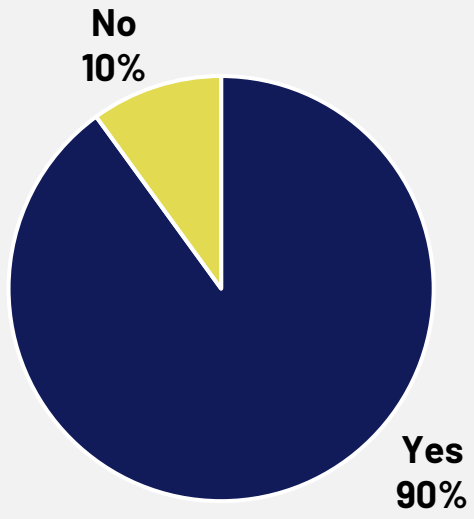
*wording changed from "unplanned purchase" to "impulse purchase" in 2026. Caution with trends.

ONLINE SHOPPING

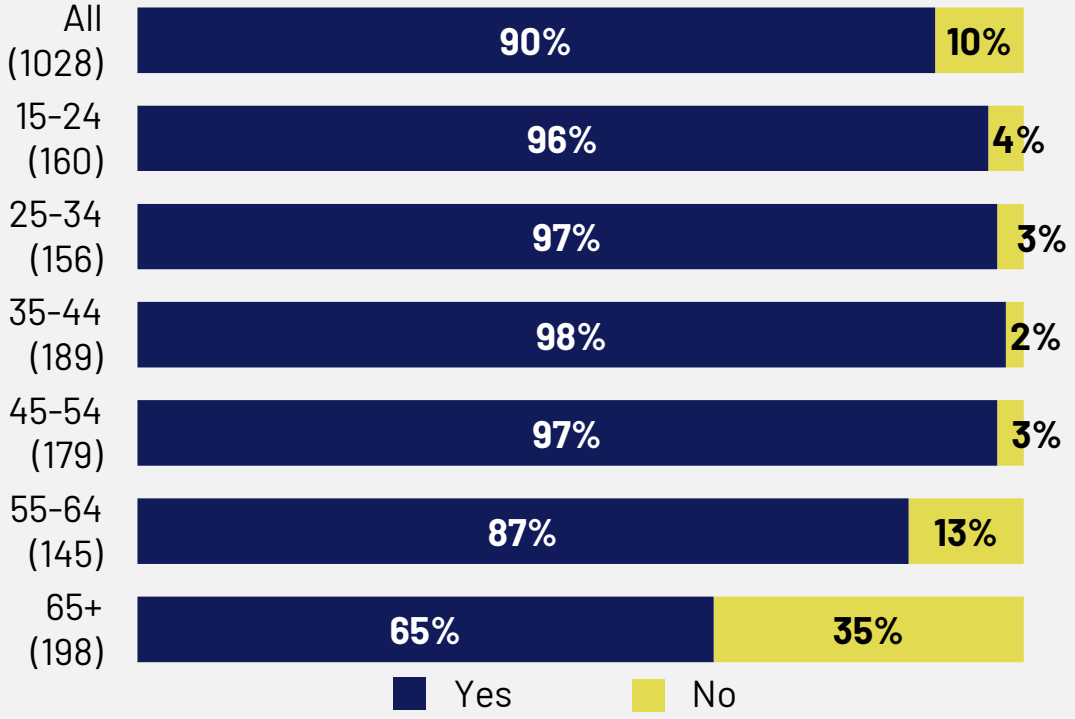
Prevalence of Online Shopping*

Online shopping is nearly universal among those aged under 55. It is lowest among consumers aged 55+ (74%), those living in Munster (85%), DEs (77%). Those with children under 18 and those intending to shop in the upcoming sales both at 96% are 10 points more likely to have shopped online than their counterparts, respectively both at 87%.

Thinking about shopping in general have you ever bought something online?
(All respondents: 1,028)



Online purchasing by age



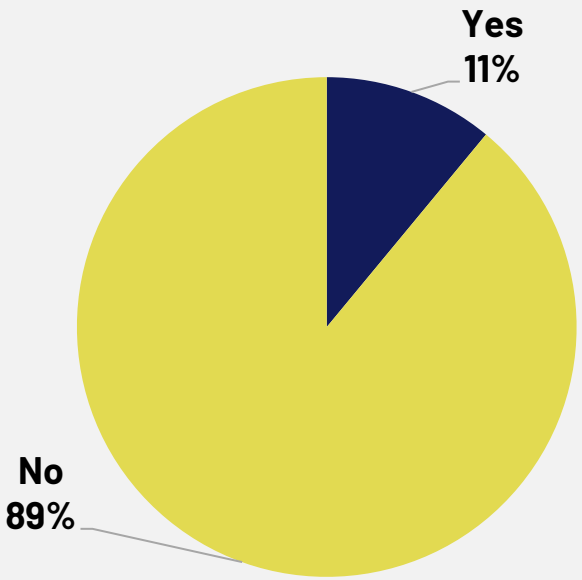
Q.13 Thinking about shopping in general, have you ever bought something online?
Base: All respondents: 1,028

