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Cart of the deal

Britain's appetite for Black Friday & Cyber Monday 2025





3 Foreword

4 Report takeaways

6 Appetite for Black Friday/Cyber Monday sales

10 Shopper insights

17 AI adoption

21 Buzziest brands for Black Friday/Cyber Monday 2024

27 Methodology

Foreword



As we head into the 2025 holiday season, the retail landscape continues to evolve against a backdrop of economic uncertainty. Yet, Black Friday and Cyber Monday remain key moments for British shoppers, with younger generations leading the charge. While some consumers are questioning the value of mega sales, these events still represent a major opportunity for brands to connect with audiences who are ready to spend with intention and value.

In this report, we explore British consumers are approaching Black Friday and Cyber Monday in 2025, from spending intentions to the role of AI in shopping, and what it all means for brands navigating a competitive retail environment.

Sarika Rana
Head of Consumer Insights, YouGov UK

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Report takeaways



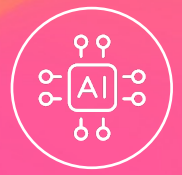
Younger consumers driving Black Friday and Cyber Monday participation

Gen Z (52%) and Millennials (48%) are significantly more likely to shop Black Friday or Cyber Monday compared to Gen X (34%) and Baby Boomers+ **(19%)**, highlighting a generational divide in engagement with mega sales events.



Consumer participation is steady but interest is softening

Overall intent to shop remains stable, but **35%** of consumers say they're less interested in mega sales events than they were 2–3 years ago.



Scepticism toward AI in gifting remains high

While some Gen Z shoppers express curiosity about AI-assisted gifting, only **16%** say they would trust AI to pick gifts for loved ones, and many say it would negatively impact their perception of the gift.

Powered by the YouGov panel

The insights in this report are fuelled by YouGov's consumer research panel, which has 30 million registered members from 55+ markets.

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The Pew Research Centre concluded that YouGov "consistently outperformed" other online competitor samples for accuracy.

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30m
registered panel members

55+
markets



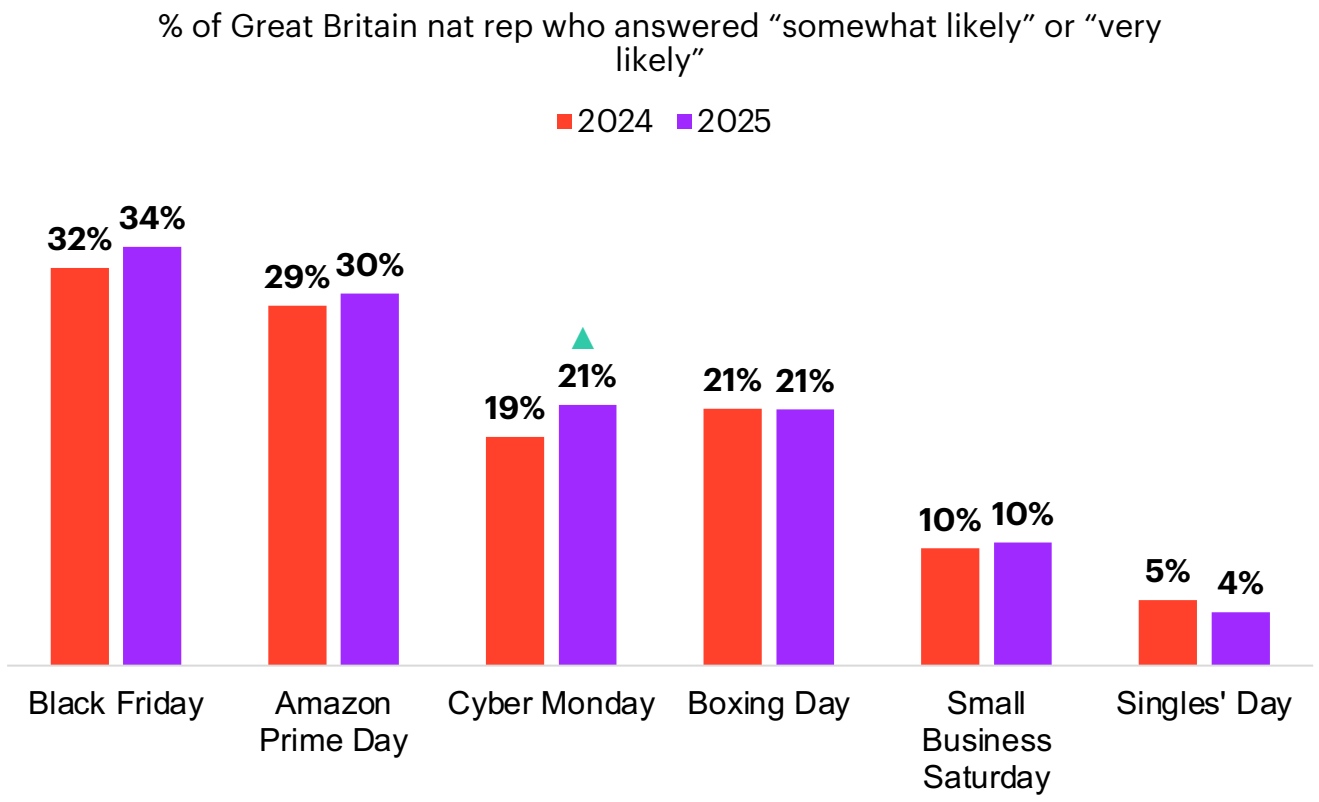
Assessing the appetite for Black Friday and Cyber Monday sales



1 in 3 Britons are likely to shop Black Friday sales

Amazon Prime Day is the next most popular mega sale even **(30%)**. Cyber Monday shows a small gain in participation compared to last year.

