

# MOMENTS THAT MATTER

BLACK FRIDAY / CYBER MONDAY  
28<sup>th</sup> November / 1<sup>st</sup> December 2025

POWERED BY





# MOMENTS THAT MATTER

## BLACK FRIDAY & CYBER MONDAY

### MOMENTS THAT MATTER:

Moments that Matter is an event-based insight series which builds on the success of our famous insight calendar! Powered by **DREAM**, it aims to provide timely, actionable and thought-provoking insights to help generate ideas for event-specific campaigns.

### BLACK FRIDAY / CYBER MONDAY

The Black Friday / Cyber Monday edition of 'Moments That Matter' explores who plans to participate in the event, how they plan to shop, what content they would like to see and why newsbrands offer the perfect platform to engage your potential customers for the Black Friday weekend.



# BLACK FRIDAY PARTICIPATION



# BLACK FRIDAY OVERVIEW

PARTICIPATION IN BLACK FRIDAY EVENTS HAS GROWN CONSISTENTLY IN RECENT YEARS, INCREASING FROM 53% TO 58% BETWEEN THE 2023 AND 2024 EVENTS

## 2024 PARTICIPATION



## VALUE

**£7.1bn**

ESTIMATED SPEND  
(2024)

## IN-STORE VS. ONLINE

**54%**  
MADE ONLINE  
PURCHASES

**49%**  
MADE IN-STORE  
PURCHASES

## 2025 FORECAST



**A BRIGHTER OUTLOOK  
FOR 2025**

AS DISPOSABLE INCOMERS  
RECOVER FURTHER, BLACK  
FRIDAY / CYBER MONDAY  
DEMAND IS EXPECTED TO RISE

**MINTEL**

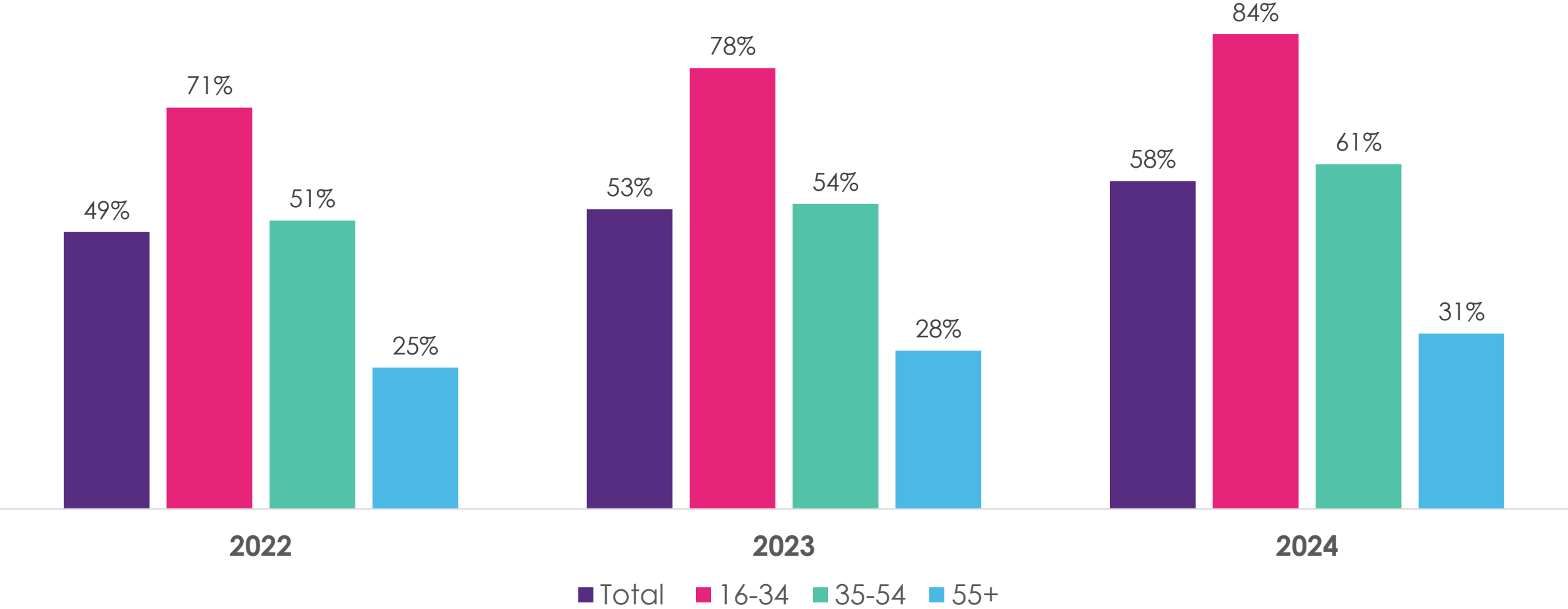


# BLACK FRIDAY PARTICIPATION

ALMOST 3 IN 5 MADE A PURCHASE DURING BLACK FRIDAY EVENTS IN 2024, RISING TO OVER 4 IN 5 AMONG 16-34S. BLACK FRIDAY PARTICIPATION HAS SEEN STEADY INCREASE OVER THE PAST FEW YEARS AND WITH CONSUMER CONFIDENCE ON THE UP, PARTICIPATION IS EXPECTED TO RISE FURTHER FOR 2025



