



MOMENTS THAT MATTER

Singles' Day

11th November

POWERED BY

D·R·E·A·M



MOMENTS THAT MATTER: SINGLES' DAY EDITION

MOMENTS THAT MATTER

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

SINGLES' DAY 2025:

The Singles' Day edition of 'Moments That Matter' explores awareness and attitudes towards the event. It covers key categories and key trends relating to it. It concludes by showcasing why Mail Metro Media offers the perfect platform to engage your potential customers during the Singles' Day sales.



MOMENTS THAT MATTER: AGENDA



WHO IS AWARE OF
SINGLES' DAY?

WHO IS INTERESTED IN
CELEBRATING SINGLES' DAY?

WHAT ARE THE
SINGLES' DAY
TRENDS?



HOW TO CONNECT
TO KEY SINGLES' DAY
AUDIENCES ACROSS
OUR PRINT, DIGITAL
AND SOCIAL
PORTFOLIO



WHY NEWSBRANDS
ARE AN IDEAL
ENVIRONMENT FOR
LARGE RETAIL EVENTS



DO MORE WITH OUR
DATA ON SINGLES'
DAY BY MAKING THE
MOST OF OUR
POWERFUL DMG::ID



HOW OUR
PARTNERSHIPS HAVE
DELIVERED FOR
CLIENTS ACROSS ALL
CATEGORIES



THEMES THAT MATTER



SINGLES' DAY OVERVIEW

SINGLES' DAY, ORIGINATING FROM CHINA, IS THE WORLD'S LARGEST SHOPPING EVENT! ORIGINALLY A DAY FOR SINGLE PEOPLE CELEBRATING THEIR SINGLEDOM, IT'S NOW A GLOBAL SHOPPING EVENT WHERE PEOPLE TREAT THEMSELVES AND ENJOY PROMOTIONS FROM RETAILERS!

WHEN?