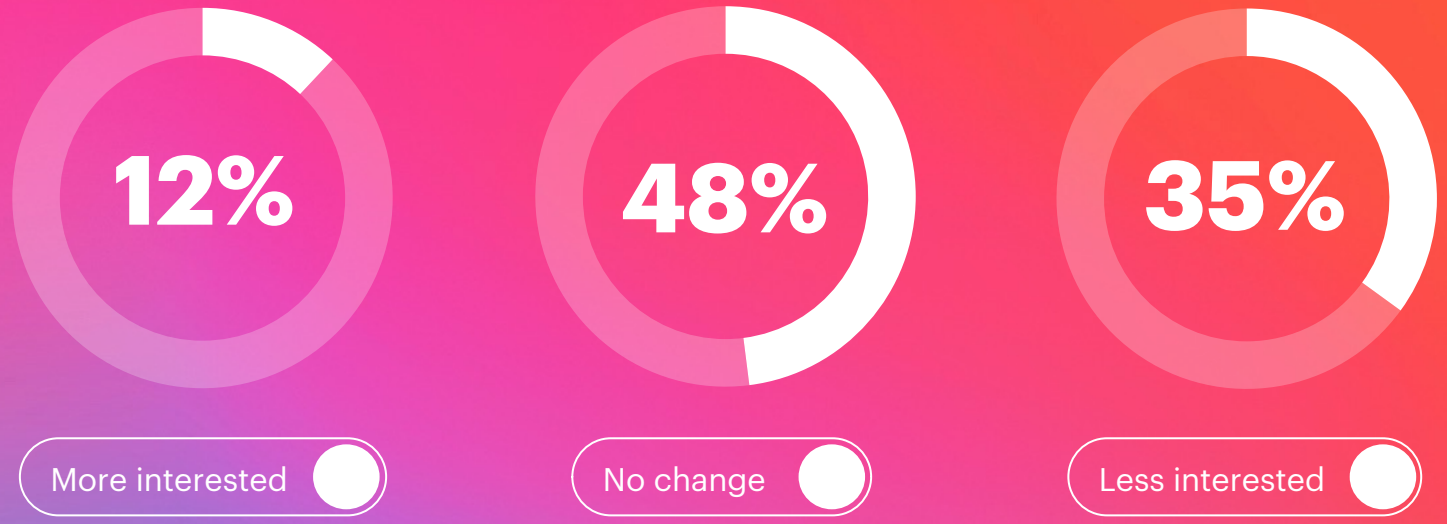
How likely are you to make purchases during the following mega sales events, if any?

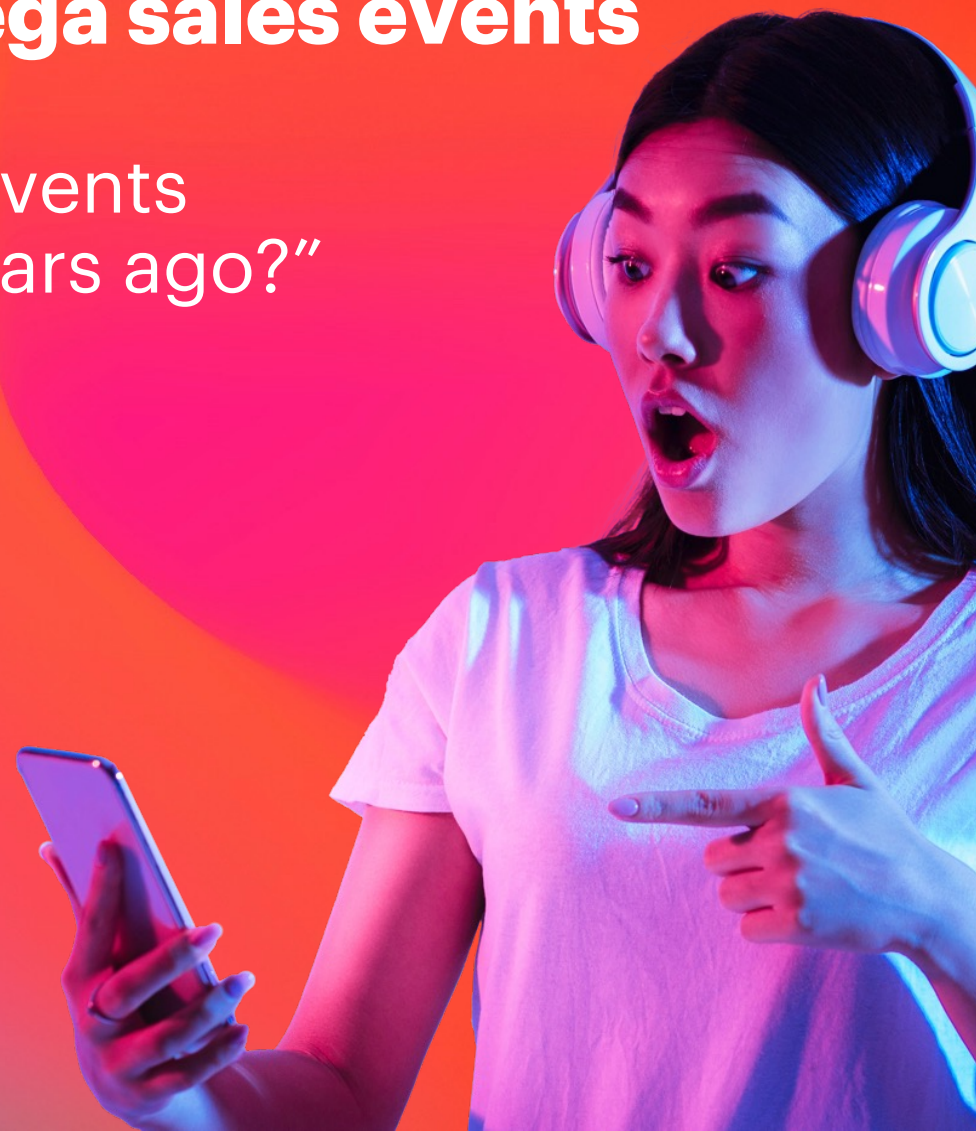


YouGov Surveys, August 8 – August 18, 2025 vs July 12 – July 30, 2024. Great Britain nat rep n> 2,000
▲: indicates statistically significant increase

Though participation is stable, more than a third of consumers are losing interest in mega sales events

"How has your interest in mega sales events changed, if at all, compared to 2–3 years ago?"





YouGov Surveys, August 8 – August 18, 2025. Great Britain nat rep n> 2,100
"Don't know" not shown.

Misleading discounts and loss of novelty are dampening enthusiasm

Although planned participation in mega sales is stable, **35%** of respondents say they're less interested compared to 2-3 years ago. By comparison, only **12%** say they're more interested.

Disillusioned consumers say this is because discounts are misleading **(63%)** and that the novelty has worn off **(43%).**

Which, if any, of the following are the main reasons that your interest in mega sales events has reduced? Please select all that apply.



