

BLACK FRIDAY SALES

2017

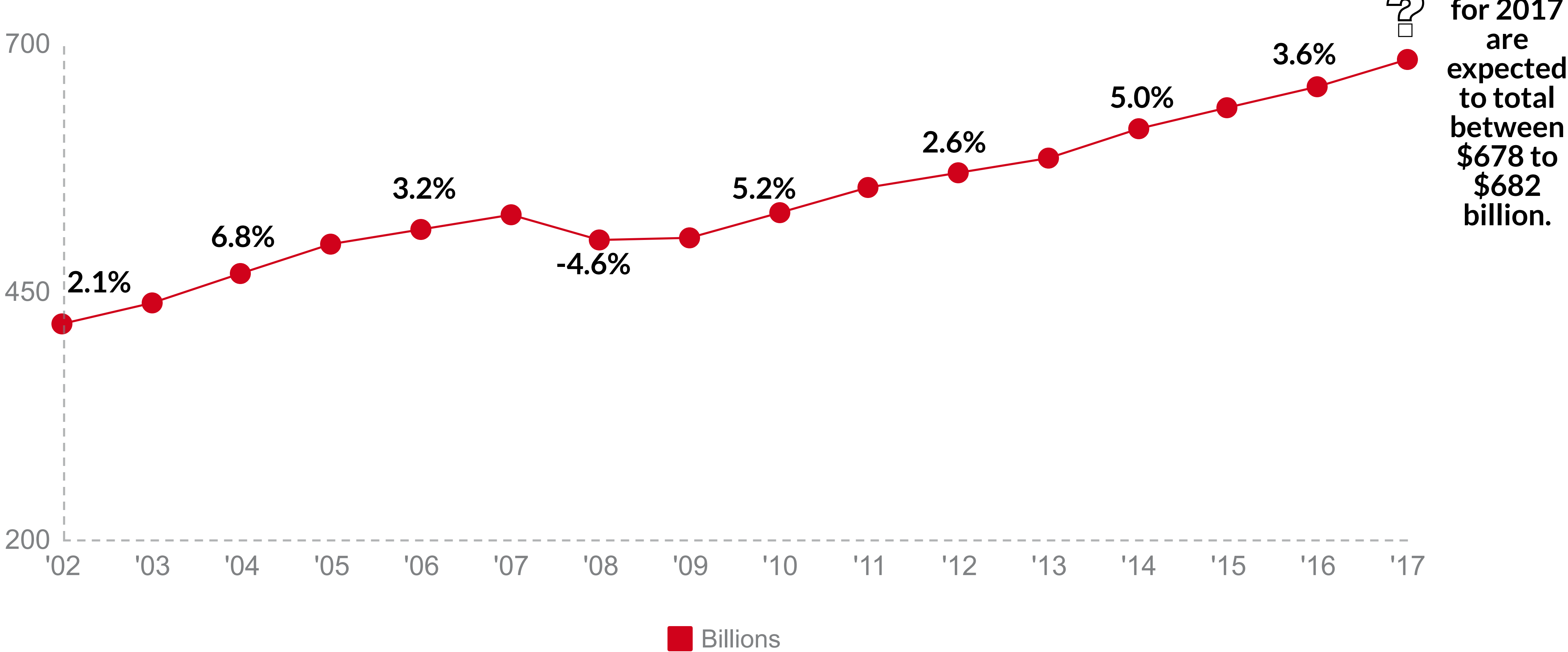
154 MILLION

consumers shopped in stores and online on Black Friday 2016.

3.6-4.0%

expected increase of consumers on Black Friday in 2017.

HOLIDAY SALES FOR 2017 EXPECTED TO INCREASE

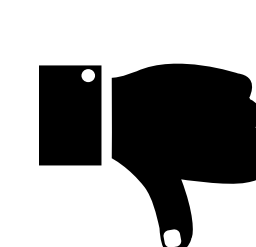


99 MILLION

consumers shopped in stores on Black Friday in 2016, down 3 million from 2015.

On average, consumers spent less in 2016 compared to 2015 (3.5% drop from \$299.6 to \$289.2).

52%



of respondents said they are less likely to shop on Black Friday this year, according to Accenture's annual Holiday Shopping Survey.



