Ipsos iris
Black Friday
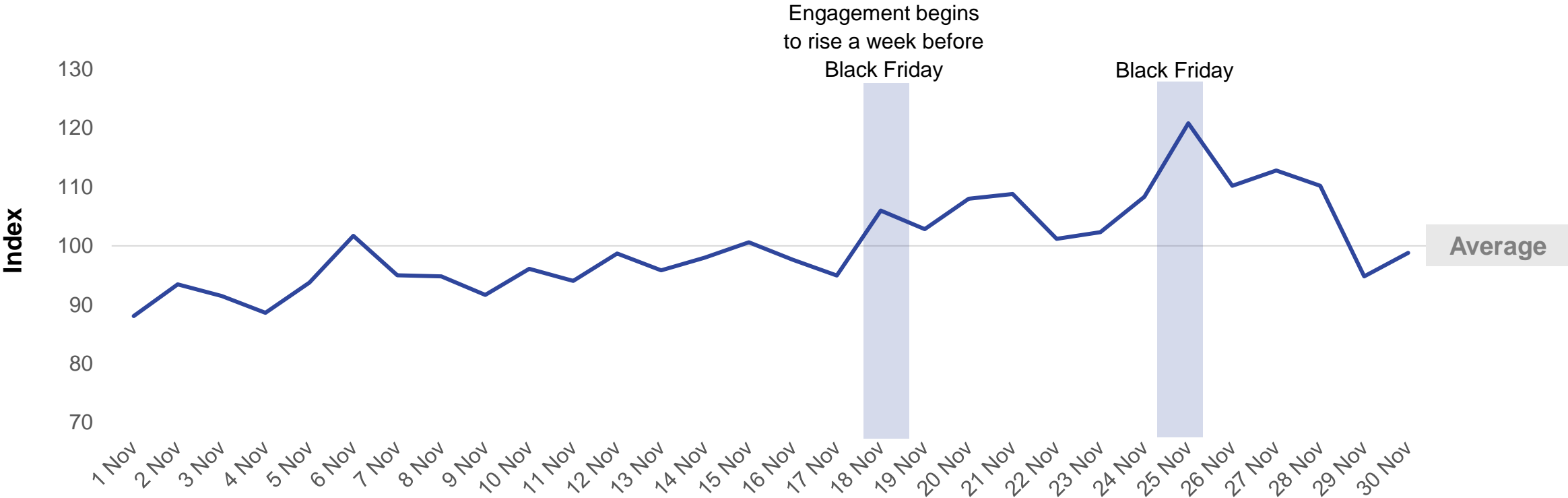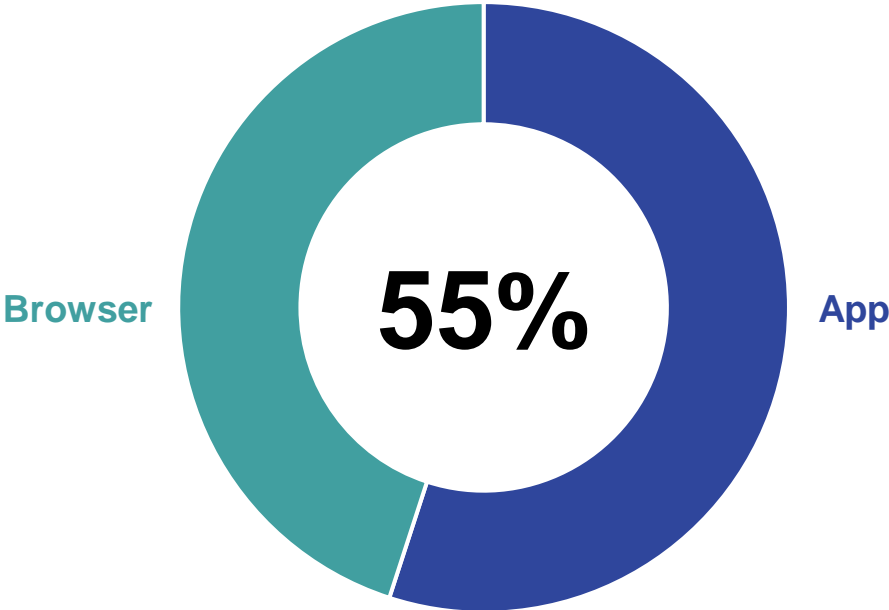
November 2023

Time spent on retail brands begins to rise a week before Black Friday and stays above average for 10 days