YouGov Surveys, August 8 – August 18, 2025.
Britons who are less interested in mega sales events compared to 2-3 years ago n> 700
Top 6 reasons shown

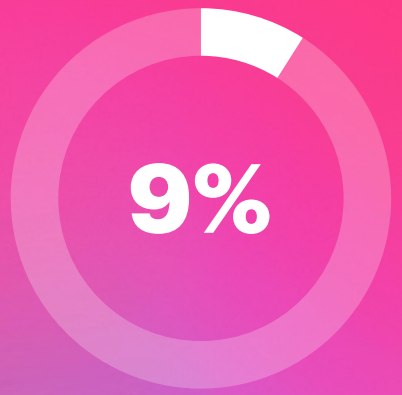
Shopper insights

Younger shoppers lead the way on Black Friday participation with clothing and tech as the top purchase categories.

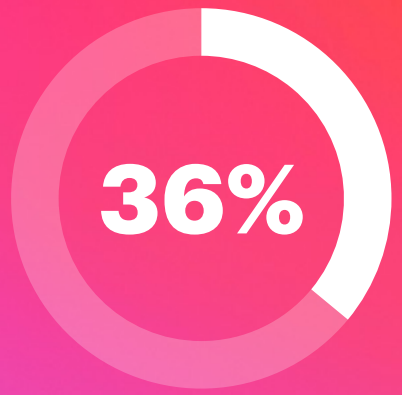


Almost a quarter of Black Friday/Cyber Monday shoppers will spend less than last year

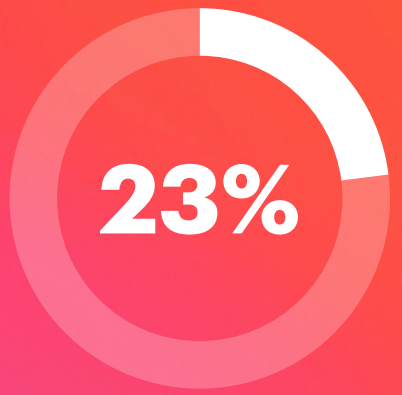
"How much will you spend during mega sale events (e.g., Black Friday, Cyber Monday, and Amazon Prime Day, etc.) this year?"



More than last year



Same as last year



Less than last year



YouGov Surveys, August 8 – August 18, 2025.
Great Britain Black Friday/Cyber Monday shoppers n> 750
"Don't know" and "Not applicable" responses not shown.

Gen Z and Millennials more likely to shop Black Friday/Cyber Monday

Black Friday/Cyber Monday shoppers skew younger, with around half of Gen Z (52%) and Millennials (48%) saying they'll likely purchase items on Black Friday or Cyber Monday. Baby Boomers+ are less interested with 19% saying the same. Women (38%) are also more likely than men (34%) to shop.

Who will be shopping Black Friday/Cyber Monday sales?

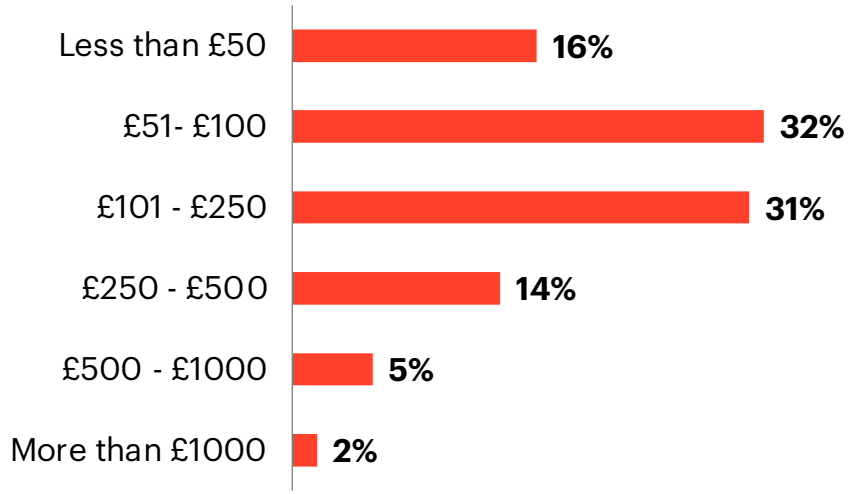


YouGov Surveys, August 8 – August 18, 2025. Great Britain nat rep n> 2,100.
Male n> 1,000; Female n> 1,000.
Gen Z n> 300; Millennials n> 550; Gen X n> 450; Baby Boomers+ n> 700.
▲/▼: indicates statistically significant difference compared to nat rep

Most Black Friday/Cyber Monday spent more than £100 last year

One-fifth of 2024 Black Friday/Cyber Monday shoppers **(21%)** spent more than £250, with discounts and deals being the most common motivation for shopping.

How much did you spend on shopping during the last Black Friday/Cyber Monday?



What motivated you to shop during the last Black Friday/Cyber Monday? Please select all that apply.*



YouGov Profiles+ Great Britain August 2025
Britons who participated in Black Friday/Cyber Monday shopping in the last 12 months n> 6,600
*: "Other" responses not shown

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Tech products are top purchased category

Tech products are the most popular item for purchase during mega sales events **(52%),** followed by clothing **(47%)** and gifts **(46%).**

