

**BEAUTY  
TRENDING INSIGHTS:  
Deals drive buyers to spend**



*What can we learn from the Black Friday and Cyber Monday results?*

**1. Consumers are still willing to spend money despite inflationary pressures**

**48%** of Black Friday shoppers and **31%** of Cyber Monday shoppers spent \$200 or more

**57%** of Black Friday shoppers stayed on budget while **18%** spent more than their budget.

**41%** of Black Friday shoppers spent more than last year while **43%** of Cyber Monday shoppers spent more than last year

**2. Buyers are shopping earlier to take advantage of sales as deal days expand beyond just Friday and Monday**

**➔** **32%** of consumers already took advantage of early Black Friday deals in addition to shopping on the actual day

**➔** **45%** of consumers thought the Black Friday deals were better than last year and **40%** thought the Cyber Monday deals were better than last year

**➔** About **half** of consumers were looking for gifts for others while about a **third** were looking for themselves

**3. Live shopping is a growing trend in the U.S. that has become a retailer disruptor**

**▶▶** **25%** of consumers purchased something from a live video streaming site

**57%**  
Amazon Live

**44%**  
Facebook Live

**36%**  
Instagram Live

**36%**  
TikTok Live

Source: NIQ Black Friday Survey: 1500 US Consumers, Friday November 24, 2023.  
NIQ Cyber Monday Survey of 1500 consumers in the U.S., on Monday, November 27, 2023