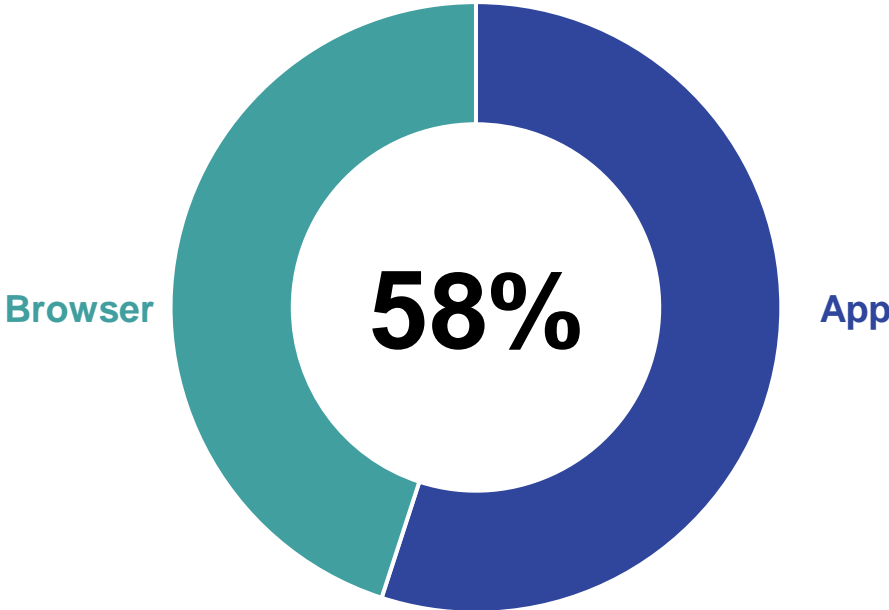**Daily time spent on retail brands indexed against the daily average for November 2022**