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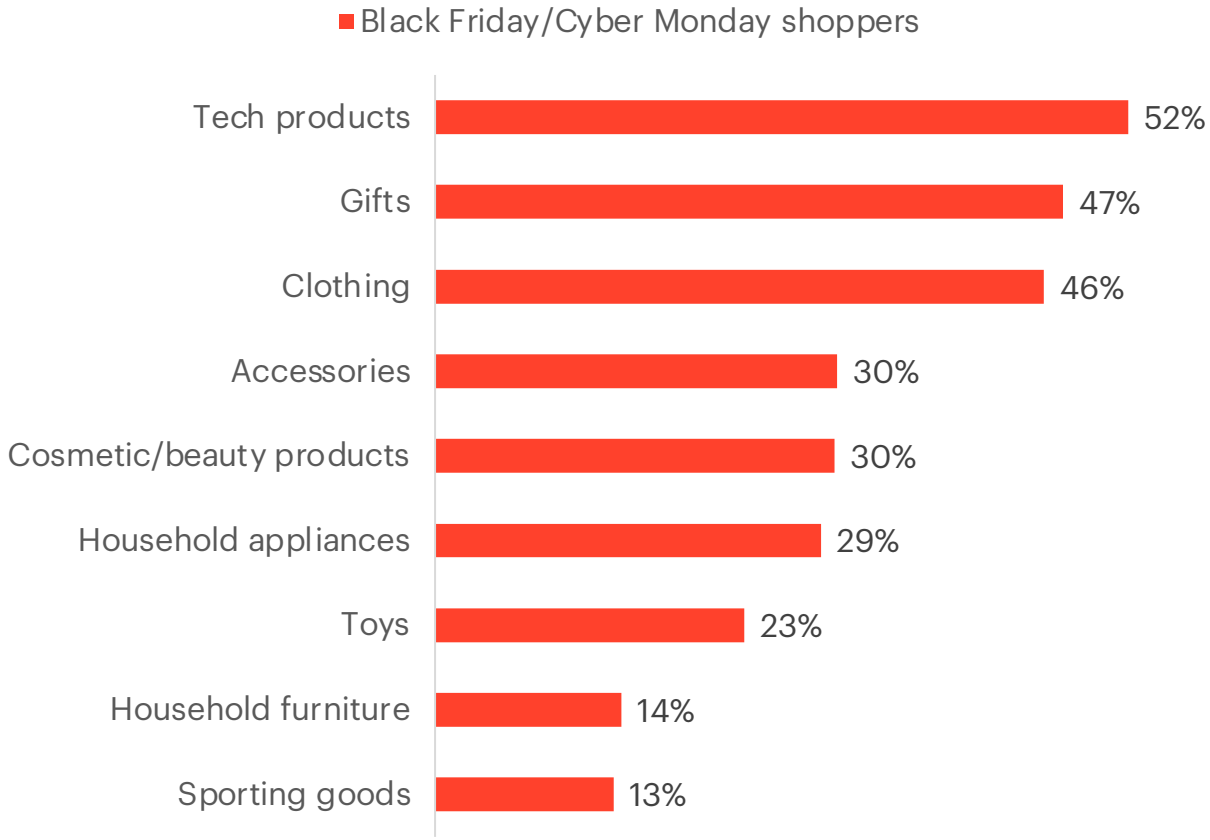
What do you usually buy during mega sales events? (Select all that apply)

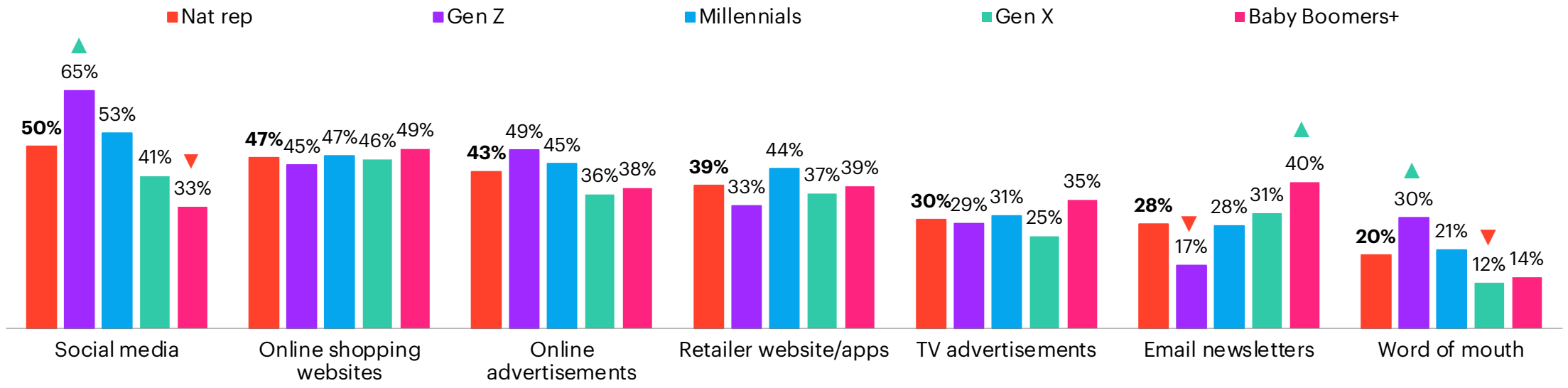


YouGov Surveys, August 8 – August 18, 2025.
Great Britain Black Friday/Cyber Monday shoppers n> 750
Top 9 categories shown

Online channels are most effective for spreading awareness of mega sales

Social media plays a strong role in driving awareness among Gen Z shoppers, with 65% stating they are likely to notice mega sale events on this channel, compared to 50% of nat rep shoppers

Where are you most likely to notice mega sales events such as Black Friday and Cyber Monday? (among Black Friday/Cyber Monday shoppers)



YouGov Surveys, August 8 – August 18, 2025.
Black Friday/Cyber Monday shoppers by generation: Nat rep n> 750, Gen Z n> 150; Millennials n> 250; Gen X n> 150; Baby Boomers+ n> 100.
Top 7 options shown.
▲/▼: indicates statistically significant difference compared to nat rep.

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Cost of living crunch? Over a third of shoppers hold off on making luxury purchases for sales

38%

of Black Friday/Cyber Monday shoppers agree: "I hold off on making **a luxury purchase** in the hopes that it will be available in a mega sale event offer."

32%

of Black Friday/Cyber Monday shoppers agree: "I hold off on making an **essential purchase** in the hopes that it will be available in a mega sale event offer."

