

[**WEBINAR**]

In Session

RETAIL

Black Friday Cyber Monday

Brought to you by

News Australia



ILLUSTRATED BY
Abi Fraser

WAITING. WILLING. WANTING.

*What Australia's Black Friday shopper is planning,
and what it means for your business.*

More than half the country **NOW SHOPS TO A CALENDAR**

53%

of Australians are sales-oriented. 17% actively wait for the major sales.

36%

will wait for a sale even when they need something soon.

56%

intend to shop Black Friday this year.

Three words **FOR THIS BLACK FRIDAY**

01

WAITING.

Who is holding their wallet, and what's on their list.

02

WILLING.

Why Black Friday is a permission-to-spend event, not a discount event.

03

WANTING

• What turns a waiting shopper into a buyer, and where they decide.

01

WAITING.

Who is holding their wallet, and what's on their list.

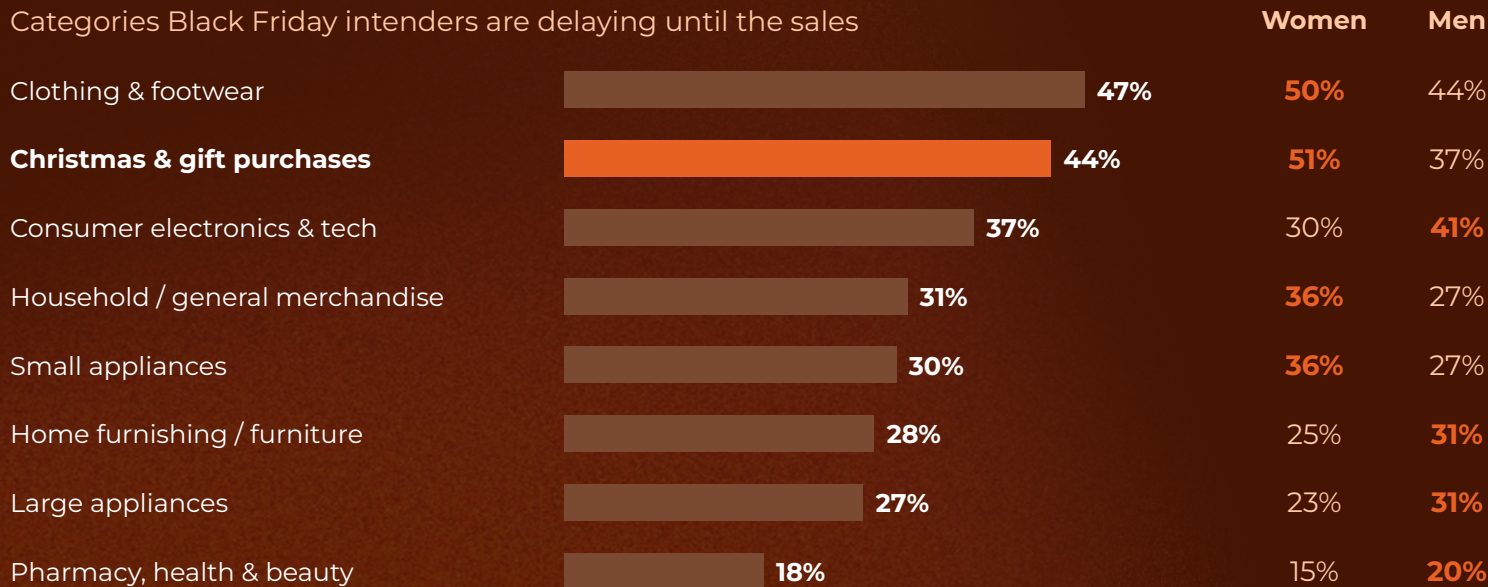
THE QUIETEST OCTOBER IS BUILDING THE LOUDEST NOVEMBER

84%

of Black Friday shoppers are actively delaying purchases right now. **Half of them are delaying a lot.**

They've already decided WHAT TO BUY

Categories Black Friday intenders are delaying until the sales



Source: The Growth Distillery, Lighthouse Consumer Sentiment Tracker : Retail Deep Dive August 2026. Base: Australians 18+ [n= 4,000]

YOUR NOVEMBER SALE AND YOUR CHRISTMAS PLAN ARE NOW ONE PLAN

51%

of women who plan to shop Black Friday are holding their Christmas and gift shopping for the sales. It's their #1 delayed category.

Delaying Christmas and gift purchases until the sales



Two campaigns with two budgets means paying twice to reach the same person for the same purchase. Plan one gift-ready campaign.