Black Friday Purchasing 2022-2024



Source: Mintel – Christmas & Black Friday 2025

# BLACK FRIDAY ATTITUDES

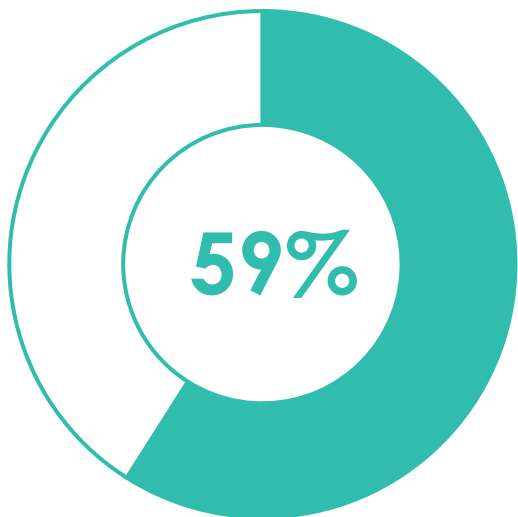


# WHAT DOES BLACK FRIDAY MEAN TO SHOPPERS?

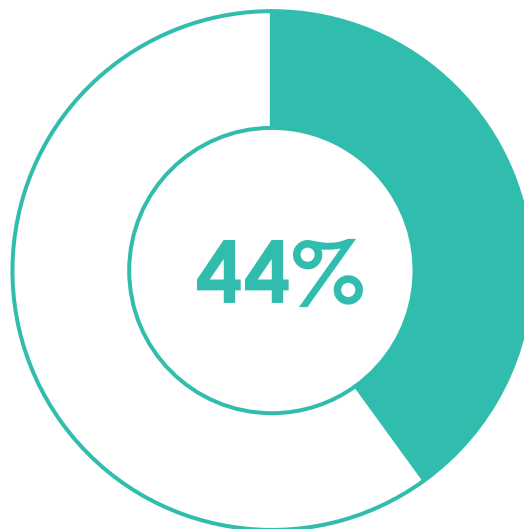
THE MAJORITY (59%) WILL BE PAYING CLOSE ATTENTION TO 2025'S BLACK FRIDAY OFFERS, WITH MANY AGREEING THAT THE EVENT ALLOWS THEM TO BUY GOODS (44%) AND TO BUY FROM BRANDS (43%) THEY CAN'T USUALLY AFFORD. ADULTS AGED 18-34 ARE THE MOST POSITIVE ABOUT BLACK FRIDAY



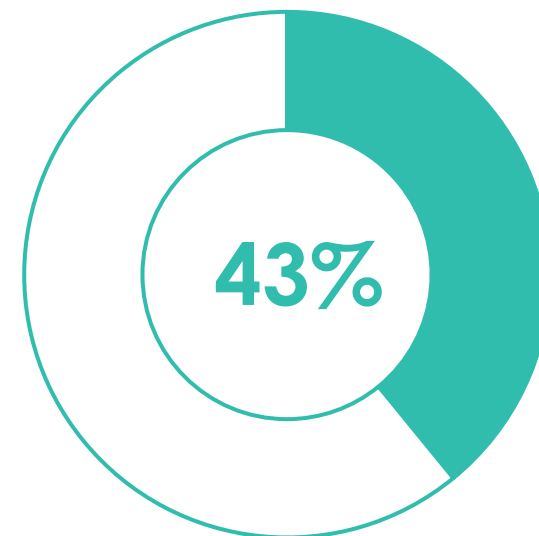
**I WILL PAY CLOSE ATTENTION TO THE BLACK FRIDAY OFFERS THIS YEAR**



**BLACK FRIDAY ALLOWS ME TO BUY GOODS THAT I USUALLY CAN'T AFFORD**



**BLACK FRIDAY ALLOWS ME TO BUY FROM RETAILERS I CAN'T USUALLY AFFORD**







# WHAT CONCERNS DO THEY HAVE?

ALMOST 3 IN 4 AGREE THEY ARE OFTEN SCEPTICAL TOWARDS THE AUTHENTICITY OF DISCOUNTS DURING LARGE RETAIL SALES EVENTS AND ARE DEMANDING INCREASED TRANSPARENCY



I AM OFTEN SCEPTICAL THAT THE PRICES OFFERED  
IN SALES EVENTS ARE GENUINE

73%



I FIND IT DIFFICULT TO IDENTIFY THE BEST DEALS  
DURING SALES EVENTS

41%



I WORRY ABOUT THE ENVIRONMENTAL IMPACT  
OF LARGE RETAIL SALES EVENTS

33%



Q – Thinking about retail sales events in general, to what extent do you agree or disagree with each of the following statements?