ORIGIN



GLOBAL VALUE

\$156bn

ESTIMATED GLOBAL SALES*

SINGLES' DAY UK

6%

OF BRITS HAVE TAKEN PART IN
SINGLES' DAY PREVIOUSLY**
18-34: 13%

*Source: Queue it 2023

**Source: Retail at Christmas 2025 (N=734)

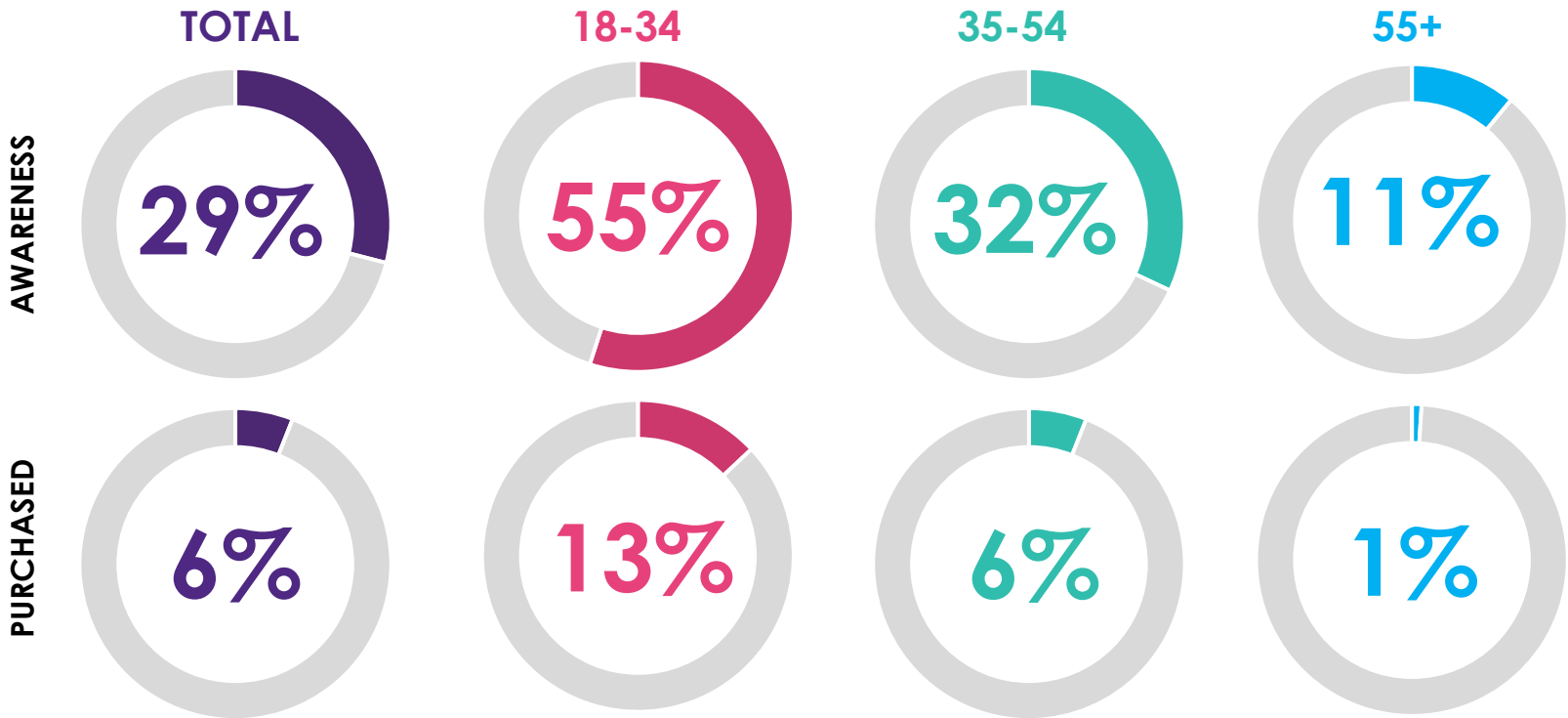
ATTITUDES TOWARDS SINGLES' DAY AND PURCHASING BEHAVIOURS



AWARENESS OF SINGLES' DAY AND INVOLVEMENT IN IT

3 IN 10 READERS HAVE HEARD OF SINGLES' DAY RISING TO 5 IN 10 FOR ADULTS AGED 18-34.
ONLY 6% HAVE PREVIOUSLY MADE A PURCHASE ON SINGLES' DAY, RISING TO 13% FOR ADULTS AGED 18-34.

Awareness of and involvement in Singles' Day by demo



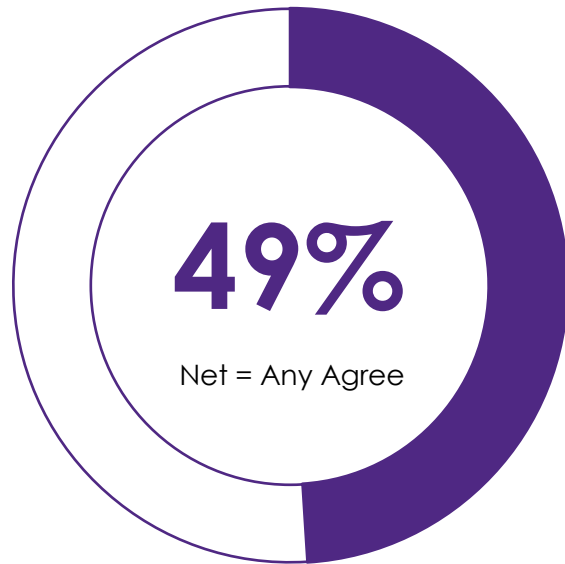


ATTITUDES TOWARDS SINGLES' DAY

5 IN 10 THINK SINGLES' DAY IS A GOOD IDEA, WITH A FURTHER 4 IN 10 INTERESTED IN LEARNING MORE ABOUT THE EVENT. THIS SUGGESTS THAT THERE IS REAL OPPORTUNITY TO ENCOURAGE MORE PEOPLE TO TAKE PART.