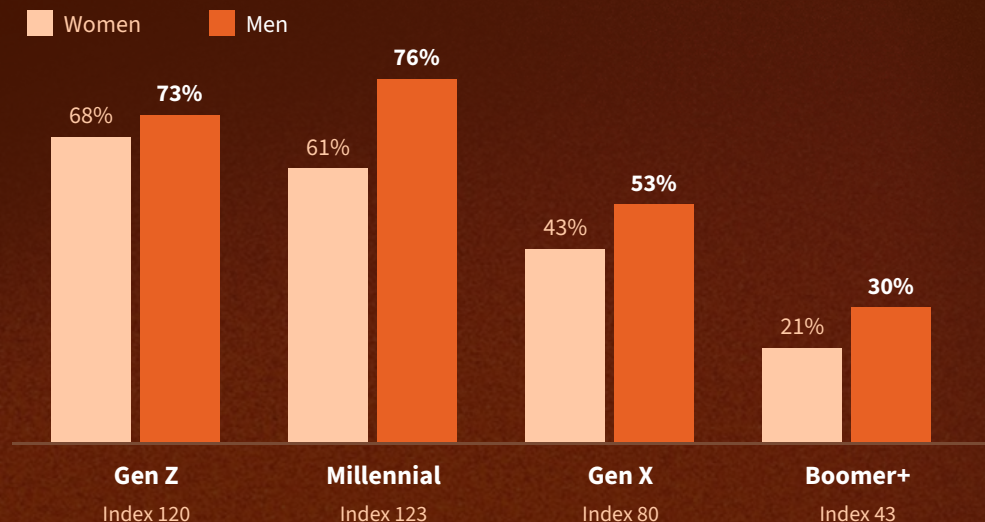
02

WILLING.

*Why Black Friday is a permission-to-spend event,
not a discount event.*

Younger, and MORE LIKELY MALE

% intending to shop Black Friday, by generation



76%

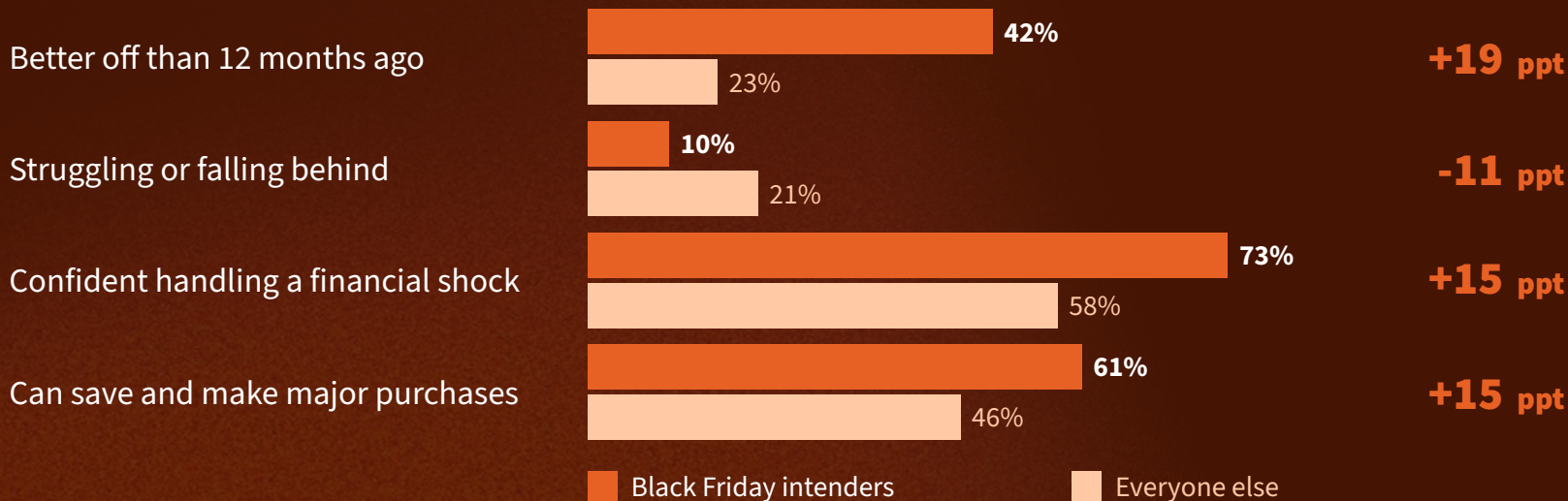
of Millennial men plan to shop Black Friday.

66%

of all men, vs 51% of women.

