



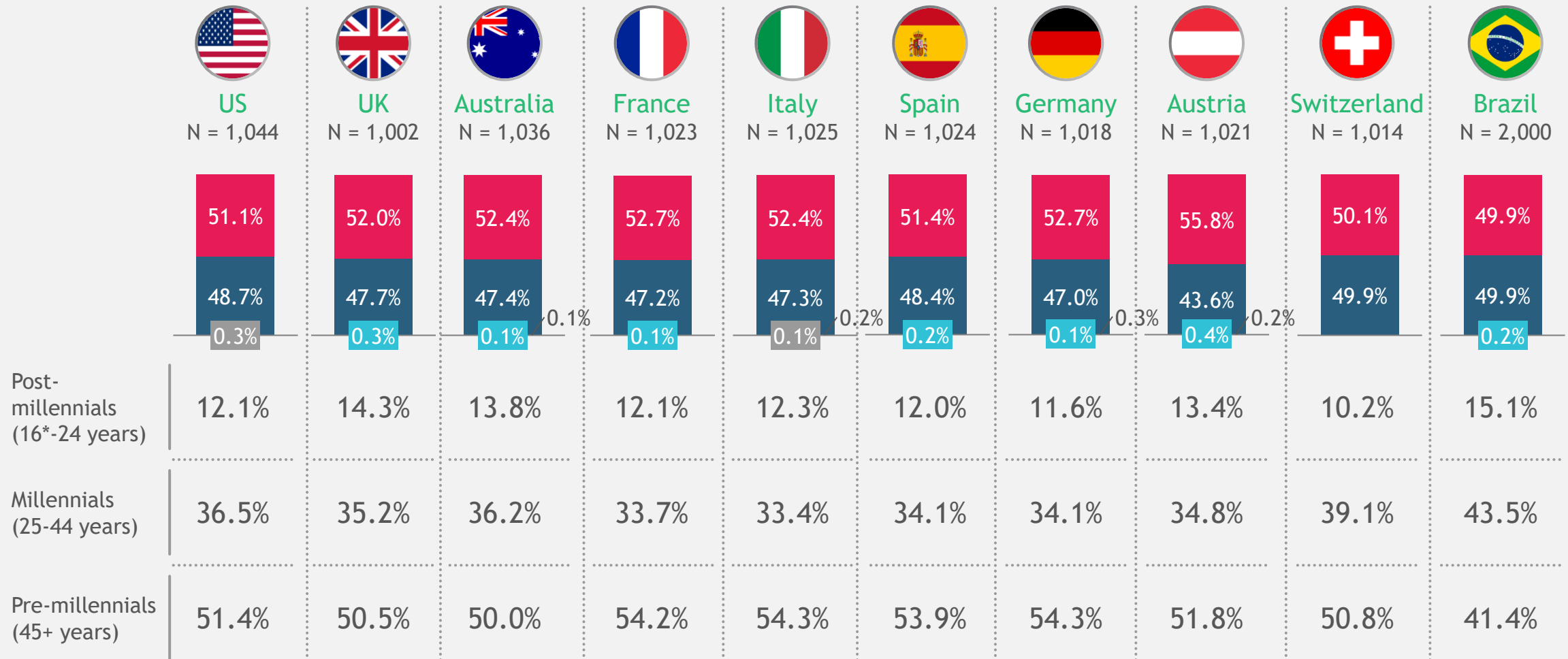
# Black Week Consumer Sentiment 2022 - What to expect

Brazil perspective

NOVEMBER 2022



# We surveyed a representative sample of ~11,200 consumers across ten markets



Note: Rounding differences may occur

Source: BCG Black Friday Consumer Sentiment Survey, October - November 2022 (N = 11,207 across US, UK, Australia, France, Italy, Spain, Germany, Austria, Switzerland and Brazil)

Female Male Diverse Prefer not to answer \*for Brazil starting at 18 years old





# Black Week 2022: Six key insights



Consumers are loyal to Black Friday, despite inflation and economic difficulties

*74% intend to make a purchase and 65% to hire a service*



Brazilians are confident they are going to spend more this year



Undisputable lead of electronics followed by fashion. Travel is a newcomer in terms of net growth spend.



Store-based shopping sees a renaissance—and plans for hybrid Black Week buying increase in 2022



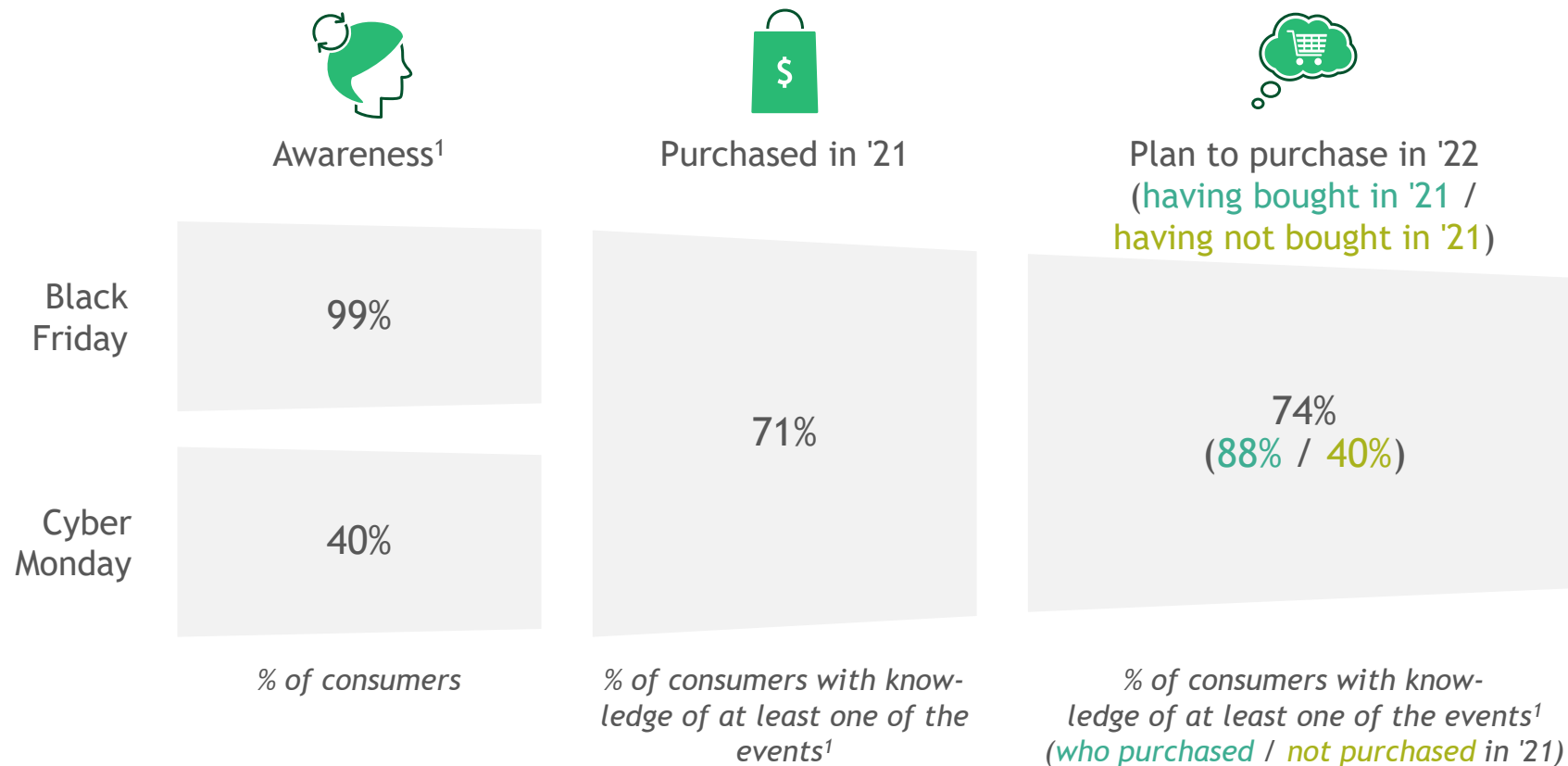
Purchase intentions of categories related to the World Soccer Championship are potentialized by the upcoming championship



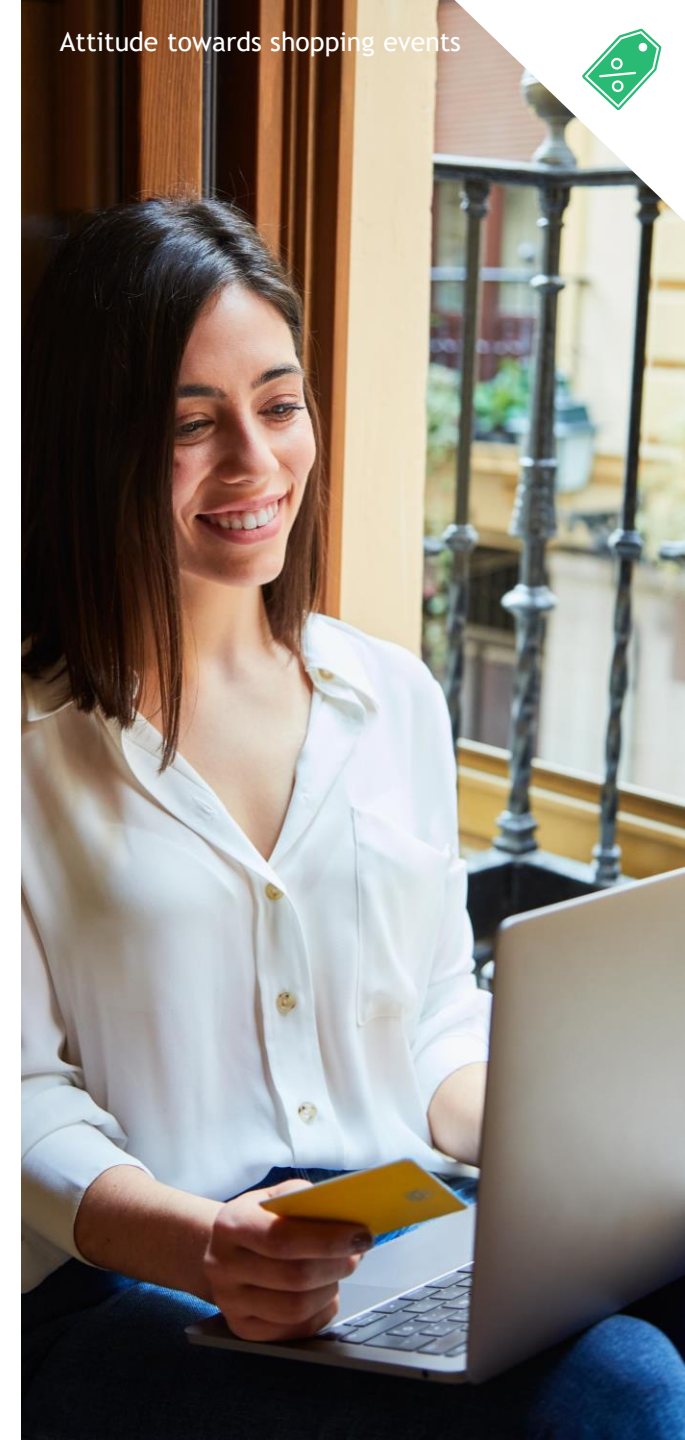
Brazilians aim to contribute to sustainable shopping, but it's still not the main purchase driver for Black Friday



Black Friday has already become part of Brazilians' vocabulary. Cyber Monday, despite being well known, has opportunities to expand its awareness



1. Answers "know very well", "know a fair amount", "know just a little bit" and "heard of but know almost nothing about"; Note: Question text "How well do you feel you know the following shopping events: Black Friday and Cyber Monday?" and "Which, if any, of the following statements best describe your actions with regards to the Black Friday / Cyber shopping events in 2021?" and "Will you be shopping for goods through the Black Friday / Cyber Monday shopping events being held in November 2022?"; Excl. respondents having indicated "Don't know / never heard of"; Source: BCG Black Friday Consumer Sentiment Survey, November 2022 (N = 2,000 in Brazil)

