

Black Week 2024: How German consumers plan to shop this Black Week

Black Week is an important event for both shoppers and retailers. But what products are German consumers interested in and where do they plan to buy them?

This infographic showcases key trends and behaviors, helping retailers and brands prepare for Black Week 2024.

Online vs. in-store perspectives

An omnichannel event

63% see Black Week as both an in-store and online shopping event, but...

23% think the best deals are found online.

2% have never heard of Black Week.

Online shopping is preferred

60%

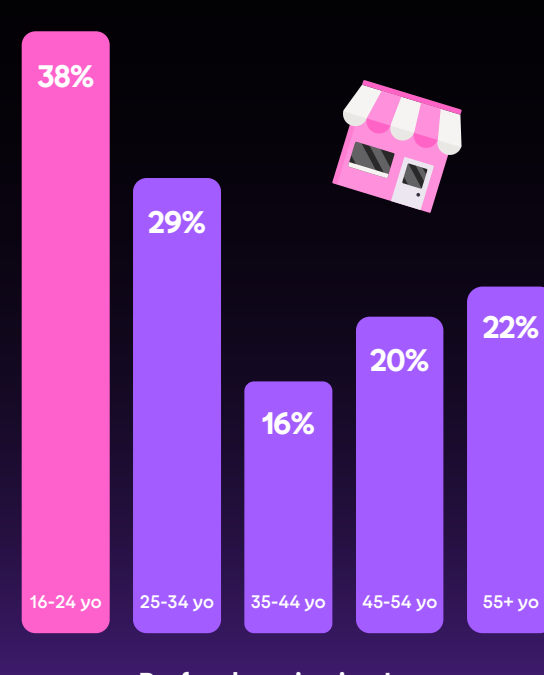
prefer to shop online due to better discounts, fewer crowds and the convenience of home delivery.



One in four shoppers have no preference between online or in-store shopping.

Young consumers are big on the in-store experience

Surprisingly, younger consumers favour in-store shopping more than older age groups.



Consumer planning

Spontaneous vs. planned shoppers

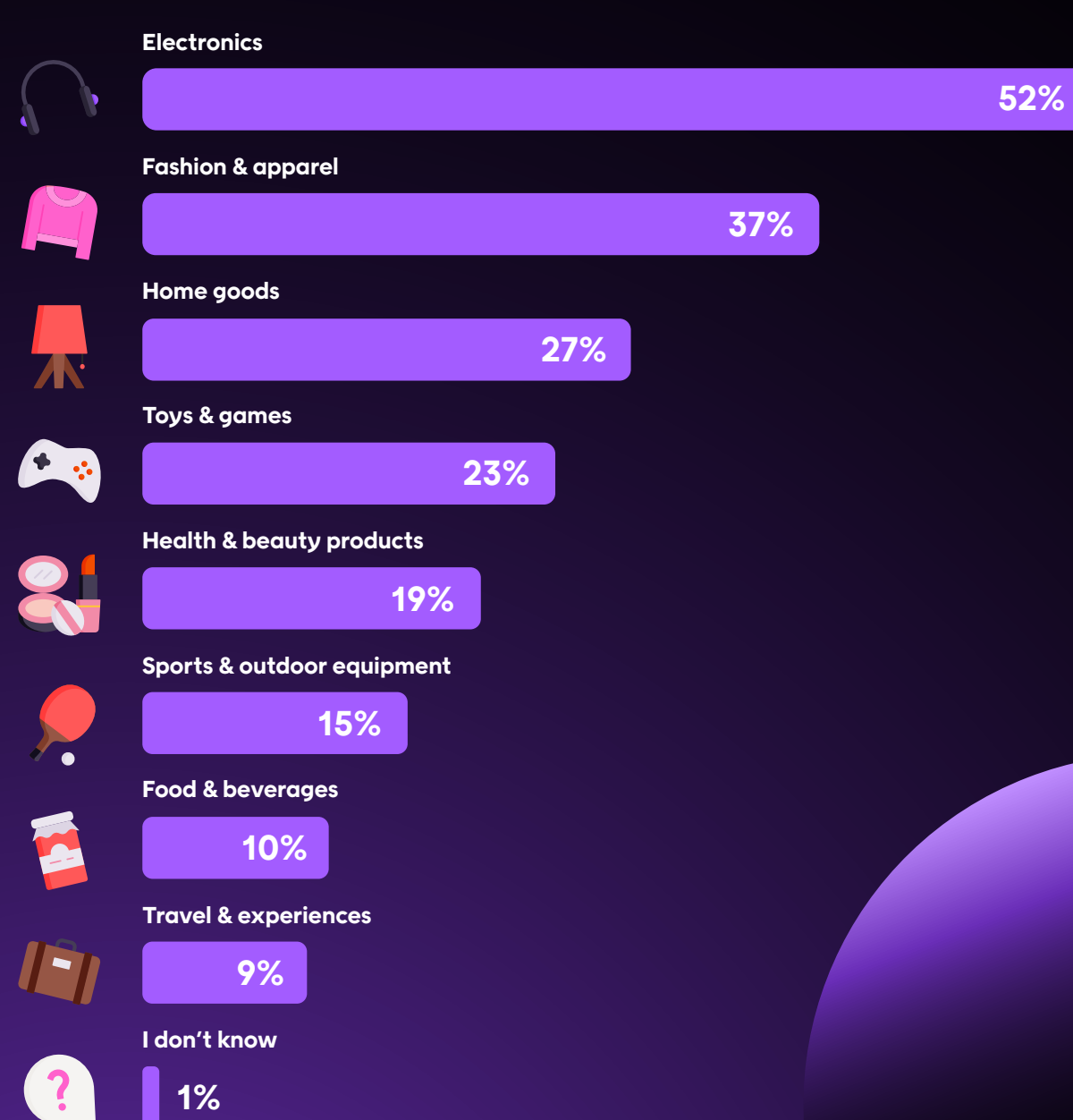
44% don't plan or will shop spontaneously during Black Week.

