CONSUMERS & BRANDS

Black Friday in the Netherlands

statista

Table of Contents

01 Black Friday familiarity & interest

Consumer familiarity with Black Friday in the Netherlands 2019-2021 03
Share of Dutch shoppers intending to buy online during selected sales events 2022 04
Black Friday participation among consumers in the Netherlands 2023 05
Dutch shoppers who feel Black Friday causes people to make unnecessary purchases 2022 06
Dutch shoppers who like having a sales occasion like Black Friday 2022 07

02 Disinterest in Black Friday

Dutch shoppers who feel Black Friday is old-fashioned 2022 09
Netherlands: opinions on abolishing Black Friday 2022, by age & gender 10
Dutch shoppers who believe stores closing on Black Friday is positive 2022 11
Green Friday awareness among consumers in the Netherlands 2022-2023 12
Leading reasons consumers are skipping Black Friday in the Netherlands 2022 13

03 Black Friday spending & behavior

Consumers who made purchases during Black Friday in the Netherlands in 2018-2023 15
Consumer spending expectations during Black Friday in the Netherlands 2023 16
Leading products Dutch shoppers are interested in buying on Black Friday 2023 17
Black Friday shopping intentions in the Netherlands 2023, by purchase channel 18
Expected Black Friday spending among consumers in the Netherlands 2019-2023 19
Generations that will shop more online on Black Friday in the Netherlands 2022 20
Netherlands: Black Friday (impulse) buying reduction 2022, by gender 21
Preferred sales channels among consumers during Black Friday in the Netherlands 2022 22
Netherlands: shopping for self and/or others on Black Friday 2022, by product type 23
Netherlands: desire for more Black Friday deals from Dutch stores 2022 24
Dutch shoppers who feel Black Friday causes them to make unnecessary purchases 2022 25

04 Black Friday in other European countries

Consumers expecting to reduce holiday season spending due to inflation in Europe 2022 27
Belgium: shopping for self and/or others on Black Friday 2022, by product type 28
Most popular product categories during Black Friday in France 2023 29
Leading items shoppers plan to buy over Black Friday weekend in the UK 2023 30
Most popular product category on Black Friday in Germany in 2023 31
Shopping intentions during Black Friday in Italy 2023, by product category 32

05 Recent shopping behavior among Dutch consumers

Interest in product categories in the Netherlands 2023 34
Purchase intention by category in the Netherlands 2023 35
Sources of inspiration for new products in the Netherlands 2023 36
Sources of information about products in the Netherlands 2023 37
Brand awareness by category in the Netherlands 2023 38

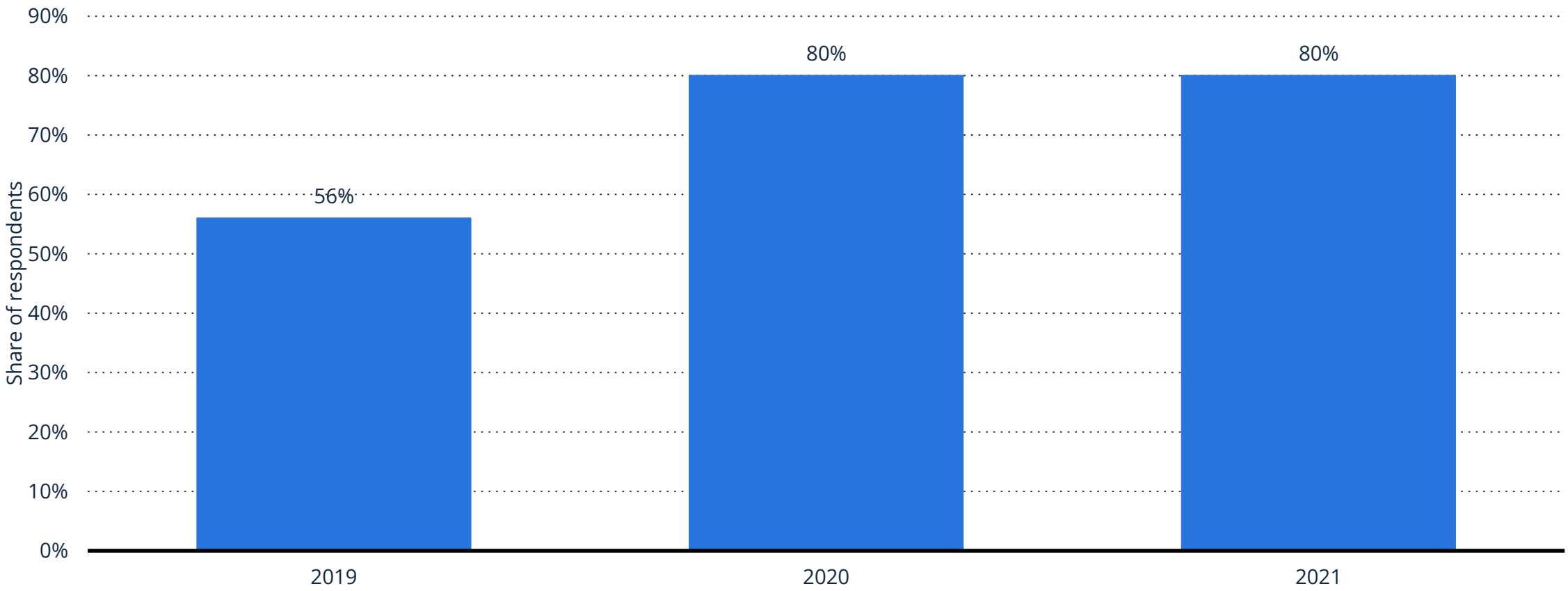
statista

CHAPTER 01

Black Friday familiarity & interest

Are you familiar with Black Friday?