People were more likely to be browsing via app on Black Friday

Share of time spent on retail brands on apps

Browser **55%** App
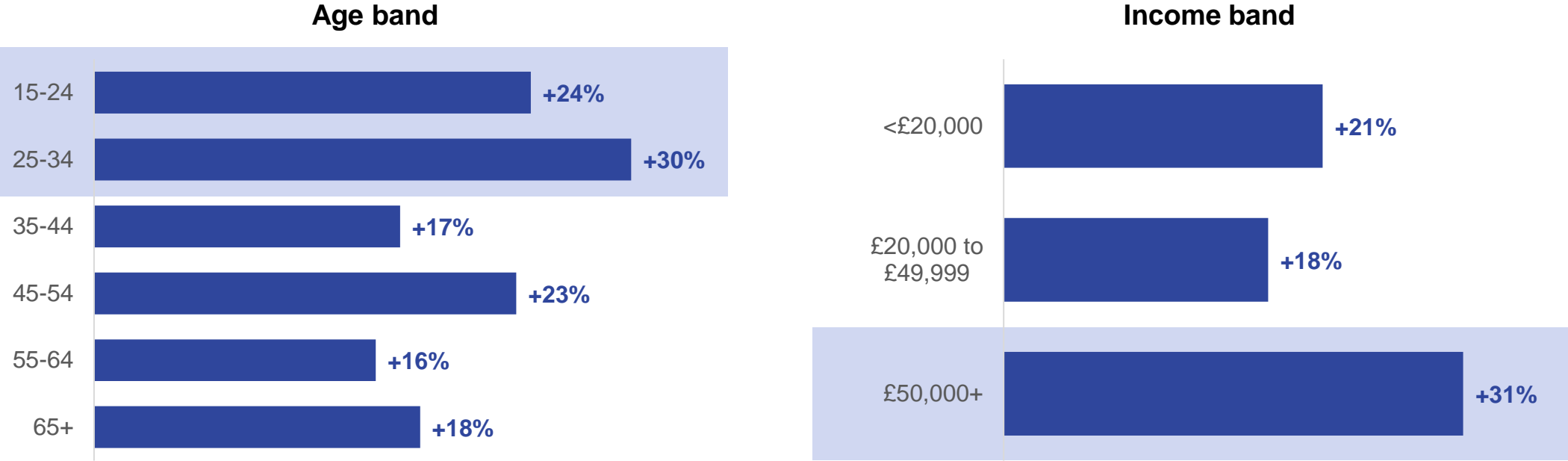
November 2022

Browser **58%** App

Black Friday 2022

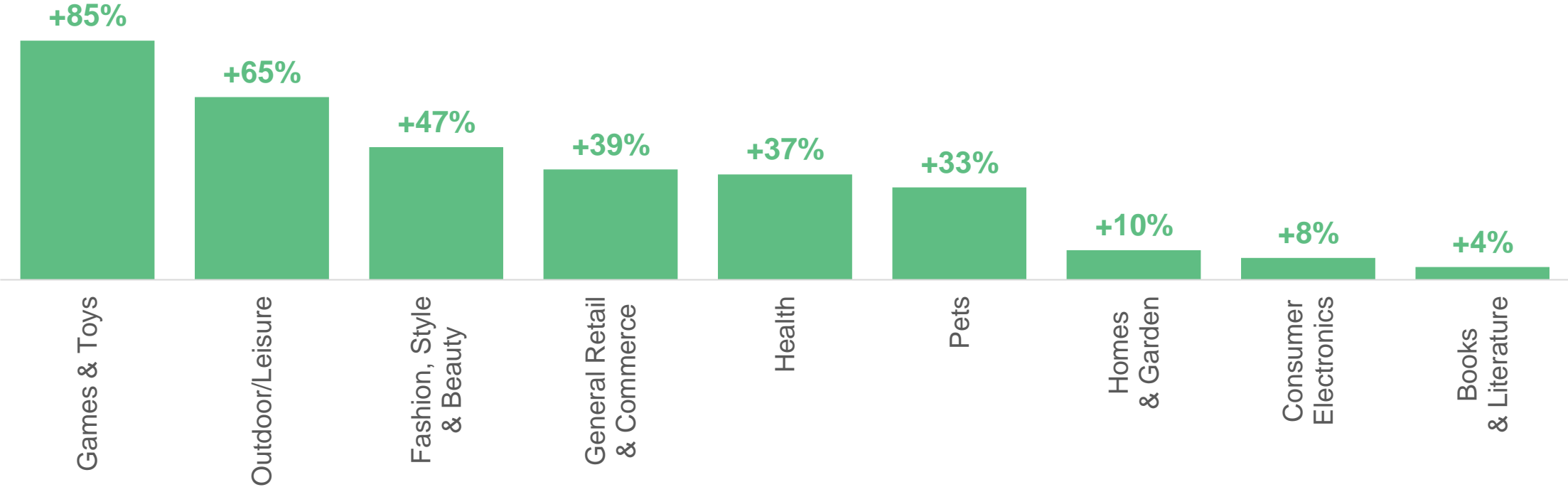# Younger and higher income internet users saw bigger increases in engagement on Black Friday

Total time spent on Black Friday vs daily average for November 2022

Age band

Age	
15-24	+24%
25-34	+30%
35-44	+17%
45-54	+23%
55-64	+16%
65+	+18%

Income band

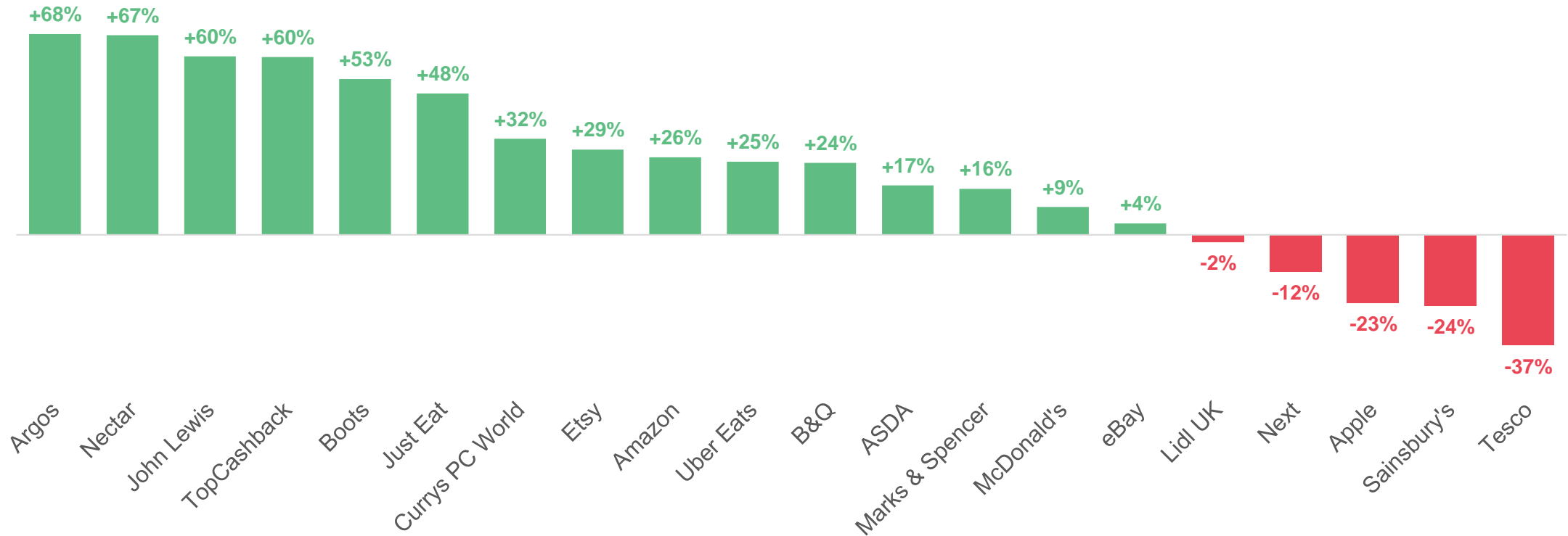| Income	
<£20,000	+21%
£20,000 to £49,999	+18%
£50,000+	+31%