BLACK FRIDAY ISN'T A DISCOUNT EVENT FOR PEOPLE DOING IT TOUGH. IT'S A PERMISSION-TO-SPEND EVENT FOR PEOPLE WHO ALREADY HAVE MONEY.

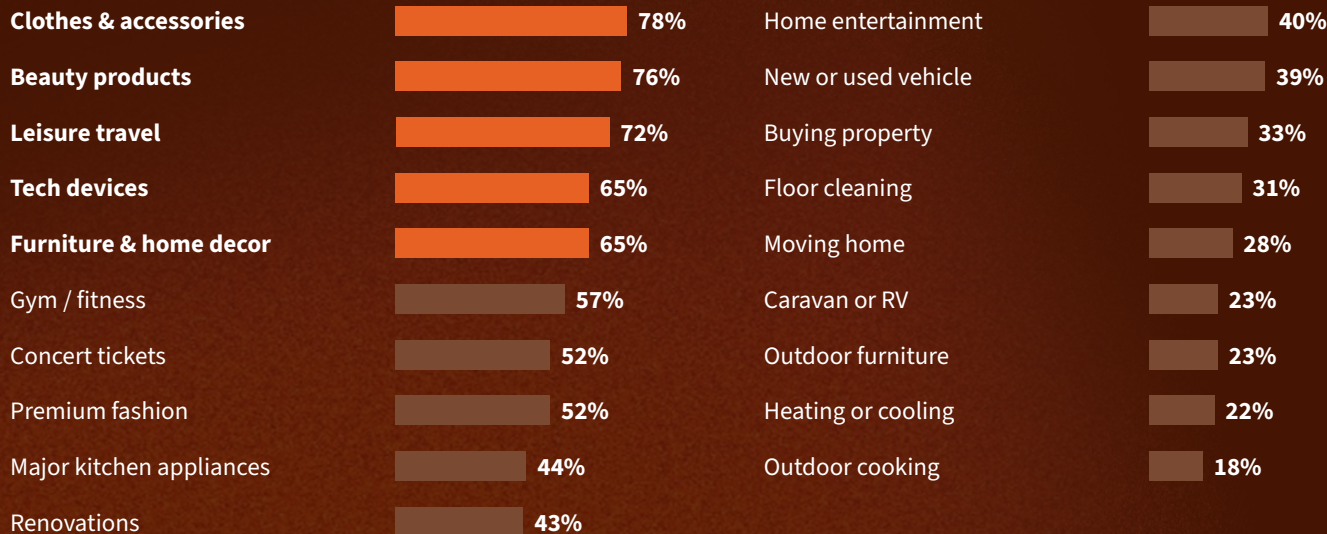
Black Friday intenders vs everyone else



Clothes, beauty and travel

TOP THE LIST

% of Black Friday intenders who are planning to buy each category

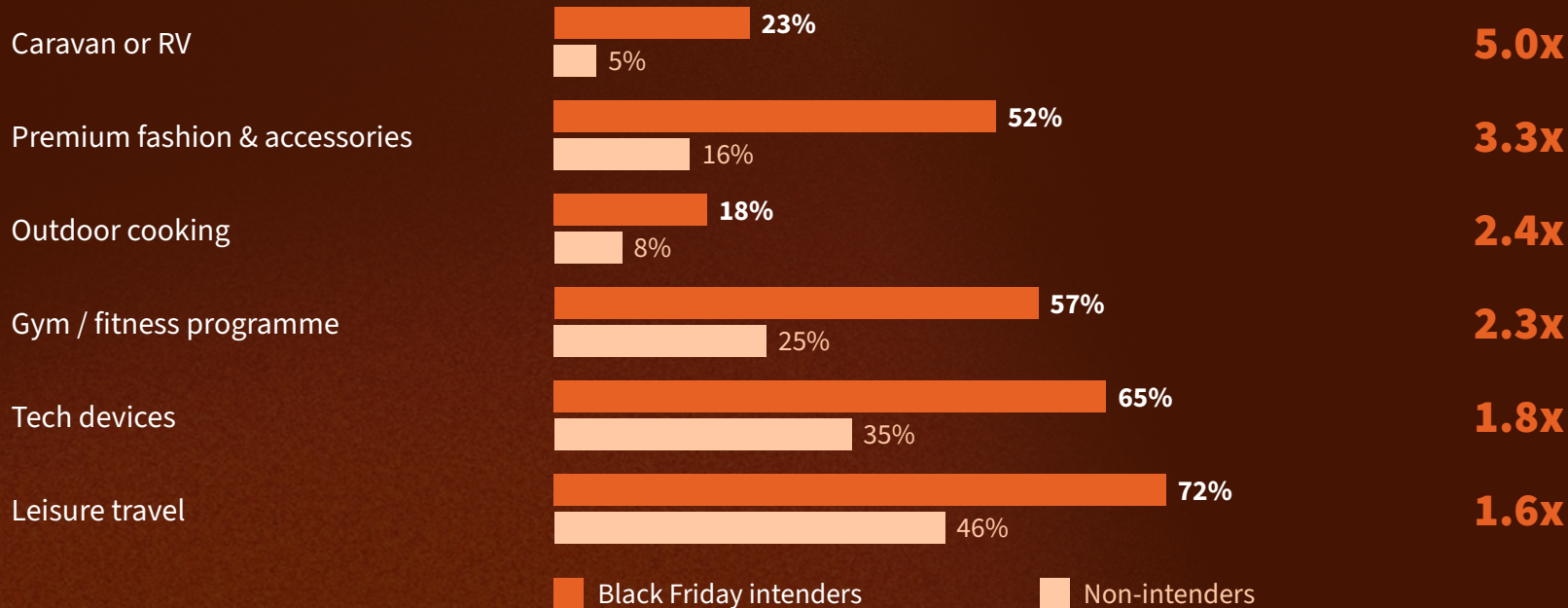


Source: The Growth Distillery, Lighthouse Consumer Sentiment Tracker : Retail Deep Dive August 2026. Base: Australians 18+ [n= 4,000]

THEY OVER-INDEX ON THE BIG-TICKET BUYS

% planning to buy, Black Friday intenders vs non-intenders

Likelihood



Source: The Growth Distillery, Lighthouse Consumer Sentiment Tracker : Retail Deep Dive August 2026. Base: Australians 18+ [n= 4,000]

03

WANTING.

What turns a waiting shopper into a buyer, and where they decide.

The discount gets them in.

STOCK AND DELIVERY DECIDE THE SALE.

Biggest barriers to purchase

Prices feel too high 33-34%

