

SAVE UP TO
50%

**BLACK
FRIDAY**

IT'S TIME TO SAVE BIG

Winter Sale Season

UK, September 2024



77%

Of paneled consumers feel
positive about the winter sale
season





36%

With a further stating all purchases are spontaneous

Meaning we have to get ahead of the market

And ensure you have a comprehensive advertising strategy before the demand has begun

Public Perception

Understanding the current perception of the winter sale season

Gifting

What and who consumers are gifting to

Sale Season

General understanding of consumer purchase habits during Q4

SALE

1

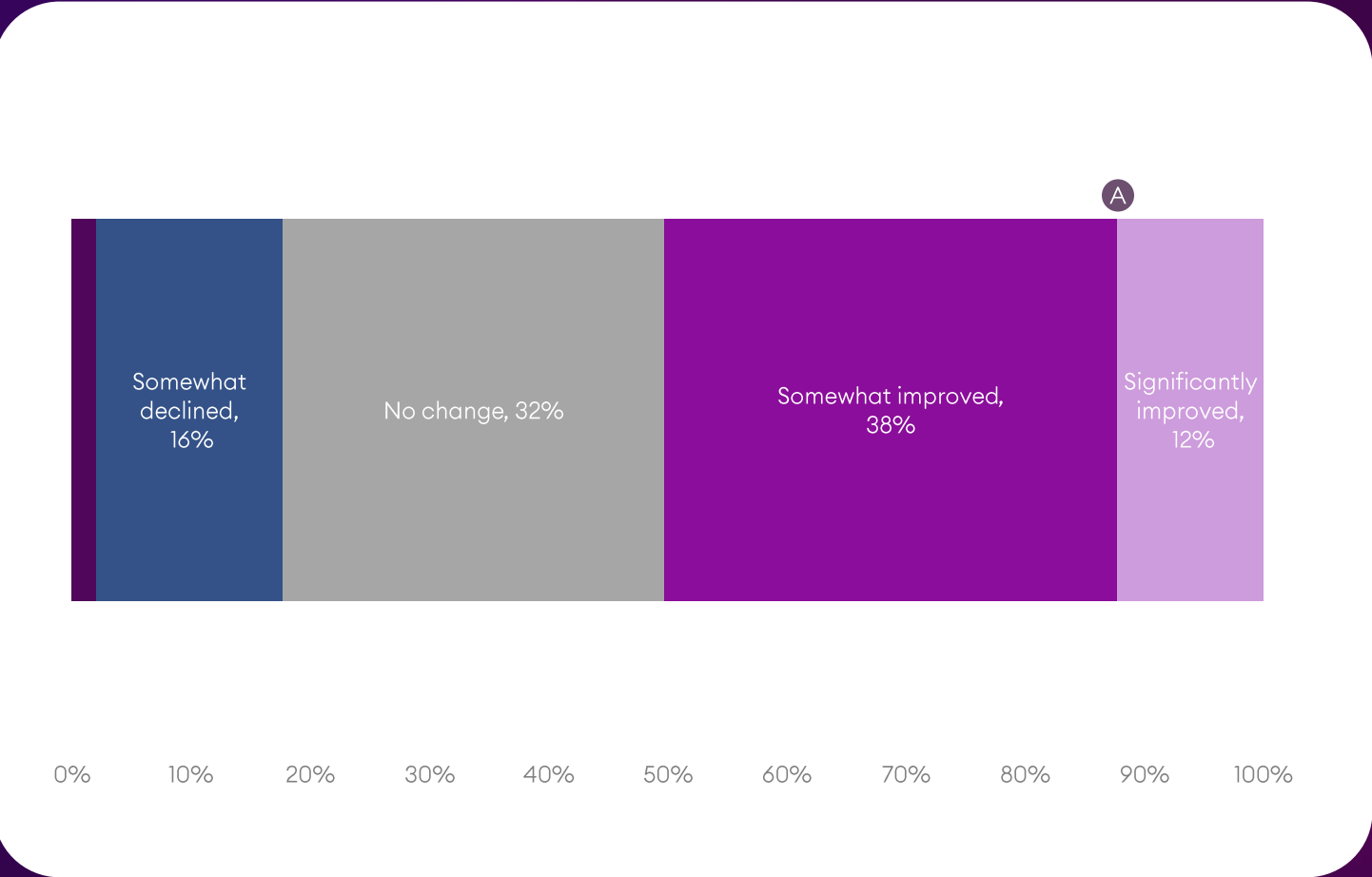
Attitudes

Consumer attitudes towards the sale season

Consumers agree that offers have significantly improved over the past 3 years



How do you feel that the offers during these events have changed over the past 3 years?



Insights

A Even though there is a significant amount of scepticism around Black Friday, 50% of those surveyed acknowledged that the quality of offers has improved over the past three years, reflecting a positive shift in the perceived value of promotions during this period

While only 18% state they have declined over the past 3 years.

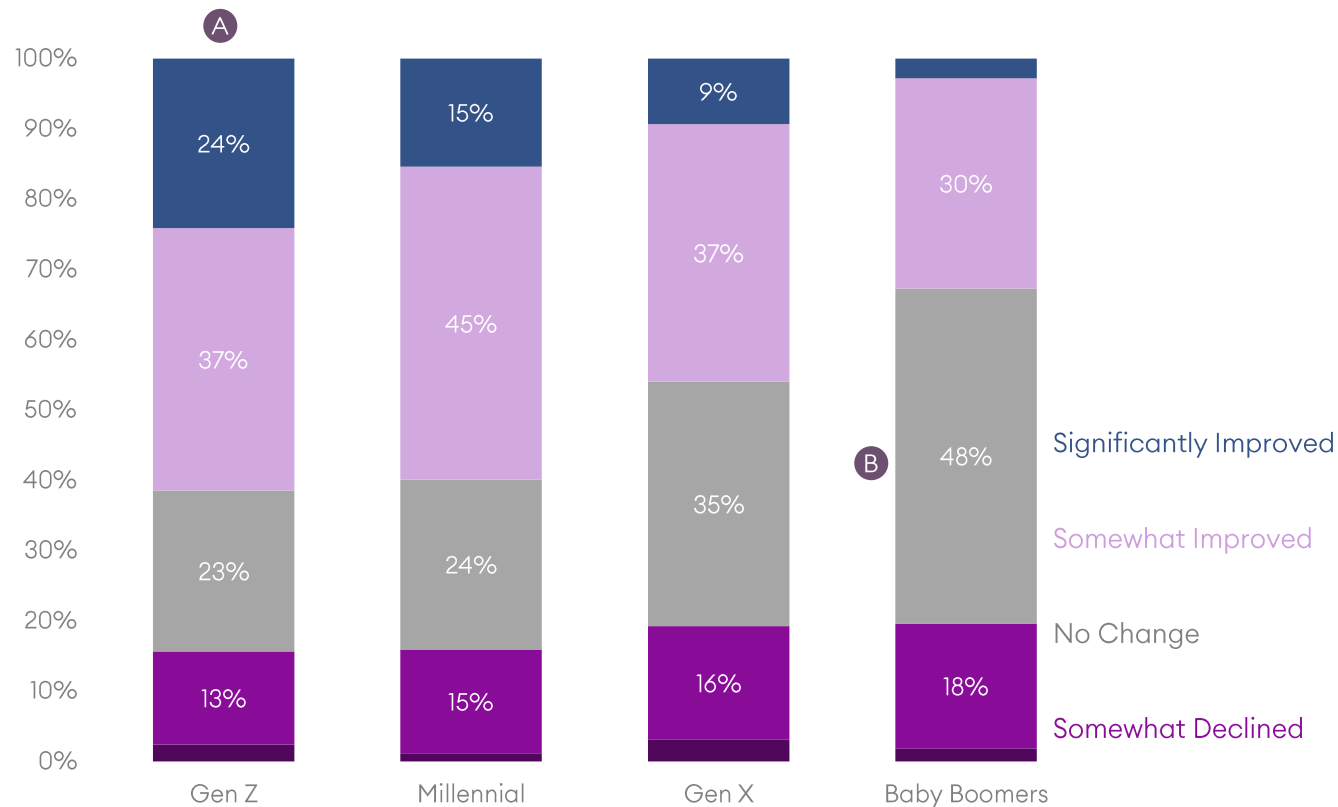
Millennials and Gen X are most likely to agree they have improved, while older generations remain neutral on the subject.