Source: Mail Metro Media Sales Events 2024 | Google Analytics





# BLACK FRIDAY LOYALTY AND DIFFERENTIATION

THE COMBINATION OF RISING USAGE AND EXPECTATIONS OF LOYALTY SCHEMES, PAIRED WITH INCREASED SCEPTICISM OF BLACK FRIDAY SALES EVENTS MAY GIVE OPPORTUNITY FOR RETAILERS TO REWARD LOYAL CUSTOMERS WITH EXCLUSIVE HOURS, PRODUCTS AND PROMOTIONS THIS YEAR.



INCREASED USAGE OF  
RETAILER LOYALTY SCHEMES  
IN LAST 6 MONTHS

**+28%**  
NET



I THINK RETAILERS SHOULD OFFER LOYALTY /  
REWARD SCHEME MEMBERS EXCLUSIVE IN-  
STORE HOURS DURING PROMOTIONS.

**70%**



# BLACK FRIDAY BEHAVIOURS

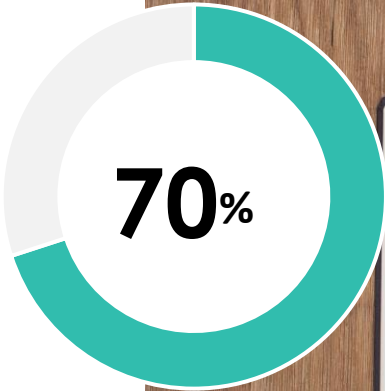


# WHAT TYPE OF PURCHASES DO SHOPPERS MAKE?

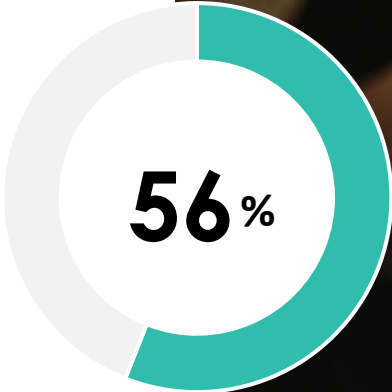
7 IN 10 READERS CLAIM TO MAKE PLANNED PURCHASES OVER THE BLACK FRIDAY WEEKEND AND JUST UNDER 6 IN 10 MAKE SPONTANEOUS PURCHASES



## MADE PLANNED PURCHASES



## MADE SPONTANEOUS PURCHASES







# BLACK FRIDAY AND CHRISTMAS SHOPPING

ALMOST HALF ADMITTED TO PURCHASING CHRISTMAS PRESENTS DURING LAST YEAR'S BLACK FRIDAY PROMOTIONS, WITH EVEN MORE (+7PP) EXPECTING TO DO THE SAME IN 2025



# 45%

I purchased Christmas gifts during the Black Friday 2024 promotions

Parents: 63%

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# 52%

I plan to purchase Christmas gifts in the Black Friday promotions this year

Parents: 70%



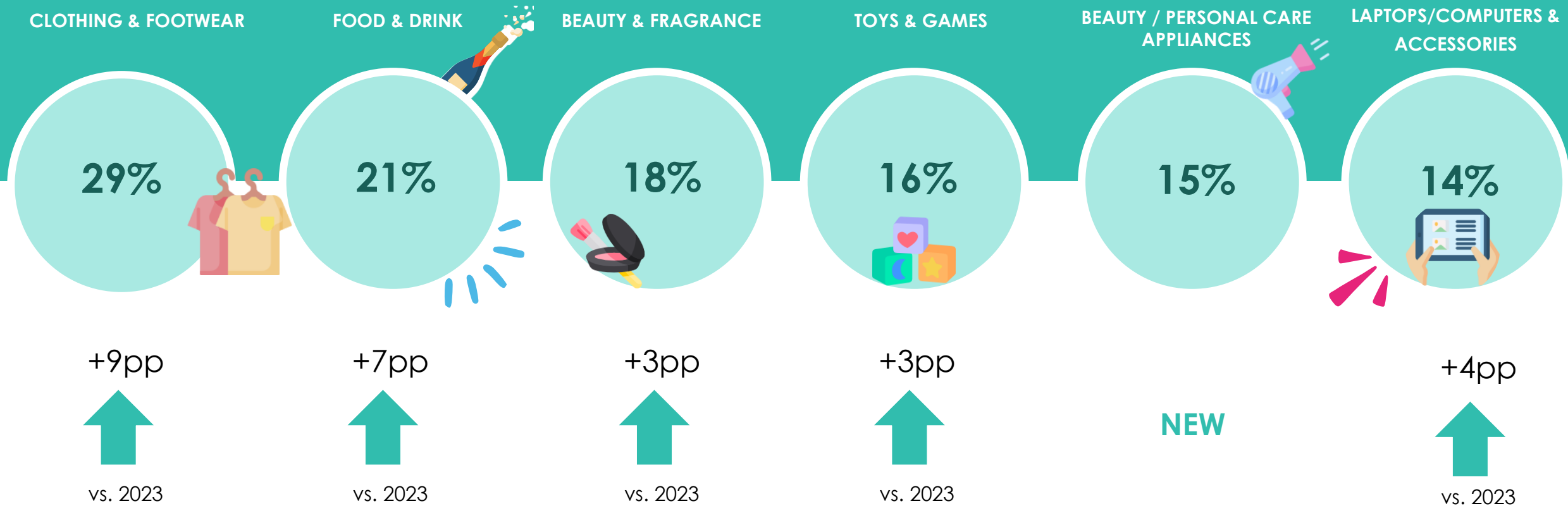
Q - Thinking about the Black Friday promotions last year, do the following statements apply to you?

