

Black Friday Sales in Australia



Black Friday is the retail super-day popular in the US and in 2017 it is November 24. It is the day following the Thanksgiving public holiday and in some states it is an additional holiday.

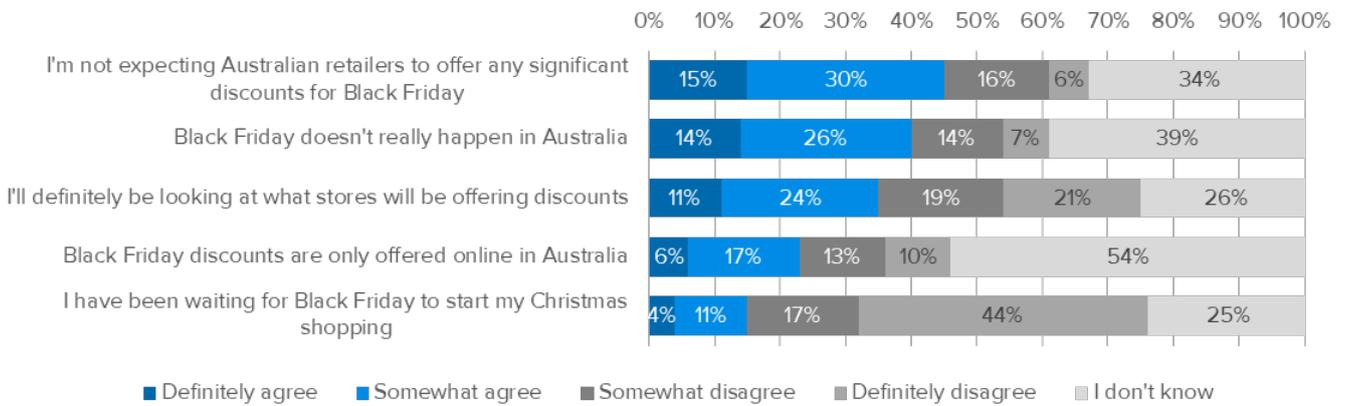
All of this has combined to make it the unofficial start to the Christmas shopping season, and the biggest single shopping day of the year.

[See our latest research on Black Friday sales and popularity in Australia here.](#)

It has grown significantly over the last decade and last year, more than 100 million Americans went shopping on this one day, ringing up sales exceeding US\$50 billion. For many stores, Black Friday and the shopping season launches a revenue boon that pushes revenues into the black, thus the eponymous name.

Without the Thanksgiving marker, or any public holidays, Black Friday is currently not a big event in Australia. In fact this national research we have just conducted shows that less than 1 in 20 Australians (4.7%) are expecting sales, and more than 1 in 4 (27%) have never even heard of it.

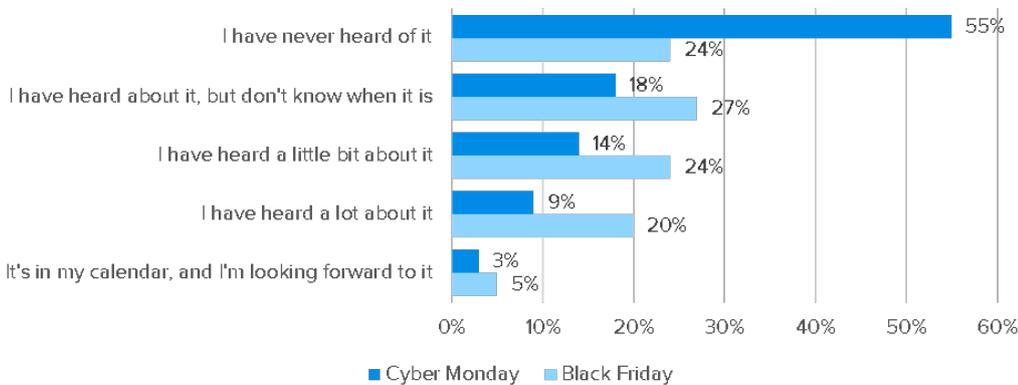
Q. When you think of 'Black Friday' sales, to what extent do you agree or disagree with the following statements?



40% of Australians say Black Friday doesn't really happen in Australia and another 39% don't know.

Most Australians (54%) don't know whether Black Friday is online only or also in stores.

Q. What do you know about the following terms associated with stores running sales?



Cyber Monday, the Monday after Black Friday, popular for online shopping super sales, has even lower awareness in Australia. Considering we are in a global marketplace, used to

adopting retail trends from the US, the current low awareness of these sale super-days in Australia may be a surprise. However, the mass engagement with Black Friday and Cyber Monday in the US is really only a decade old, and so the years ahead will see a higher profile for these sale days in Australia.

Australians are up for a bargain, whatever the day is called, with 1 in 3 Australians (34%) agreeing that they will definitely be looking out for stores offering discounts. Even without the tradition of these sales, or the associated public holidays, late November presents an ideal opportunity for local retailers to kick start their Christmas sales, and so we can expect to hear more about Black Friday in coming years.

[Download the summary report here.](#)

Mark McCrindle in the media

SBS ["Will Amazon join Australia's Black Friday party?"](#)

Courier Mail ["Black Friday 2017 sales: Australia missing out on best shopping deals because of ignorance"](#)



Black Friday Shopping Secrets

QLD NEWS

Black Friday 2017 sales: Australia missing out on best shopping deals because of ignorance

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