Consumer familiarity with Black Friday in the Netherlands 2019-2021

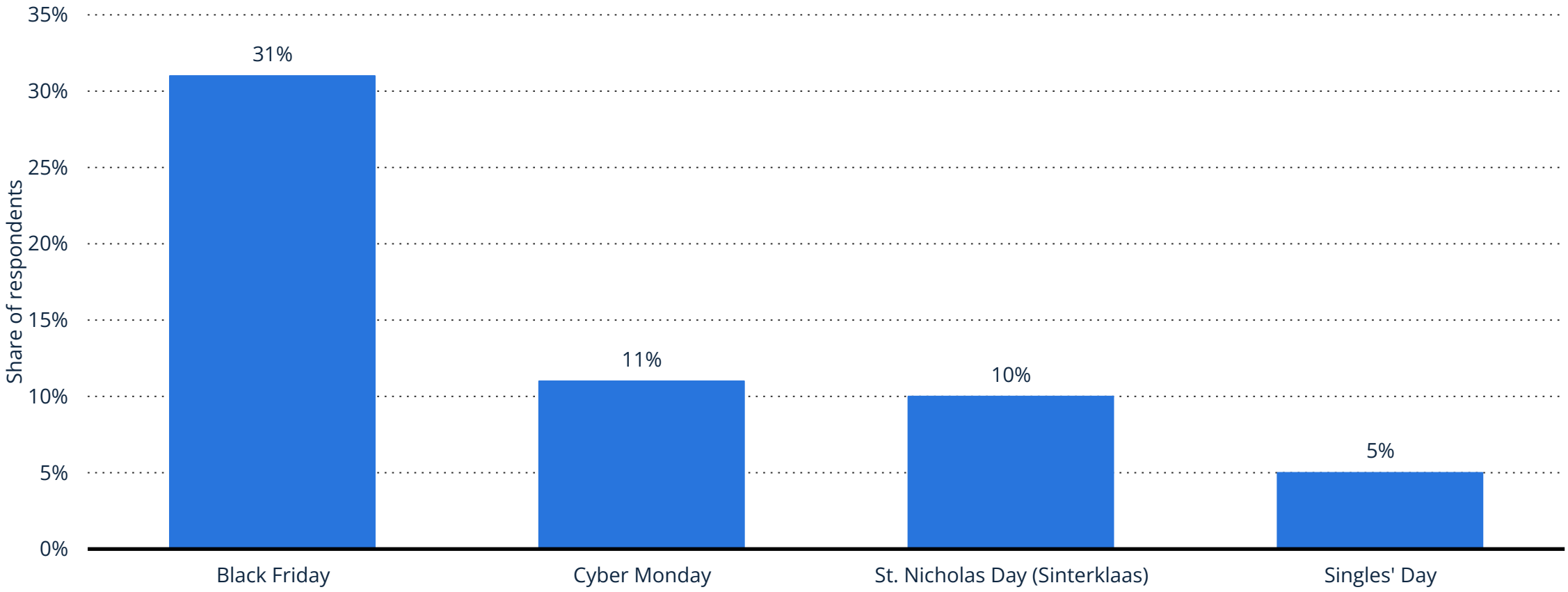


Description: In 2020 and 2021, an average of four in five Dutch consumers indicated they knew what Black Friday was. This is a significant increase compared to 2019. Black Friday is a phenomenon from the United States that involves extreme deals and discounts on the day after Thanksgiving, i.e., the fourth Friday in November. Traditionally, that day marks the beginning of the country's Christmas shopping season and in recent years the tradition became more popular in the Netherlands, as well [...] Read more
Note(s): Netherlands; 2021
Source(s): Kieskeurig.nl

statista

Share of shoppers intending to buy during selected sales events in the Netherlands in 2022

Share of Dutch shoppers intending to buy online during selected sales events 2022

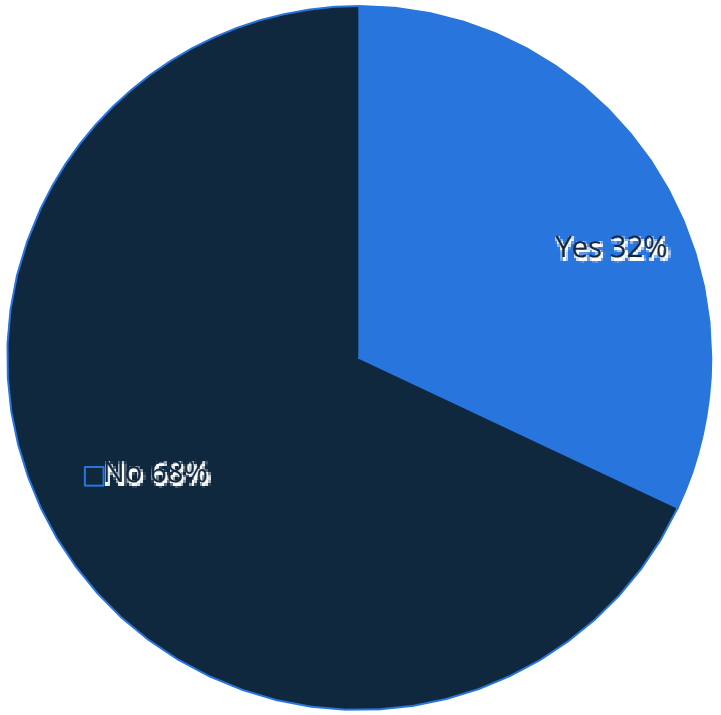


Description: In 2022, about 30 percent of shoppers in the Netherlands were planning to shop during Black Friday, making it the country's most anticipated sales event when compared to others, such as Cyber Monday, Sinterklaas, and Singles' Day. Read more
Note(s): Netherlands; 2022
Source(s): Afterpay

statista

Expected share of consumers planning to shop during Black Friday in the Netherlands in 2023

Black Friday participation among consumers in the Netherlands 2023

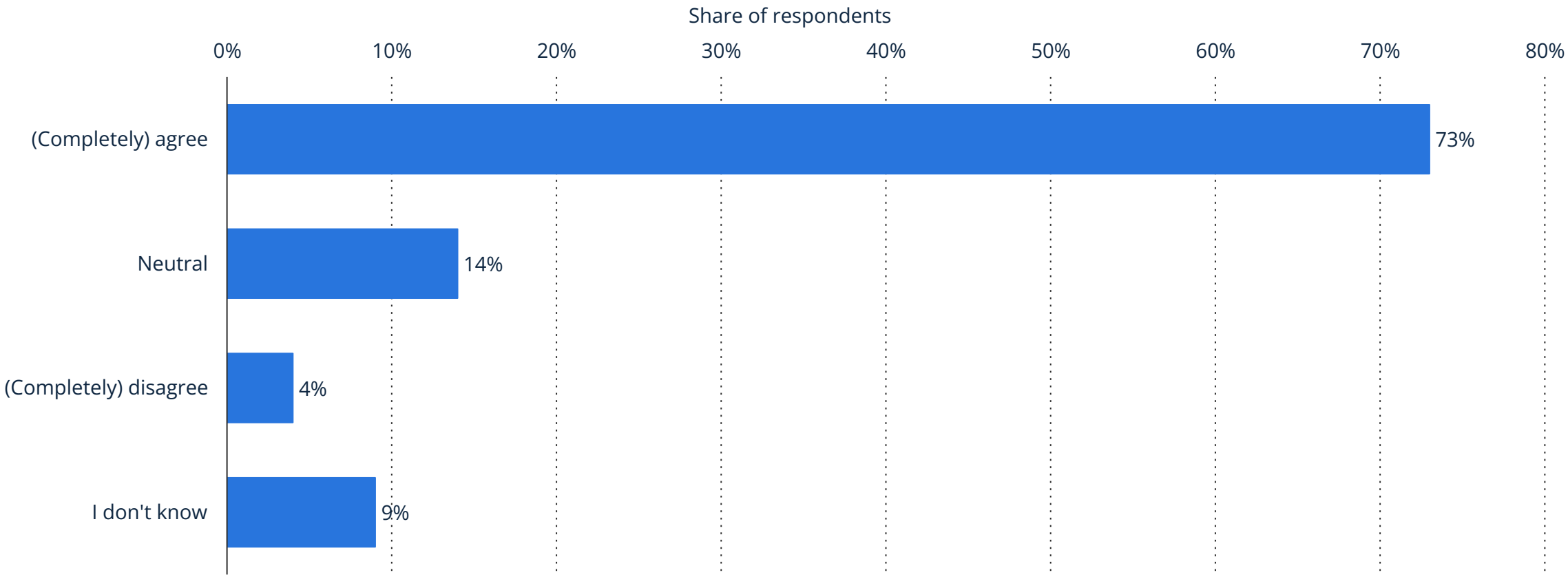


Description: In 2023, about a third of consumers in the Netherlands were planning to shop during Black Friday. Despite the rise of Green Friday, an event focused on ethical and sustainable consumption of goods, the number of people taking advantage of Black Friday in the Netherlands (and worldwide) has also grown. Read more
Note(s): Netherlands; November 2023; 1,101 respondents; 18-80 years
Source(s): Motivaction; StemPunt