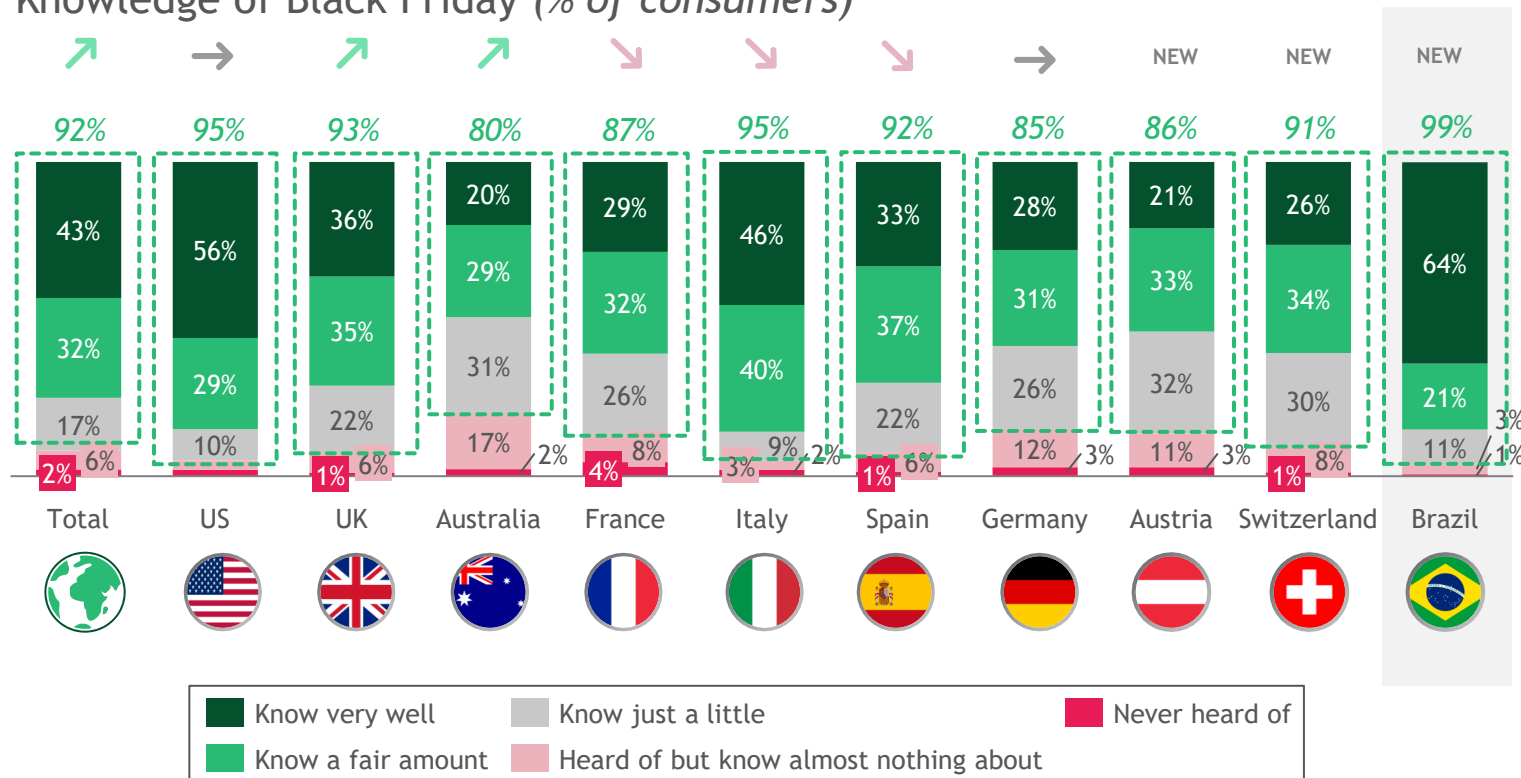






Although originally from US, Brazilian awareness of Black Friday is the highest one among the countries surveyed

Knowledge of Black Friday (% of consumers)



1. Including respondents having indicated "Know very well", "Know just a little" and "Know a fair amount"

Note: Question text "How well do you feel you know the following shopping events: Black Friday?" (n = 11,207);

Source: BCG Black Friday Consumer Sentiment Survey, October - November 2022 (N = 11,207 across US, UK, Australia, France, Italy, Spain, Germany, Austria, Switzerland and Brazil; weighted). Global results are not including Brazil.

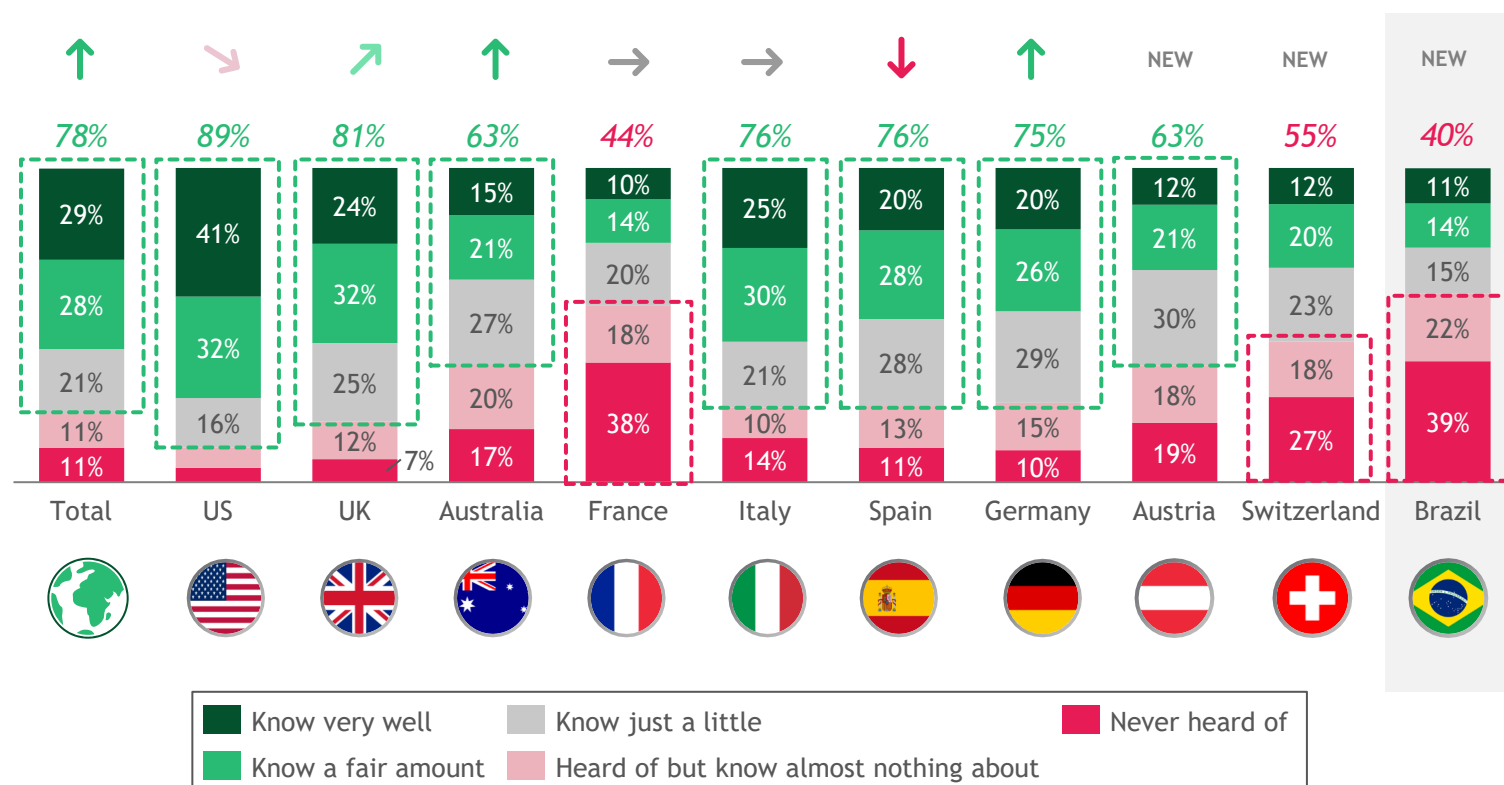
↗ Increase vs. '21   ↗ Slight increase vs. '21   → Flat vs. '21 (+/-1pts)   ↘ Slight decrease vs. '21   ↘ Decrease vs. '21





# Compared to other markets, Brazilian retailers still have headroom to educate on Cyber Monday and promote the event

Knowledge of Cyber Monday (% of consumers)



1. Including respondents having indicated "Know very well", "Know just a little" and "Know a fair amount"

Note: Question text "How well do you feel you know the following shopping events: Cyber Monday?" (n = 11,207);

Source: BCG Black Friday Consumer Sentiment Survey, October - November 2022 (N = 11,207 across US, UK, Australia, France, Italy, Spain, Germany, Austria, Switzerland and Brazil; weighted). Global results are not including Brazil.

↑ Increase vs. '21   ↗ Slight increase vs. '21   → Flat vs. '21 (+/-1pts)   ↘ Slight decrease vs. '21   ↓ Decrease vs. '21



# Black Friday most popular among younger generations, with potential to further target older audiences



## Knowledge of Black Friday (% of consumers)

	Total	Post-millennials (18-24 years)	Millennials (25-44 years)	Pre-millennials (45+ years)
Know very well	64.1%	75.8%	70.9%	52.8%
Know a fair amount	20.9%	13.0%	17.1%	27.9%
Know just a little	11.2%	9.4%	8.4%	14.8%
Know almost nothing/ Never heard of	3.7%	1.8%	3.6%	4.5%



## Knowledge of Cyber Monday (% of consumers)

	Total	Post-millennials (18-24 years)	Millennials (25-44 years)	Pre-millennials (45+ years)
Know very well	11.2%	12.3%	14.7%	7.2%
Know a fair amount	14.0%	17.2%	15.2%	11.7%
Know just a little	14.6%	12.8%	16.3%	13.5%
Know almost nothing/ Never heard of	60.1%	57.7%	53.9%	67.6%

Note: Question text "How well do you feel you know about the following [Black Friday/Cyber Monday] shopping events?" (Brazil, n = 2,000); Millennials refer to the generation born between 1978 and 1997, Post-millennials to the following generations and Pre-millennials to the generations before

Source: BCG Black Friday Consumer Sentiment Survey, November 2022 (N = 2,000 in Brazil)



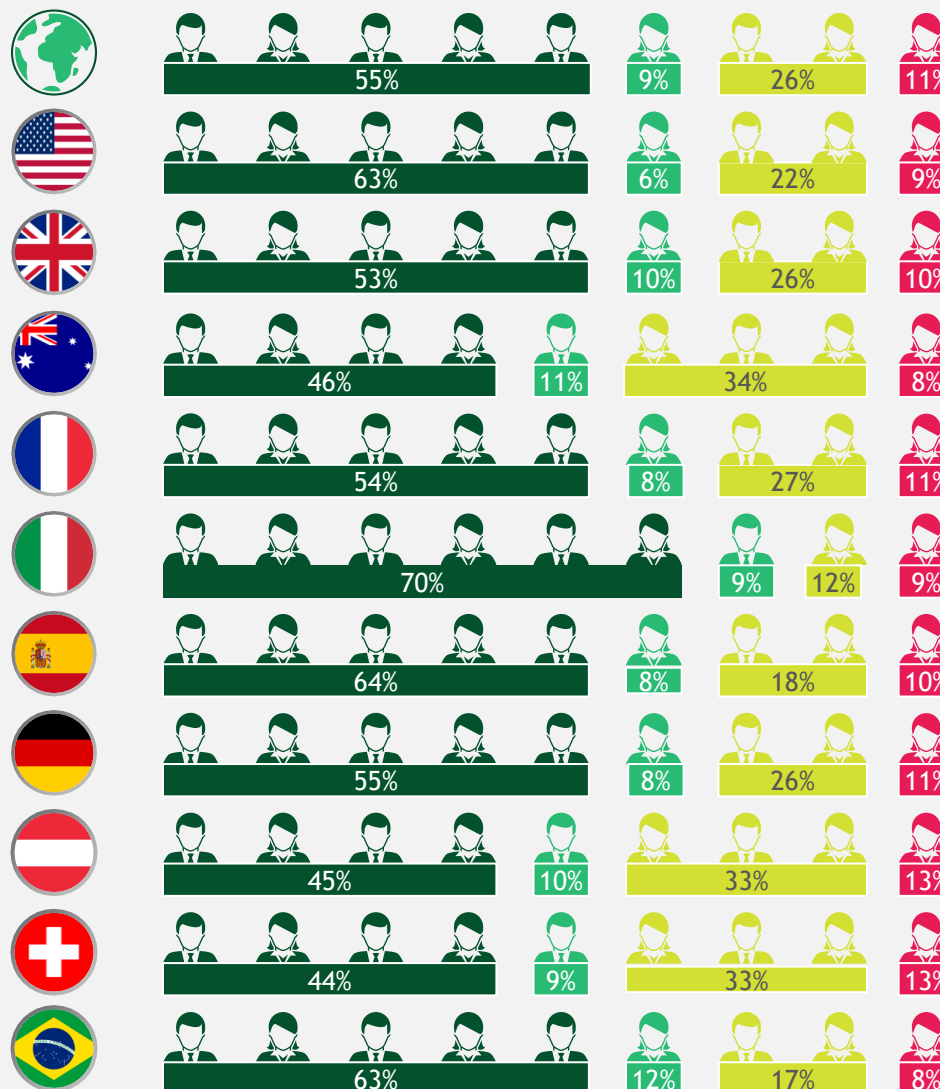


Overall,  
consumers tend  
to be loyal to  
Black Friday's  
purchases.  
Brazil is among  
the top 3 loyal  
tied with US.