Source: UK (N=537), Nano Interactive Panel Research, August 2024

Younger generations are most likely to perceive an improvement in winter sale offers



How do you feel that the offers during these events have changed over the past 3 years?



Insights

Overall, 18% of those paneled state offers have declined, while 50% state they have improved.

- A 61% of Gen Z state they have improved.
- B Older generations such as the Baby Boomers are more likely to remain neutral on the topic, with 48% stating so.

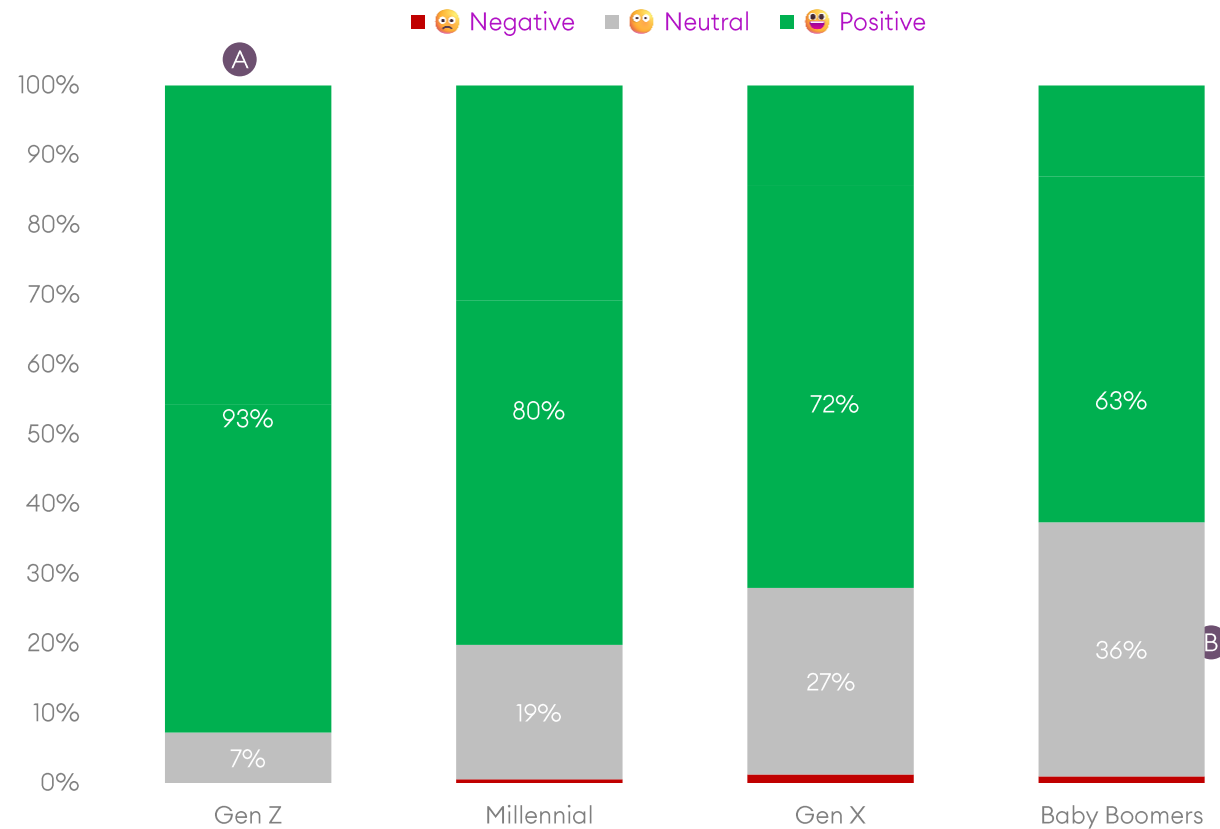
Recommendations:

Re-engage Gen X and Baby Boomers and address their scepticism about Black Friday deals, focus creatives on emphasising value, exclusivity, and trust. Use creative messaging that highlights how your brand is bucking the trend with "Best Prices of the Year," "Exclusive Black Friday Savings," and "Limited-Time Premium Offers."

Most people feel positive about winter sales, with younger groups expressing stronger enthusiasm than older ones



How do you generally feel about the winter sale season events?