statista

Consumers who believe Black Friday makes people more likely to buy things they generally do not need in the Netherlands in 2022

Dutch shoppers who feel Black Friday causes people to make unnecessary purchases 2022



Description: According to a survey conducted in late 2022, some three-quarters of consumers in the Netherlands agreed with the statement that Black Friday makes people more likely to buy products they do not need. Less than five percent of Dutch survey respondents disagreed with the statement. Read more

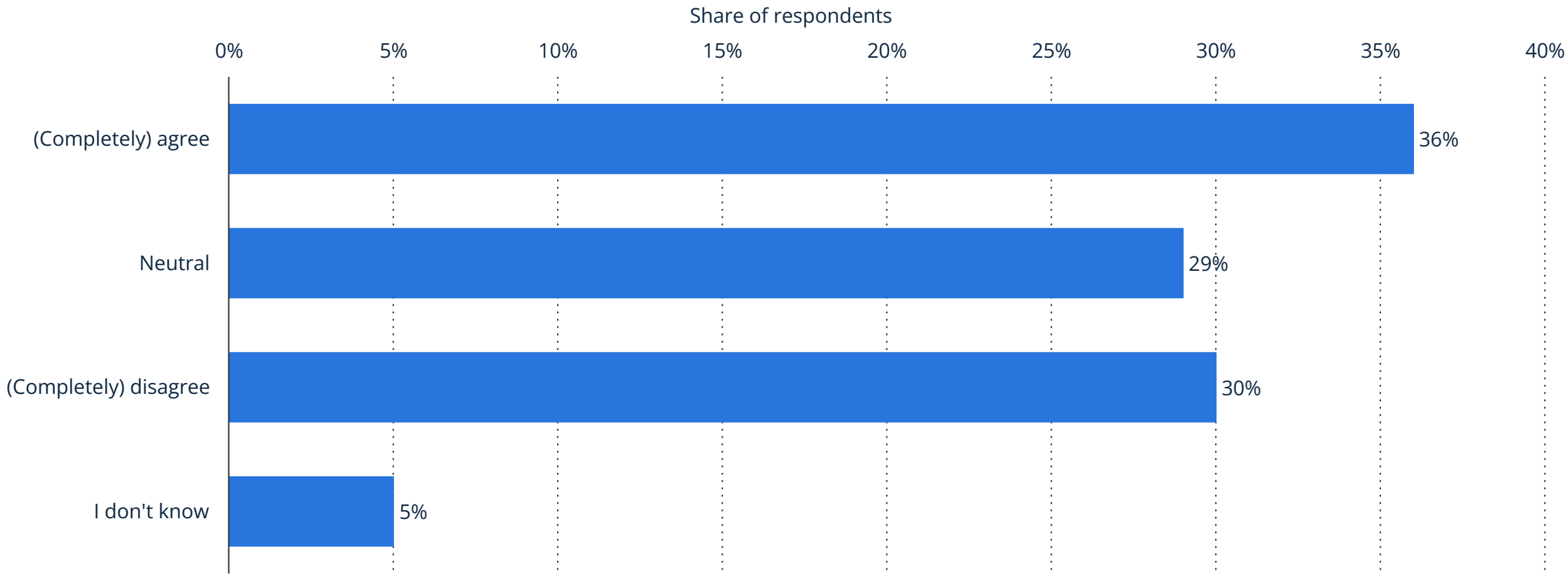
Note(s): Netherlands; November 11 to 15, 2022; 1,366*; 18 years and older; consumers who know what Black Friday is; * Total number of survey respondents: 1,387. 1,276 respondents were part of the I&O Research Panel, while 111 respondents [...] Read more

Source(s): I&O Research; PanelClix

statista

Consumers who like having a day such as Black Friday for buying discounted goods in the Netherlands in 2022

Dutch shoppers who like having a sales occasion like Black Friday 2022



Description: Opinions on the existence of Black Friday were fairly divisive among consumers in the Netherlands in 2022. Just over a third of Dutch shoppers said it was nice to have an event like Black Friday for buying items at discounted rates. About three in 10 survey respondents disagreed with that statement, while another three in 10 were neutral on the matter. Read more

Note(s): Netherlands; November 11 to 15, 2022; 1,366*; 18 years and older; consumers who know what Black Friday is; * Total number of survey respondents: 1,387. 1,276 respondents were part of the I&O Research Panel, while 111 respondents [...] Read more

