



## AIB reveals Irish consumers Black Friday spending habits

25<sup>th</sup> November 2019

- Shoppers in Monaghan spend the most (€70) on clothing on Black Friday, those in Tipperary spend the most (€118) on jewellery and those in Sligo spend the most (€218) on electrical goods.
- Most popular online shopping time on Black Friday revealed as 10am (while many shoppers may be in work).
- AIB provides insights into Irish consumers' Black Friday spending through anonymised and aggregated card data.

AIB has revealed the spending habits of Irish shoppers on Black Friday and broken down exactly how, where and when we spend our money. The data was compiled from over one million debit card transactions from Irish consumers during Black Friday 2018 and has been anonymised and aggregated.

An infographic of the key highlights from the Black Friday spending analysis can be found [here](#).

**Speaking about the data, Fergal Coburn, Chief Digital & Innovation Officer said** “As Ireland’s most digitally enabled bank with over 2.4 million customers, these insights give us a real understanding as to how Irish consumers are spending their money. More recently we are seeing an increase in digital wallet usage, with more shoppers using Apple, Google or FitBit Pay to carry out their transactions. This year we have seen a trend in consumers using their digital wallets more as they reach for their phone over their card.”

Apple, Fitbit and Google Pay, which are all available with an AIB current account, allow shoppers to spend up to €5,000 with a simple tap of their device. These accounted for 4% of all transactions last Black Friday and is expected to increase this year.

### Black Friday Spending

- While there has been an increase in online shopping over the past number of years, the spending data reveals that brick and mortar stills wins out with **69% of us still spending in store versus 31% spending online**.
- However, there is an increase in the volume of online spending during Black Friday compared with the previous Friday. On Black Friday, **online spend is up 216% and in store spending is up 46% compared with the previous week**. The data also reveals that Cyber Monday seems to have caught on here in Ireland with 36% of us shopping online on that day; 5% more than Black Friday
- We had a look at the most common consumer items which are bought across Black Friday and the data reveals;
  - Electrical goods – during Black Friday was there an increase of 285% in instore spend and a **290% increase in online spend**.
  - Jewellery – there was an increase of 89% on jewellery in store during Black Friday but over triple the increase (275%) in online spend.

- Clothing – there was an instore increase of 104% in spending during Black Friday, and **a fourfold increase (466%) in online spending on clothes.**
- Health & Beauty – instore spend increases by 60% during Black Friday, while online spend increased by 234% for the segment.
- When it comes to how much consumers are spending on these items, the data reveals;
  - Electric Goods – consumers are **spending an average of €174 per transaction on electric goods during Black Friday**, with those in Sligo spending the most (€218) and those in Offaly spending the least (€142).
  - Jewellery - during Black Friday, consumers across Ireland are spending an average of €118 on jewellery. Those in Tipperary spend the most on jewellery (€160) while those in Leitrim spend the least (€62).
  - Health & beauty – On average consumers are spending €36 on health & beauty items during Black Friday. Those in Sligo spend the most on Health & Beauty during Black Friday (€44) while those in Waterford spend the least (€32).
  - Clothing – customers are spending an average of €65 during Black Friday, with those in Monaghan spending the most of any other county (€70) and those in Westmeath spending the least (€57).
- How we are paying for items has dramatically changed over the past number of years. **During Black Friday last year, 41% of all transactions were carried out using contactless, while 2.7% were carried out using Apple Pay and 1.1% using Google Pay.**
- When it comes to most popular shopping times during the day, **in store peaks at 12pm and 4pm as shoppers are on their lunch and finish work.** Interestingly, **online spend peaks between 10am-12pm and decreases as the day goes on.** Almost 5% (4.3%) of shopping is done online between 12am-6am as eager consumers stay up late or wake up early to grab a bargain.

**ENDS**

Notes to Editor

All Black Friday spending was compiled from consumer debit card spending on Black Friday 2018.

All figures have been rounded to the nearest number for the purpose of the press release.

Further Information

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