Insights

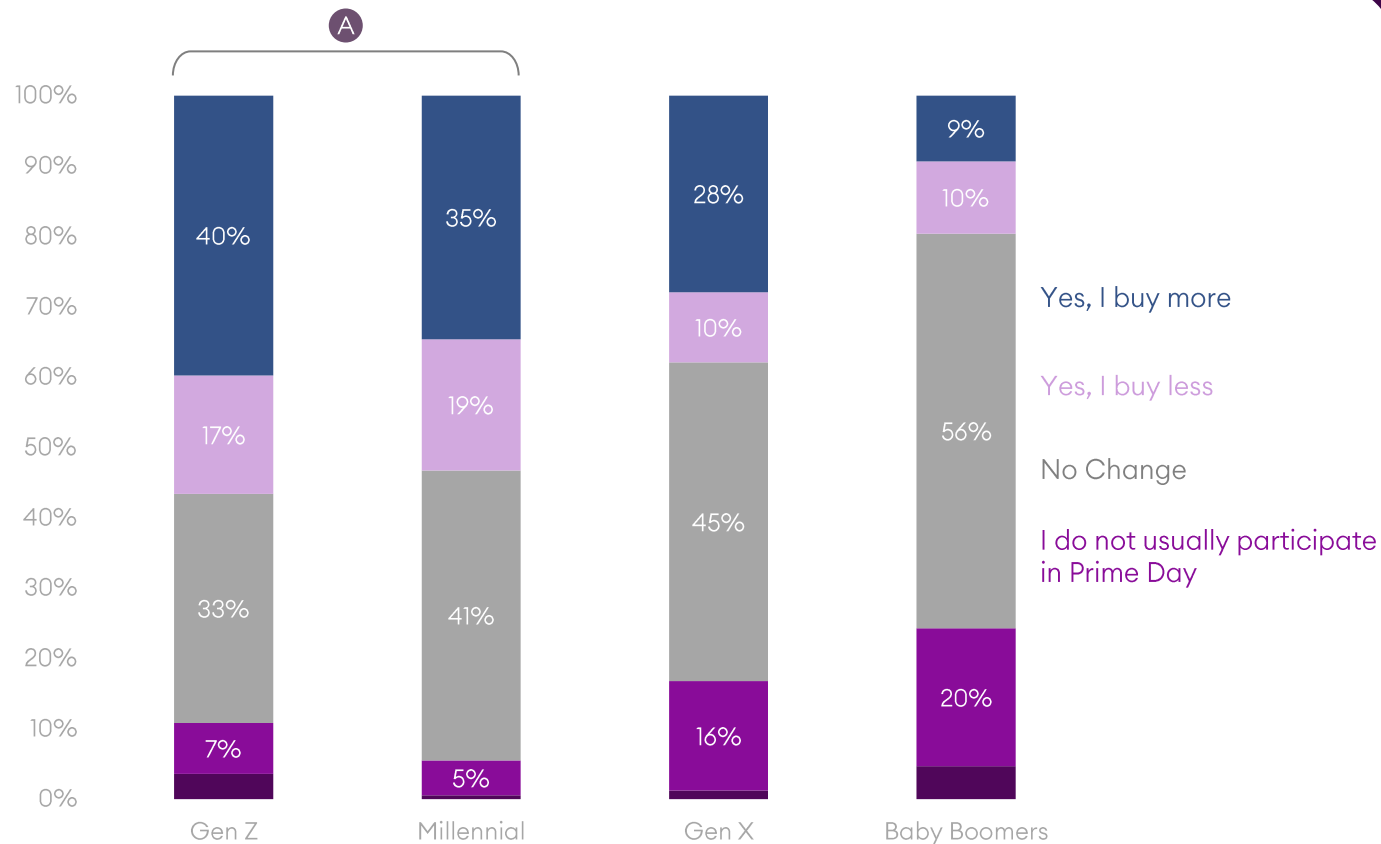
- A** Gen Z have the highest approval rate for the winter sale season, with 93% viewing it in a positive light.
- B** Neutrality towards the winter sale season increases with age, with 36% of Baby Boomers having no strong feeling either way.

Gen Z are increasingly drawn budget-conscious shopping events like Black Friday due to their tighter financial circumstances. This is backed by Nano's Persona Snapshot, which states that 57% of Gen Z were significantly impacted by the cost-of-living crisis

28% of people state Prime Day encourages them to spend more on Black Friday and Cyber Monday



Does participating in Amazon Prime Day affect your purchasing behaviour during Black Friday or Cyber Monday?



Insights

42% of consumers state that Prime Day affects their shopping habits, with 14% stating it encourages them to purchase less, while 28% say it encourages them to purchase more.

A Younger age groups are more likely to spend more during Black Friday and Cyber Monday due to Amazon Prime Day.

Recommendations:

To capitalise on the momentum from Amazon Prime Day, start your Black Friday campaign early, ideally a few weeks prior, to catch those already primed to spend. Focus on targeting deal-savvy consumers, particularly millennials and Gen Z, who are more likely to increase their spending after Prime Day deals.

Recommendations summary



Insight

1

The majority of consumers have a positive feeling towards the winter sale season, with 50% stating offers and deals have improved in the past 3 years.

Strategy

Build brand awareness by targeting consumers ahead of the peak in demand for sale times, with creative highlighting your brand's USPs and best offers.

Opportunity

Black Friday

300M

Cyber Monday

59M

Boxing Day (Sales)

63M

2

Younger generations are more likely to participate in sale events, with 40% of Gen Z stating that participating in Prime Day encourages them to spend more on future sale events.

Target Gen Z and Millennials via Nano's Intent Personas, serving creative that displays upcoming major sale events.

Gen Z



10B



2

Gifting and Purchases

What and who consumers are gifting to

Gift-giving during the winter sale season



With the majority of consumers making their primary gift purchases during this sale season, making this a pivotal opportunity for marketers

Statistics

37%

of people state they often or always wait for the sale season to purchase their gifts*

54%

of people do not set a budget when shopping during the peak sale period*

Changing Landscape

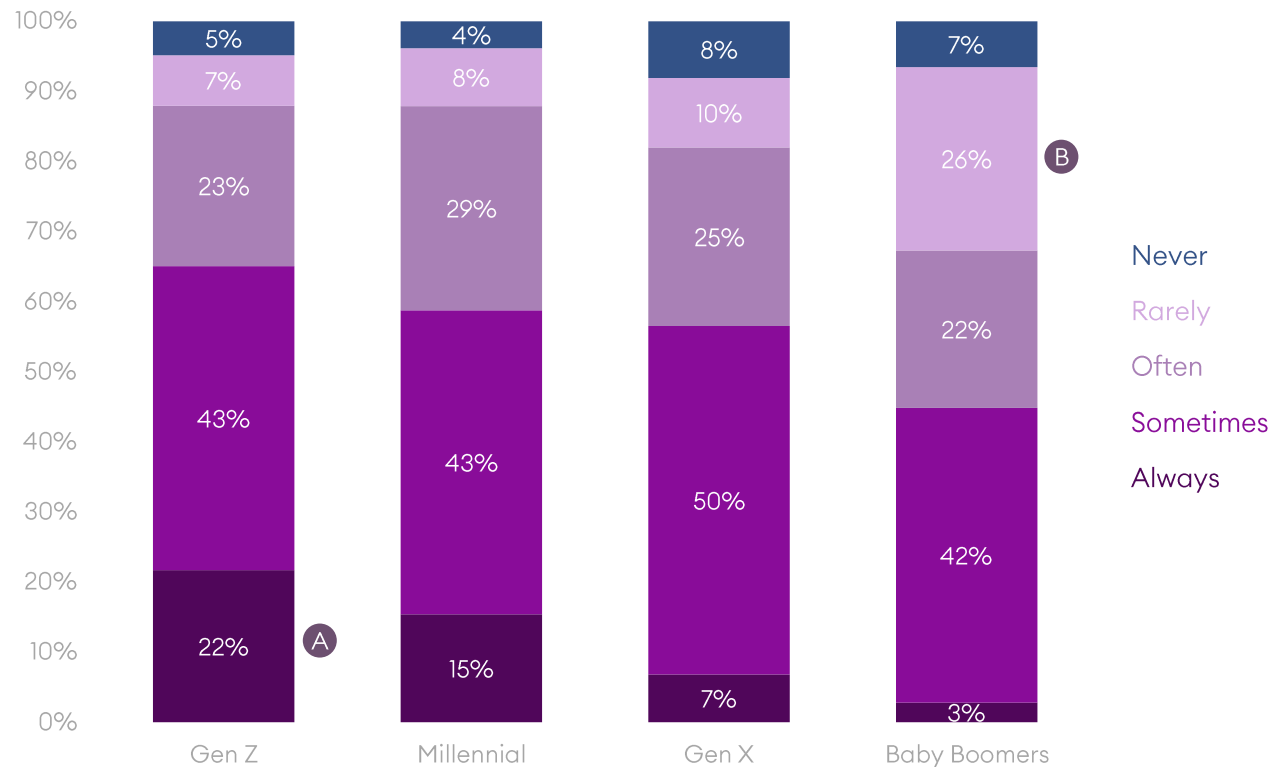
Recent gifting trends show a growing preference for personalised, sustainable, and purpose-driven gifts, with younger consumers prioritising items that reflect personal values, such as eco-friendly products or supporting small businesses**.