Source(s): I&O Research; PanelClix

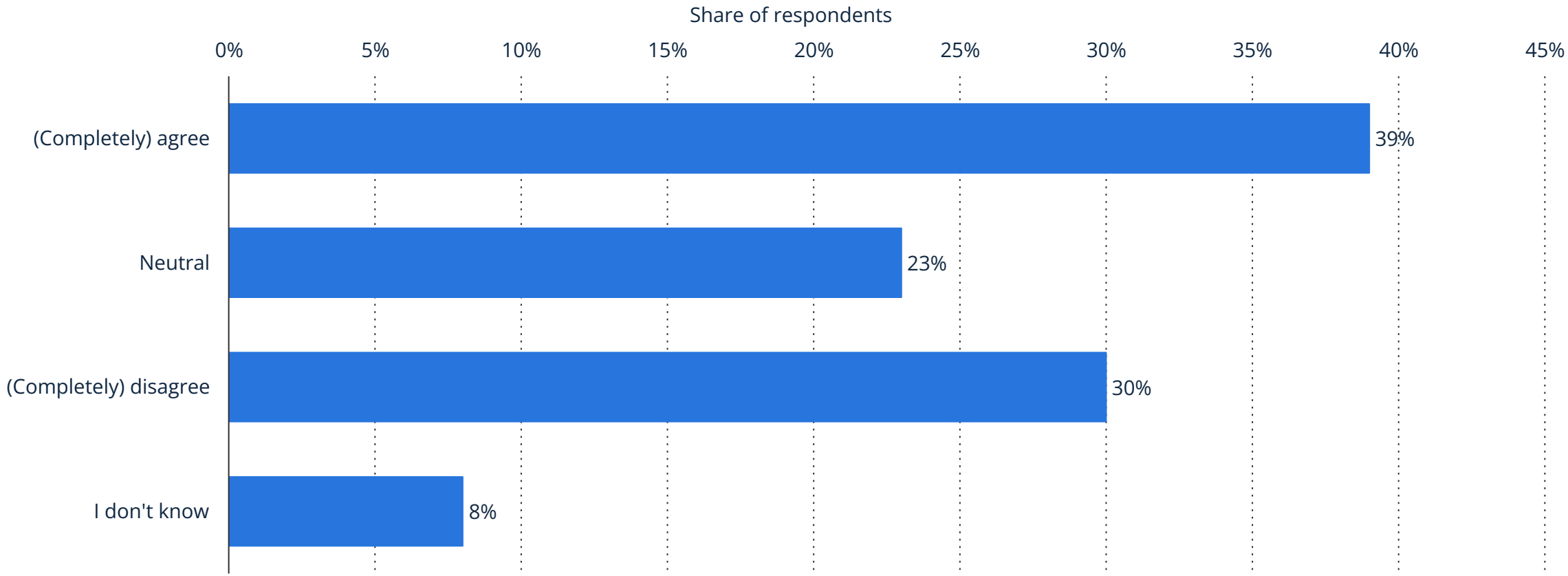
statista

CHAPTER 02

Disinterest in Black Friday

Consumers who believe Black Friday is an outdated concept in the Netherlands in 2022

Dutch shoppers who feel Black Friday is old-fashioned 2022

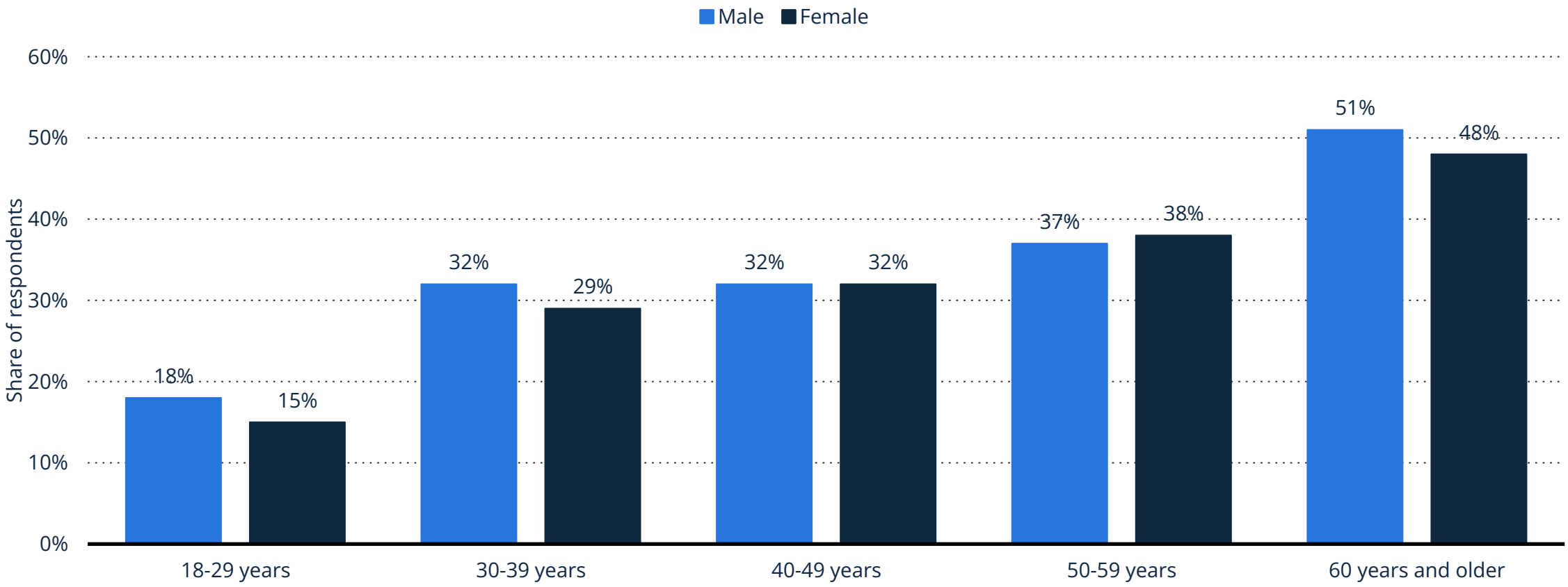


Description: According to a survey conducted in late 2022, approximately 40 percent of consumers in the Netherlands agreed with the statement that Black Friday is an antiquated tradition. Less than a third of Dutch shoppers disagreed with that notion. Read more
Note(s): Netherlands; November 11 to 15, 2022; 1,366*; 18 years and older; consumers who know what Black Friday is; * Total number of survey respondents: 1,387. 1,276 respondents were part of the I&O Research Panel, while 111 respondents [...] Read more
Source(s): I&O Research; PanelClix

statista

Consumers who feel Black Friday should be abolished in the Netherlands in 2022, by age and gender