26%

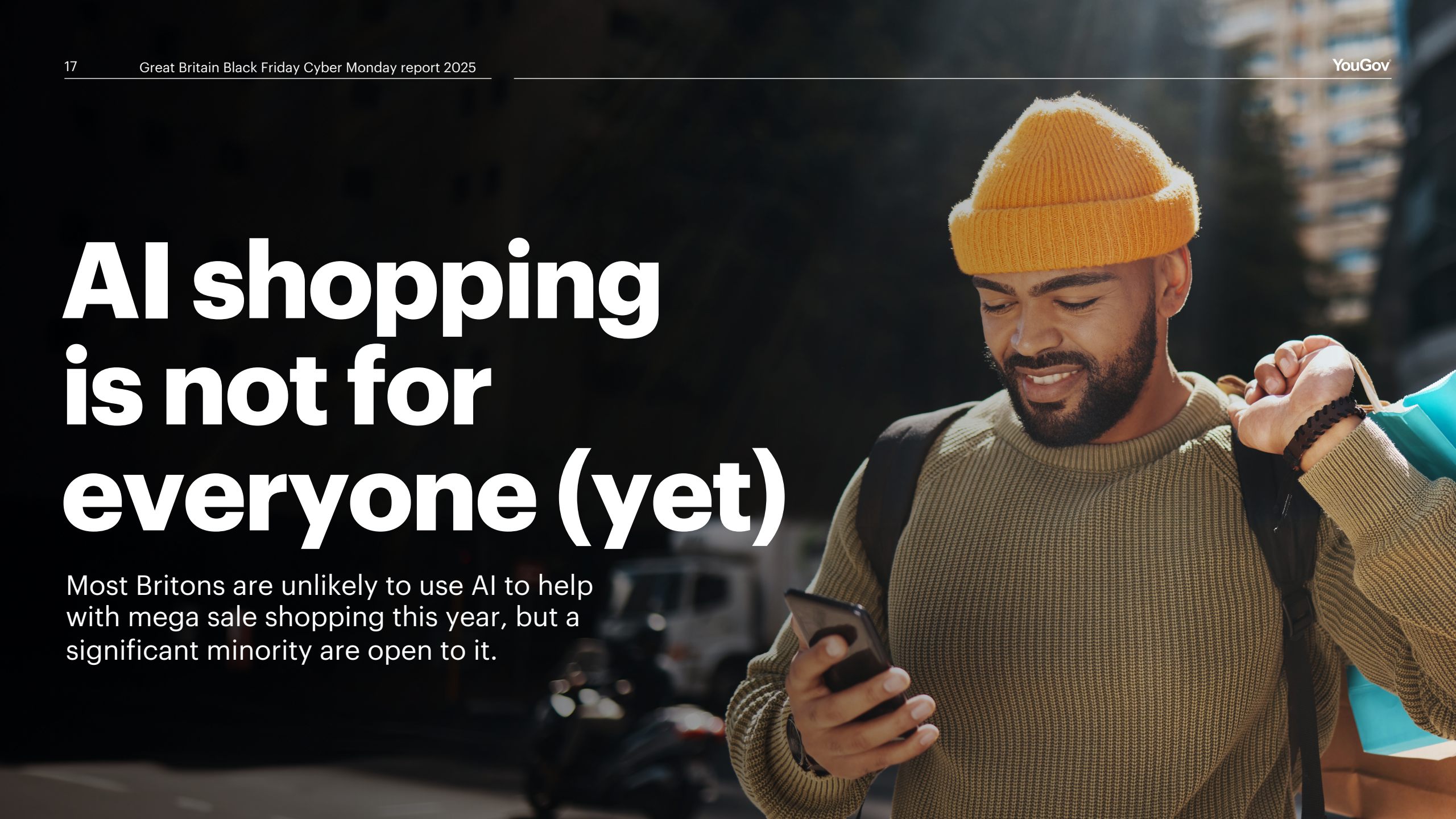
of Black Friday/Cyber Monday shoppers agree: "I do most of my **gift or holiday shopping** during mega sale events."



YouGov Surveys, August 8 – August 18, 2025.
Great Britain Black Friday/Cyber Monday shoppers n> 750
"Don't know" and "Not applicable" responses not shown.

AI shopping is not for everyone (yet)

Most Britons are unlikely to use AI to help with mega sale shopping this year, but a significant minority are open to it.



Not all Britons are ready for AI shopping

Only **18%** of Black Friday/Cyber Monday shoppers say they're likely to use AI to navigate this year's sales. The majority **(61%)** say they're unlikely to do so.

More Gen Z shoppers **(32%)** are likely to use AI (compared to Nat rep); More Baby Boomers shoppers **(76%)** are unlikely to use AI (compared to Nat rep)

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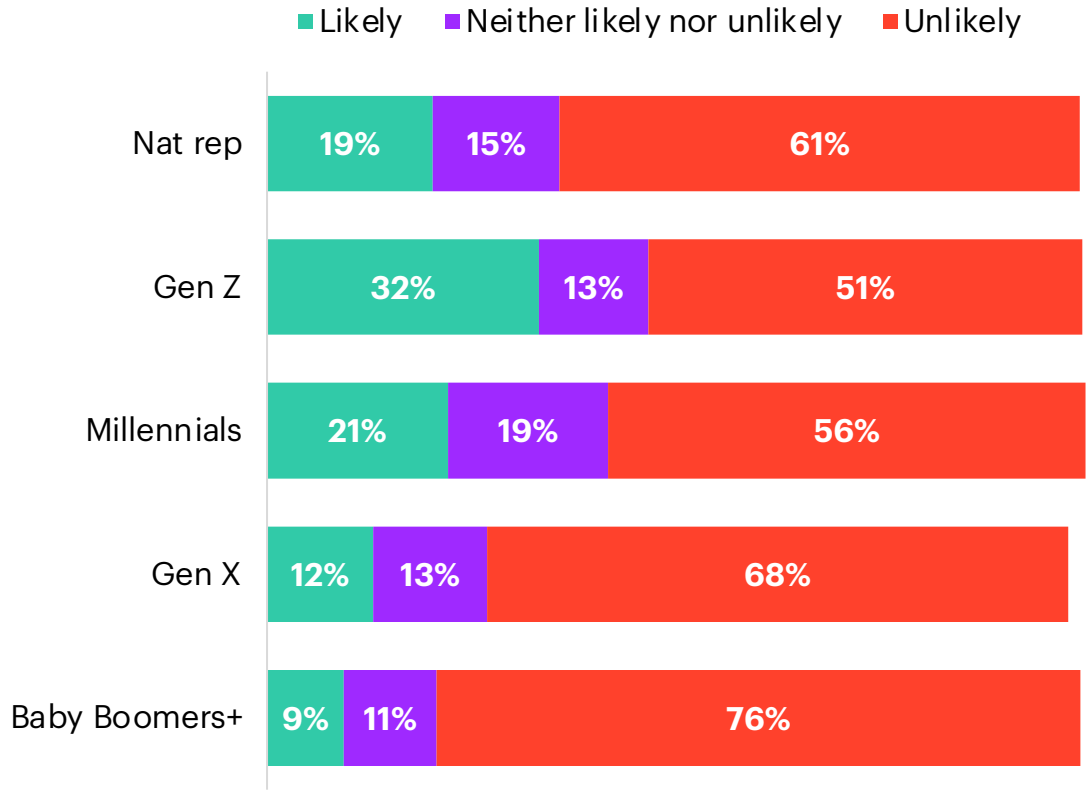
How likely or unlikely are you to use an AI to help navigate mega sales events this year? (among Black Friday/Cyber Monday shoppers)