Significant at 95% confidence ▲ ▼

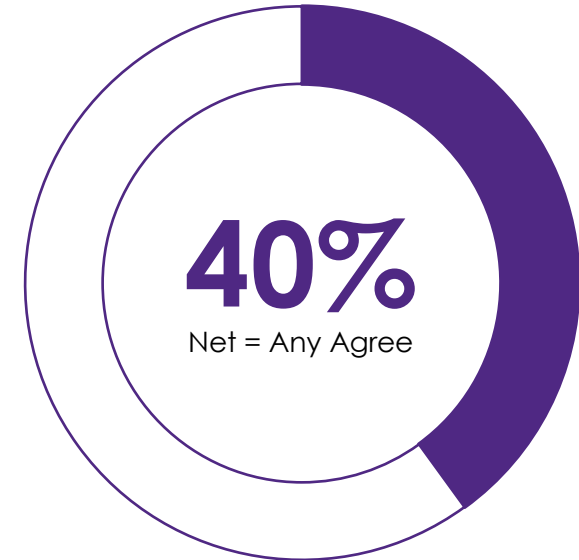
THINK SINGLES' DAY IS A GOOD IDEA (WHEN CONCEPT EXPLAINED)



18-34: 61% ▲
35-54: 56% ▲
55+: 37% ▼



INTERESTED IN LEARNING MORE ABOUT SINGLES' DAY



18-34: 65% ▲
35-54: 46% ▲
55+: 18% ▼



WHAT PRODUCTS ARE MOST POPULAR ON SINGLES' DAY?

TECHNOLOGY, SKINCARE AND PERSONAL HYGIENE PRODUCTS ARE THE MOST POPULAR ON SINGLES' DAY ALTHOUGH THE CLOTHING CATEGORY HAS SEEN THE MOST GROWTH. BRAND SALES OFTEN INCLUDE A 'LOVE' OR A 'TREAT' THEME OR A PLAY ON THE NUMBERS '1' OR '11'

ELECTRONICS AND
HOME APPLIANCES

#1

SKINCARE

#2

PERSONAL HYGIENE &
HOUSEHOLD CLEANING

#3

COOKING &
INGREDIENTS

#4

FRAGRANCE &
MAKEUP

#5

CLOTHING /
ACCESSORIES



#1 GROWTH

 AliExpress

UP TO 80% OFF PRODUCTS
FROM TECH, FASHION & HOME

ASOS

USE CODE LOVE FOR 30%
OFF SELECTED ITEMS

CLARINS

ALL ORDERS OVER £35 WILL
GET 11 FREE SAMPLES

ACCESSORIZE

22% OFF EVERYTHING.
ONLINE EXCLUSIVE



SINGLES' DAY AND THE GROWTH OF SOCIAL COMMERCE

SOCIAL MEDIA IS BECOMING INCREASINGLY INFLUENTIAL IN PROVIDING INSPIRATION FOR PURCHASES AND GIFTS. LIVE-STREAM SHOPPING EVENTS ON SOCIAL PLATFORMS LIKE TIKTOK SHOP ARE BECOMING MORE POPULAR ON SINGLES' DAY, AS ARE NOVEL WAYS TO ENCOURAGE MORE BRAND INTERACTION.

INFLUENCE OF SOCIAL MEDIA ON CHRISTMAS GIFT BUYING



TOTAL: 33%
Gen Z: 48%
Millennials: 43%
Gen X: 28%
Boomers: 21%

LAST YEAR: 30%

CASE STUDY: ALI EXPRESS (NOVEMBER 8TH -18TH)
ALI EXPRESS LAUNCHED A MAJOR SINGLES' DAY EVENT IN THE UK
OFFERING DISCOUNTS OF UP TO "80%" AND INTRODUCING
ENGAGING FEATURES LIKE "SHAKE-AND-WIN" AND DAILY LIVE
STREAMS TO ATTRACT SHOPPERS