Netherlands: opinions on abolishing Black Friday 2022, by age & gender

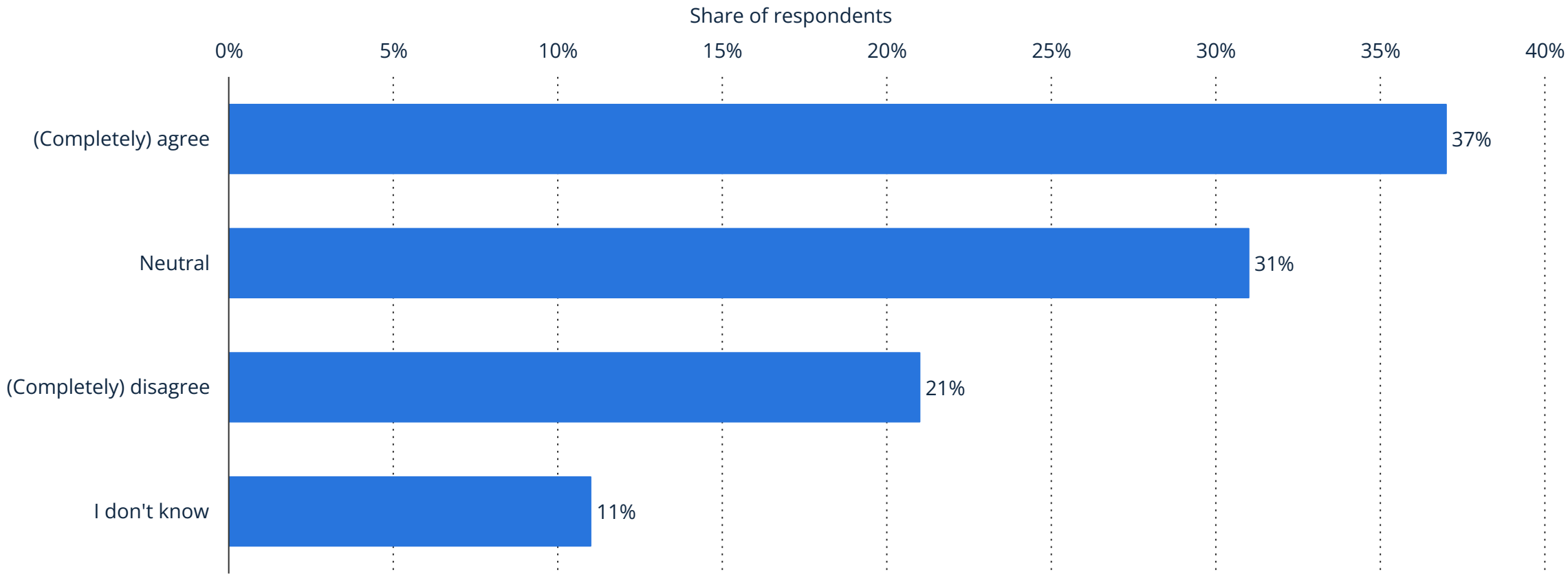


Description: In 2022, just over a third of surveyed consumers in the Netherlands said they feel Black Friday should be abolished, with male shoppers being slightly more in favor of a ban than women. Around 50 percent of respondents over the age of 59 were in favor of abolishing Black Friday, while consumers under the age of 30 had a more positive opinion of the holiday shopping event. Read more
Note(s): Netherlands; 2022; 1,098 respondents; 18 years and older
Source(s): Acties.nl; PanelWizard

statista

Consumers who believe it is a good thing that certain stores close on Black Friday in the Netherlands in 2022

Dutch shoppers who believe stores closing on Black Friday is positive 2022



Description: In 2022, approximately a third of consumers in the Netherlands felt it was a good thing that certain stores were closing their doors during the Black Friday craze. In recent years, consumers and retailers have become increasingly interested in Green Friday, an event that tries to go against over-consumption and focus more on consuming in a sustainable manner. Read more

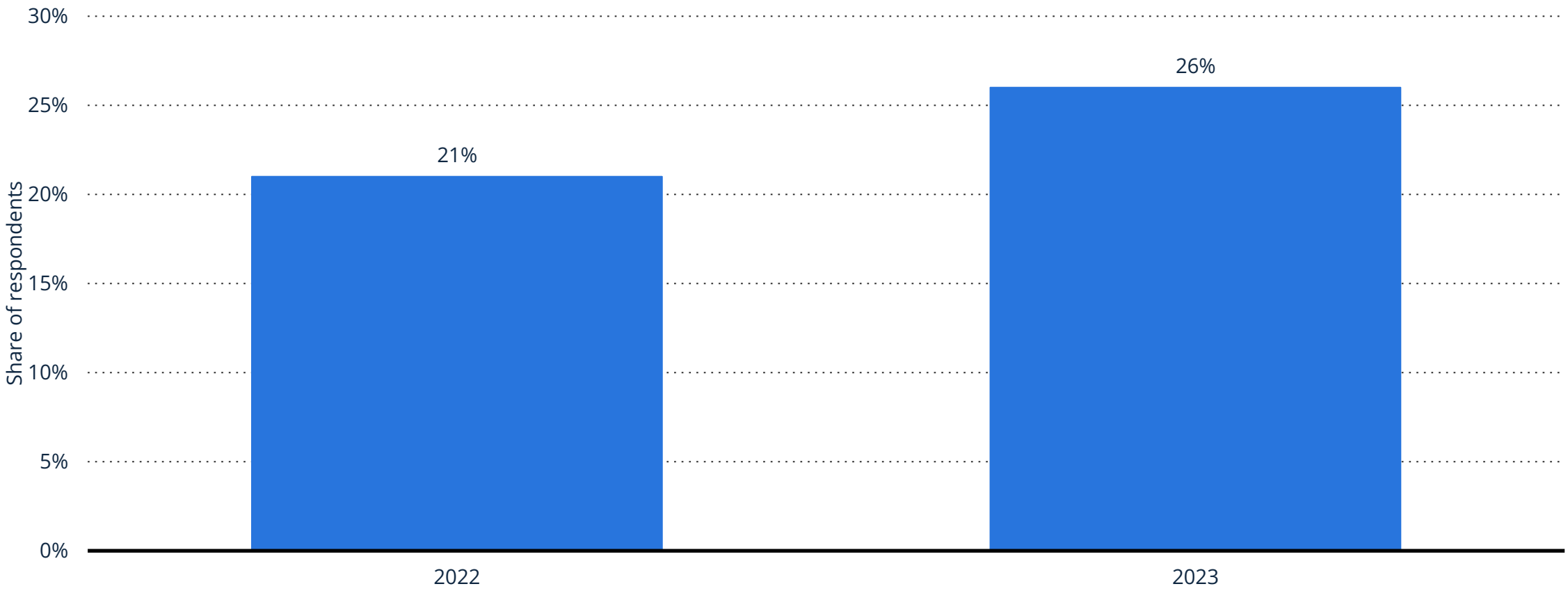
Note(s): Netherlands; November 11 to 15, 2022; 1,366*; 18 years and older; consumers who know what Black Friday is; * Total number of survey respondents: 1,387. 1,276 respondents were part of the I&O Research Panel, while 111 respondents [...] Read more

Source(s): I&O Research; PanelClix

statista

Consumers who are aware of Green Friday in the Netherlands in 2022 and 2023

Green Friday awareness among consumers in the Netherlands 2022-2023



Description: In the Netherlands, the number of consumers who know what Green Friday is has grown by five percent between 2022 and 2023. Green Friday is an anti-Black Friday initiative created to spread awareness on the negative impact of over-consumption and excessive shopping habits on climate. The goal of the movement is to encourage people to have a more sustainable and ethical mindset when shopping. Read more

