## Cost of living impact on tech consumer shopping habits

Black Friday and Holiday Shopping Outlook July 2023

FUTURE





**Cost of living** is the leading concern for many in the UK right now



Confidence in **Christmas** is being affected by these financial concerns



People are looking for **good deals** to help mitigate rising inflation

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Research for **Black Friday** purchases happens in the months leading up to the sales



Consumers are entering into Black Friday with specific **purchasing plans** in mind



## Methodology

Independent research powered by our insight platform - *The Lens* - lets us look into UK trends as well as Future audiences.



#### Format

**Online survey** 40+ in-depth questions about the cost of living crisis, savings, shopping, Black Friday and Christmas.

Data collection: June - July 2023.



#### Sample

**1,017 UK respondents** recruited independently via our research platform, *The Lens*.

The sample is nationally representative for the UK. The percentage split was ensured for:

- Gender
- Geography
- AgeSocial class



#### **Additional data**

We've supplemented the survey with internal data such as, traffic data from Google Analytics and E-commerce data from our Hawk widgets.

### Concerns today vs 2022

The cost of living crisis remains the **number 1 concern** for the UK public.

In 2022, 57% listed the crisis as a top 3 concern. In 2023, that has risen to **81%.** 

01	Cost of living crisis in UK	vs 2022 0	
02	You and your family being financially secure	+1 🔺	
03	You and your family being healthy	-1 🔻	
04	The war in Ukraine	+] 🔺	
05	The future of the NHS	-1 🔻	
06	The environment/climate change	0	
07	Crime	0	

Source: "Christmas & Black Friday Spending 2022", The Lens, Future plc, UK, June 2022 & Christmas & Sales 2023", The Lens, Future plc, UK, July 2023 Q: "Could you rank the below elements in order of concern where 1 is your biggest concern right now?" (N=1017) Place change

## - Christmas & Costs

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"I will probably spend it with my family as usual. Looking forward to spending time with family. **Not looking forward to the expense of presents and food.**"

"I'm looking forward to my little girl opening Christmas presents"

"Everything to do with Xmas is exciting. I am looking forward to seeing the faces of my Grand Kids as they see the decorations, lights & the Tree. **Increases in Gas and Electric bills** (Winter). Chocolate prices being too high?" "Don't have a lot [of] money at the moment so **I'm worried about how I'm going to fund it** but I have fond memories of Christmas as a child"

"Excited for the kids but **worried** about costs"

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"Most looking forward to spending time with family. Least excited about the stress of **meeting present expectations on a budget**."

"I refuse to discuss Christmas in June!!"

## Christmas is not cancelled

"This year my Christmas will be a bit smaller and more sedate than last year"



"The second seco

"This year my Christmas will be bigger and better than last year" "No matter how tough times are, I always try to make sure that Christmas is a good time"

**1 in 2** of Future's audience say they are already feeling very excited for Christmas. They are twice as likely as non-Future engaging Brits to say so.

Source: "Christmas & Sales 2023", The Lens, Future plc, UK, July 2023 Q: "To what extent do you agree or disagree with the following statements?" (N=969) (ANY AGREE) Q: "It is still many months away, but are you feeling excited about Christmas this year?" (N=1017)

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### Changing behaviours and Future content

Brands have a great opportunity to be **empathetic** and provide value to their customers, and premium publishers can help surface this.



Online sources (such as reviews and buying guides) are extremely useful to me



I'm on the lookout for deals more than ever



I am spending more time researching purchases to make sure I am buying the right thing



The price of a lot of things seems absolutely ridiculous right now

Source: "Christmas & Sales 2023", The Lens, Future plc, UK, July 2023 Q: "To what extent do you agree or disagree with the following statements?" (N=969) (ANY AGREE)

## The Future Consumer

## J Use of Future content

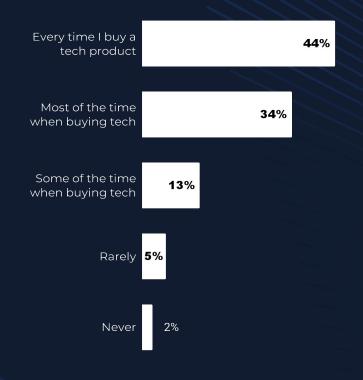


Average monthly users across Future Tech

**4 in 5** (of tech buying Brits) use the internet for advice most/every time they buy tech

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When making tech purchases, how often do you use the internet for information?



