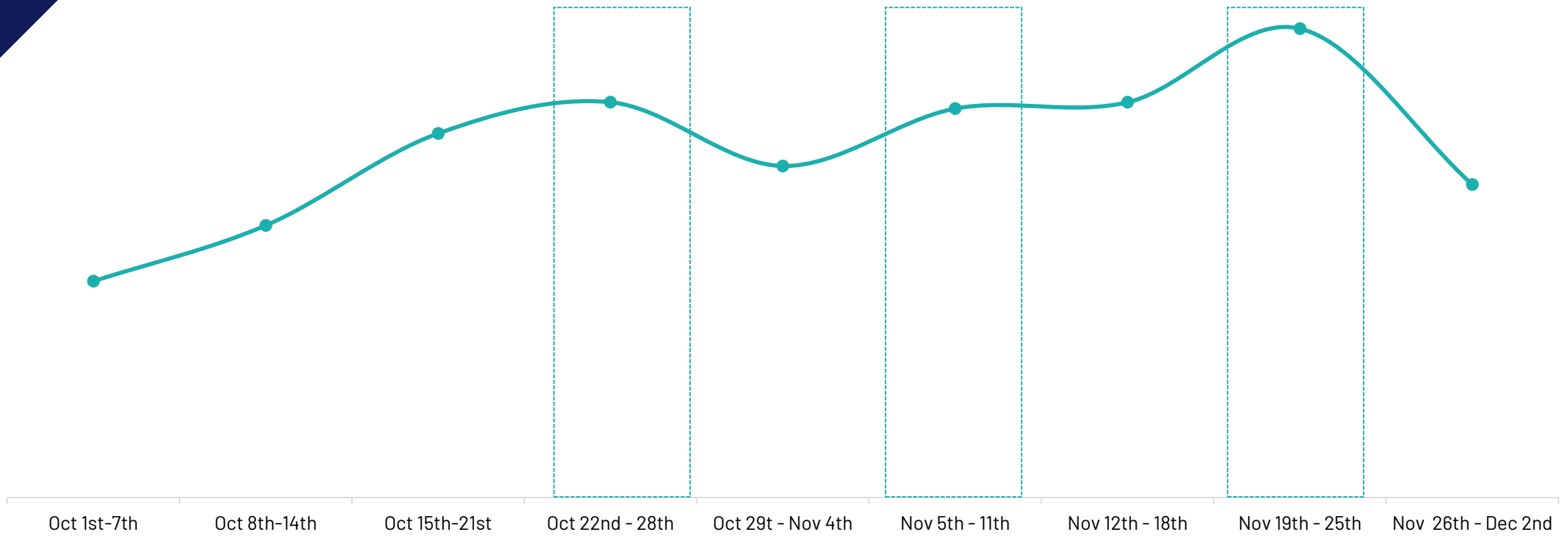


UNDERSTANDING CONSUMER BEHAVIOR IN SAUDI ARABIA: PRE- POST BLACK FRIDAY INSIGHTS

December 2024

Brands spend online the most during the period leading up to Black Friday



50%

of the total online ad spent in the week leading up to Black Friday is generated by **Telecommunications, e-commerce, and publishers**



9 in 10

shoppers were motivated by Black Friday's attractive **deals and discounts**

Price reductions is the key factor influencing purchase decisions

2 in 5

made more **impulse purchases** than expected during Black Friday compared to other sale periods

7 in 10

prioritized price, discounts, and special offers as the key factors influencing their choice of selecting one retailer over another

1 in 4

made their purchase decisions based on product availability, demonstrating the critical importance of both value and stock levels during the event

Clothing and electronics emerged as the standout products during Black Friday

1 in 2 shoppers prioritized clothing, purchasing **1.3x** more than initially expected

While, **1 in 4** snapped up electronics and home appliances



**Digital
platforms have
become the
preferred
shopping
avenue**

80%

**Of Black Friday
purchases were
made online**

60%

**Of shoppers opt
for an exclusively
online shopping
experience**



Social media plays a pivotal role in **discovering Black Friday deals**, both before and during the sales event, making it the **primary channel** for deal hunters

60%

Of shoppers ended up spending the same amount or more this Black Friday compared to their initial expectations, underlining the event's unique shopping allure

THANK YOU

December 2024