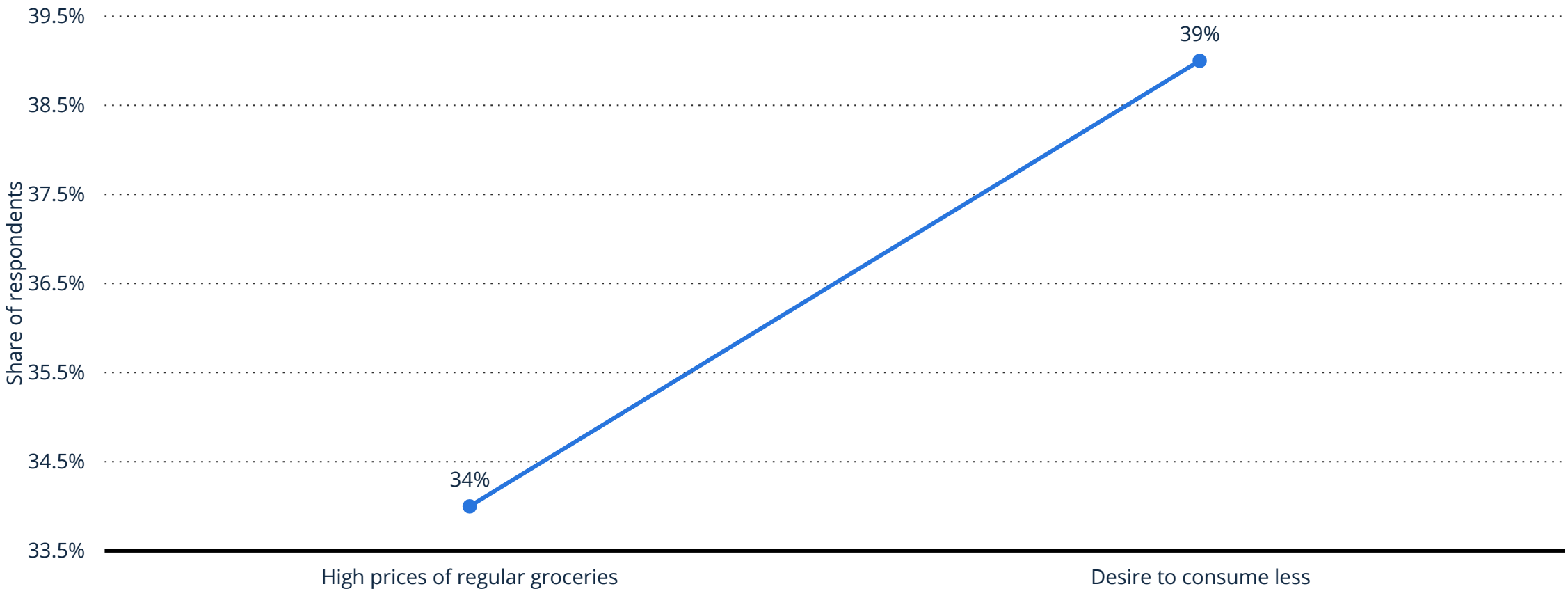
Note(s): Netherlands; November 2023; 1,101 respondents; 18-80 years

Source(s): Motivaction; StemPunt

statista

Leading reasons consumers are skipping Black Friday in the Netherlands in 2022

Leading reasons consumers are skipping Black Friday in the Netherlands 2022



Description: In 2022, roughly two in five consumers in the Netherlands said they planned to skip Black Friday in order to consume less in general. About a third of Dutch survey respondents also felt like opting out due to how expensive groceries have gotten. Read more

Note(s): Netherlands; about 2,500

Source(s): Bright.nl; Foodello.nl; RTL Nieuws

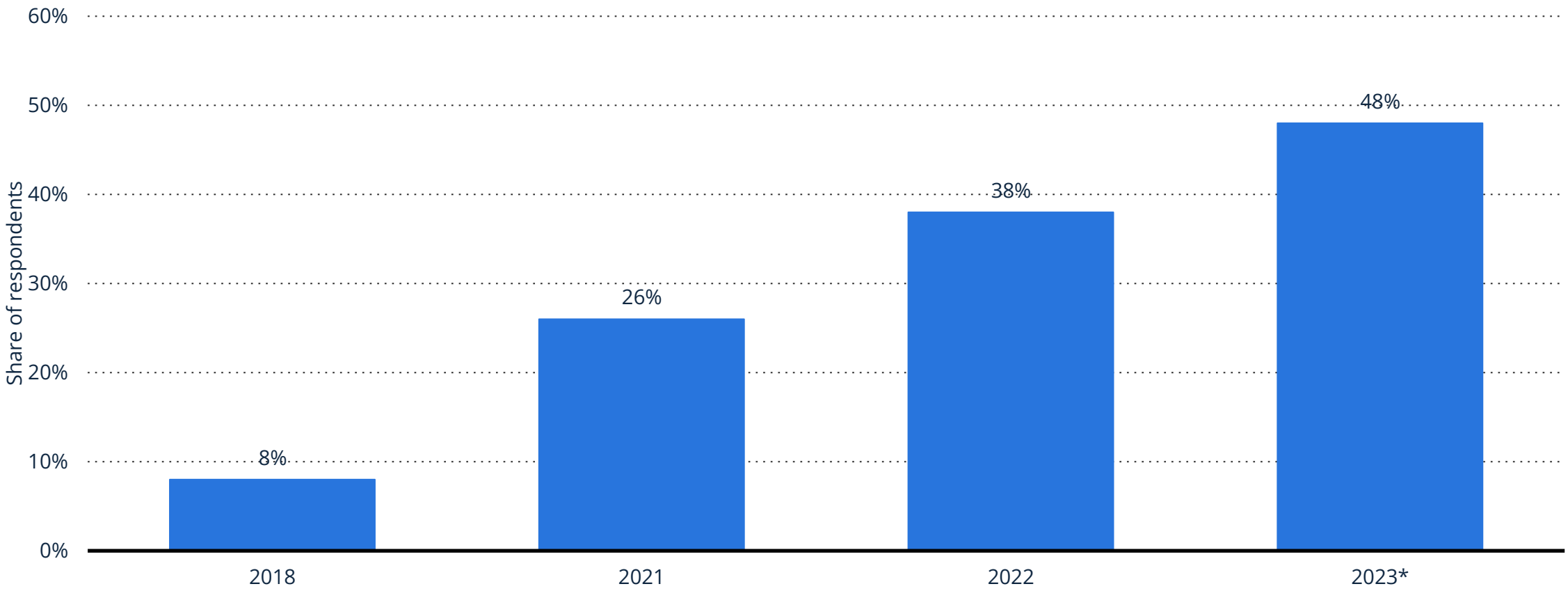
statista

CHAPTER 03

Black Friday spending & behavior

Share of consumers who made purchases during Black Friday in the Netherlands from 2018 to 2022, with a projection for 2023