YouGov Surveys, August 8 – August 18, 2025.
Black Friday/Cyber Monday shoppers by generations: Nat rep n> 750; Gen Z n> 150; Millennials n> 250; Gen X n> 150; Baby Boomers+ n> 100.
"Don't know" not shown

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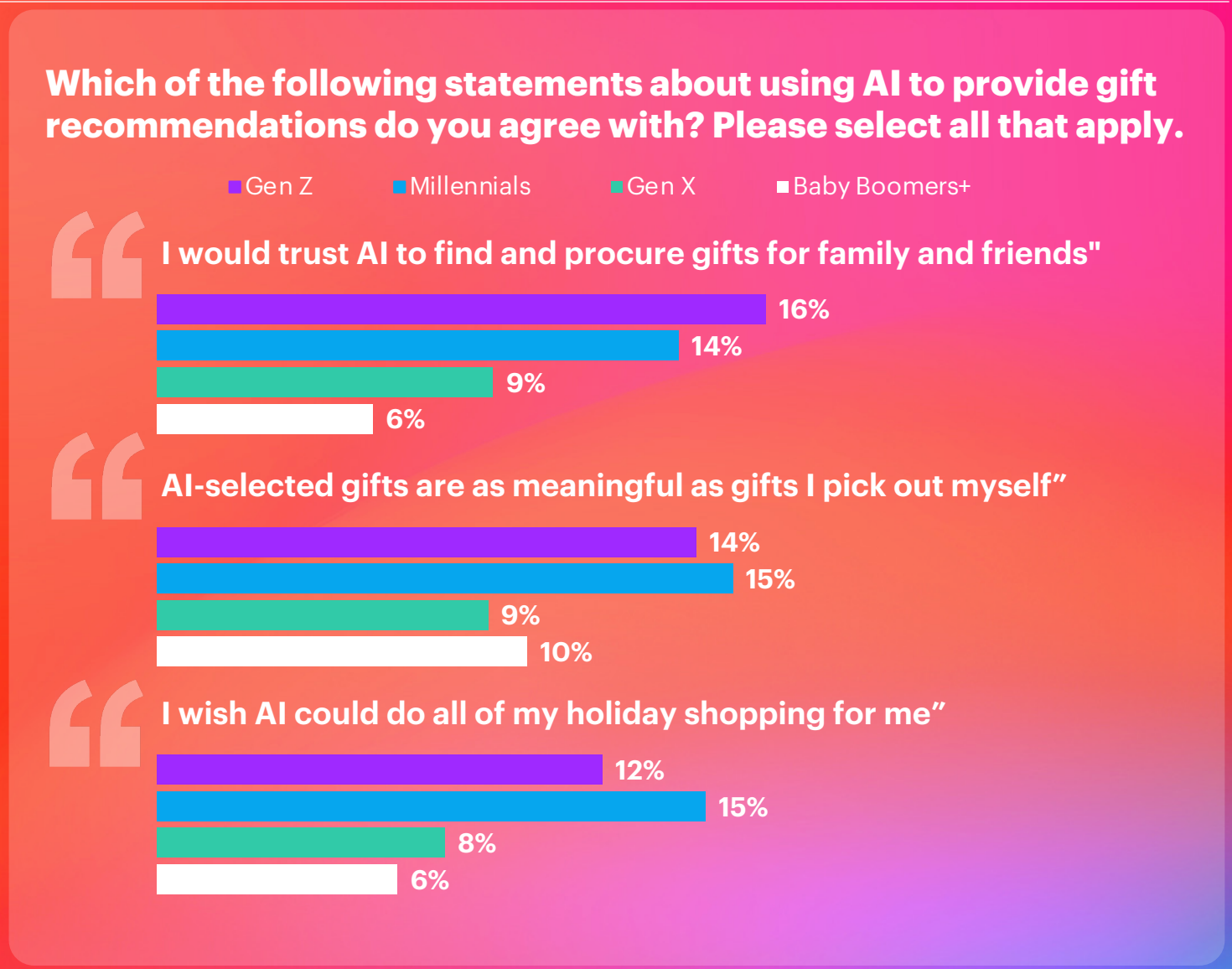
12% of Black Friday/Cyber Monday shoppers would trust AI to choose and buy gifts

Only **16%** of Gen Z Black Friday/Cyber Monday shoppers would trust AI to find and procure gifts for family and friends. However, this is much more than the **9%** of Gen X and **6% of** Baby Boomer+ shoppers who would do the same.

Only **15%** of all Black Friday/Cyber Monday shoppers think that gift chosen by AI are as meaningful as the gifts they choose themselves.



YouGov Surveys, August 8 – August 18, 2025. None of these responses not shown Black Friday/Cyber Monday shoppers by generations Gen Z n> 150; Millennials n> 250; Gen X n> 150; Baby Boomers+ n> 100.

Younger consumers more likely to think differently of AI-chosen gifts

About **19%** of all Black Friday/Cyber Monday shoppers would change their opinion of someone if they found out that person chose a gift with AI.

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19%

Agree: "If I found out someone gave me a gift that AI picked out; it would change my opinion of them." This increases to **26% among Gen Z shoppers.**





15%

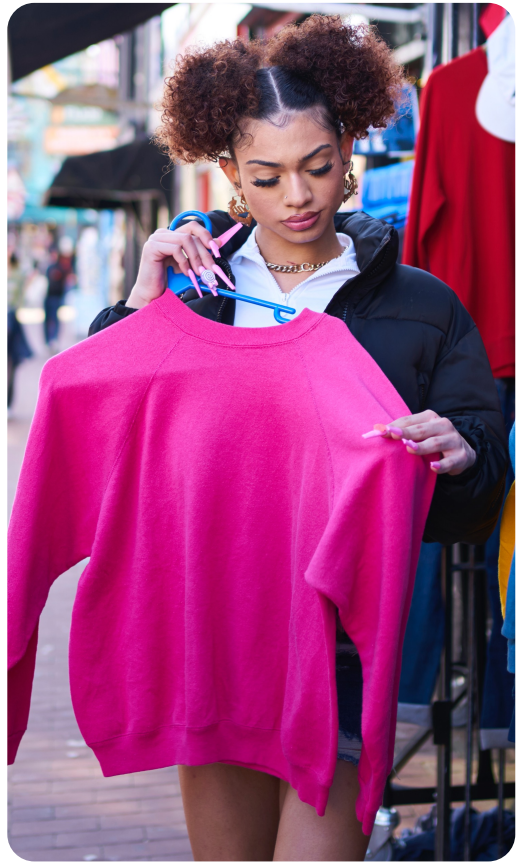
Agree: "If I found out someone gave me a gift that AI picked out; it would change my opinion of the gift." This increases to **23% among Gen Z shoppers.**

YouGov Surveys, August 8 – August 18, 2025. None of these responses not shown
Black Friday/Cyber Monday shoppers n> 750.
Question: "Which of the following statements about using AI (artificial intelligence) to provide gift recommendations do you agree with? Please select all that apply."