*New question in 2026

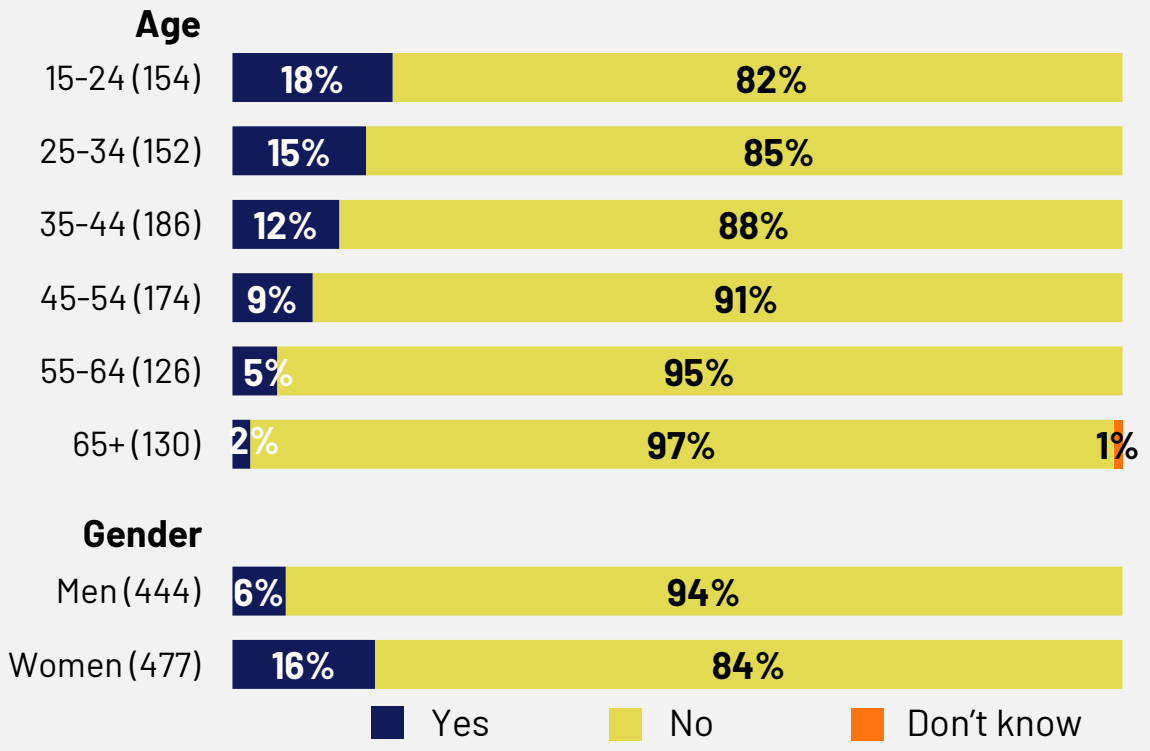
Online Shopping Via TikTok Shop*

1 in 10 respondents who have previously made a purchase online have made a purchase via TikTok Shop. 13% of C1C2s have made a purchase on TikTok Shop compared to 9% of DEs, and 6% of ABs. Intending purchasers in the upcoming sales and women are significantly more likely to have used the platform both at 16% (vs. 8% of non-intending purchasers and 6% of men).

Made a purchase online using TikTok Shop
(Online shoppers: 921)



Purchasing on TikTok Shop by age and gender



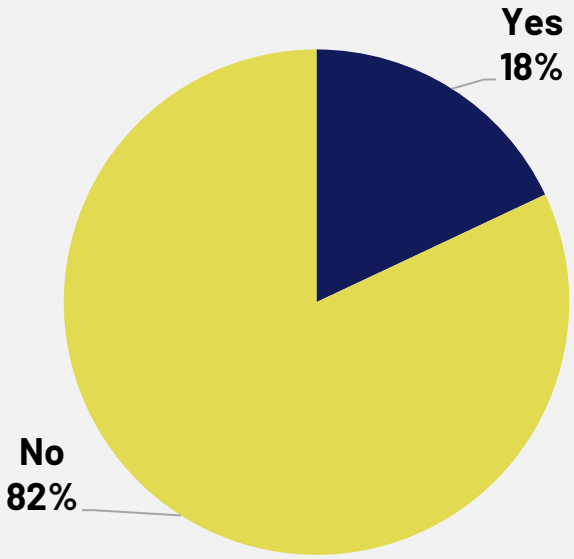
Q.13a Have you ever made a purchase online using TikTok Shop or not?
Base: All who have bought something online before: 921

