

BRC Black Friday Report

6 December 2024



RETAIL SALES MONITOR: BLACK FRIDAY WEEK, YOY



Black Friday Booms

- Non-Food sales increased by 5.5% YoY; In-store increased 4.1%, while Online increased 7.2%
- The online penetration rate (the proportion of Non-Food items bought online) was 45.5% in Black Friday Week, similar to last year's 45.4%. This is about 10 percentage points higher than the average non-Black Friday week

*As Black Friday Fell in 5 days later in the calendar month than in 2023, the above sales growth figures compare the equivalent like-for-like Black Friday Weeks, which go from Sunday to Saturday (24-30 Nov 2024 vs 19-25 Nov 2023). Sunday and Cyber Monday of the Black Friday Weekend not included as we only receive weekly data

FOOTFALL MONITOR: BLACK FRIDAY WEEKEND AND WEEK, YOY

- Footfall was up 4.8% on Black Friday and 10.6% on Cyber Monday, year on year, and up 4.1% for the 4-day period
- Retail Parks did especially well overall, and High Streets had a particularly good day on Cyber Monday
- The days leading up to Black Friday did well YoY

2024 Date	2023 Comparable date	Period	Total Retail	High Street	Retail Parks	Shopping Centres
29/11/2024	24/11/2023	Black Friday	4.8%	-0.9%	8.3%	6.3%
30/11/2024	25/11/2023	Saturday	1.4%	-5.3%	6.1%	2.3%
01/12/2024	26/11/2023	Sunday	-1.2%	-7.3%	1.3%	0.4%
02/12/2024	27/11/2023	Cyber Monday	10.6%	15.0%	9.9%	10.1%
29/11/2024 - 02/12/2024	24/11/2023 - 27/11/2023	Friday-Monday Avg	4.1%	1.7%	6.3%	4.3%
24/11/2024 - 30/11/2024	19/11/2023 - 25/11/2023	Sunday-Saturday Week Avg	6.7%	3.6%	8.3%	8.5%