Note: Question text “Which, if any, of the following statements best describe your actions with regards to the Black Friday / Cyber Monday shopping events in 2021?” and “Will you be shopping through the Black Friday / Cyber Monday shopping events being held in November in 2022?”

Source: BCG Black Friday Consumer Sentiment Survey, October - November 2022 (N = 11,207 across US, UK, Australia, France, Italy, Spain, Germany, Austria, Switzerland and Brazil; weighted). Global results are not including Brazil.

## (Re-)purchase behavior for Black Friday 2022 (% of consumers aware of Black Friday or Cyber Monday)



Loyal customers: Shopped in '21 and shopping in '22

New customers in '22

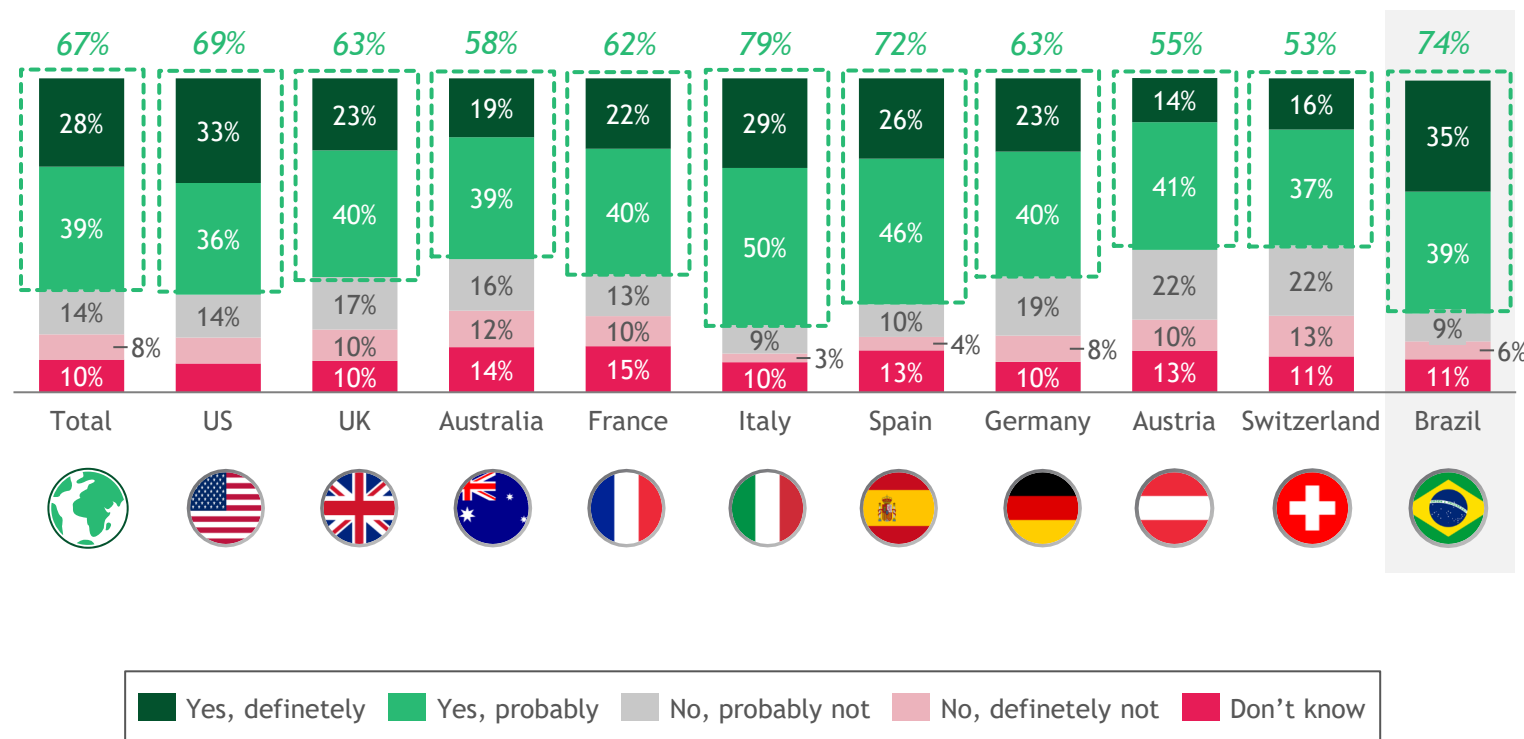
Aware but not shopping in '21 nor '22

Non-returning customers: Shopped in '21 but not shopping in '22





## Shopping intentions for Black Friday or Cyber Monday 2022 (% of consumers aware of Black Friday or Cyber Monday)

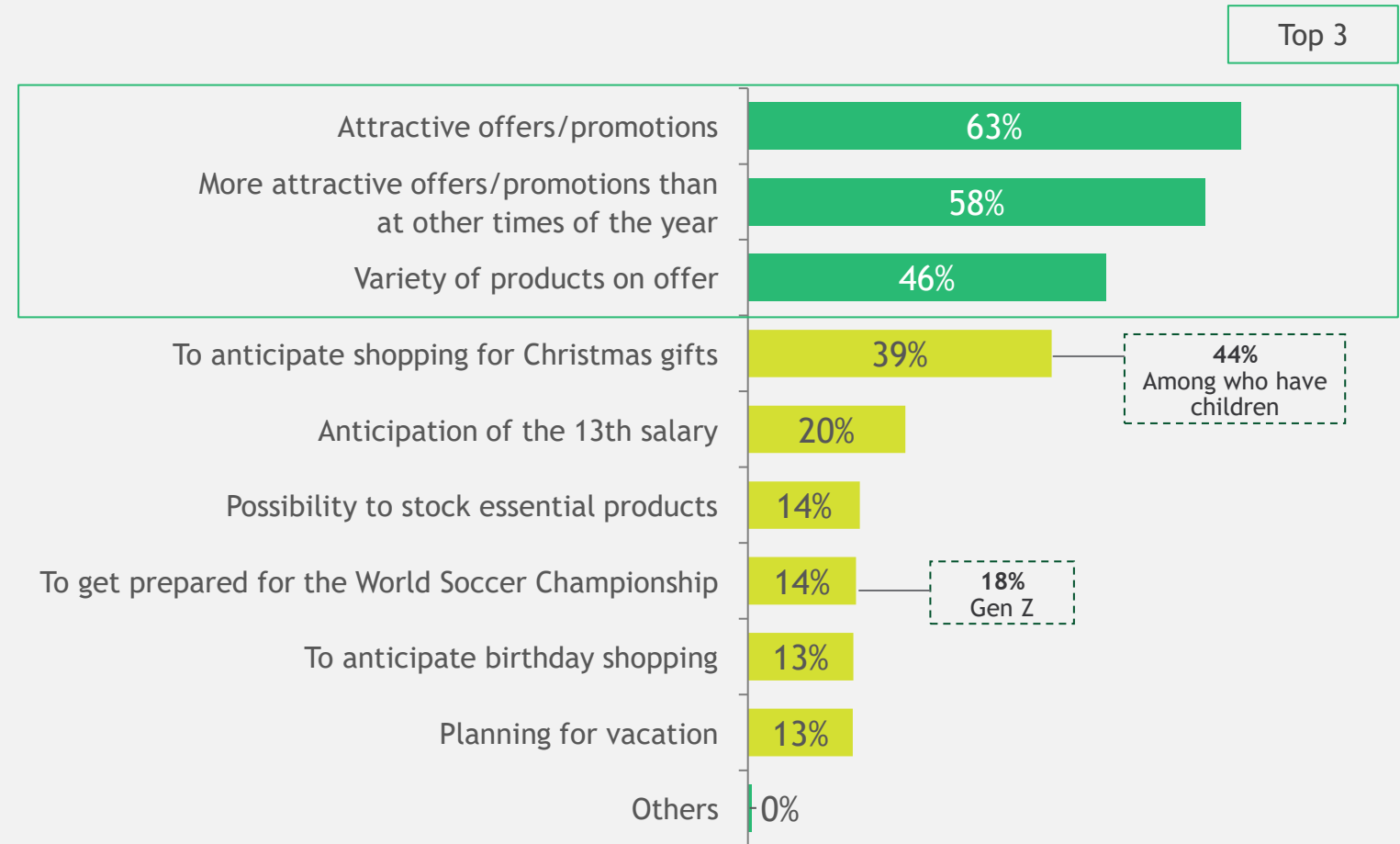


~3 in each 4  
Brazilian consumers  
plan to shop on  
Black Friday or  
Cyber Monday this  
year

Note: Question text "Will you be shopping through the Black Friday /Cyber Monday shopping events being held in late November in 2022?"; Asked to all respondents who know about Black Friday or Cyber Monday  
 Source: BCG Black Friday Consumer Sentiment Survey, October - November 2022 (N = 11,207 across US, UK, Australia, France, Italy, Spain, Germany, Austria, Switzerland and Brazil; weighted). Global results are not including Brazil.



