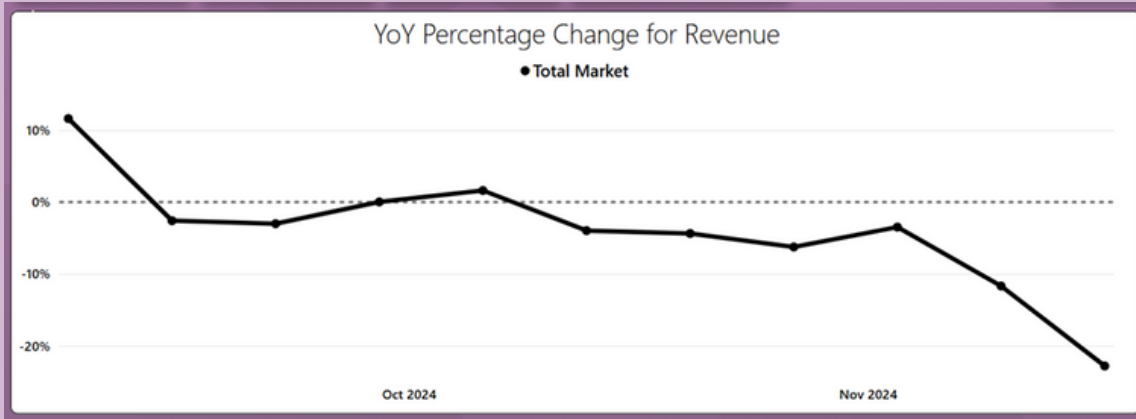




Everything you need to know so far about Black Friday 2024



IMRG's Online Retail Index data shows that November trading leading up to Black Friday was poor:

W/c 30th October (which includes 1st and 2nd November figures): **-6.6% Year-on-Year (YoY)**

W/c 3rd November: **-3.8% YoY**

W/c 10th November: **-11.7% YoY**

W/c 17th November: **-22.8% YoY**

The most recent week's data (w/c 17th November) marked the steepest decline IMRG has recorded since the post-lockdown period in 2022. Crucially, Black Friday fell one calendar week later this year – on 29th November – meaning retailers cannot make like-for-like comparisons. Consequently, our next dataset for the week commencing 24th November is likely to show one of the most significant spikes in recent years.

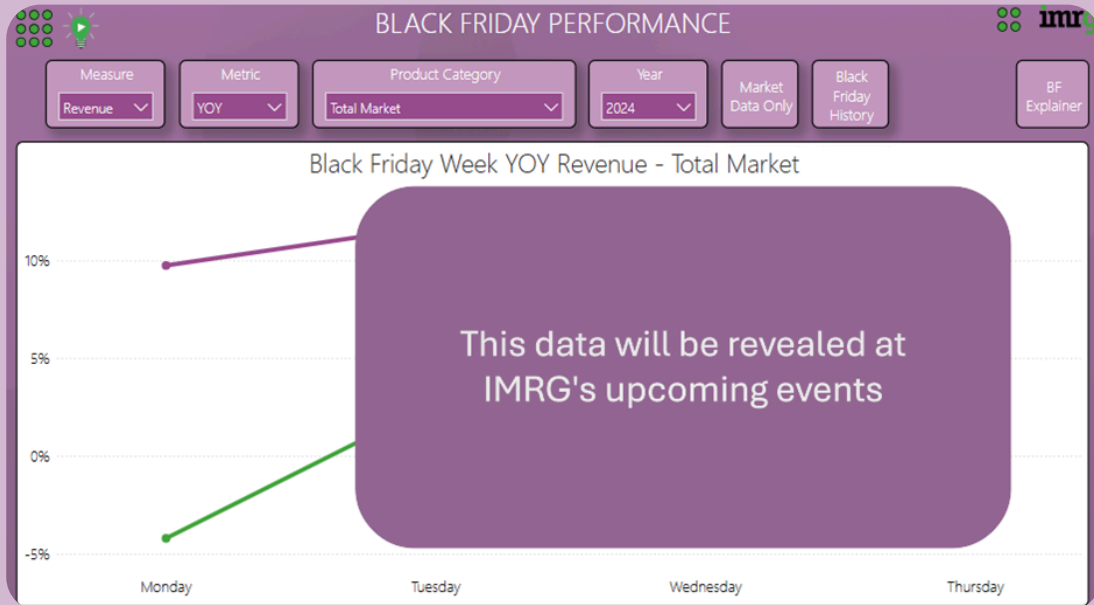
Conversations with our retail community suggest **a widespread expectation of a substantial surge from Black Friday through to Cyber Monday.** Intriguingly, Cyber Monday falls in December this year, potentially inspiring more consumer spending. This concentration of volume could place immense pressure on customer service teams and logistics, reminiscent of trading patterns from 2014/15.