Source: Retail at Christmas 2025 (MMM)



# WHAT PRODUCTS DID SHOPPERS BUY IN 2024?

CLOTHING AND FOOTWEAR WAS THE LEADING PRODUCT CATEGORY FOR BLACK FRIDAY IN 2024 (29%) AND WAS UP BY 9PP YEAR ON YEAR. FOOD AND DRINK (21%) AND BEAUTY & FRAGRANCE (18%) FOLLOWED, WITH BEAUTY AND PERSONAL CARE APPLIANCES (15%) HAVING ALSO EMERGED AS A MAJOR CATEGORY.





**£258**

EXPECTED AVERAGE  
SPEND 2024

**£7.1bn**

EXPECTED TOTAL SPEND  
2024

**£343**

EXPECTED SPEND  
FOR 25-34 YEAR  
OLDS (2024)

## HOW MUCH DO THEY SPEND?

EXPECTED BLACK FRIDAY SPEND FOR 2024 WAS £258 PER PERSON, RISING 17% PER SHOPPER COMPARED TO 2023 (£221).

- **MEN'S SPENDING** FOR 2024 WAS ANTICIPATED TO BE **50% HIGHER THAN WOMEN'S** (£311 VS. £208). 73% OF MALE SHOPPERS PLANNED TO BUY SOMETHING FOR THEMSELVES
- **24-34 YEAR OLDS** MAKE UP THE BIGGEST SPENDING AGE GROUP, WITH **AVERAGE SPEND AT £343** PER HEAD VS. £258 ACROSS ALL SHOPPERS

Q - Approximately how much do you estimate you spent in total during the last Black Friday / Cyber Monday sales? Q  
– Do you plan to spend more or less than last year?