There's also increased demand for experiential and wellness gifts, like non-alcoholic drink kits and self-care packages, aligning with the shift toward mindfulness***.

Younger generations are more likely to wait for the sale season before purchasing gifts



Do you wait for the winter sale season specifically to buy gifts?



Insights

- A Gen Z are most likely to wait until the winter sale season before purchasing gifts (22%).
- B Baby Boomers tend to be more planned, with 26% stating they rarely wait before buying gifts.

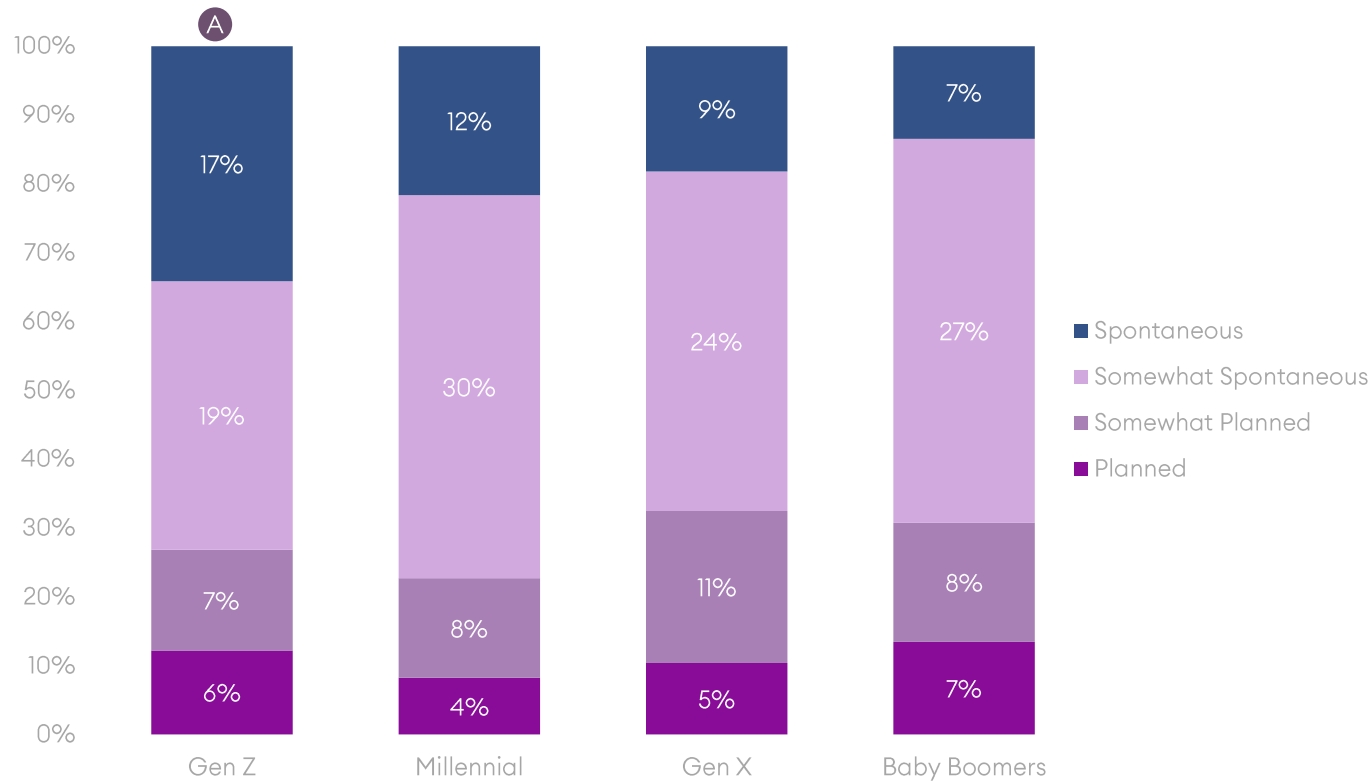
Recommendations:

If advertising a product intended as a gift, utilise Nano's Gen Z and Millennial Intent Personas with creative highlighting this as the best time for buying gifts displaying your brand's USPs.

The majority of people make impulsive purchases during the winter sales season, with Gen Z showing the highest tendency



Are your purchases during the winter sale season planned or spontaneous?