Reasons for not shopping on Black Friday (2017)

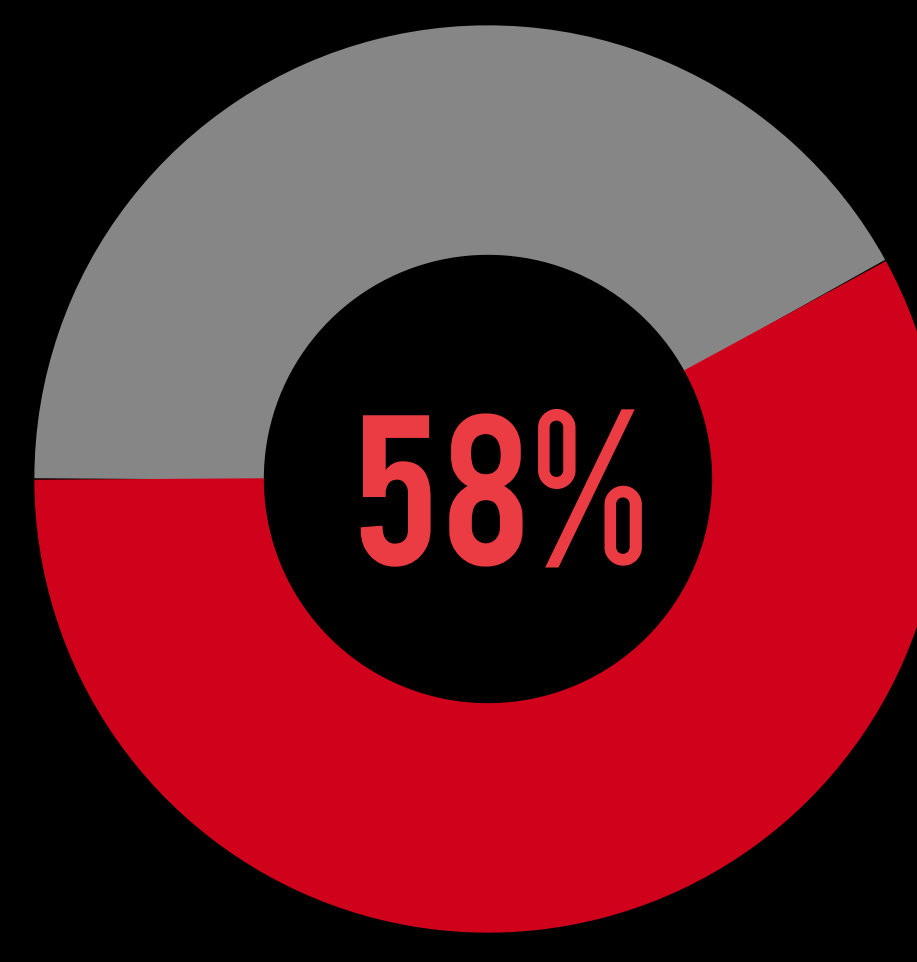
44%

of respondents are less inclined to shop on Black Friday because they can get equally good discounts on other days

64%

of respondents shopped for holiday gifts throughout the year.

MILLENNIALS



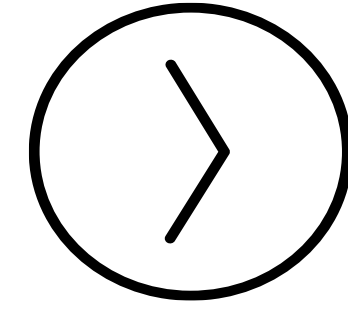
58% of Millennials reported that they begin shopping prior to Black Friday.

58% of Millennials reported they are going to shop on Cyber Monday.

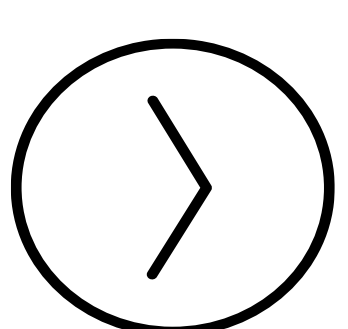
Baby Boomers are least interested in making purchases on either Cyber Monday or Black Friday.

BLACK FRIDAY VS CYBER MONDAY

The Monday that follows Black Friday was coined in 2005 to encourage people to shop online.



Only 37% of consumers reported making a purchase on Black Friday (2016) and 34% shopped on Cyber Monday (2016).



Holiday shopping varies by generation. Only 21% of baby boomers made a purchase on Black Friday (2016), compared to 54% of millennials.