Which brands generated the most Buzz during Black Friday/Cyber Monday 2024?

Ahead of 2025, we look back at the brands that drove the highest Buzz during the month of November last year.





Buzziest fashion retail brands during Black Friday/Cyber Monday 2024

Rank	Brand name	Buzz score
1	Marks & Spencer	**25.0**
2	John Lewis	**19.7**
3	Nike	**15.4**
4	adidas	**14.1**
5	TK Maxx	**10.4**
6	Next	**9.8**
7	Skechers	**9.7**
8	Zara	**9.3**
9	Calvin Klein	**8.8**
10	The North Face	**8.7**

YouGov BrandIndex UK, November 1 – December 3, 2024, ranked based on net Buzz score, n> 2,000.
Question: "Over the past two weeks, which of the following brands have you heard something positive / negative about (whether in the news, through advertising, or talking to friends and family)?"

Explore brand tracking



Buzziest retail store brands during Black Friday/Cyber Monday 2024

Rank	Brand name	Buzz score
1	IKEA	**15.9**
2	Amazon	**11.4**
3	Dunelm	**10.6**
4	Argos	**9.0**
5	Screwfix	**7.8**
6	The LEGO Store	**7.7**
7	The Range	**7.7**
8	Smyths Toys	**7.4**
9	Pets at Home	**6.2**
10	B&Q	**6.1**

YouGov BrandIndex UK, November 1 – December 3, 2024, ranked based on net Buzz score, n> 1,900.
Question: "Over the past two weeks, which of the following brands have you heard something positive / negative about (whether in the news, through advertising, or talking to friends and family)?"

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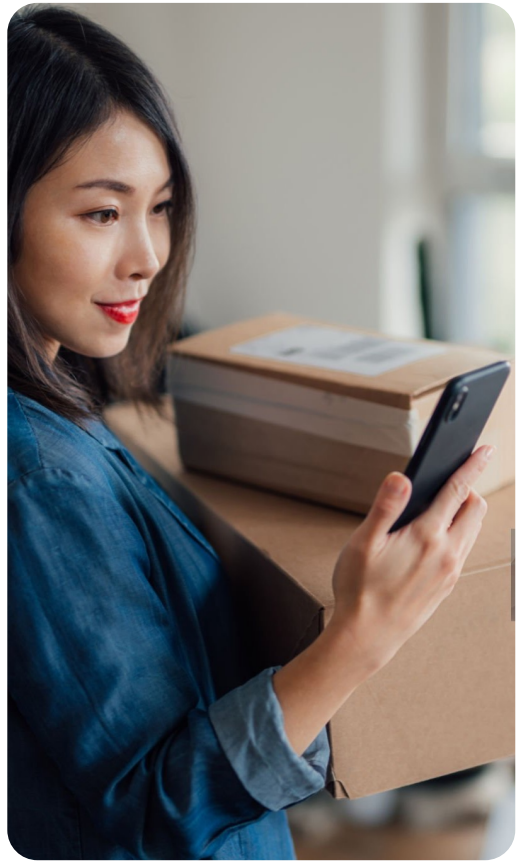
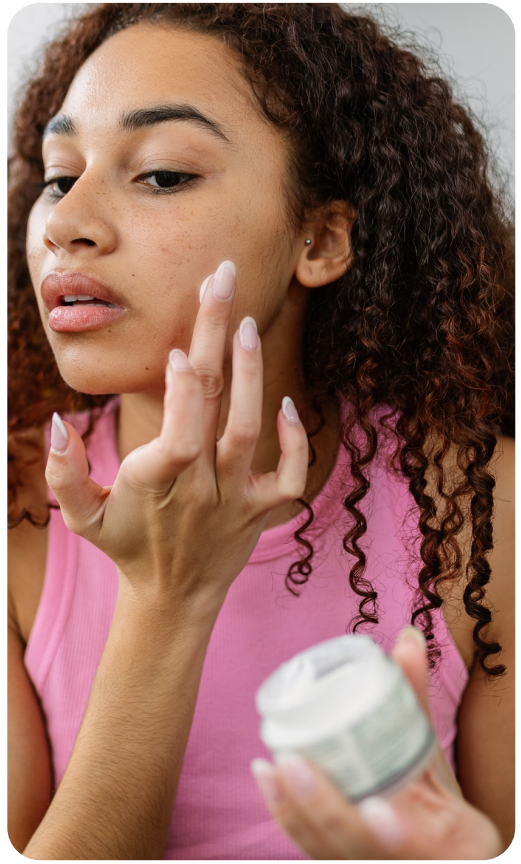


Buzziest tech & home electronics brands during Black Friday/Cyber Monday 2024

Rank	Brand name	Buzz score
1	Samsung	**17.1**
2	Apple	**13.3**
3	Ninja	**12.8**
4	iPhone	**12.6**
5	LG	**11.9**
6	PlayStation	**10.6**
7	iPad	**10.6**
8	Nintendo Switch	**10.6**
9	Apple Watch	**10.3**
10	Google Pixel	**9.5**

YouGov BrandIndex UK, November 1 – December 3, 2024, ranked based on net Buzz score, n> 1,200.
Question: "Over the past two weeks, which of the following brands have you heard something positive / negative about (whether in the news, through advertising, or talking to friends and family)?"

Explore brand tracking



Buzziest health & beauty and skincare & cosmetics brands during Black Friday/Cyber Monday 2024

Rank	Brand name	Buzz score
1	Vaseline	**10.8**
2	Nivea	**10.0**
3	E45	**9.0**
4	Dove	**8.7**
5	Dior	**8.1**
6	Charlotte Tilbury	**7.4**
7	No. 7	**7.1**
8	Chanel	**7.1**
9	L'Oréal Paris	**5.6**
10	Clinique	**5.5**

YouGov BrandIndex UK, November 1 – December 3, 2024, ranked based on net Buzz score, n> 700.
Question: "Over the past two weeks, which of the following brands have you heard something positive / negative about (whether in the news, through advertising, or talking to friends and family)?"