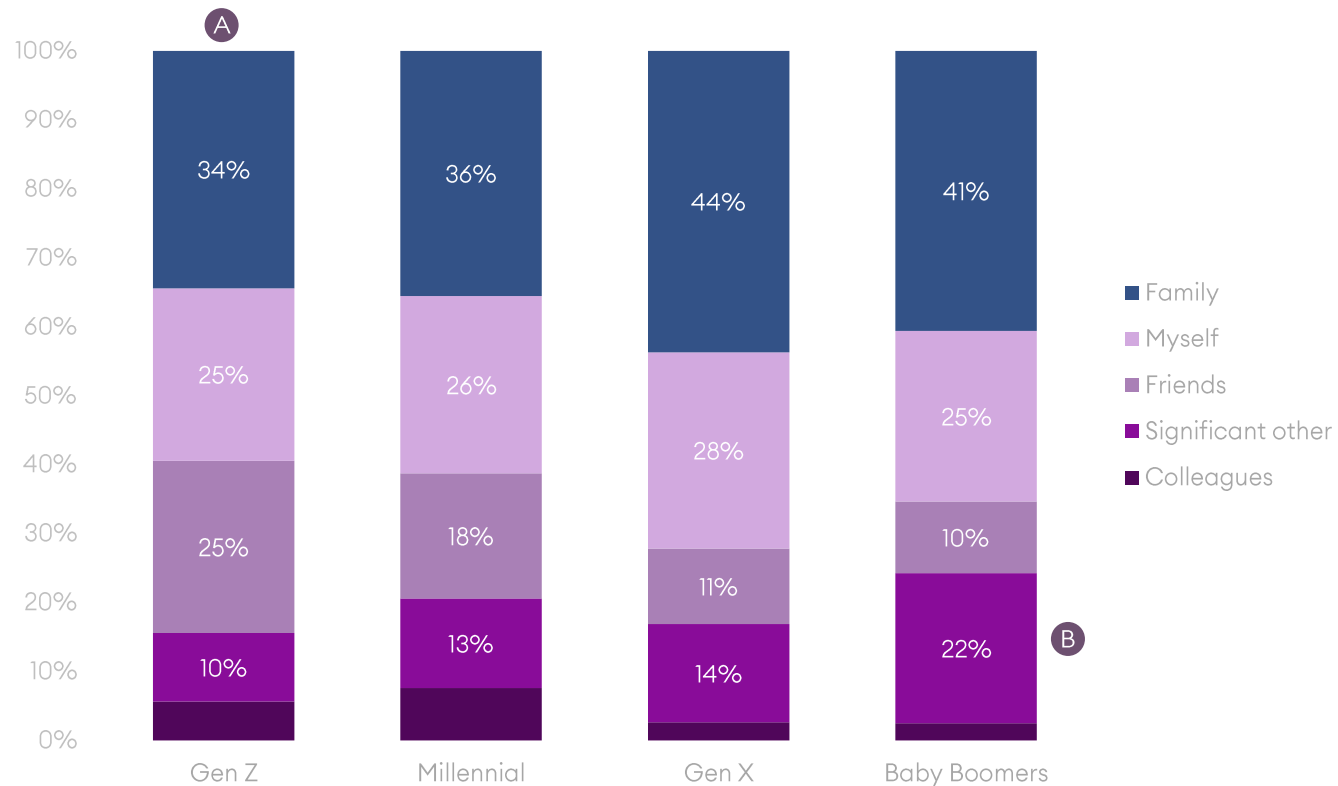
Insights

- A Gen Z are the most likely to make spontaneous purchases during the winter sale season (17%)
- B While all groups show some level of spontaneity, Gen X exhibits the highest level of planning

All generations prioritise buying for family, but Gen Z favours friends while Gen X prefers self-gifting



Who are you typically buying gifts for during the winter sale season?



Insights

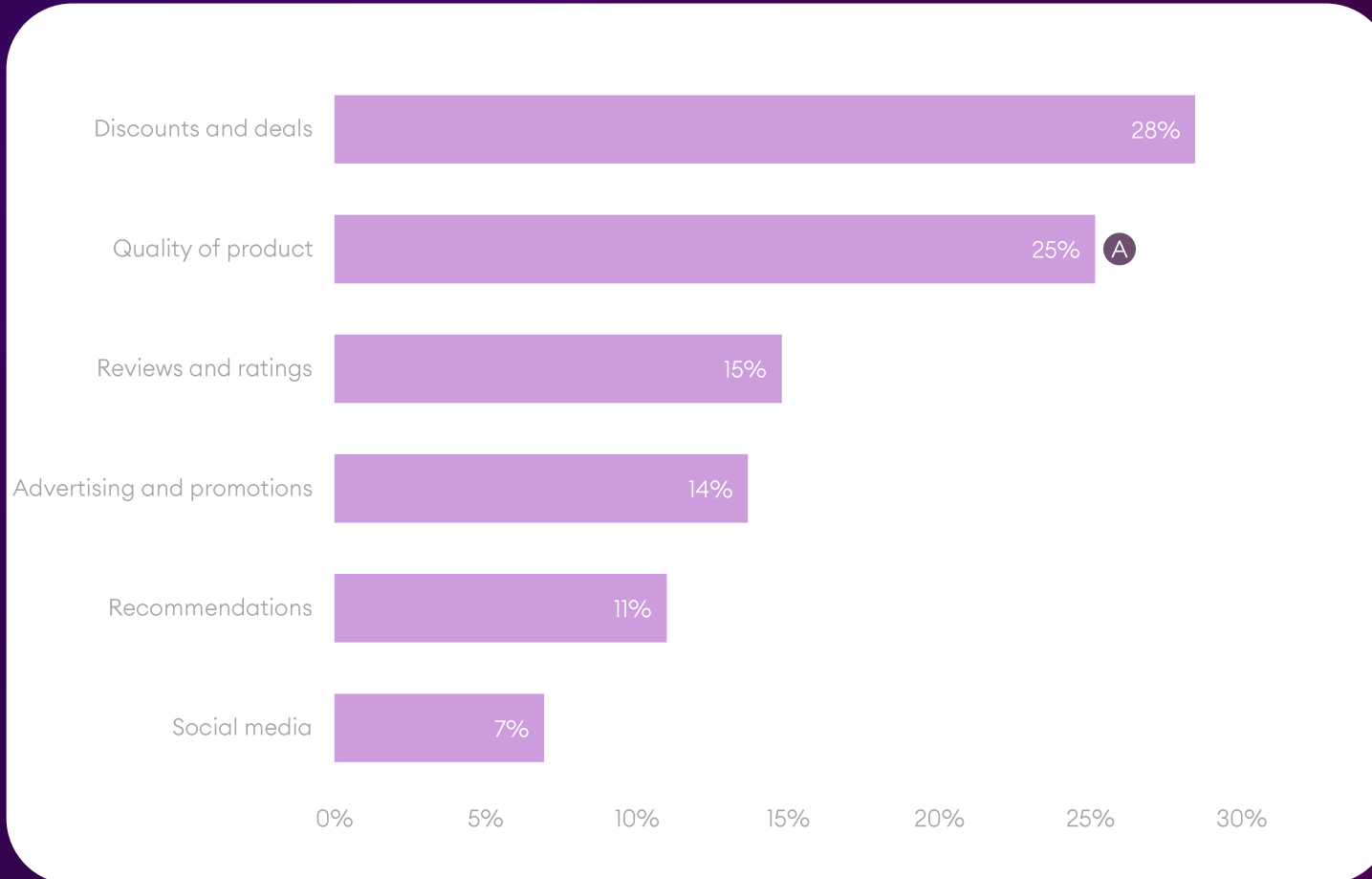
All generations lean towards buying for family the most (38% overall), with Gen X most likely to do this.

- A** Younger generations are more likely to buy gifts for their friends (Gen Z 25% vs Gen X 11%).
- B** Older generations are more likely to purchase for their significant others than younger age groups (Gen Z 10% vs. Baby Boomers 22%).

Discounts and product quality are the primary factors influencing purchase decisions



What influences you to purchase during the winter sale season?



Insights

- A While discounts are the main driver, many consumers rely on the quality of product (25%) and reviews (15%) when making purchases.