Consumers who made purchases during Black Friday in the Netherlands in 2018-2023

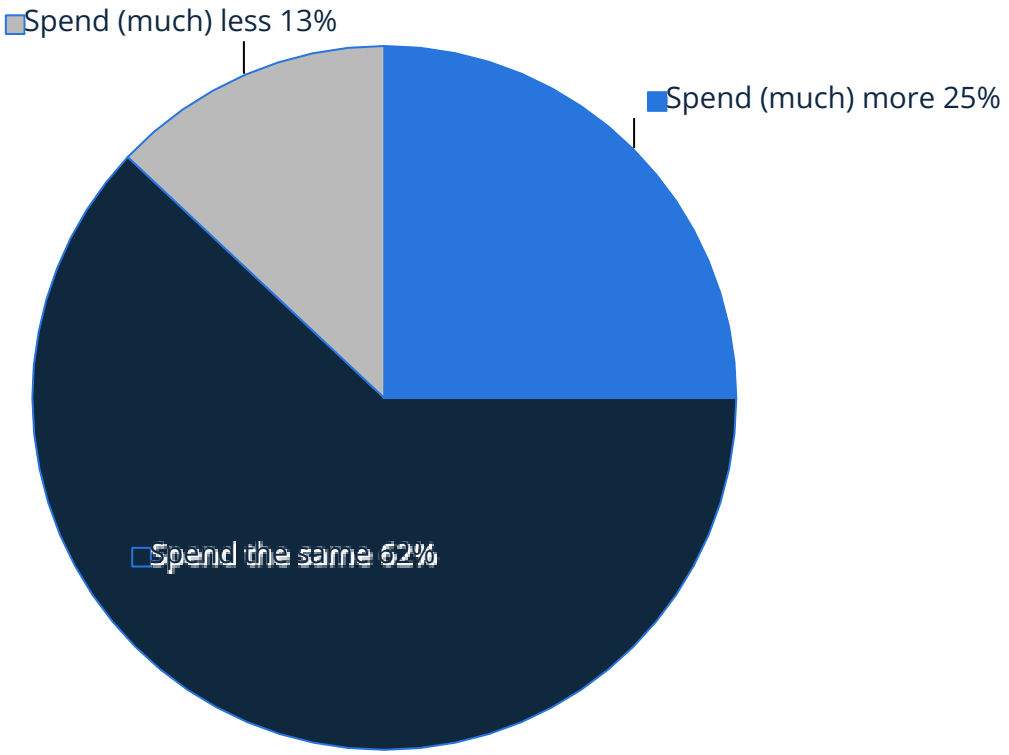


Description: In 2023, approximately half of consumers surveyed in the Netherlands expected to buy something during the Black Friday holiday sales event. One year earlier, just under 40 percent of surveyed shoppers had bought goods. Awareness and interest in the event has grown significantly compared to five years ago, as less than 10 percent of Dutch consumers had bought anything during Black Friday in 2018. Read more
Note(s): Netherlands; 2018 to 2023; Over 1,250; * Share of consumers who planned/expected to buy something.The source does not specify exact dates of survey. Read more
Source(s): ABN AMRO; Q&A Research & Consultancy

statista

Consumers expecting to spend more or less during Black Friday in the Netherlands in 2023 compared to 2022

Consumer spending expectations during Black Friday in the Netherlands 2023

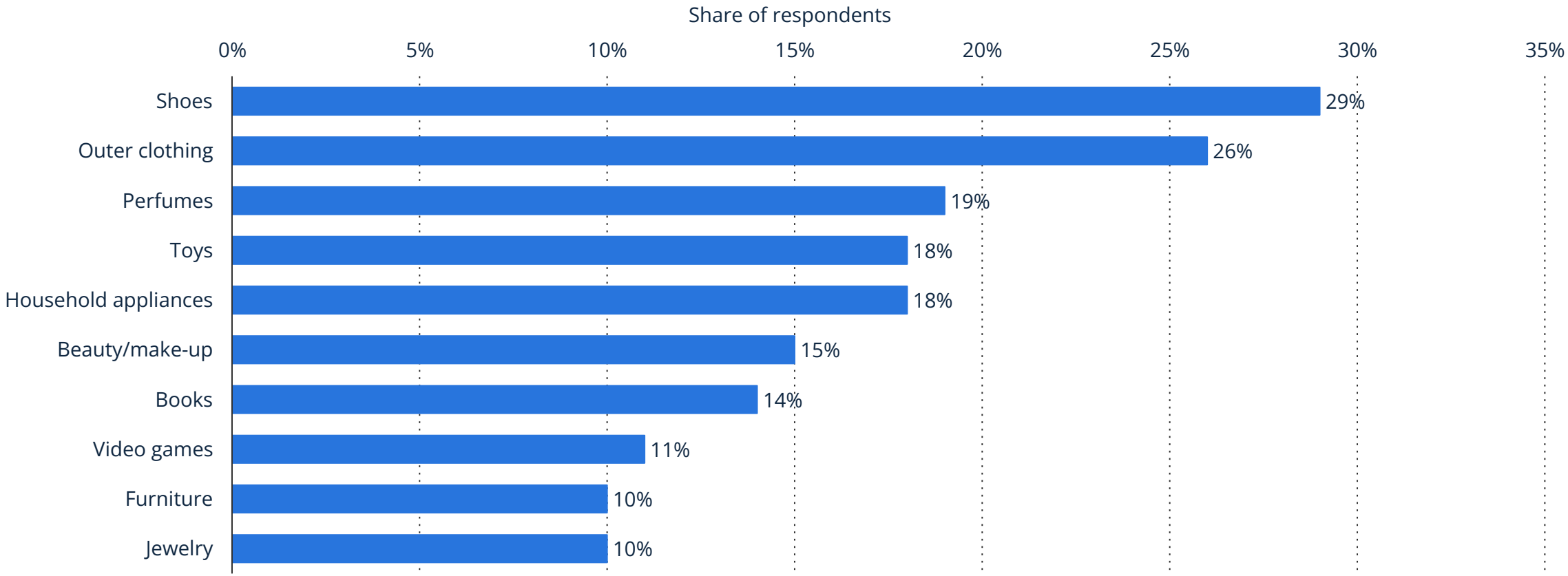


Description: In 2023, less than 15 percent of surveyed consumers in the Netherlands believed they would spend less on Black Friday in comparison to how much they spent in 2022. Nearly two-thirds of Dutch shoppers believed their spending habits would not change.
Read more
Note(s): Netherlands; 2023; Over 1,250
Source(s): ABN AMRO; Q&A Research & Consultancy

statista

What kind of products do you expect to buy on Black Friday?