Items out of stock 26-27%

Delivery costs too high 21-22%

Slow delivery 13%

Clunky website 11%

ONLINE, THE ORDER FLIPS

Online

Out of stock 42%

Price 24%

In-store

Price 36%

Out of stock 26%

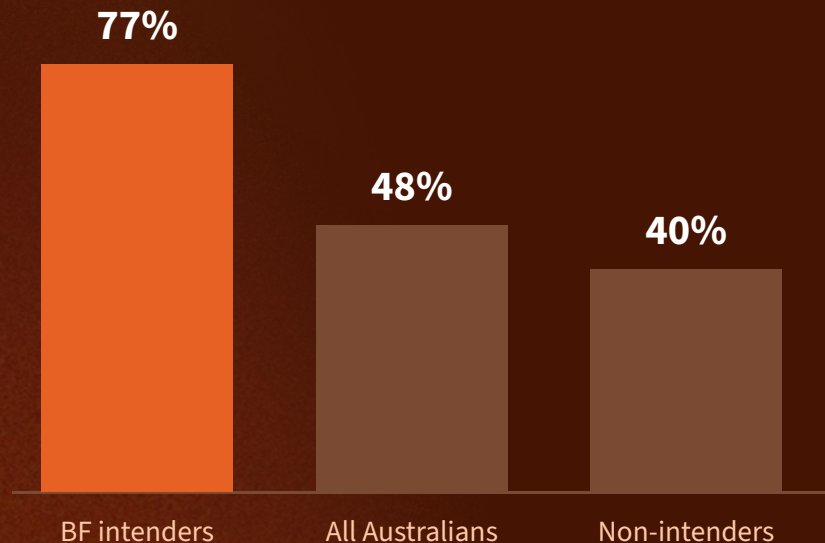
Shoppers will wait for the parcel. They won't pay to wait.

THE SHORTLIST IS BEING BUILT IN A CHAT WINDOW

77%

of Black Friday intenders actively use AI tools, almost double non-intenders.

% actively using AI tools



And they're reachable **IN THE PLACES THEY TRUST**

70%

of Black Friday intenders read a News Australia masthead in the past month.

Read a News Aust masthead, past month

BF intenders



70%

Non-intenders



49%

277

The Australian's readership index among Black Friday intenders

**WAITING.
WILLING.
WANTING.**

*They've decided what to buy. The only question is
who they buy it from.*

*Book a package or 1:1
strategy session with a*
**NEWS AUSTRALIA
REPRESENTATIVE**