## Motivations for shopping during Black Friday/Cyber Monday 2022 (% of consumers intending to shop)



Note: Question text "What motivates you to shop on Black Friday/Cyber Monday 2022?"; Asked to all respondents who will probably / definitely shop in 2022 (n = 1,480)

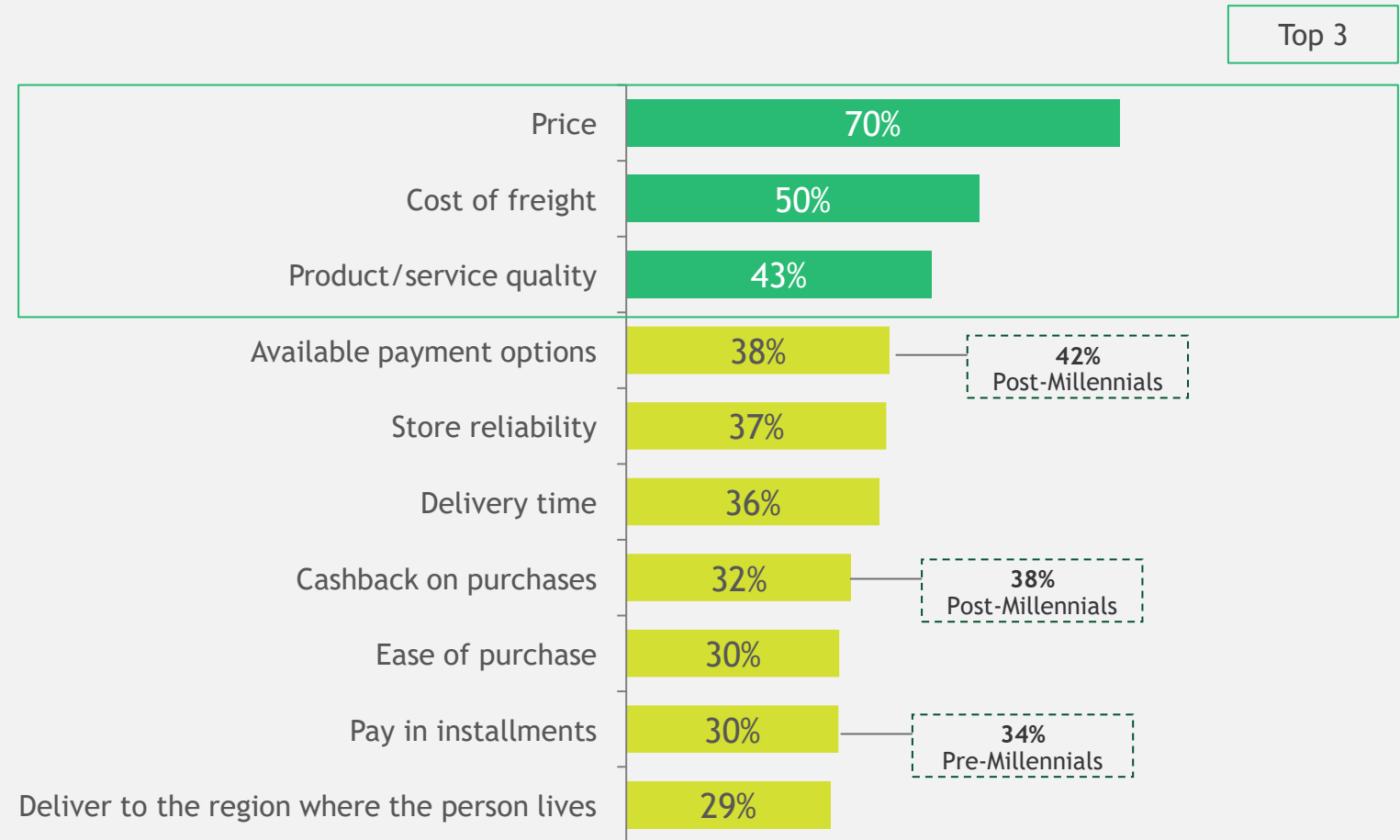
Source: BCG Black Friday Consumer Sentiment Survey, November 2022 (N = 2,000 in BRA)

The whole offer  
(price and product  
assortment) are  
the main reasons  
for purchasing  
during Black Friday  
for Brazilians



Value for money is a must have. In addition, brands should be aware of the cost of shipping and payment terms

### Drivers for shopping during Black Friday/Cyber Monday 2022 (% of consumers intending to shop)

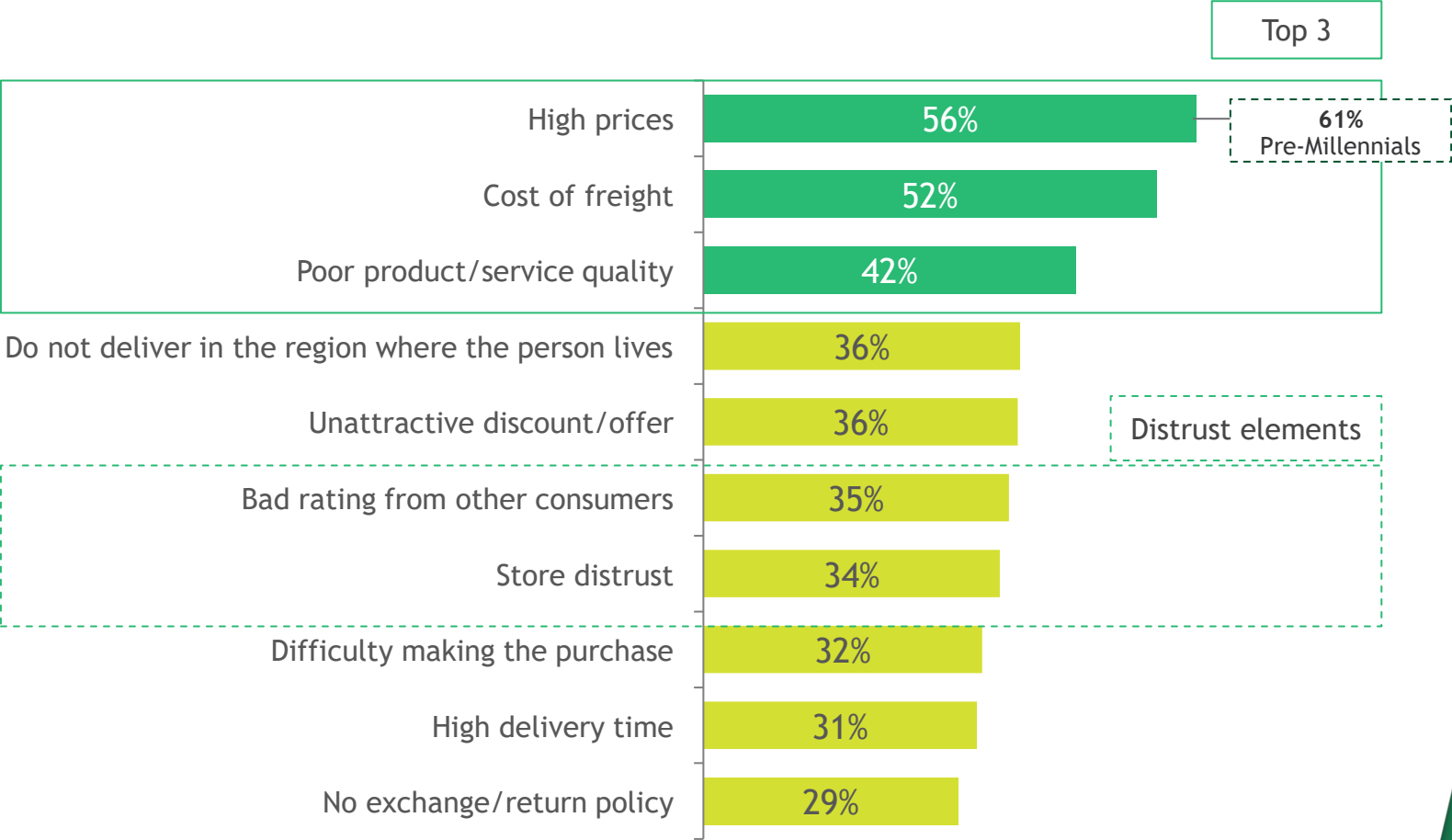


Note: Question text "Which factor(s) are you taking/will you take into account when doing your Black Friday/Cyber Monday 2022 shopping?"; Asked to all respondents who will probably / definitely shop in 2022 (n = 1,480)  
Source: BCG Black Friday Consumer Sentiment Survey, November 2022 (N = 2,000 in BRA)





**Barriers** when shopping during Black Friday/Cyber Monday 2022  
(% of consumers intending to shop)

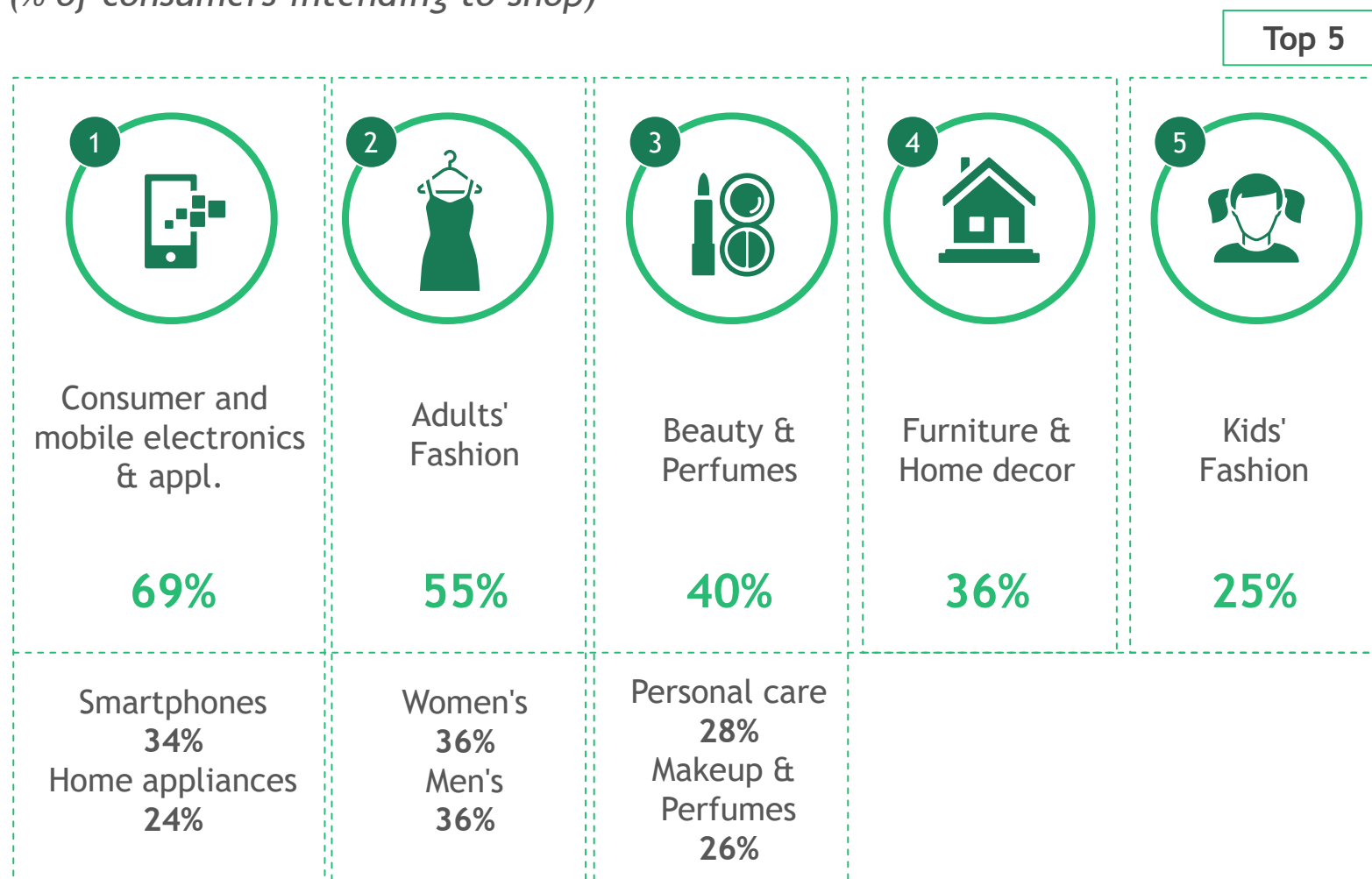


Barriers reflect non-compliance of main purchase drivers. In addition, distrust in the product and/or in the store is another key factor for abandoning the purchase

Note: Question text "Which factor(s) led/would lead you to give up on a purchase on Black Friday/Cyber Monday 2022?"; Asked to all respondents who will probably / definitely shop in 2022 (n = 1,480)  
Source: BCG Black Friday Consumer Sentiment Survey, November 2022 (N = 2,000 in BRA)



## Top 5 desired product categories for 2022 shopping events (% of consumers intending to shop)



During Black Week, Brazilians mainly look for electronics, adults' fashion, beauty bargains. Smartphones are the most desired product for the season

Note: Question text "Which of the following types of products, if any, are you or will you plan to purchase during either the Black Friday or the Cyber Monday shopping events this year in 2022?"; Asked to all respondents who will probably / definitely shop in 2022 (n = 1,480)  
Source: BCG Black Friday Consumer Sentiment Survey, November 2022 (N = 2,000 in Brazil)



# Brazil is a highlight country when it comes to electronics, beauty and home decor desires

Buying intentions for 2022 shopping events (% of consumers intending to shop in 2022)