MINTEL



**UK YOY % GROWTH IN NUMBER OF
CUSTOMERS IN NOVEMBER ('24 VS '23)**



+54%



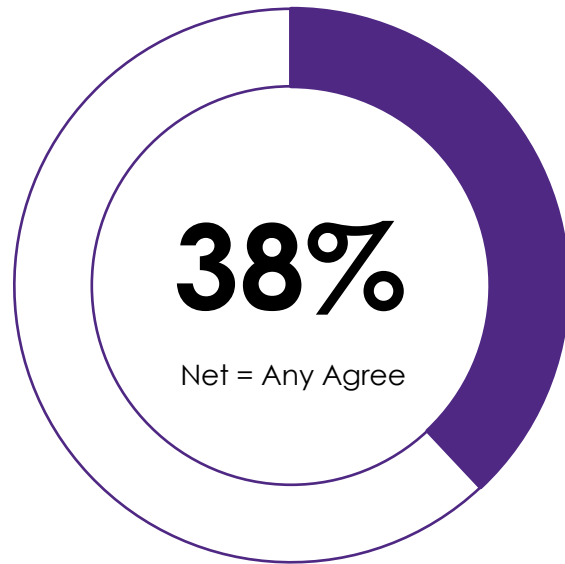
+95%



SINGLES' DAY AND OTHER KEY RETAIL EVENTS

WITH MANY BRITS BUYING A GIFT FOR THEMSELVES AT CHRISTMAS, DOES SINGLES' DAY OFFER A CHANCE FOR RETAILERS TO STAND OUT AND START THEIR DISCOUNTING BEFORE THE CROWDED BLACK FRIDAY SALES?

I WOULD CONSIDER BUYING CHRISTMAS GIFTS ON SINGLE'S DAY



18-34: 61% ▲
35-54: 44%
55+: 18% ▼

WILL BE BUYING THEMSELVES A CHRISTMAS PRESENT IN 2025



18-34: 36% ▲
35-54: 27%
55+: 5% ▼

KEY RETAIL EVENTS FOR CHRISTMAS IN 2025



SOME RETAILERS' SINGLES' DAY SALES BEGIN IN THE LAST WEEK OF OCTOBER



11/11 WAS CHOSEN FOR SINGLES' DAY AS THE FOUR ONES REPRESENT BEING SINGLE



BLACK FRIDAY TAKES PLACE IN LATE NOVEMBER THIS YEAR WITH CYBER MONDAY ON 1ST DECEMBER

THE CHANGING NATURE OF SINGLES' DAY



IS SINGLE'S DAY ONLY AIMED AT SINGLETONS?

DESPITE THE NAME, SINGLES' DAY IS NO LONGER JUST ABOUT BEING SINGLE. IT'S TRANSFORMED INTO A SHOPPING EVENT ABOUT TREATING YOURSELF. WHILST THERE IS A FOCUS ON LUXURY GOODS, THERE IS OPPORTUNITY FOR BRANDS TO APPEAL TO THE LIFE AMBITIONS OF THEIR CUSTOMERS.

SINGLE: RELATIONSHIP STATUS



18-34: 60% ▲
35-54: 19% ▼
55+: 12% ▼

SELF-CARE

2 IN 3

single Gen Zers say they prioritise self-care over finding a romantic partner. Good health is Gen Z's top values (**59%**), followed by strong friendships (**47%**) and personal interests (**39%**), while only **30%** value a long-term relationship.



Self-care, personal growth, and good health are key priorities for Gen Z, often outweighing the importance of romantic relationships. The rising popularity of being single reflects a shift toward independence and well-being as lifestyle values.

INDEPENDENCE

+25%

More time spent alone means solo activities are on the rise. 70% of UK cinema-goers say they're happy to go to the cinema alone, 21% would dine solo at leisure venues, and 2 in 10 have taken a solo holiday in the past five years.



Solo activities are becoming increasingly popular and empowering, reflecting a broader cultural shift towards independence and self-prioritisation. Solo activities can be recognised as the celebration of individuality.

THEMES THAT MATTER

SINGLES' DAY: THEMES THAT MATTER

SOCIAL COMMERCE



THE STAT

There was a **+54%** increase in new customers to TikTok shop in November '24, compared to November '23, and a **+95%** increase in new customers to AliExpress.

THE TRUTH

Social media is increasingly influential in providing inspiration for purchases on key retail events like Singles' Day and Black Friday. Live streaming events and novel ways to encourage more interactions are becoming more popular.