26% have an idea of what they want, but will make final decisions depending on what deals they get.

1 in 3 plan their Black Week purchases in advance, comparing prices and deals between retailers.

Products in demand

Here's a breakdown of what shoppers are most eager to buy this year:



Influence on purchase decisions

Discounts drive purchases

65%

say Black Friday discounts influence their decision to shop —with 25% describing them as quite influential, and 40% finding them extremely influential.

Is Black Week FOMO real?

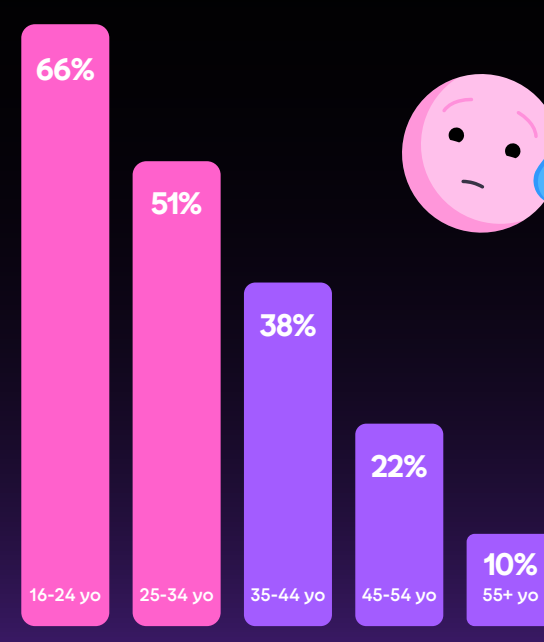
Yes 41%
No 59%

The Yes Sayers feel the pressure to grab deals before they're gone.

However, the No Sayers don't share the urgency.