Adults' clothes / shoes / accessories	54% ↗	56% ↗	48% ↗	54% ↗	52% →	60% ↗	60% ↗	44% ↘	43% ↘	51% ↗	55% ↗
Consumer and mobile electronics & appl.	49% ↗	52% ↗	45% ↗	42% ↗	40% ↗	54% ↗	50% ↗	49% ↗	44% ↗	42% ↗	69% ↗
Toys & games	31% ↗	40% ↗	28% ↗	29% ↗	25% ↗	15% ↗	20% ↗	23% ↗	22% ↘	19% ↗	25% ↗
Kids' clothes / shoes / accessories	27% ↗	33% ↗	23% ↗	22% ↗	24% ↗	21% ↗	23% ↗	18% ↗	15% ↗	22% ↗	25% ↗
Beauty & perfumes	25% ↗	26% ↗	27% ↗	23% ↗	26% ↗	23% ↗	24% ↗	24% ↗	19% ↗	25% ↗	40% ↗
Athletic equipment & clothing, outerwear	19% ↗	22% ↗	11% ↗	19% ↗	16% ↗	16% ↗	26% ↗	16% ↗	16% ↗	19% ↘	15% ↗
Home improvement / DIY	18% ↗	20% ↗	16% ↗	15% ↗	16% ↗	18% ↗	13% ↗	14% ↗	18% ↗	13% ↗	13% ↗
Furniture and home décor	17% ↗	19% ↗	15% ↗	17% ↗	16% ↗	13% ↗	11% ↗	18% ↗	16% ↗	14% ↗	36% ↗
Entertainment	16% ↗	22% ↗	14% ↗	15% ↗	9% ↗	11% ↗	10% ↗	10% ↗	8% ↗	10% ↗	7% ↗
Jewelry & watches	16% ↗	22% ↗	14% ↗	15% ↗	11% ↗	9% ↗	6% ↗	12% ↗	14% ↗	14% ↗	10% ↗
Travel	10% ↗	11% ↗	8% ↗	11% ↗	8% ↗	12% ↗	10% ↗	9% ↗	11% ↗	13% ↗	16% ↗
Other	16% ↗	20% ↗	13% ↘	14% ↗	8% ↗	12% ↗	11% ↗	13% ↗	13% ↗	12% ↘	53% ↗

Note: Question text "Which of the following types of products, if any, are you planning to purchase during either the Black Friday or the Cyber Monday shopping events this year in 2022?"; Asked to all respondents who will probably / definitely shop in 2022; 1. Change calculated as difference between much / somewhat more spend and much / somewhat less spend compared to 2021; Source: BCG Black Friday Consumer Sentiment Survey, October - November 2022 (N = 11,207 across US, UK, Australia, France, Italy, Spain, Germany, Austria, Switzerland and Brazil; weighted). Global results are not including Brazil. For Brazil, 'Others' mainly include 'Education & Books', 'Food' and 'Beverages'.

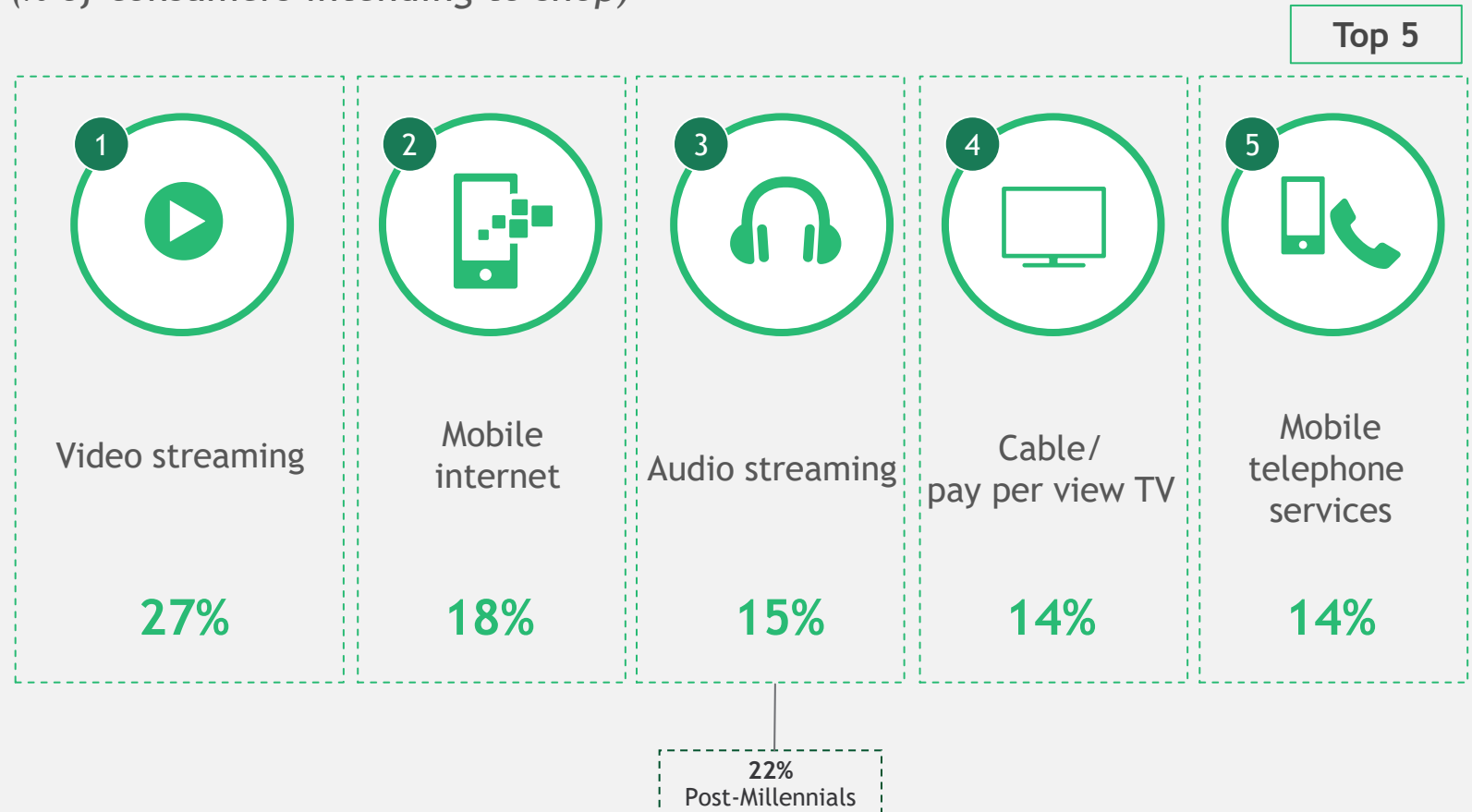




Over half of  
Brazilians intend  
to contract a  
service (65%),  
especially  
among Gen Z  
(76%). Video  
streaming is  
going to be the  
most wanted  
one



Top 5 desired services categories for 2022 shopping events  
(% of consumers intending to shop)



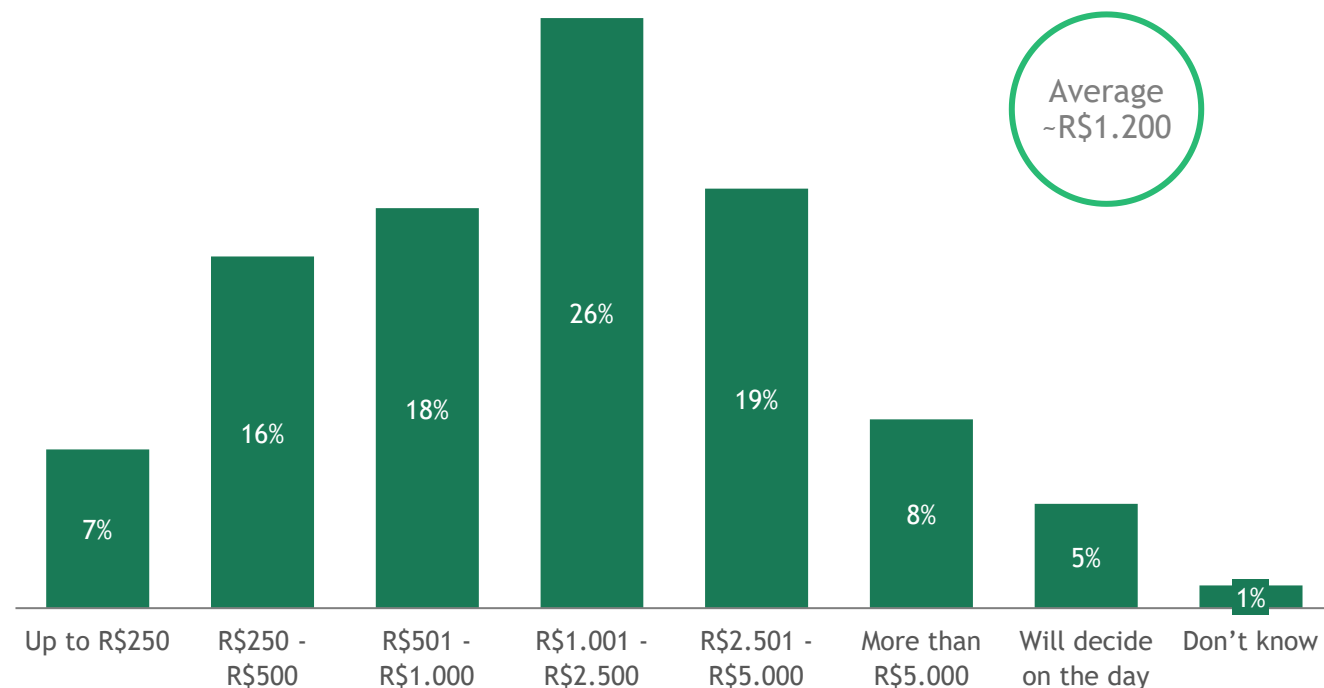
Note: Question text "Which of the following types of services, if any, are you or will you plan to hire/increment during either the Black Friday or the Cyber Monday shopping events this year in 2022?"; Asked to all respondents who will probably / definitely shop in 2022 (n = 1,480)

Source: BCG Black Friday Consumer Sentiment Survey, November 2022 (N = 2,000 in Brazil)



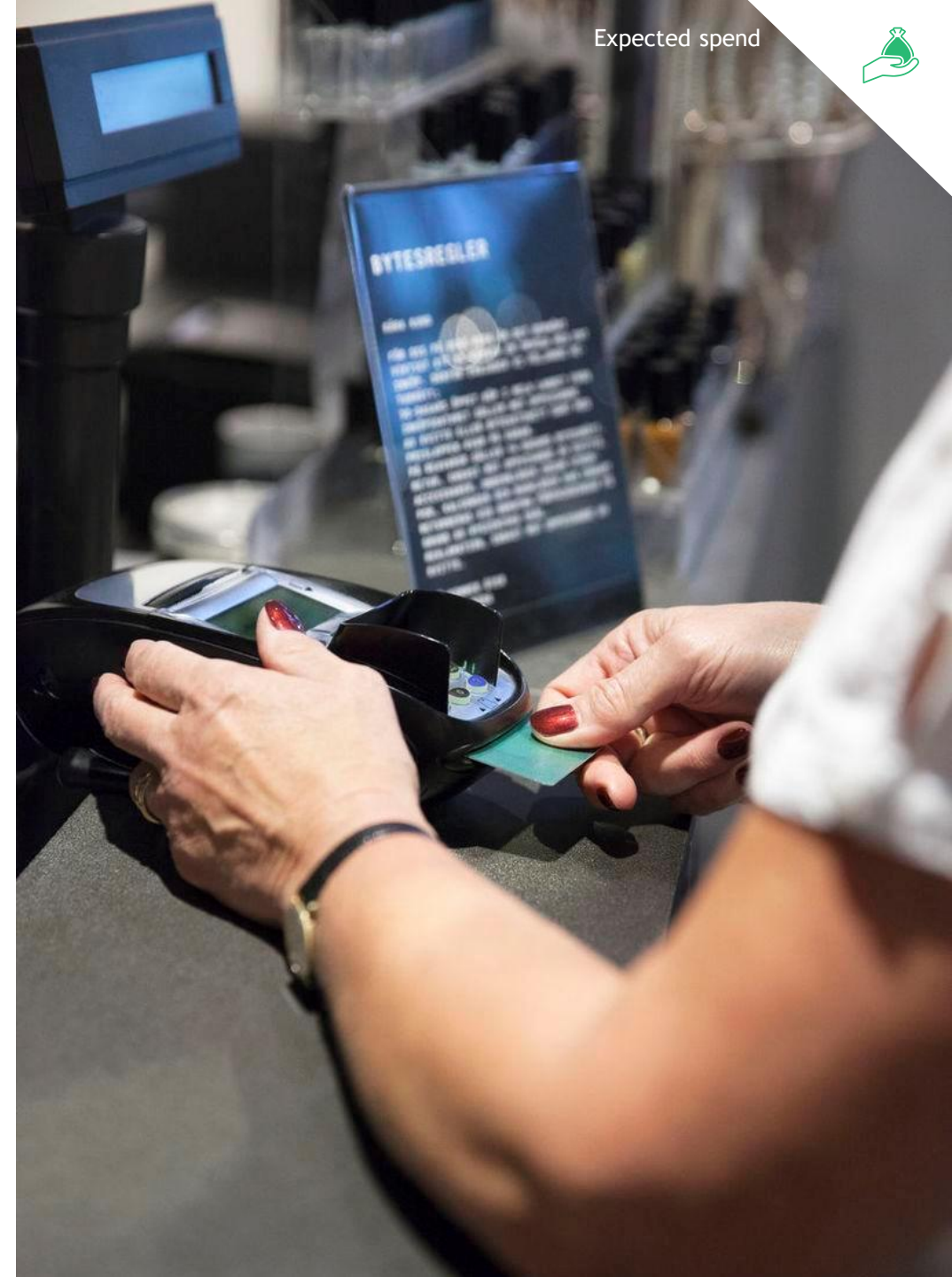
# Brazilians plan to spend around ~R\$1.200 during Black Week