**Source:** PWC Press Release: 'UK consumers set to splurge £7.1bn treating themselves this Black Friday'

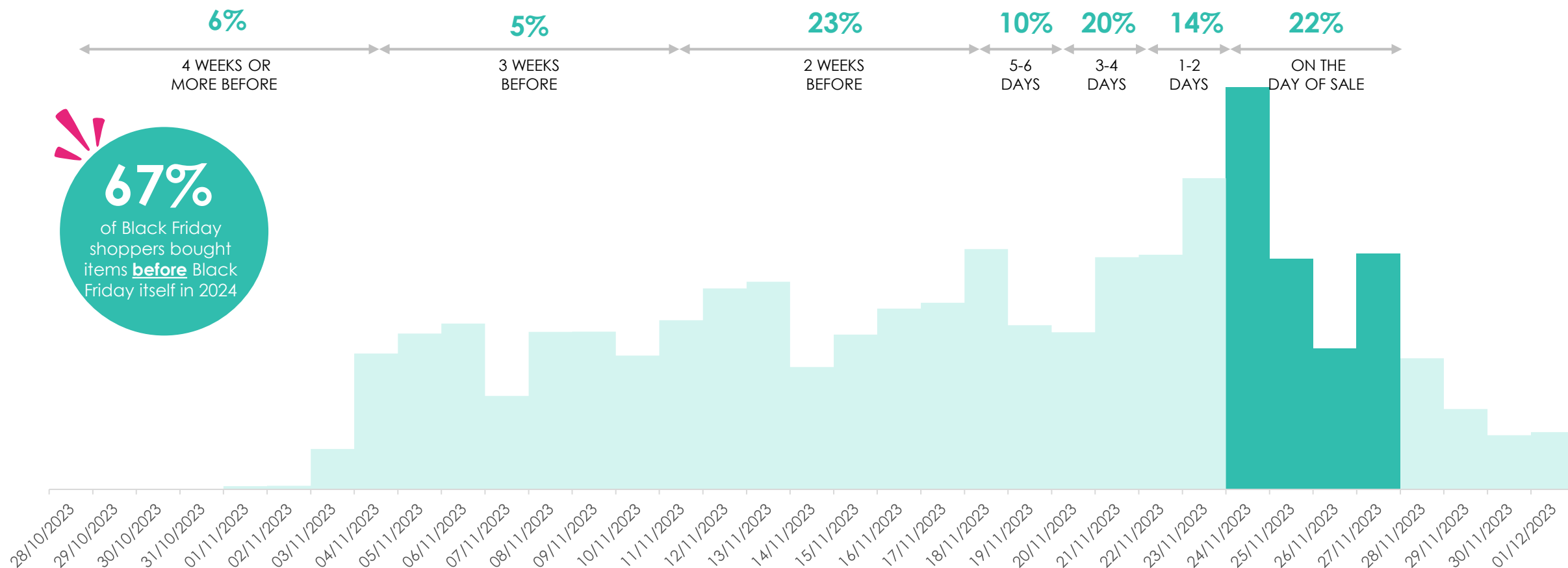


# WHEN DO SHOPPERS PLAN AND BUY FOR THE EVENT?

BLACK FRIDAY SALES CONTINUE TO CREEP FORWARD WITH 7 IN 10 BUYING ITEMS BEFORE THE DAY. WHEN IT COMES TO PLANNING, 4 IN 10 DO IT IN THE WEEK LEADING UP TO BLACK FRIDAY, WHEREAS 3 IN 10 START THEIR PLANNING EARLIER. MOST ARTICLE VIEWS ON BLACK FRIDAY (74%) ARE BEFORE THE DAY.



## Key planning dates vs Black Friday article views on MailOnline



Q - Approximately when did you begin researching/planning for the following sales event(s) the last time they took place?

Source: Mail Metro Media Sales Events 2024 | Google Analytics | Mintel – Christmas & Black Friday 2025

DREAM

Mail METRO MEDIA



# BLACK FRIDAY CONTENT



# WHAT INFORMATION IS IN DEMAND?

WITH SCEPTICISM AROUND SALES EVENTS ON THE UP IN RECENT YEARS, COMPARISONS WITH NON-SALE PRICES ARE THE TOP INFORMATION (48%) READERS LOOK OUT FOR WHEN IT COMES TO SALES EVENTS, FOLLOWED BY CLEAR INFORMATION ON THE PRODUCTS AND BRANDS INCLUDED (42%)



48%

COMPARISON WITH  
NON-SALE PRICES



42%

CLEAR INFORMATION ON  
PRODUCTS/BRANDS INCLUDED



41%

CUSTOMER REVIEWS /  
TESTIMONIALS



30%

INFORMATION ON  
RETURNS/REFUNDS



30%

COMMUNICATION ON  
SALES DATES/DURATION



19%

INFORMATION ON OTHER  
BENEFITS/INCENTIVES



18%

INFORMATION ON  
EXCLUSIVE SALE ITEMS



10%

DETAILS ON PAY  
OPTIONS/INSTALMENT PLANS

Q - Which, if any, of the following pieces of information are most important to you when it comes to sales events?

Source: Mail Metro Media Sales Events 2024

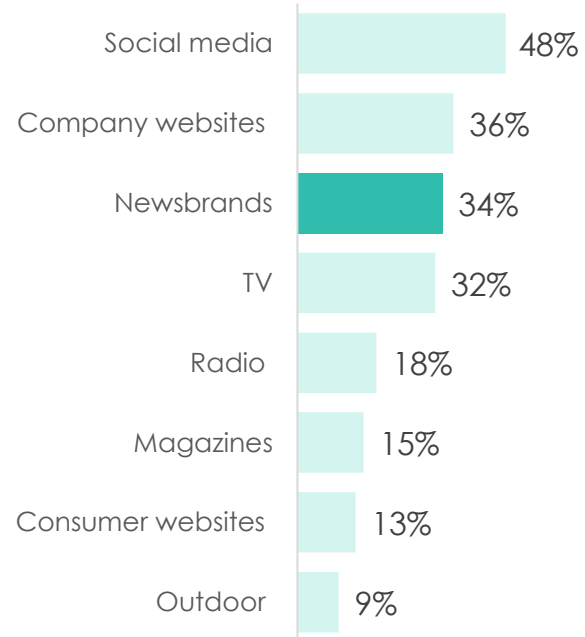


# WHERE DO THEY GET THEIR INSPIRATION?

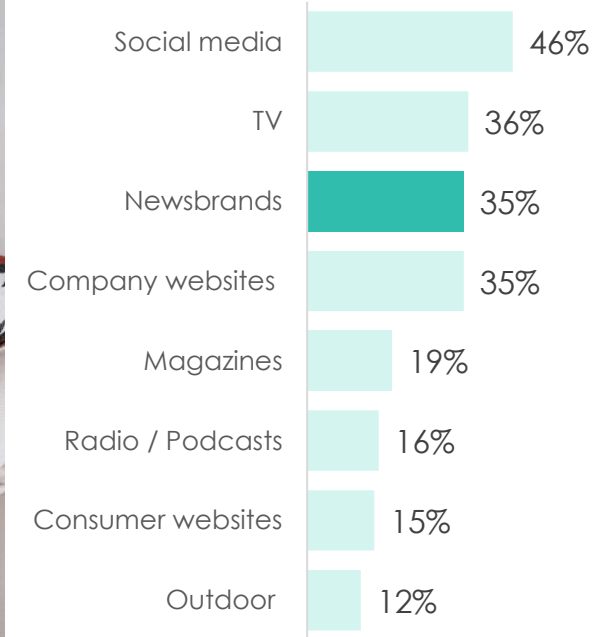
OVER 1 IN 3 BELIEVE NEWSBRANDS ARE A USEFUL SOURCE OF INFORMATION FOR FINDING BOTH DEALS AND OFFERS (34%) AND TIPS ON PREPARING FOR GIFT SHOPPING AHEAD OF TIME (35%)