Research shows that during Black Friday, consumers tend to prioritise discounts and product quality over brand loyalty, with 86% of shoppers indicating they would switch brands for a better deal" (Deloitte, 2023)

Recommendations:

When promoting offers and deals for Black Friday and Cyber Monday, highlight the quality the product on sale, along with any USPs, as this strongly resonates with many consumers

SALE

3

Sale Season Trends

General understanding of consumer habits

Q4 Sales Season Trends



Black Friday sales surge 7.5% YoY as demand for discounts and credit use soar, with expectations for further growth in 2024

Statistics

23%

of consumers find out about winter sale deals through online advertising.*

54%

of all online sale purchases were on mobile in 2023, with expected increases in 2024**

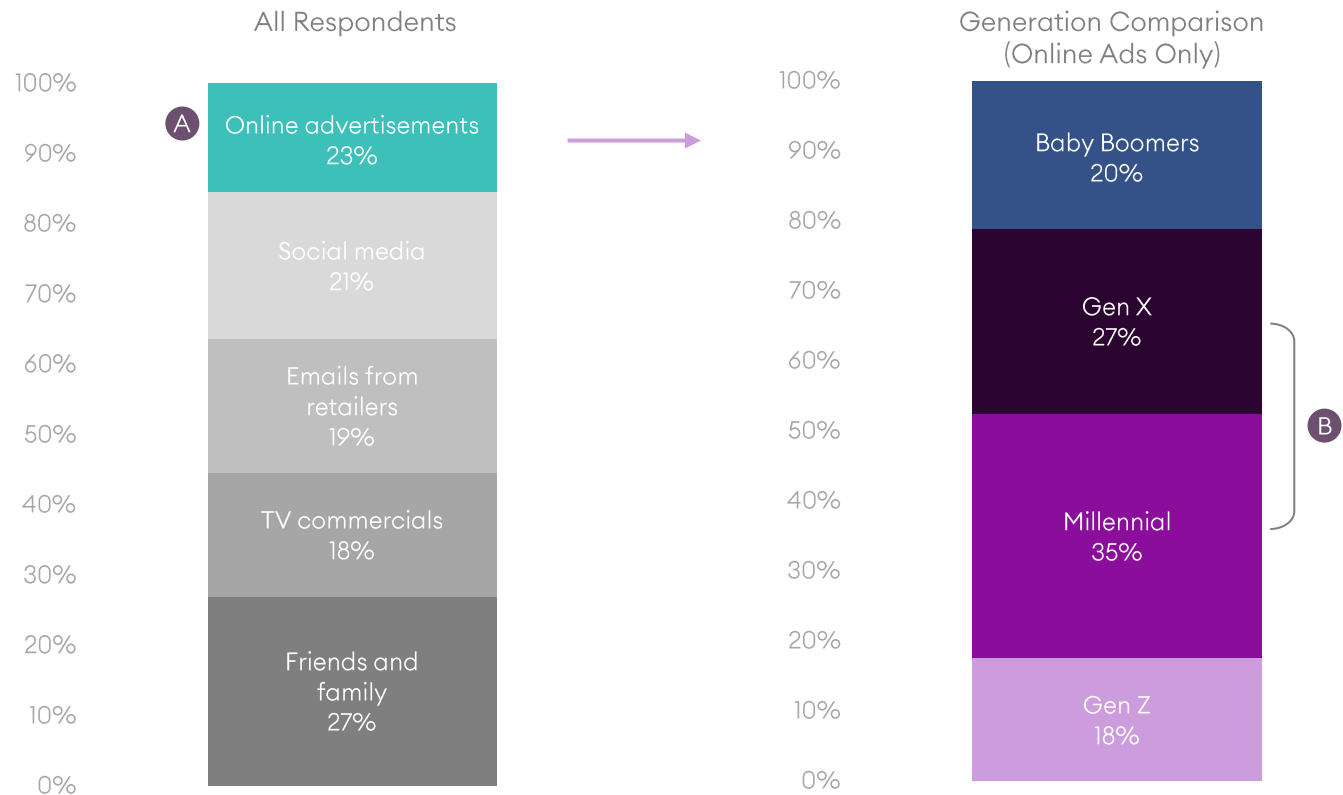
Consumer Growth

In Q2 2024, consumer spending on **technology** and **home and garden** improvements saw a notable increase, driven by rising disposable incomes. This trend is expected to boost Black Friday and Q4 sales, as shoppers seek discounts on these popular categories. Retailers can anticipate heightened demand, particularly in tech and home goods sectors, during the holiday sales period.***

Nearly a quarter of consumers find out about deals via online advertising



How do you usually find out about winter sale season deals?



Insights

- A** 23% of people find online deals via online advertising, the second only to family and friends
- B** Millennials are most likely to find out about deals via online advertising with 35% stating so, Gen Z are the least likely to rely on online advertising, instead using social media platforms such as TikTok to find sale offers.

Recommendations:

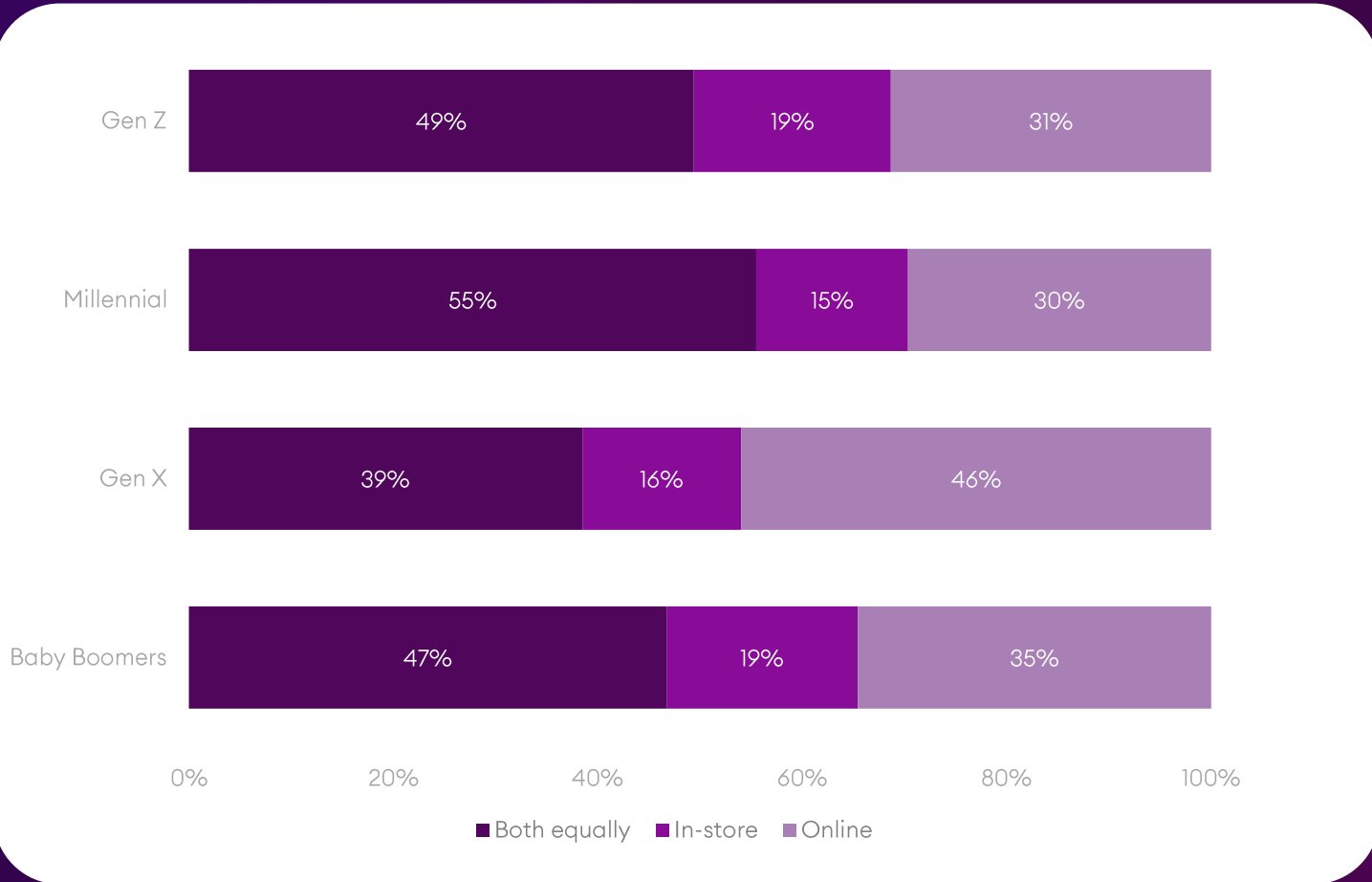
Since Gen X and Millennials are particularly responsive to online ads promoting deals. Focus on their Intent Personas by delivering creative content tied to brand offers and discounts during the winter sale season.