Spending expectations for 2022 shopping events  
(% of consumers intending to shop), in Reais (R\$)



Note: Question text "How much are you planning to spend through either Black Friday or Cyber Monday shopping events this year?"; Asked to all respondents who will probably / definitely shop in 2022 (n = 1,480)  
Source: BCG Black Friday Consumer Sentiment Survey, November 2022 (N = 2,000 in BRA)

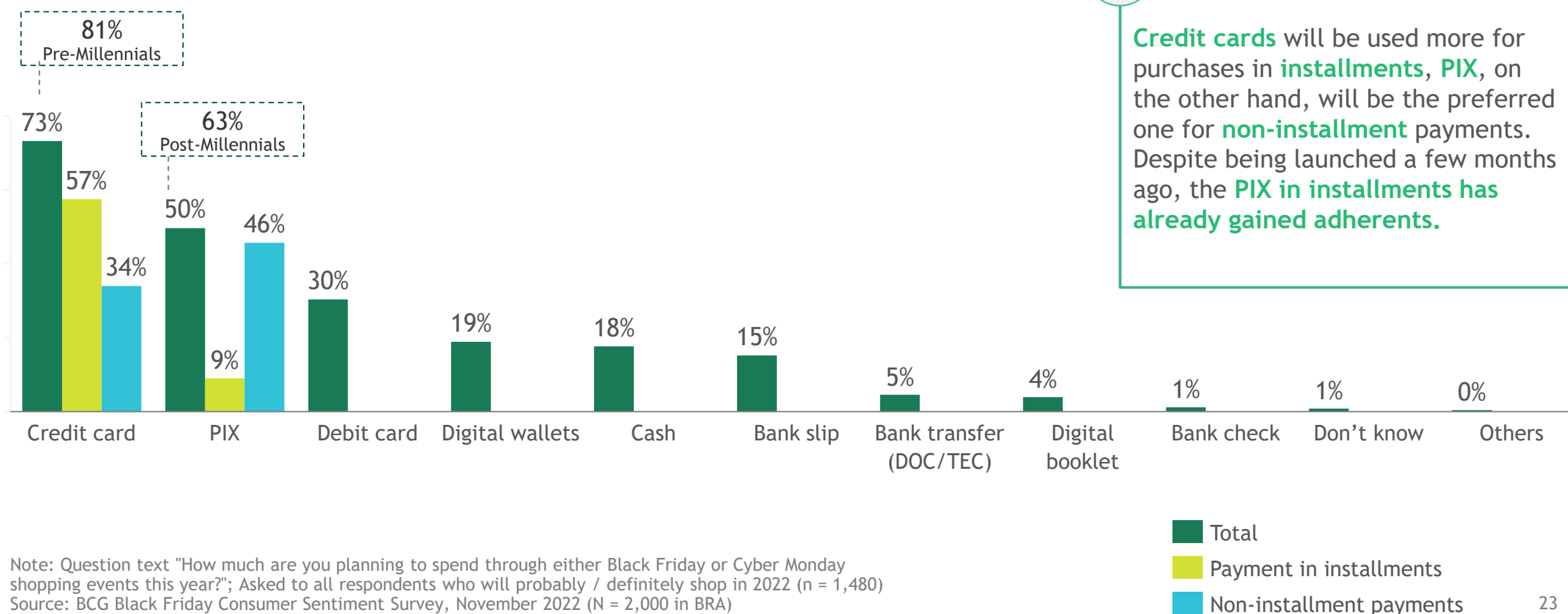
Expected spend





# Credit card and PIX will be the most used methods, being more common among the most senior and the youngest, respectively

Desired payment methods for 2022 shopping events  
(% of consumers intending to shop)







Interest in purchasing during Black Friday exists (79%) even among those who want to spend less. Cutting expenses is related to price increase and financial issues, above all.

## Key reasons for cutting back Black Week spending

37%

Prices have increased too much

28%

I need to cut back on non-essentials to compensate for higher spend on essentials (e.g., food, energy)

25%

My savings are decreasing, and I have less money to spend this year

25%

My income has been negatively affected by the current crisis

21%

I am not as interested in shopping, as there are other concerns for me right now

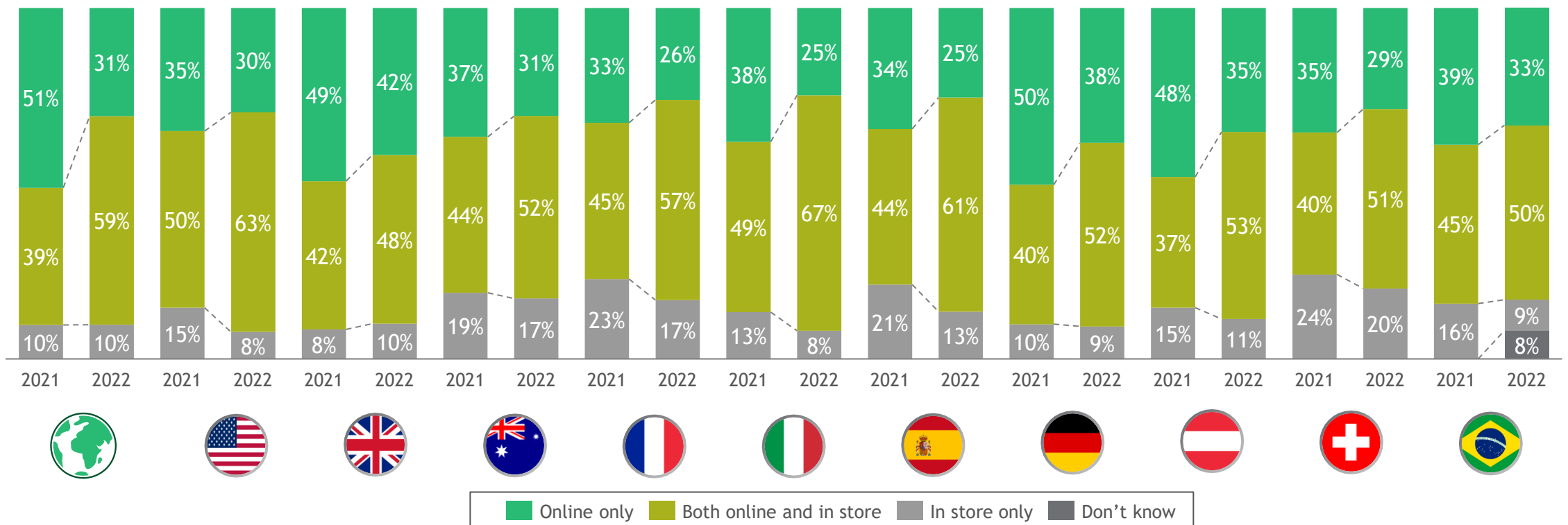
Note: Question text and "Will you be shopping through the Black Week shopping events being held in November 2022?"; "How much are you planning to spend through either Black Friday or Cyber Monday shopping events this year?"; "Do you expect to spend more or less money on the Black Week shopping events in 2022 than you did in 2021?" and "Why?"; Source: BCG Black Friday Consumer Sentiment Survey, November 2022 (N = 2,000 in BRA).



# Across all geographies consumers want to shop in stores again—online only shopping is losing ground to mixed shopping experience

Channel preference for Black Friday shopping events, 2021 vs 2022

(% of consumers having indicated they shopped/intend to shop for Black Friday/ Cyber Monday)



Note: Question text "Which, if any, of the following statements best describe your actions with regards to the Black Friday shopping events in 2021?" and "Which of the following statements best describe where you plan to shop for goods through the Black Friday shopping events this year in 2022?"; Excluding respondents having indicated "I don't recall" or "I don't know yet", incl. only respondents having shopped in 2021 / intending to shop in 2022, recalibrated to 100%

Source: BCG Black Friday Consumer Sentiment Survey, October - November 2022 (N = 11,207 across US, UK, Australia, France, Italy, Spain, Germany, Austria, Switzerland and Brazil; weighted).

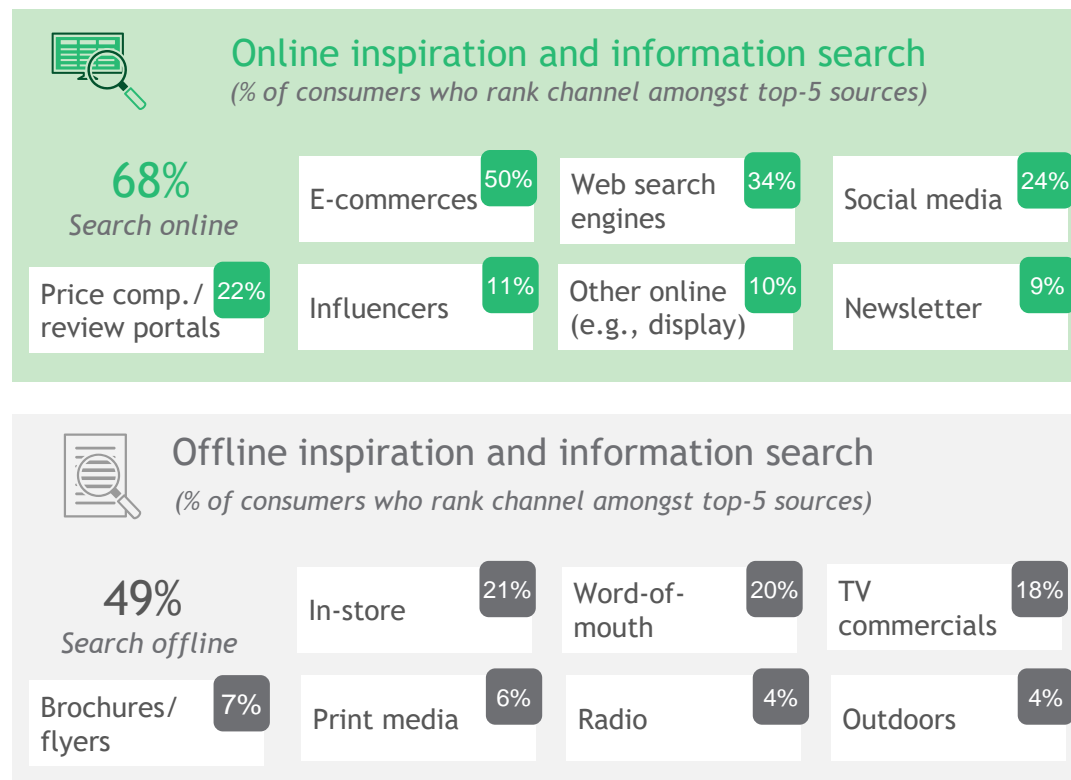
Global results are not including Brazil.