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Games & Toys and Outdoor/Leisure and Fashion, Style and Beauty saw some of the biggest increases in time browsing

% increase in <u>time spent</u> by category: Black Friday vs November 2022 average

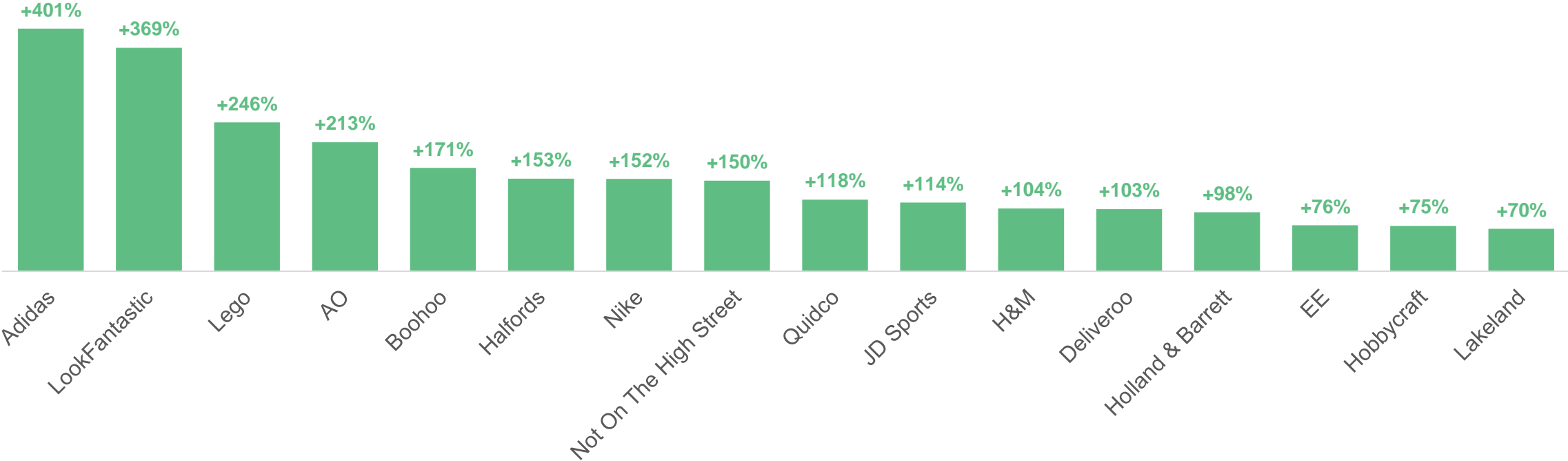| Category	% Increase
Games & Toys	+85%
Outdoor/Leisure	+65%
Fashion, Style & Beauty	+47%
General Retail & Commerce	+39%
Health	+37%
Pets	+33%
Homes & Garden	+10%
Consumer Electronics	+8%
Books & Literature	+4%

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Among the top 20 retailers, Argos saw the biggest increase in time spent on Black Friday

% change in <u>time spent</u> for the top 20 retail brands*: Black Friday vs November daily average

Brand	% change
Argos	+68%
Nectar	+67%
John Lewis	+60%
TopCashback	+60%
Boots	+53%
Just Eat	+48%
Currys PC World	+32%
Etsy	+29%
Amazon	+26%
Uber Eats	+25%
B&Q	+24%
ASDA	+17%
Marks & Spencer	+16%
McDonald's	+9%
eBay	+4%
Lidl UK	-2%
Next	-12%
Apple	-23%
Sainsbury's	-24%
Tesco	-37%

Among the top 100, Adidas saw the biggest increase in time spent on Black Friday

Biggest increase in time spent among the <u>top 100</u> retail brands*: Black Friday vs November daily average

About Ipsos iris

Ipsos iris is the UK's only online audience measurement currency endorsed by UKOM. Delivering unparalleled insights, Ipsos iris is the go-to for robust, transparent, and trusted data to support the business decisions of publishers, broadcasters and media agencies.

Visit iris.ipsos.com for more insights or to get in touch.

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Insights Lead
Ipsos iris

About Channel Performance

We provide a clear understanding of channel context and opportunities, shopping behaviours and attitudes; and measure purchase and service experience, activation and touchpoint execution in order to drive sales conversion across all channels.

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