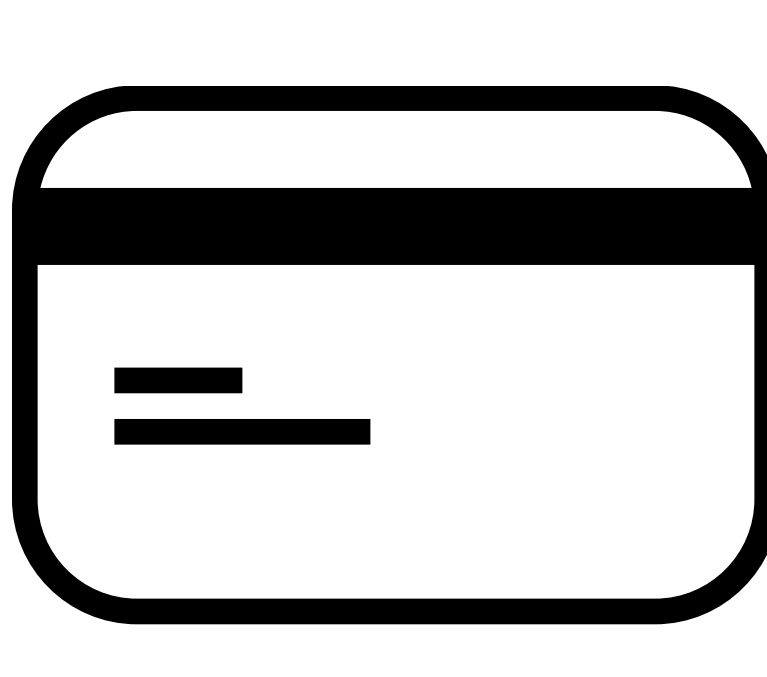
13%

percent of baby boomers shop via mobile sites during the holidays, compared to 24% of Generation X, 43% of Millennials and 52% of Centennials.

TOP HOLIDAY SALES IN 2016 (NOV/DEC)



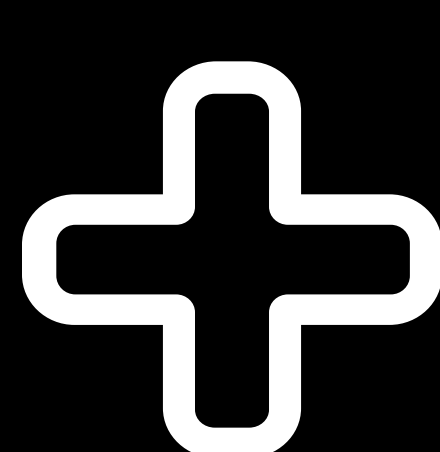
Electronic shopping and mail-order houses
\$110.3 Million



Food and beverage stores
\$123.5 Million

MOST PROFITABLE WEBSITES ON

CYBER MONDAY



BLACK FRIDAY

AMAZON.COM

WALMART.COM

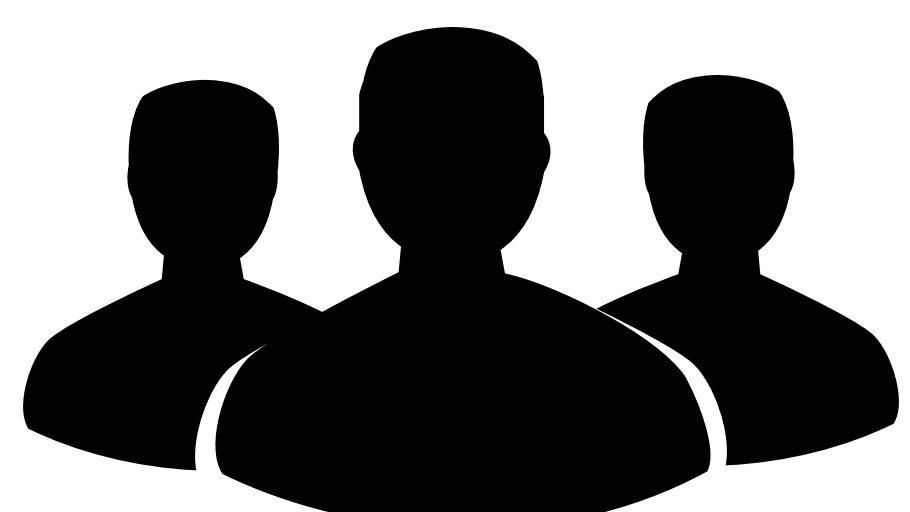
TARGET.COM

108.5 MILLION AMERICANS SHOPPED ONLINE OVER THE LONG WEEKEND

SHOPPERS SPENT:

- \$1.9 billion on Thanksgiving Day
- \$3.3 billion on Black Friday
- \$3.4 billion on Cyber Monday

WHY IT MATTERS



54% of adults in America dislike or strongly dislike stores remaining open on Thanksgiving, with 60% saying they won't go to a store that day, according to BestBlackFriday.com.

CBL Properties is closing all 62 of its malls and open-air shopping centers across the country on Thanksgiving Day, second-year in a row.

TO CLOSE ON BLACK FRIDAY?

Over 55 major stores have decided to close on Thanksgiving Day this year including Costco, IKEA, Neiman Marcus, TJ Maxx, H&M and many more. Some stores will also close on Black Friday, for example outdoor gear store REI.

Some retail stores have claimed that sales on these days are not as profitable as they expected and they would rather give employees time off to be with their families.