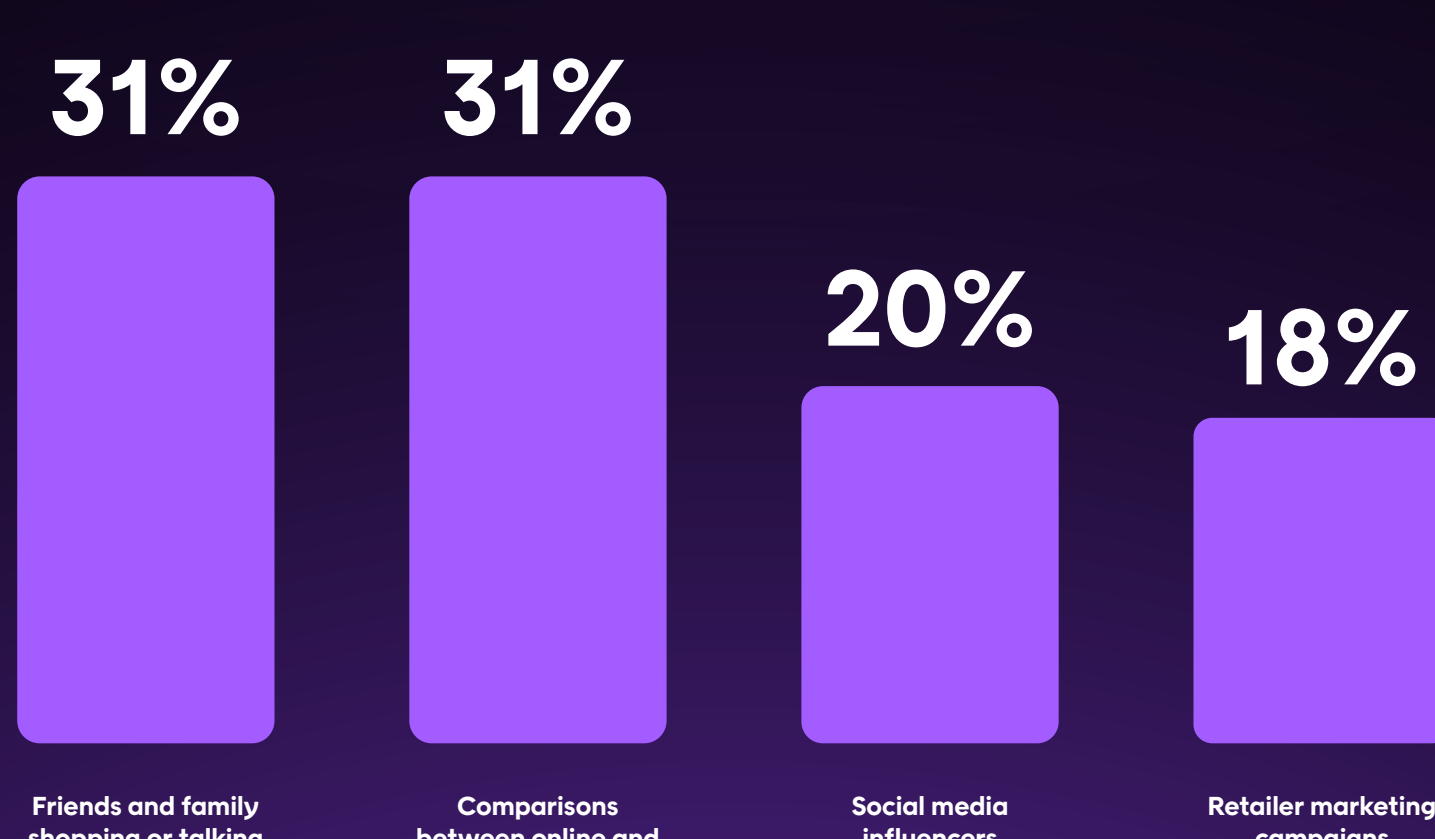
FOMO varies by age

Consumers aged 16-34, experience the highest levels of FOMO.



Beyond FOMO:

What else drives Black Week purchases?



About the survey

Conducted in November 2024 with a research partner, this survey gathered insights from 2,000 consumers in the UK, 1,000 in the Netherlands, and 1,000 in Germany. The goal was to uncover spending habits and shopping preferences to provide a comprehensive view of consumer behaviour during Black Week 2024.

Data collection adhered to MRS Compliance standards, ensuring the insights were reliable and representative.