Black Friday week insights





Everything you need to know so far about Black Friday 2024



Data from IMRG's Black Friday daily tracker* showed that **the first day of Black Friday week was poor, at -4.2%**. However, things picked up a bit in the following days, supporting the idea that **customers were holding out until later in the month to make purchases**.

The final figure for Black Friday week will be revealed for the first time at IMRG's upcoming Black Friday-themed events. The data will also be available in our Black Friday and Christmas trading report, launching in January. [Subscribe to our weekly newsletter to be first in the know.](#)

***IMRG's Black Friday tracker is representative of 132 retailers who provided us with their daily figures for Black Friday week (25th November – 1st December).**

The rise of price promise





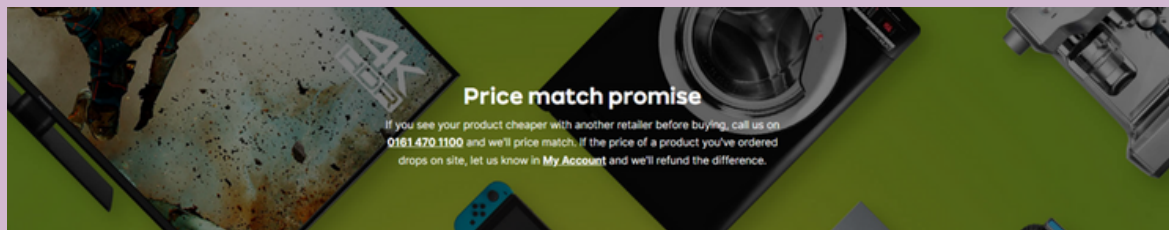
Everything you need to know so far about Black Friday 2024

The rise of price promise:

IMRG has observed that **many retailers included price promises in their Black Friday campaigns this year**, aiming to reassure customers and encourage early purchases.

However, this strategy has received **mixed feedback**. Once a price promise is in place, retailers can't easily offer bigger discounts later to persuade undecided shoppers. It also risks losing a competitive edge if rivals offer better deals on the same products.

One way to address this is by **using price guarantees instead**. This allows retailers to refund customers the price difference if they reduce prices further during the Black Friday period, ensuring they stay competitive while keeping customers happy.



We have observed that **electricals retailers tend to use price promise or price guarantee the most**. It tends to be used on items that typically would be classed as a more considered purchase.



Singles Day in the UK



Singles Day in the UK:

On 11th November, we had Singles Day. Retailers have noted that they used this day as another marketing technique to lure in shoppers, but **many chose to not put it at the forefront of their campaigns that day.**

One retailer noted that they promoted their Singles Day promotion on their social media, but there was no Singles Day messaging on their site. This can be a **tactful choice to not overwhelm customers with different campaign messaging this month.**



How can you keep up to date with peak trading performance?

- Join IMRG's peak-themed [events](#) which will uncover all
- Look out for the latest IMRG Black Friday [blogs](#) and [reports](#)
- Join IMRG's [Digital Dashboard](#) which provides consistent updates