Leading products Dutch shoppers are interested in buying on Black Friday 2023

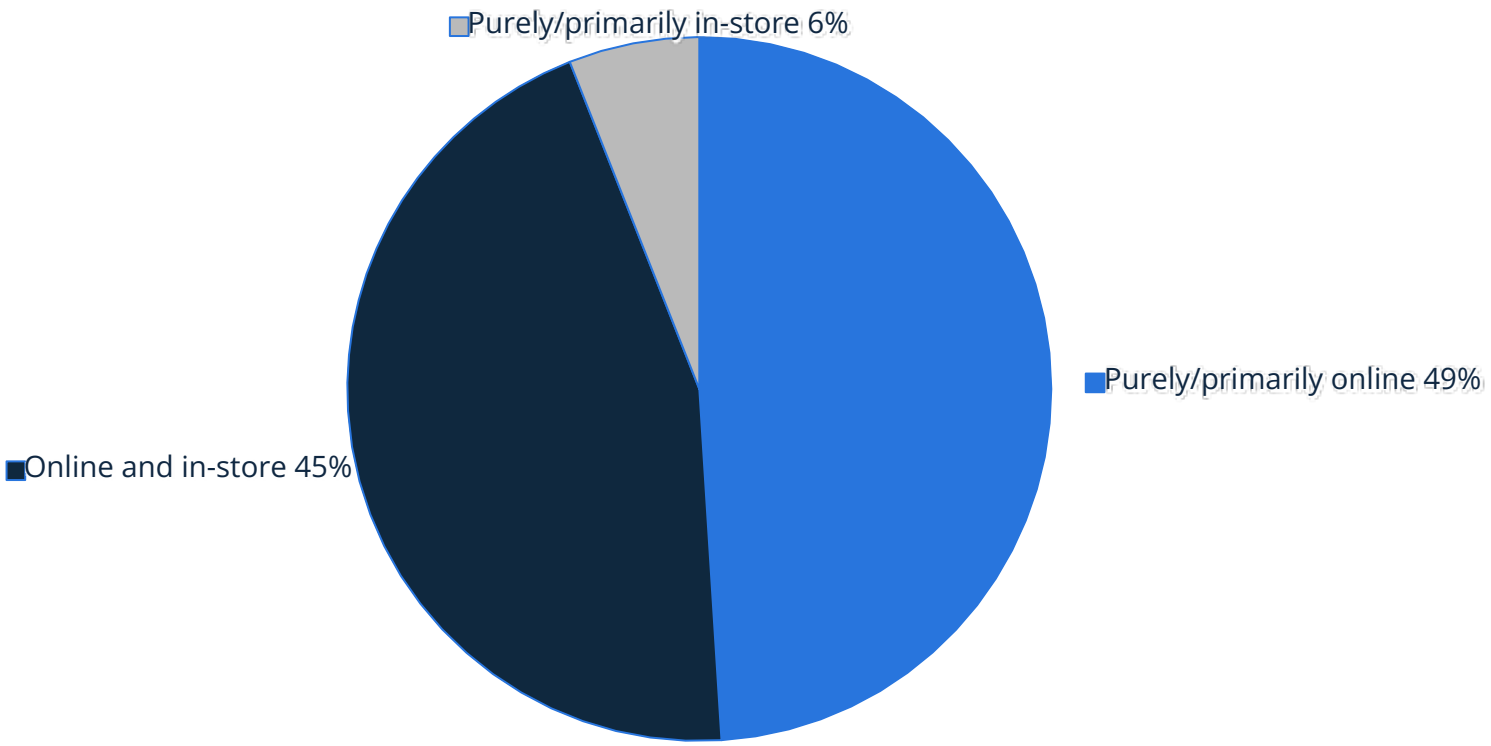


Description: When asked what kind of products they intended on buying on Black Friday in 2023, nearly 30 percent of consumers in the Netherlands said they intended to buy footwear. Just under 20 percent of survey participants said they expected to purchase perfumes, toys, and household appliances. Read more
Note(s): Netherlands; November 2023; 1,101 respondents; 18-80 years
Source(s): Motivaction; StemPunt

statista

Online versus offline Black Friday shopping intentions among shoppers in the Netherlands in 2023

Black Friday shopping intentions in the Netherlands 2023, by purchase channel

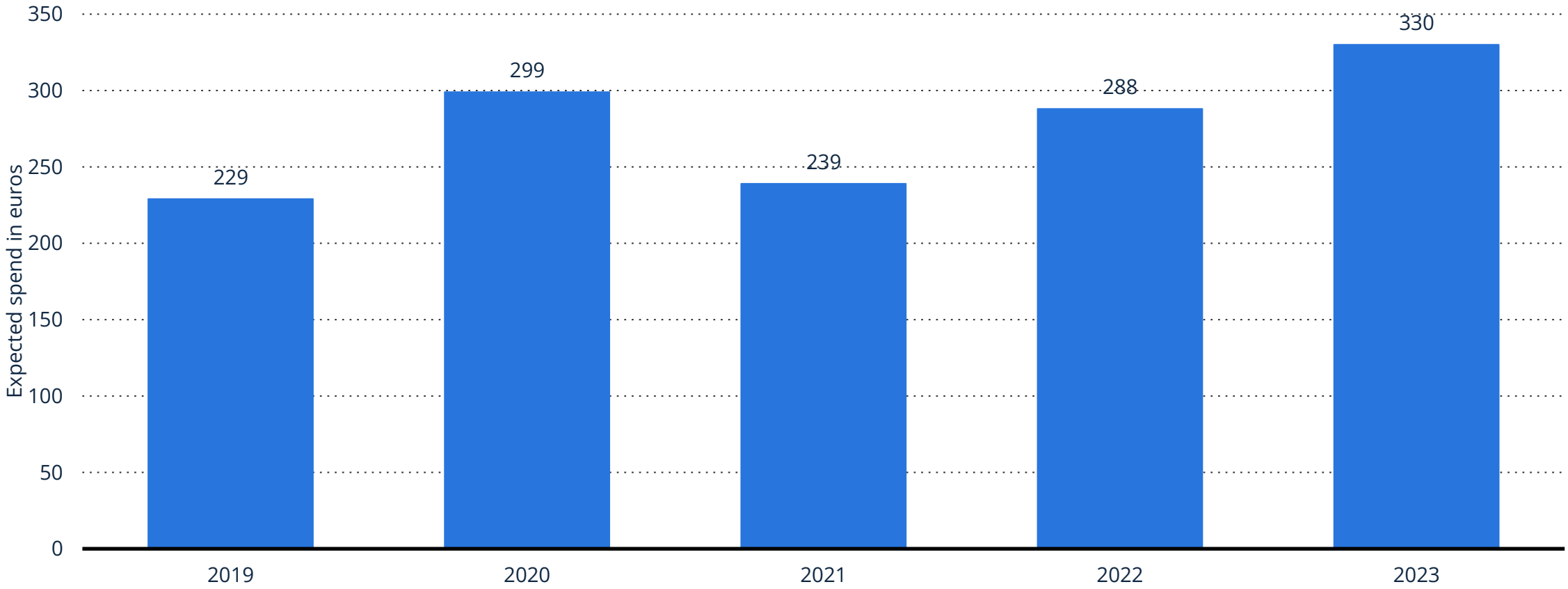


Description: In 2023, only about five percent of holiday shoppers in the Netherlands intended to do all or most of their Black Friday shopping in physical stores. Over the years, online has become the dominant holiday sales channel, with approximately 50 percent of Dutch consumers planning to shop purely or primarily on the web during Black Friday. Read more
Note(s): Netherlands; November 2023; 1,101 respondents; 18-80 years
Source(s): Motivaction; StemPunt

statista

Average expected Black Friday expenditure among shoppers in the Netherlands from 2019 to 2023 (in euros)

Expected Black Friday spending among consumers in the Netherlands 2019-2023



Description: In the Netherlands, consumers intending to participate in Black Friday expected to spend an average of roughly 330 euros during the holiday shopping event in 2022, which is a significant increase compared to the previous year. Compared to four years earlier, average per capita spending among Dutch shoppers has increased by 100 euros. Read more
Note(s): Netherlands; November 2023; 1,101 respondents; 18-80 years
Source(s): Motivaction; StemPunt

statista

以上内容仅为本文档的试下载部分，为可阅读页数的一半内容。如要下载或阅读全文，请访问：https://d.book118.com/258102107015006036