IMPLICATIONS

Utilise your own digital and social commerce platforms and partner with those like Mail Metro Media to reach new audiences. Experiment with live-streaming but also new and interactive ways to encourage engagement like AliExpress did with "Shake to Win."

ENCOURAGE SELF-LOVE



64% of our readers enjoy treating themselves to things they don't need and **2 in 10** often buy gifts for themselves over the Christmas period.

You don't have to be single to benefit from the Singles' Day promotions. Self-gifting is a meaningful way to boost mood and wellbeing before a very busy festive season.

Singles' Day creates a platform to highlight the value of self-love and offers brands a chance to connect with consumers on a different level. As well as luxuries, offering products or services that match the lifestyles and ambitions of potential customers is becoming increasingly key.

EDUCATE & EXPERIMENT



4 in 10 are interested in learning more about Singles' Day sales when it was explained to them but only **3 in 10** were aware of the event and less than **1 in 10** had taken part.

Singles' Day is an appealing concept to consumers and has the potential to appeal to a broader audience, but current awareness and participation is low.

There is value in publishers and retailers educating consumers on the history of Singles' Day and how it has evolved from an anti-Valentine's movement. It offers retailers an opportunity to stand out before Black Friday so experimental and fun strategies are encouraged.

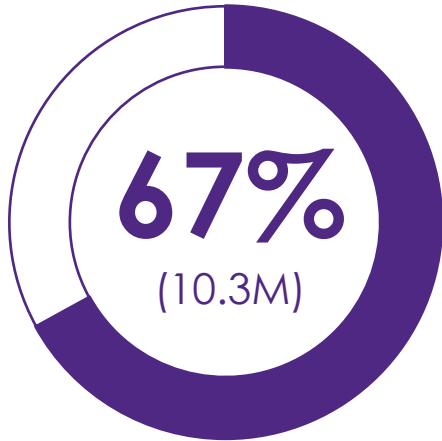
SINGLES' DAY AT MAIL METRO MEDIA



HOW TO REACH KEY SINGLES' DAY AUDIENCES

MAIL METRO MEDIA OFFERS MASS REACH OF SINGLETONS AND OF ADULTS AGED 18-34.
OUR SOCIAL PLATFORMS PROVIDE PERFECT PLATFORMS TO REACH BOTH AUDIENCES

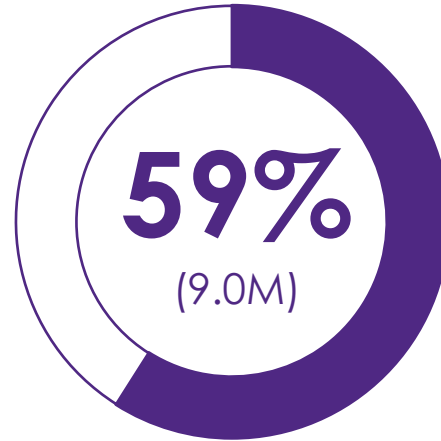
MASS REACH OF SINGLETONS



OF ALL SINGLE ADULTS

18-34: 4.2M (59%)
35-44: 3.4M (75%)
55+: 2.5M (79%)
Males: 5.1M (66%)
Females: 5.2M (69%)

MASS REACH OF ADULTS AGED 18-34



OF ALL 18-34 ADULTS

DID YOU KNOW THAT OUR TIKTOK
AUDIENCE IS 2.0X MORE LIKELY TO BE
AGED UNDER 35 AND OUR ELIZA
AUDIENCE IS 2.5X MORE LIKELY?