# Both digital and offline channels coexist during Black Friday. Yet, e-commerces are the top spot for Brazilian consumers.



## Inspire & research



## Buy



Note: Question text "Which channels do you mainly use when you inform yourself to find the best Black Friday / Cyber Monday deals before you make the purchase? Please choose up to 5 options ranked by preference (1= most preferred)?" (Brazil, n = 1,480), "You mentioned that you are planning to shop for Black Friday / Cyber Monday online. Where are you planning to buy?" asked to those who plan to shop online during 2022 events (Brazil, n = 1,480)

Source: BCG Black Friday Consumer Sentiment Survey, November 2022 (N = 11,207 across US, UK, Australia, France, Italy, Spain, Germany, Austria, Switzerland and Brazil)

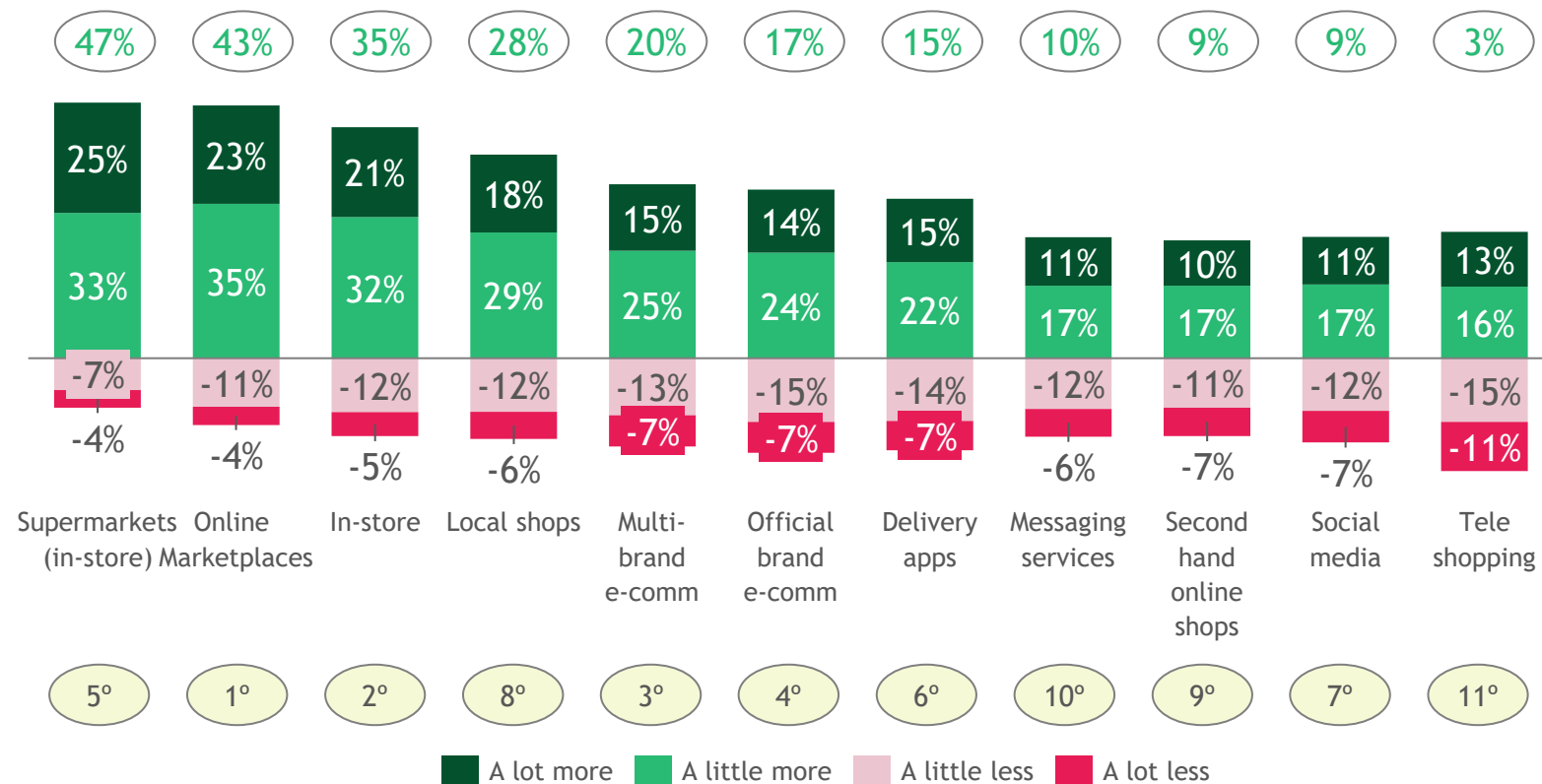




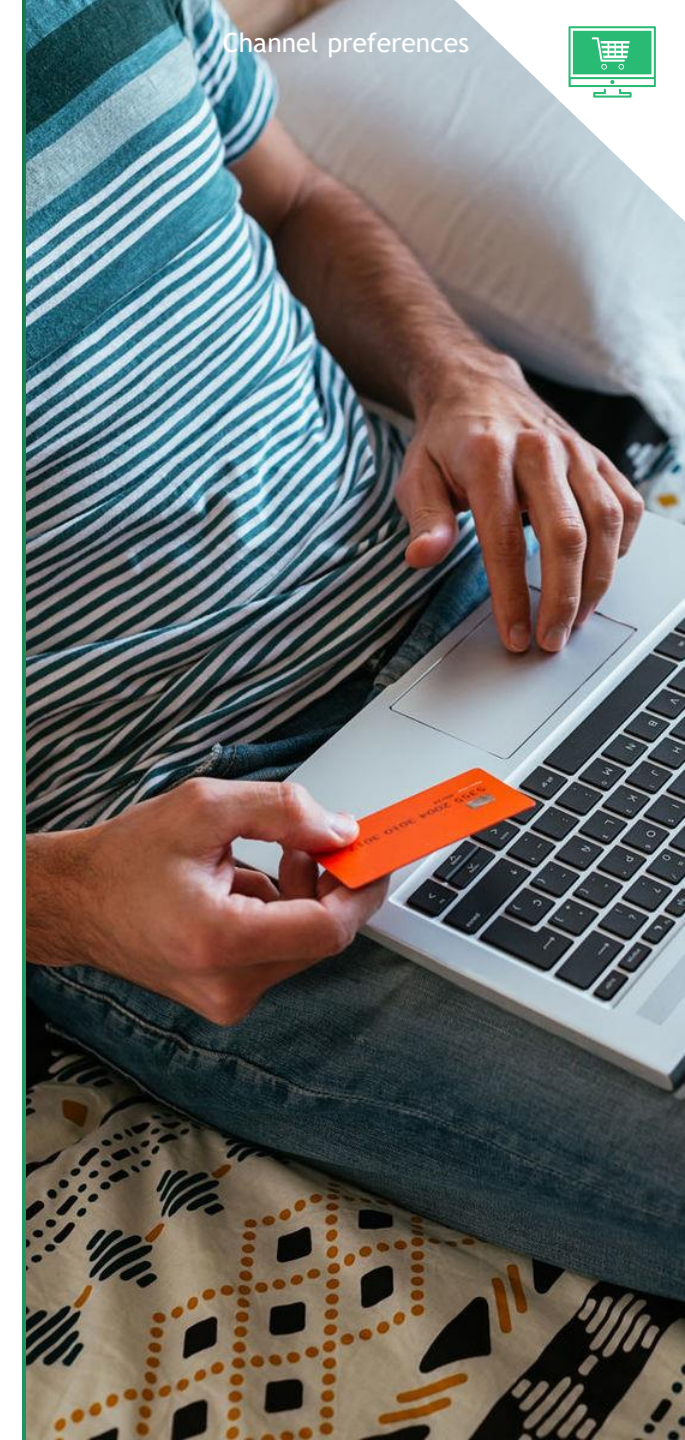
# Online marketplaces are the online channel expected to gain the highest increase in planned spending

Planned spending by type of online shop during Black Friday/ Cyber Monday shopping 2022 vs. previous year (%)

○ % pts net change  
○ Ranking (channel preference)



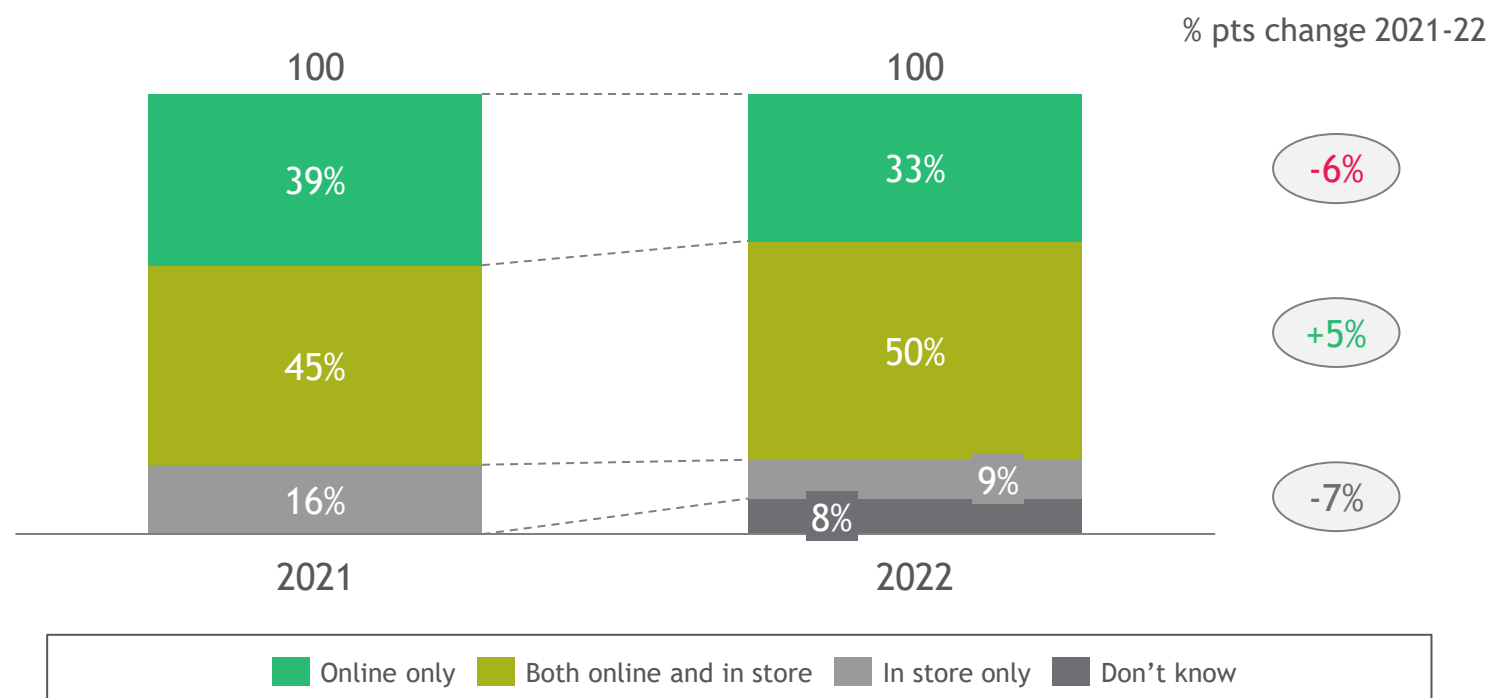
Note: Question text "You mentioned that you are planning to shop for Black Friday / Cyber Monday online. What do you think your spending at the following types of online stores would be like compared to last year 2021?" asked to those who plan to shop during 2022 events (Brazil, n = 1,480)  
Source: BCG Black Friday Consumer Sentiment Survey, October 2022 (N = 11,207 across US, UK, Australia, France, Italy, Spain, Germany, Austria, Switzerland and Brazil)