*New question in 2026

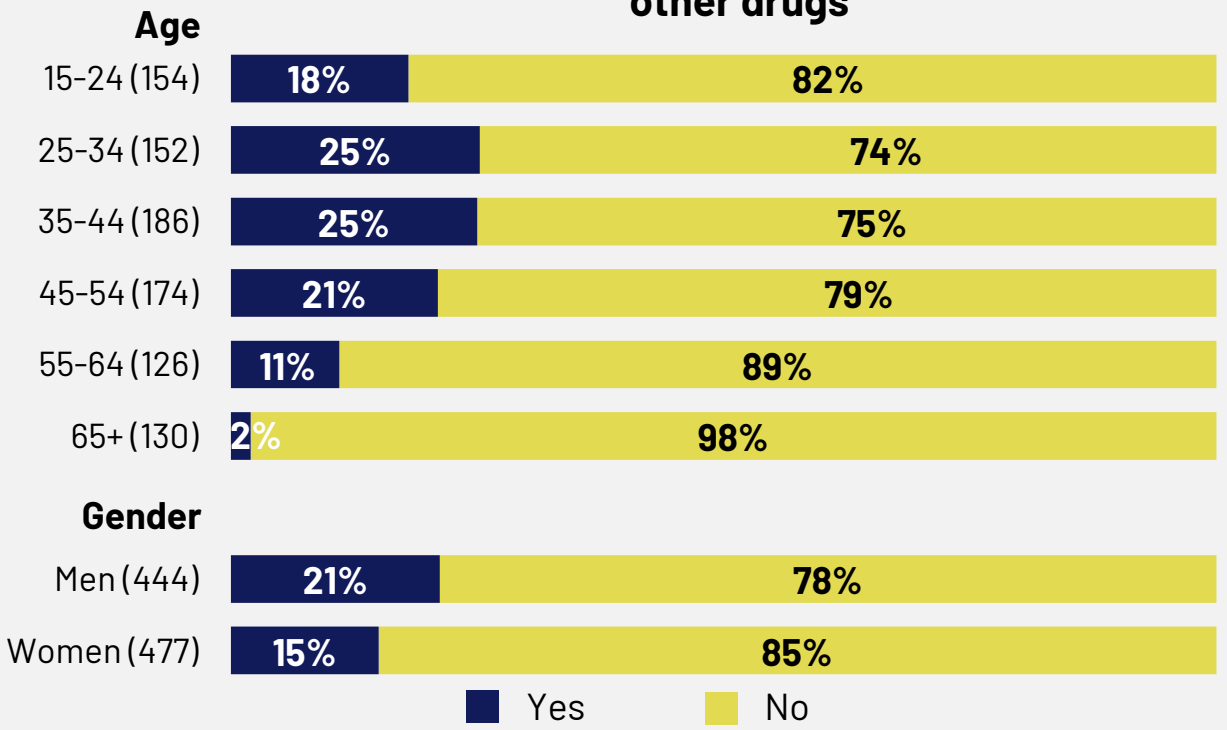
Online Shopping Whilst Under the Influence*

Almost 1 in 5 online shoppers have made a purchase online whilst under the influence of alcohol or drugs. Those aged between 25 and 44 (25%) are the most likely to have done so, as well as men (21%), those living in Dublin (22%) and C1C2s (22%).

Made a purchase online while under the influence of alcohol or other drugs
(Online shoppers: 921)



Online shopping while under the influence of alcohol or other drugs



Q.13b Have you ever made a purchase online while under the influence of alcohol or other drugs, or not?
Base: All who have bought something online before: 921