Source: GA: Jan 1 - Dec 31 2022; "Internet advice", The Lens, Future plc, The Lens, April 2023 Q: "How would you best describe your interest in technology?" (N=1593) Q: "When making tech purchases, how often do you use the internet for information?" (N=1509)

Q

## 9 in 10 use online sources to help them buy gifts

#### Huawei Watch 4 Pro review: a solid smartwatch with a superior bracelet \* \* \* \*

The Huawei Watch 4 Pro is a decent smartwatch, but the hardware is the real star of this show 0 0 0



T3 VERDICT he Huawei Watch 4 Pro is a solid ooth iOS and Android devices and alth and fitness metrics. It also eatures one of the best bracelets of inv watch I've ever used, making it a

 Unbelievable bracele + Tidy interface Cool watch faces Works with iPhone and Android

#### Best wireless earbuds 2023: budget and premium

By Andy Madden last updated 3 days ago

The best wireless earbuds we've tested

#### 🚹 💟 😰 🔽 🗢 Comments (11)

Looking to pick up a pair of wireless earbuds but not sure which to get? You're not alone. Since Apple launched its first-generation AirPods many moons ago, the true wireless form factor has become an increasingly popular choice for music listeners.



#### Amazon Prime Day deals 2023 - all the best offers still available

By James Pickard Contributions from Mackenzie Frazier last updated 1 day ago Deals

Prime Day is over - but you can still pick up these great deals

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#### **Expert Reviews**

We've written over 62k articles amassing more than **26m** pageviews

#### **Buyer's guides**

Curated over 15k buyers guides which have generated over **£40.5m** worth of product sales

#### Deals

With so many deals to be had we drove over 9M pageviews that delivered 131k affiliate transactions

FUTURE

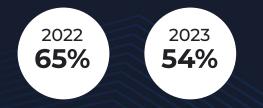
## Amazon Prime 2023 (provisional) results



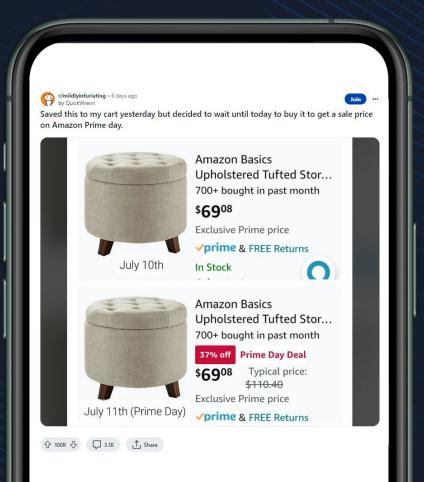
## **Black Friday**

### Growing sale scepticism?

<sup>66</sup> I'm looking forward to Black Friday, it's a bit of fun and a good way to get some great deals 99



13 Source: "Christmas & Black Friday Spending 2022", The Lens, Future plc, UK, June 2022 & Christmas & Sales 2023", The Lens, Future plc, UK, July 2023 Q: "To what extent do you agree or disagree with the following statements?" (N=1017) (ANY AGREE)



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engaged in this year's Black Friday and Cyber Monday

14 Source: "Christmas & Sales 2023". The Lens. Future plc. UK. July 2023 Q: "Which of the following do you think you will buy during the Black Friday / Cyber Monday sales this year?" (N=1017)

## Black Friday Search

Comparing 2021 to 2022, general 'Black Friday' terms were **down 11%** 

For instance, for TVs searches such as 'Best Black Friday TV deals' were **down 26%** 

However specific searches were up...

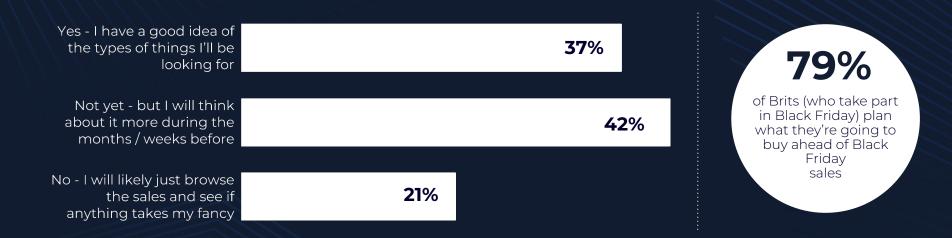
#### Size specific searches were up 44%:



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## Black Friday Planning

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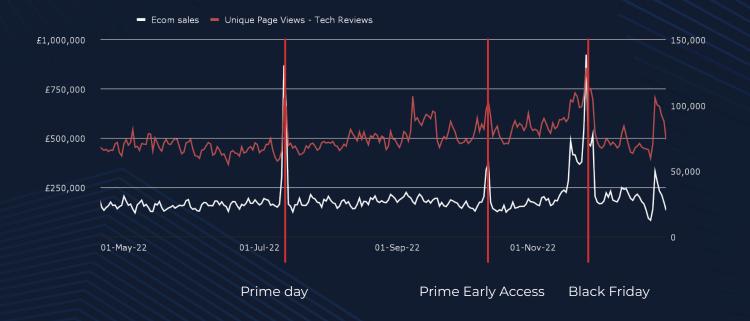
Less than 1 in 4 currently have specific items / models in mind.