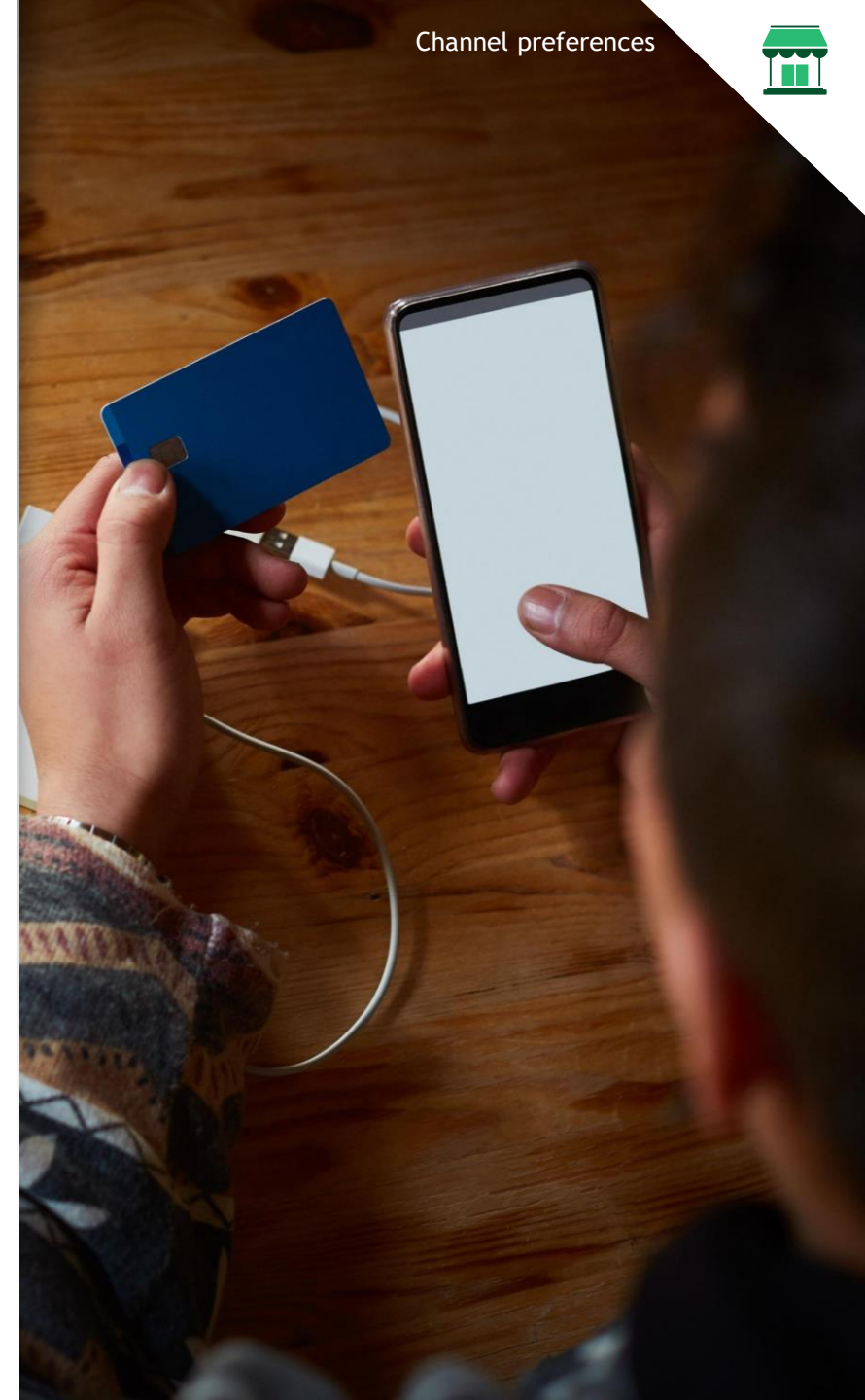


## Store-based shopping sees a renaissance— and plans for hybrid Black Week buying increase in 2022

Channel preference for Black Friday / Cyber Monday shopping events, 2020-2022 (% of consumers having indicated they shopped/intend to shop)



Note: Question text "Which, if any, of the following statements best describe your actions with regards to the Black Friday shopping events in 2021?" and "Which of the following statements best describe where you plan to shop through the Black Friday / Cyber Monday shopping events this year in 2022?" Source: BCG Black Friday Consumer Sentiment Survey, November 2022 (N = 2,000 in Brazil)



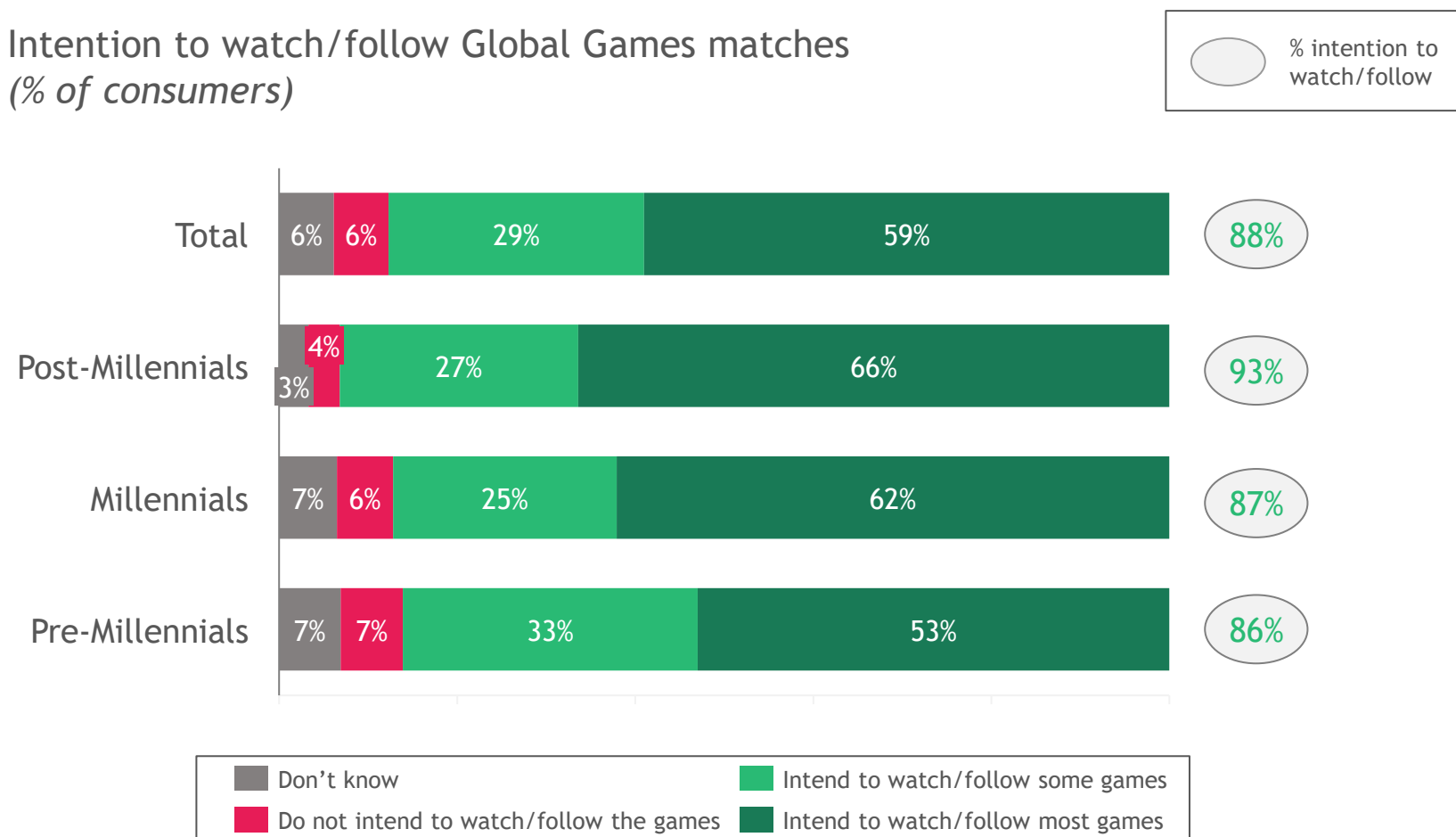


# Most Brazilians intend to watch/follow the World Soccer Championship, especially among young generations



Of Brazilians intend to watch the Global Games matches

Intention to watch/follow Global Games matches  
(% of consumers)

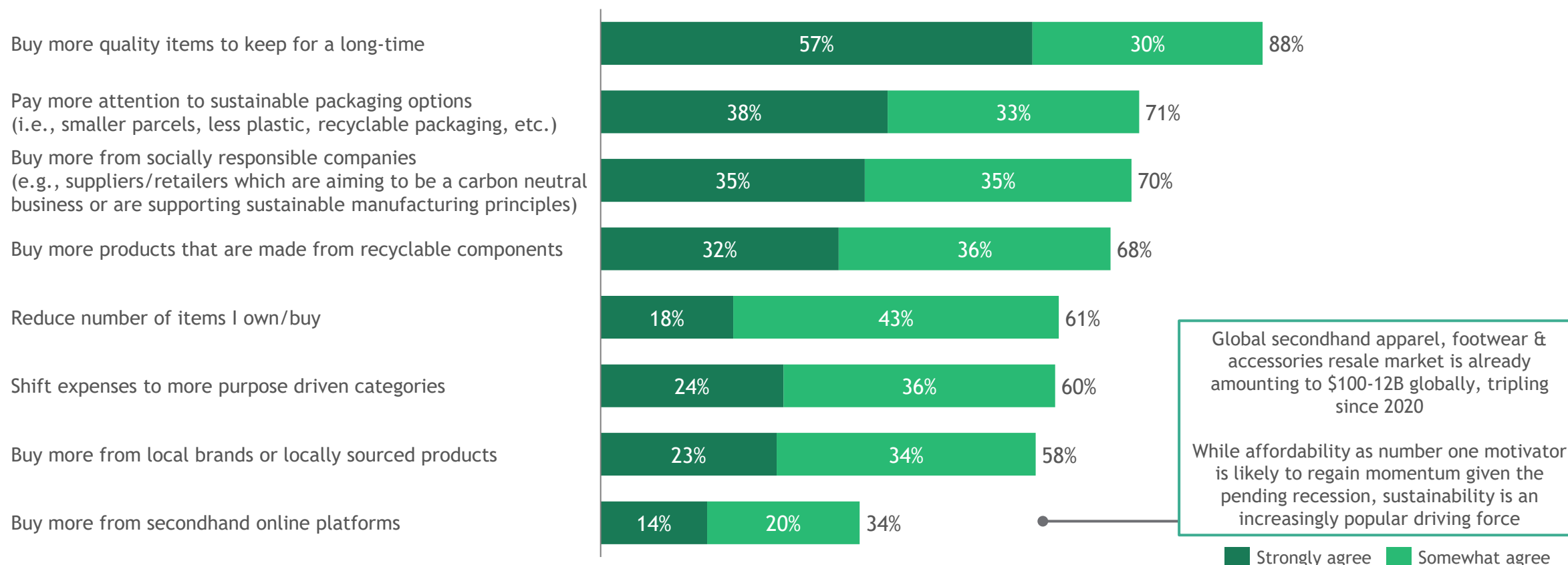


Note: Question text "Do you intend to watch/follow the 2022 World Soccer Championship?"; Asked to all respondents (n = 2,000)  
Source: BCG Black Friday Consumer Sentiment Survey, November 2022 (N = 2,000 in BRA)



# Brazilians contribute to sustainable shopping by owning longer-lasting items and focusing on sustainable packaging – Secondhand platforms are already an option for every third consumer

Sustainability aspects influencing purchase decisions during Black Week (% of consumers)



Note: Question text "How do you plan to adapt your sustainability behavior with respect to Black Friday / Cyber Monday purchases? Please state to what extent you agree to each of the following statements." (Brazil, n = 2,000), top-2 boxed displayed (i.e. respondents who (strongly) agree to each statement)  
Source: BCG Black Friday Consumer Sentiment Survey, October - November 2022 (N = 11,207 across Germany, Austria, Switzerland, UK, USA, France, Italy, Spain, Australia and Brazil); BCG x Vestaire Collective "What an Accelerating Second Hand Market Means for Fashion Brands (October 2022)



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