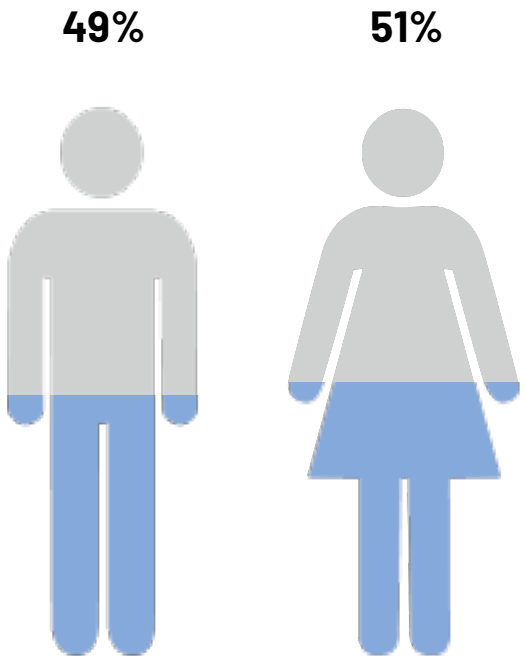
*New question in 2026

APPENDIX – SAMPLE PROFILE

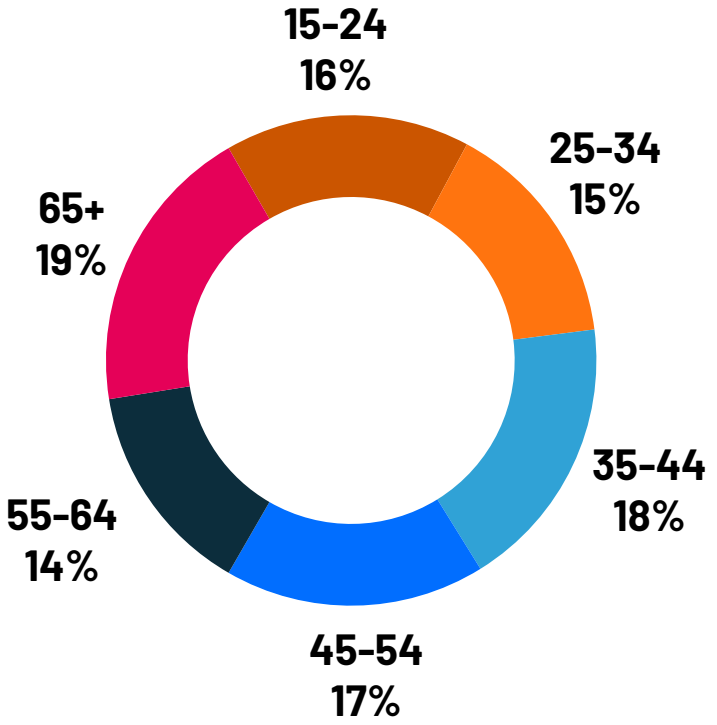
Sample Profile - I

– Demographics

Gender



Age

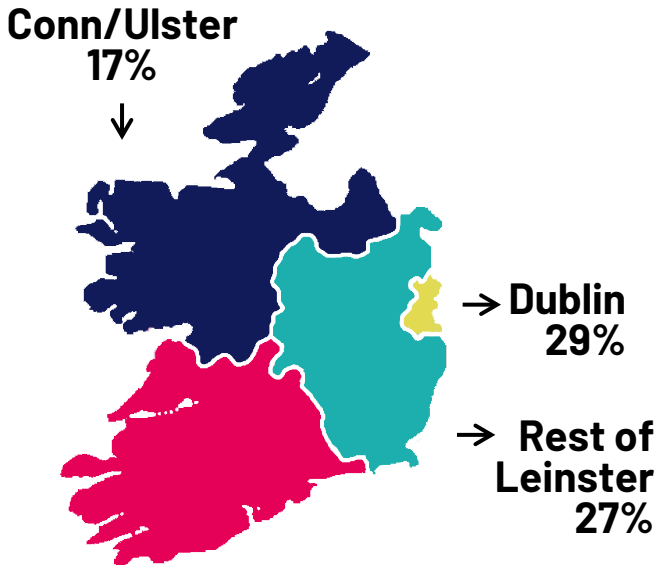


Base: All Respondents: 1028

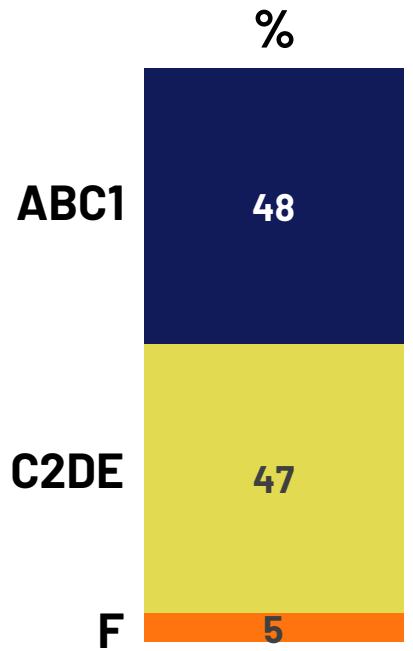
Sample Profile - II

– Demographics

Region



Social Class



Base: All Respondents: 1028