Source: "Christmas & Sales 2023", The Lens, Future plc, UK, July 2023 Q: "Do you know roughly what type of items you"ll be looking to buy during the Black Friday / Cyber Monday sales?" (N=673) C: "Do you know specifically what items / models you'll be looking to buy during the Black Friday / Cyber Monday sales?" (N=673)

## Pre-Sales Research



From July to November in 2022 we saw an average month-on-month increase in review page views of



### J 2022 Tech Purchases

#### Future Technology UK e-commerce data

Phones - 4.1k transactions

Laptops - 10k transactions

TVs - 9.2k transactions

Gaming hardware - 8.4k transactions

Headphones - 17.6k transactions

Tablets - 3.6k transactions

Smartwatches - 2.1k transactions

Small kitchen appliances - 4k transactions





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£7M spent over Black Friday / Cyber Monday period on core tech products



## <sup>J</sup> 2022 vs 2023 - Predicted Tech Browsing

2023 Ranking	AANDEREKKE -	Place change vs 2023	Median Category Spend
$\langle \langle 1 \rangle \rangle$	Games	3	£50-£99
2	Headphones	3	£50-£99
3	Mobile phone / Smartphone	-2	£300 - £399
4	Tablet	2	£200 - £299
5	Small / Medium kitchen appliance	3	£50-£99
6	Laptop	-4	£300 - £399
7	TV	-4	£300 - £399
8	Smart watch	-1	£100 - £199
9	Game console	0	£300 - £399
10	Smart home device	0	£100 - £199
11	Fitness tracker	1	£100 - £199
12	Other household appliance	-1	£100 - £199

## **2023 Black Friday / Christmas gift spend**

Future Non-Future

13%

16%

20%

L

7%



15% £101 - £200 19% 16% UK £201 - £300 15% 2022 12% £490 £301 - £400 £467 8% 13% £401 - £500 7% 13% £501 - £1.000 8% 7% £1,001 - £2,000 5% Non-Future: £343 4% £2.001 - £3.000 3% £3,000+ FUTURE Source: "Christmas & Sales 2023". The Lens. Future plc. UK. July 2023 O. "Approximately how much do you expect to spend IN TOTAL on your Black Friday / Christmas shopping this year?" (N=1017) ٦.

Nothing

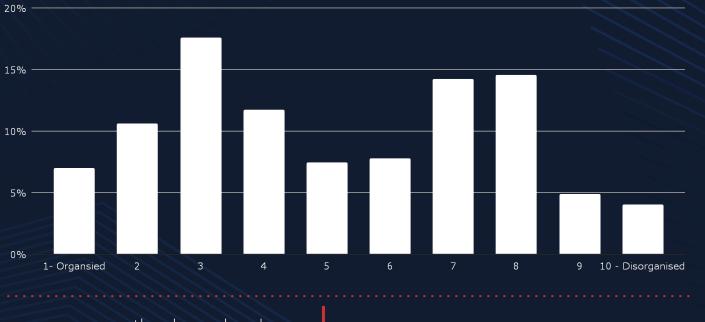
Under £100

Future:

£644

## Christmas Is Coming

J December purchases

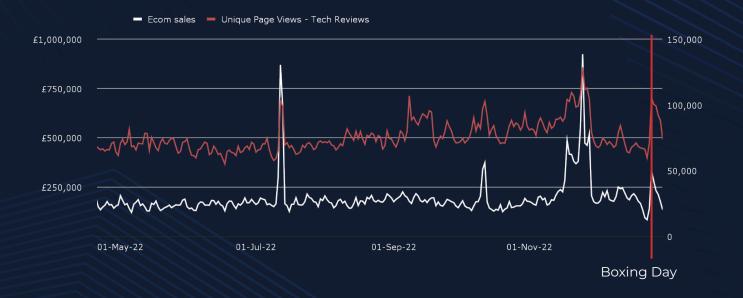


29% say they have already started buying presents....

**14%** say they probably will not buy any gifts until mid December!



In addition to people buying gifts in December leading to Christmas, we saw one particular burst of activity on the **26th and 27th of December** 



## Summary



#### Money is tight

**81%** of Brits rank the cost of living as one of their top 3 concerns - up from **57%** in 2022



#### Christmas is still very much on

87% say that no matter what they'll make sure Christmas is a good time



#### Less spontaneity

8 in 10 of Black Friday consumers will be researching their purchases ahead of the sales



**Bargains will get traction** 9 in 10 say the are on the lookout for good deals

# For further insight contact us at

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