PURCHASING POWER

75p in every £1

spent on **technology** is accounted for
by Mail Metro Media readers

70p in every £1

spent on **make-up** is accounted for
by Mail Metro Media readers

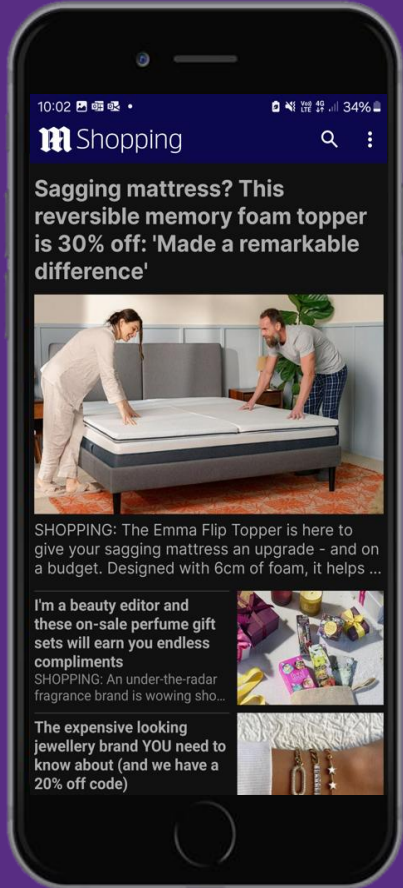
77p in every £1

spent on **appliances** is accounted for
by Mail Metro Media readers

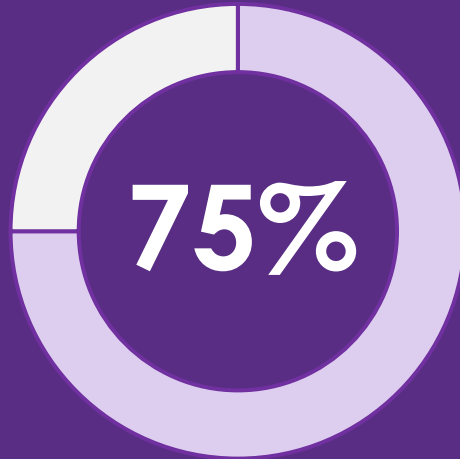


SERIOUSLY POPULAR SHOPPING CONTENT

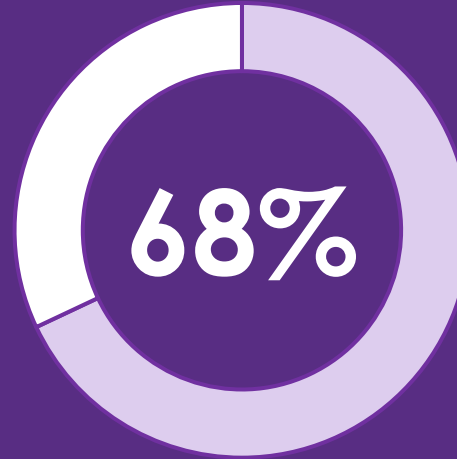
THERE WERE 35 MILLION ARTICLE VIEWS ON OUR SHOPPING CONTENT IN 2024.
OUR CONTENT INFORMS AND INSPIRES, WITH 1 IN 2 WEEKLY READERS GOING ON TO PURCHASE A
PRODUCT AFTER READING ABOUT IT ON DAILY MAIL'S SITE



Opinions on Daily Mail's Online 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 they have seen



48% have purchased products they have seen discussed in content



31% have looked for / used discount codes they have seen on Daily Mail



ENGAGEMENT WITH OUR SINGLE RELATED CONTENT

THERE WERE 1.5 MILLION ARTICLE VIEWS RELATING TO BEING SINGLE, SELF-LOVE, AND SELF-BELIEF. THE TOP CONTENT THEMES WERE SELF-LOVE, DATING SHOWS AND PYSCHOLOGY BEHIND BEING SINGLE.