Explore brand tracking



Buzziest video game brands during Black Friday/Cyber Monday 2024

Rank	Brand name	Buzz score
1	Call of Duty	**9.6**
2	Super Mario Bros.	**7.2**
3	Grand Theft Auto	**6.7**
4	Minecraft	**6.5**
5	Pokémon	**5.4**
6	Assassin's Creed	**4.6**
7	EA SPORTS FC	**2.4**
8	Fortnite	**2.1**
9	League of Legends	**2.0**
10	Final Fantasy	**1.9**

YouGov BrandIndex UK, November 1 – December 3, 2024, ranked based on net Buzz score, n> 3,000.
Question: "Over the past two weeks, which of the following brands have you heard something positive / negative about (whether in the news, through advertising, or talking to friends and family)?"

Explore brand tracking

Methodology

The insights in this report have been sourced via YouGov Surveys , YouGov Profiles and YouGov BrandIndex.

The insights in this report were sourced via **YouGov Surveys**: Serviced – providing rapid answers from the right audience.

The multi-region survey was conducted from August 8 – August 18, 2025, with 2,100 respondents in Great Britain. Additional insights are available for 16 other markets: Australia, Canada, Denmark, France, Germany, Hong Kong, India, Indonesia, Italy, Mexico, Poland, Singapore, Spain, Sweden, the UAE, and the USA.

Throughout the report, each generation is defined as: Gen Z (1997-2007), Millennial (1981-1996), Gen X (1965-1980) and Baby Boomers+ (Before 1964). **Black Friday/Cyber Monday shoppers** are defined as those who answered with "Somewhat likely"& "Very likely" to the question: "How likely are you to make purchases during Black Friday OR Cyber Monday?" Year-over-year change in the likelihood to purchase during Mega Sales events is based on surveys conducted between August 8 – August 18, 2025, and July 12– July 30, 2024.

The profile deep dive in this report was powered by **YouGov Profiles** – an ever-growing source of consumer data, with 2+ million data variables from YouGov's 30 million global panelists. The data used in this report was accessed via Profiles+ GB 2025-08-31.

Buzz ranking was analysed using **YouGov BrandIndex**. YouGov BrandIndex collects data on thousands of brands every day. Buzz scores are based on respondents' answers to the following question: "Over the past two weeks, which of the following brands have you heard something positive / negative about (whether in the news, through advertising, or talking to friends and family)?" Scores can range from -100 to +100. Buzz rankings are defined by a brand's positive Buzz score minus its negative Buzz score during the period of analysis. A minimum base size (n) of 300 is required to rank.

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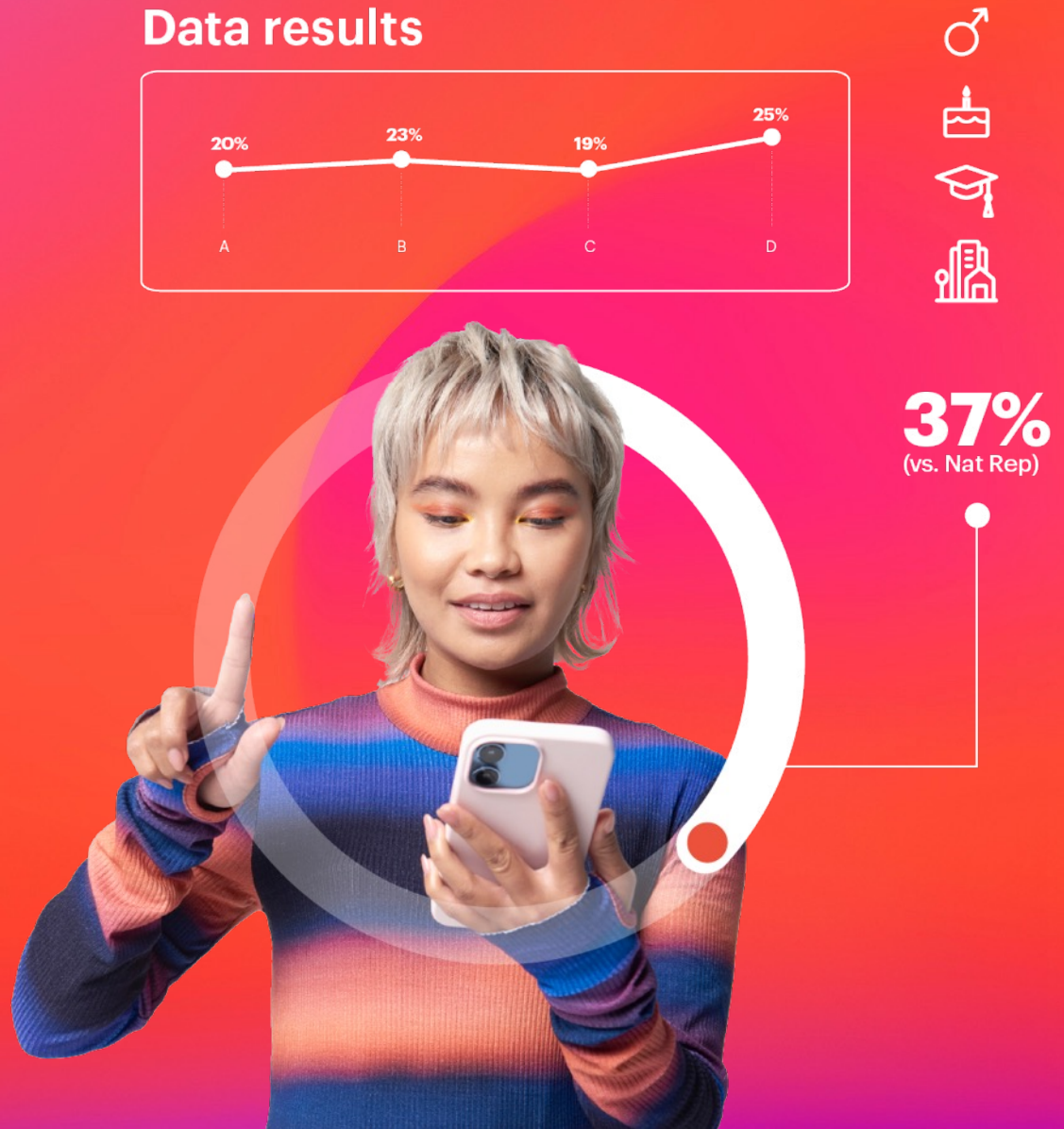

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