FRIDAY BLACK SALES 2017

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

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

52% of respondents are less inclined to shop on Black Friday because they can get equally good discounts on other days.

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

Reasons for not shopping on Black Friday (2017)

- 44% of respondents are less likely to go to stores that open on Thanksgiving.
- 64% of respondents are less likely to shop at stores that open on Black Friday.
- 50% of respondents are less likely to shop at stores that open on both days.

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

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

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 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.

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.

Sources: Accenture, Infogroup, Business Insider, National Retail Federation, US Census, USA Today, BestBlackFriday, Fortune.