## USEFUL FOR DEALS AND OFFERS



## HINTS AND TIPS ON PREPARING FOR GIFT SHOPPING AHEAD OF TIME



Q - Please select the media type(s) that you think apply to each statement.

Source: Retail at Christmas 2025 (MMM)

# BLACK FRIDAY: THEMES THAT MATTER



THE STAT

## EXCLUSIVE EVENTS & OFFERS



**70%** of shoppers think retailers should offer loyalty / reward scheme members exclusive in-store hours during promotions and **60%** would like ability to vote on deals.

## SALES SCEPTICISM



**73%** of shoppers agree they are sceptical that the sale prices offered during retail sales events are genuine. **41%** say they find it hard to find identify the best deals.

## GREEN FRIDAY



**33%** of shoppers agree they worry about the environmental impacts of large retail sales events.

## EARLIER SHOPPING



**67%** of shoppers made purchases in the lead up to Black Friday in 2024. Net **28%** more Brits will be planning Christmas earlier this year.

THE TRUTH

For such an important retail event, Black Friday can often feel transactional. By focussing purely on pre-determined offers, are retailers missing an opportunity to build closer relationships with current and future customers?

Many shoppers are becoming increasingly sceptical as to whether Black Friday offers are genuinely a 'good deal', often fearing retailers are misleading them through inflating 'original' prices.

With Black Friday being renowned for impulsive purchases and 1 in 3 agreeing the discounts make them buy items they don't really need, concern surrounding its environmental impact is growing amongst consumers.

Shoppers are now planning and buying products well before Black Friday itself, with the increasing numbers of consumers utilising the event for Christmas gift purchasing likely playing a part.

IMPLICATIONS

Stand out this Black Friday by getting potential shoppers more engaged with your sales offerings. This could be through exclusive access to the sales (in-store or online), access to limited edition products or allowing them to play a part in what goes on sale!

Retailers should focus on being transparent this Black Friday through clearly showing price history and genuine savings. This will help reassure sceptical customers and build trust in your brand. Don't be afraid to stand proud and celebrate year long low prices.

Retailers should look to demonstrate how they're keeping environmental impacts down during the event through highlighting deals on more sustainable options such as second hand/refurbished items, 'trading in' incentives and green delivery options.

Look to make the planning process easier for customers through offering sale previews, early access deals to help shoppers spread costs and utilising AI tools to help people find what they're looking for – whether that be the perfect gift or a well-earned treat!

# BLACK FRIDAY AT MAIL METRO MEDIA





# ENGAGEMENT WITH OUR BLACK FRIDAY CONTENT

THERE WERE 5 MILLION ARTICLE VIEWS ON OUR BLACK FRIDAY CONTENT LAST YEAR, WITH TOP THEMES INCLUDING LIVE OFFER UPDATES, TOP PICKS AND EXCLUSIVE DISCOUNT CODES



## Articles & Views (Past Year)



Black Friday Articles



Article Views on  
Black Friday content

## Top Black Friday Related Articles on MailOnline

	Top Articles: Black Friday Content
1	This NEOM box worth 237 is just 120 in unmissable early Black Friday deal
2	This affordable Peloton exercise bike alternative is now £330 off in early Black Friday deal
3	Black Friday 2024 UK deals live latest offers from Amazon, Ninja, Boots and more as brand sales get underway
4	Score two viral foot peel masks that users say are 'better than a pedicure' for under £15 in early Amazon Black Friday sale
5	The Haier smart toaster and kettle bundle is back to its lowest price ever for Black Friday thanks to our code. Shop both now for just £99
6	The Emma Sleep Black Friday sale has landed. Save up to 50 off on mattresses, bedding and their award-winning pillow
7	Charles Keith's sold-out bag returns as the celebrity worn brand drops Black Friday sale with up to 10% off everything
8	Answr Black Friday sale is here. The viral at-home keratin treatment that leaves hair 'straight and glossy' is now 30 off in sitewide sale and we have an extra 10% discount
9	The 40 best Amazon Black Friday 2024 deals we've found so far including Ninja, Shark, Maybelline and more. Save up to 70% off
10	Missoma's Black Friday sale is here. Get up to 40% off A-list approved jewellery including Gigi Hadid's favourite earrings at a steal