Gen Z are the most receptive to social media, so utilise Nano's Social Extension to provide a familiar format for this generation.

All generation prefer to utilise a mixture of both in-store and online shopping



Do you prefer shopping online or in-store during the winter sale season?



Insights

Overall, all groups favour a mixture of both online and in-store when it comes to purchasing.

When it comes to online, Gen X ranks highest among all generations (46%), while Gen Z and Baby Boomers are tied for in-store (19%)

Recommendations:

While demand for online shopping is increasing, consumers are favouring a blend of in-store and online options for purchasing deal items. Capitalise on this by ensuring creatives that include options to build awareness of the ability to come in-store.

Consumers are most likely to purchase clothing and electronics while toys and furniture are least favourable

Which products you are most likely and least likely to purchase during the winter sale season?

Mostly likely to purchase



Clothing **A**



Electronics



Home Appliances



Beauty Products



Jewellery

Least likely to purchase



Kitchenware



Health & Wellness



Books



Furniture



Toys **B**

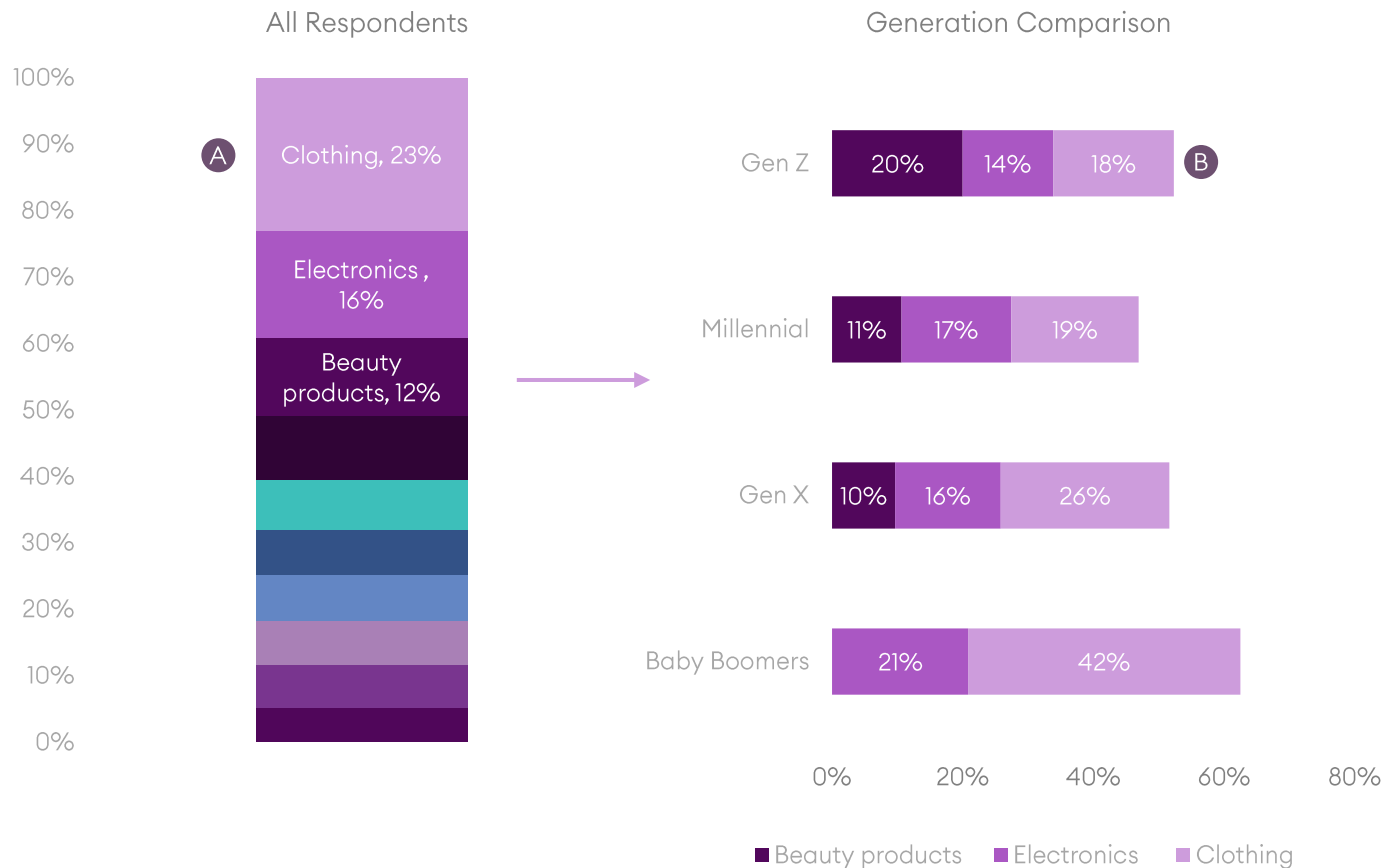
Insights

- A** When compared to other products, those paneled stated clothing was the most favoured category of product to buy.
- B** Toys was least favoured overall, however, exceptions occurred when it came to parents of 2 or more kids.