Being Single Articles



Article Views about Being Single

Single Lifestyle Related Articles on the Daily Mail website

Top Articles: Being Single	
1	Are YOU destined to be alone? Scientists reveal the 3 key personality traits of lifelong singletons - so, do you have them?
2	Pop Idol's Michelle McManus shows off her incredible NINE stone weight loss after going on a journey of 'self love and self worth'
3	Bridget Jones 4 trailer: Iconic singleton breaks four-year sex drought to have mind-blowing romp with Leo Woodall's much younger character - and watch out for a VERY sexy wet shirt Mr Darcy reference
4	Katie Price flaunts £10k facelift as she hits back at surgery criticism with message of self love after comparing herself to Spock amid her sixth procedure
5	Revealed: The ideal man and woman, according to UK singletons - so, would YOU date them?
6	Revealed: The sexiest accents in the UK, according to singletons - so, is yours on the list?
7	Virgin Island viewers blast 'absolutely excruciating' dating show 'as a new low' for TV after launch episode sees 12 singletons endure raunchy tasks in a bid to lose their virginity
8	Virgin Island line-up in full! Meet the twelve singletons who have never had sex before as they prepare to lose their virginity on racy Channel 4 dating show
9	Have you slipped into the 'dating matrix'? Millennial singleton claims all men fit into 4 categories - from rare 'unicorns' to 'traumatic' narcissists
10	I split up with my boyfriend - but I didn't realise I couldn't afford our comfortable lifestyle as a singleton

Top Digital Themes



SINGLES' DAY DATA STRATEGY

Targeting adults who are interested in Singles' Day.



18-34 & STUDENTS

We reach **10.3M** singles, and **2 in 3** singles are among our readers.

18-34 year olds are the most likely to be single, they are **+88%** more likely to be single. We reach **9M** 18-34 year olds.

Singles are **+220%** more likely to be students.

SOLO DATES

Gen Z singles are prioritising self-care, with **2 in 3** placing self care and personal wellbeing (**59%**) above romantic relationships. Solo activities are on the rise, with **70%** of cinema goers happy to attend alone. Also, **21%** of adults said they would be happy to dine alone, and **2 in 10** have taken a solo holiday in the past 5 years.

POSTCODE AFFINITIES

Working with you we can target postcodes based on **[INSERT BRAND]'s** existing customer base or key threat/opportunity areas.

We can target regions that are more likely to be to have high populations of singles.

RELATIONSHIP DRAMA

Singles are **+66%** more likely to be reading content about gaming, and **+28%** more likely to be reading about career & jobs.

In the past year, we have published **37** articles about being single, generating over **1.5M** views.

SELF GIFTERS

64% of our readers enjoy treating themselves, especially in fashion, beauty, and personal care.

Our readers account for **80p** in every **£1** spent on holidays, and every **70p** in every **£1** spent on makeup.

OUTCOMES

High value users who have engaged with **[YOUR BRAND]** editorial/commercial content, engaged with direct/ programmatic **[YOUR BRAND]** advertising or visited **[YOUR BRAND]** discount codes.



OUR PARTNERSHIPS DELIVER RESULTS

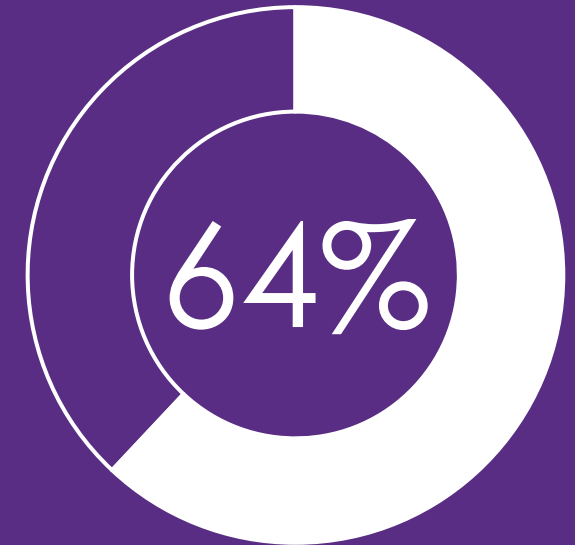
OUR PARTNERSHIPS DELIVER AN AVERAGE CONSIDERATION UPLIFT OF +52%



AVERAGE **RECALL** OF
MAIL METRO MEDIA
PARTNERSHIPS



AVERAGE INCREASE IN
CONSIDERATION OF MAIL METRO
MEDIA PARTNERSHIPS



AVERAGE **ACTION** SCORE
OF MAIL METRO MEDIA
PARTNERSHIPS



MOMENTS THAT MATTER

SINGLE'S DAY
11TH NOVEMBER

POWERED BY

D·R·E·A·M