## Top Digital Themes

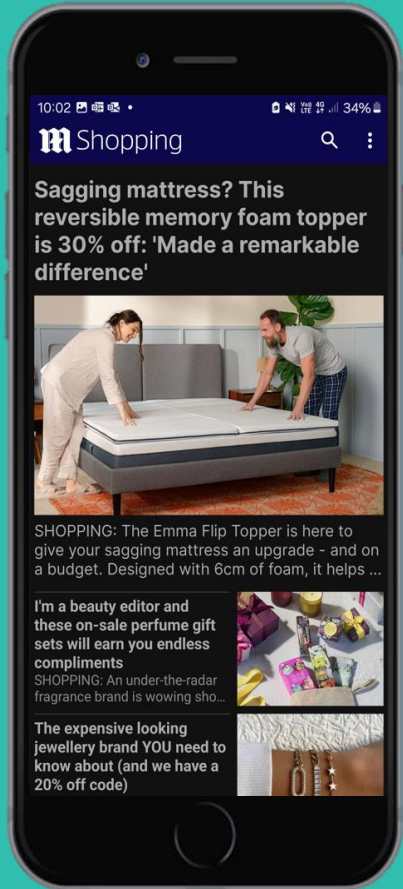




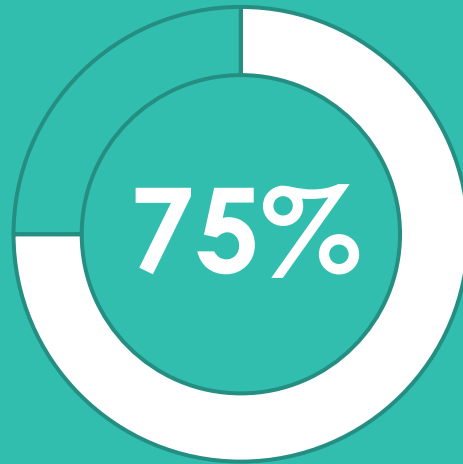
# WE ARE AN INVALUABLE SHOPPING ASSISTANT

THERE WERE 35 MILLION ARTICLE VIEWS ON OUR SHOPPING CONTENT IN 2024.

OUR CONTENT INFORMS AND INSPIRES, WITH 3 IN 4 WEEKLY READERS SAYING IT KEEPS THEM INFORMED ABOUT NEW PRODUCTS AND BRANDS AND 1 IN 2 WEEKLY READERS GOING ON TO PURCHASE A PRODUCT AFTER READING ABOUT IT ON MAILONLINE!



## Opinions on MailOnline Shopping Content



**Keeps me  
informed about  
new products /  
brands**



**A go-to source for  
product  
recommendations  
/ reviews**



**59%** have searched  
for more information  
on products that I  
have seen



**48%** have  
purchased products  
they have seen  
discussed in content



**31%** have looked  
for / used discount  
codes they have  
seen on MailOnline



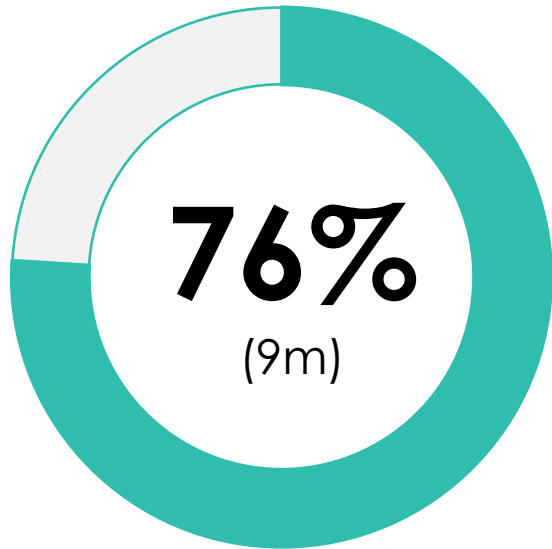


# HOW TO REACH KEY BLACK FRIDAY AUDIENCES

MAIL METRO MEDIA ACCOUNT FOR 76% OF ALL BLACK FRIDAY SPEND IN THE UK AND WE REACH NEARLY 9M ADULTS AGED 18-34 ACROSS OUR SOCIAL, DIGITAL AND AUDIO PORTFOLIO.

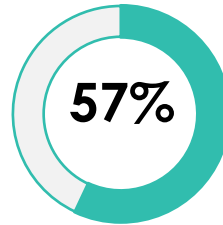


## MAIL METRO MEDIA REACHES

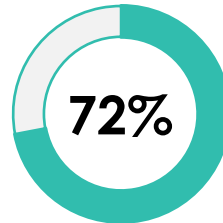


BLACK FRIDAY SHOPPERS

## KEY TARGET AUDIENCES



MAIL METRO MEDIA REACHES 57% OF **18-34s** (8.8m)



MAIL METRO MEDIA REACHES 72% OF **TREND FOCUSED SHOPPERS** (4.5m)

## PURCHASING POWER

**76p in every £1**

spent on Black Friday is by a Mail Metro Media reader



**STAND OUT THIS BLACK FRIDAY WITH  
OUR POWERFUL DATA PRODUCTS**





# OUR POWERFUL DATA PRODUCTS

BLACK FRIDAY IS A SALES EVENT FOR WHICH DELIVERING IMPACT CAN BE DIFFICULT. OUR DATA PRODUCTS HELP YOU SKIP THE QUEUES AND GET YOU STRAIGHT IN FRONT OF YOUR CURRENT AND FUTURE CUSTOMERS!