Clothing, Electronics and Beauty Products are the top 3 products consumers regret purchasing during the sale season



Have you ever experienced buyer's remorse after purchasing something during the winter sale season?



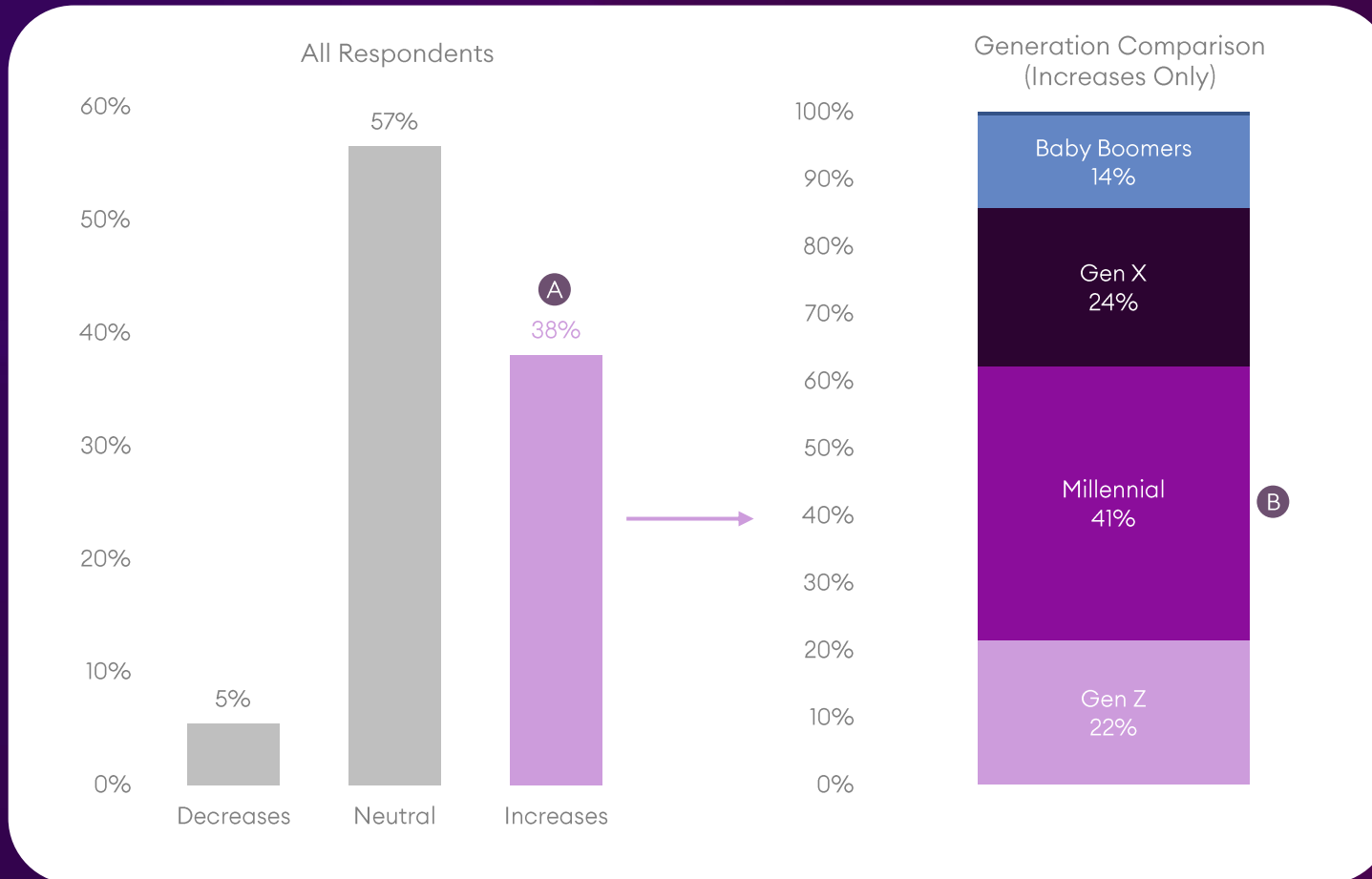
Insights

- A** While clothing and electronics are the most commonly purchased items, they also lead to the highest rates of buyer's remorse, with 23% of consumers regretting their purchase.
- B** However, Gen Z deviates from this trend, with the largest portion of their group (20% vs. 12% average) expressing regret over buying beauty products

Expect people to spend more during Q4, with millennials utilising credit products 1.7x more than other groups



Does your utilisation of credit products increase during the winter sale season?



Insights

- A** 38% of consumers state that their credit utilisation increases during the winter sale season, with 62% of this group using credit cards and 38% relying on Buy Now Pay Later products such as Klarna.
- B** Millennials utilise credit products 1.7x more than Gen X and Gen Z during this time.

Recommendations:

Target Nano's Millennial Intent Persona while they research winter sale offers by using creative strategies that highlight various purchasing options available for their items

Recommendations summary



Insight

1

Overall, clothing, electronics and home appliances index the highest among those purchasing during the winter sale season; the latter changes to beauty products when looking at Gen Z specifically.



Strategy

Highlight the best offers and deals for your top three product categories during the sale season, showcasing key promotions and benefits provided by your brand.



Opportunity

Clothing

200M

Electronics

129M

Beauty Products

68M

2

Gen X and Millennials are most likely to find out about deals online (27% & 35%) and are also most likely to increase their credit utilisation during the sale season (24% & 41%).



Build brand awareness for BNPL and credit options against Gen X and Millennials during the winter sale season by utilising Nano's Intent Personas.



Millennials



12B

Gen X



10B

Maximum Difference table for slide 23 – MOST LIKELY TO PURCHASE



Please indicate which product category you are most likely and least likely to purchase during the winter sale season from each of the following sets.

	Least Likely to purchase	Most Likely to Purchase	Utility Score
Clothing	110 (11%)	560 (53%)	0.42
Electronics	146 (14%)	381 (36%)	0.22
Home appliances	166 (16%)	316 (30%)	0.14
Beauty products	263 (25%)	247 (24%)	-0.01
Jewellery & accessories	277 (26%)	248 (24%)	-0.03
Kitchenware	232 (22%)	192 (18%)	-0.04
Health & wellness products	269 (26%)	226 (22%)	-0.04
Books	370 (35%)	191 (18%)	-0.17
Furniture	354 (34%)	141 (14%)	-0.20
Toys	493 (46%)	178 (17%)	-0.29

Insights

If score is above 0 this means that product is more likely to be favoured.

Scores are between 1 and -1.

Max Dff Question Definition:

A MaxDiff (Maximum Difference) question is a survey technique used to measure preferences or importance of various items. In a MaxDiff question, respondents are shown a set of items and asked to select the one they find the "most important" or "most preferred" and the one they find the "least important" or "least preferred." This process is repeated with different sets of items, and the results help identify which items are consistently ranked higher or lower in comparison to others.