## EXCLUSIVE+

### Best for:

- Bespoke audience segments to match your audience profiles.
- Driving awareness, consideration and outcomes
- Learnings

### Includes:

- Bespoke data strategy
- Data-led optimisations
- Data PCA & learnings



## AUDIENCE TAKEOVER

### Best for:

- Broad category audiences (i.e. gifting, fashion & beauty)
- Driving consideration and consideration for a relevant audience.

### Includes:

- Takeover experience using premium formats above the fold served to a specific audience



## RE-TARGET

### Best for:

- Connecting to users who are thinking about your brand
- Driving outcomes

### Includes:

- Users who have recently had a positive engagement with your brand across commercial, editorial and commerce

# EXAMPLE BLACK FRIDAY EXCLUSIVE+ DATA STRATEGY

Targeting readers who make purchases over Black Friday & Cyber Monday.



18-34s	SHOPPING ENTHUSIASTS	POSTCODE AFFINITY	BARGAIN HUNTERS	GIFTING	OUTCOMES
<p>Over <b>9 in 10</b> readers aged 18-34 have made purchases over Black Friday &amp; Cyber Monday (vs. 7 in 10 average participation).</p> <p>Mail Metro Media reaches <b>7.6m</b> 18-34s.</p>	<p>Readers are most interested in purchasing: electronics &amp; appliances (<b>46%</b>), beauty &amp; cosmetics (<b>40%</b>), and games &amp; toys (<b>40%</b>). Dynamically serve creatives to the respective audience groups.</p> <p>Readers want to see comparison with regular prices (<b>48%</b>), product descriptions (<b>42%</b>) and customer reviews (<b>41%</b>).</p>	<p>Working with you we can target postcodes based on <b>[INSERT BRAND]</b> existing customer base or key threat/opportunity areas.</p> <p>Using our geo targeting tools we can target readers in postcodes that over index as Black Friday &amp; Cyber Monday Shoppers.</p>	<p><b>2 in 3</b> will often postpone purchases to see if they can get a better deal in the sales, which allows over <b>1 in 2</b> to purchase items they wouldn't typically be able to afford. When retail ads are served alongside financial content, CTRs can increase by <b>2.3x</b>!</p> <p>Searches for Black Friday begin to rise a week before and stays above average for 10 days.</p>	<p><b>2 in 3</b> readers agree that Black Friday is a great opportunity to purchase gifts for upcoming special occasions. Readers in market for gifting are <b>+25%</b> more likely to be in market for Black Friday &amp; Cyber Monday.</p> <p>Readers spend an average of <b>£175</b> across this event, which increases to <b>£275</b> amongst 18-34s.</p>	<p>High value users who have engaged with <b>[INSERT BRAND]</b> editorial/ commercial content, recent engagement with direct/ programmatic <b>[INSERT BRAND]</b> advertising or visited <b>[INSERT BRAND]</b> discount codes.</p>



# AUDIENCE TAKEOVER: GIFTING



Take control of the gifting category audience across our platforms. Our Gifting Audience Takeover targets people who gift at key gifting moments using a curation of data points from editorial, advertising, commerce and video which align to the gifting category and brands.

## THE DETAILS:

Please contact your sales rep for the latest deals on Audience Takeovers.



## WHY MMM?:

E-COMMERCE GIFTING GUIDES IN 2024:

**69**

GIFTING ARTICLE VIEWS:

**2 MILLION**

GIVE GIFTS THAT HAVE THE WOW FACTOR

**OVER 2 IN 5**

CONTENT GIFTING ADS PERFORM BEST ON

**CELEBRITY, WEDDING,  
SEASONAL, FOOD, FASHION**



# AUDIENCE TAKEOVER: FASHION



Take control of the fashion category audience across our platforms. Our Fashion Audience Takeover targets fashionistas using a curation of data points from editorial, advertising, commerce and video which align to the fashion category and brands.

## THE DETAILS:

Please contact your sales rep for the latest deals on Audience Takeovers.



## WHY MMM?:

FASHION ARTICLES IN 2024:

**14,000+**

FASHION ARTICLE VIEWS:

**490 MILLION**

TOTAL FASHION SPEND

**58P IN £1**

WHY NEWSBRANDS?

**1 IN 3 HAVE BOUGHT  
CLOTHES THEY HAVE SEEN IN  
A NEWSBRAND AD CAMPAIGN**