

1-3 Black Friday bargain hunters expect to bag minimum 50% off

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More than 3 in 4 (76%) Irish adults are preparing to shop the Black Friday sales this weekend with a third (32%) of bargain hunters expecting retailers to mark minimum 50% off their prices for the occasion.

This is according to a new survey* from AddressPal.ie, the online parcel delivery service by An Post. AddressPal.ie allows shoppers to avail of a virtual address for the delivery of online shopping from the UK, US and beyond, enabling purchases from websites that don't typically deliver to Ireland.

- 3 in 4 Irish adults intend to shop in the Black Friday 2018 sales
- Fashion items (40%), consumer electronics (32%) and toys (10%) are the most sought items
- 1 in 3 expect a minimum discount of 50% from retailers this weekend
- Intent to shop online (37%) on Black Friday far surpasses intent to shop in-store (17%)
- Irish workers will be shopping online at their desks this year (18%)
- Over 3 in 4 will buy from UK retailers this weekend, almost 30% will shop from the US
- Shop the Black Friday sales in the UK and US with AddressPal.ie, the online parcel delivery service by An Post

Preparation Nation

Savvy survey respondents seem well prepared to shop the sales with 30% saying they already know what they intend to buy and an additional 28% using the opportunity to start their Christmas shopping. Holding out for a bargain, 62% of Irish adults say they will hold out on making a purchase until Black Friday in the hope of securing a lower price. Despite

this, just 45% say they set a budget in advance on shopping the sales.

Expectation vs Reality

Expectations are high amongst Irish consumers as almost 1 in 3 (32%) think retailers should be offering a minimum 50% discount on goods for the occasion. Just 2% of respondents believe a 10% discount will suffice, while 29% would find a 30% discount appropriate.

Fashion items (40%), consumer electronics (32%) and toys (10%) are the goods that Irish respondents most expect they will spend on over the coming days, with Amazon (50%), Argos (49%), Debenhams (39%), Currys PC World (32%) and Smyths (31%) coming out on top for where consumers intend to spend.

Cyber Sales

Intent to shop online on Black Friday far surpasses the intent to shop in-store (37% vs 17%), though most Irish adults (47%) say they will shop both online and in-store during the sales. Convenience is a big factor for 39% of survey respondents, which is understandable given 57% say they will shop the online sales from their sofa this year and a further 19% saying they'll shop while at their desk in work!

Of those that favour cyber shopping, 30% say its because they wish to shop brands that are not available in Ireland or may be cheaper to

purchase outside of Ireland. The UK (76%) and US (30%) are the destinations that Irish shoppers were most likely to look to when shopping online over Black Friday weekend.

Virtual Shopping Solution

AddressPal.ie is an online service from An Post which allows customers to avail of a virtual address for the delivery of online shopping from the UK, US and beyond, enabling purchases from websites that don't typically deliver to Ireland.

With both UK and US proxy addresses provided, AddressPal.ie customers can arrange for international shipping to come via either market. AddressPal.ie customers can shop online with ease and have goods delivered to their nominated Post Office or tracked and delivered to their home, work or an alternative address.

Commenting on the survey findings, Garrett Bridgeman, Managing Director, Mails and Parcels at An Post, said, "The Black Friday and Cyber Monday phenomenon continues to grow and as it does, we see that shoppers are getting more savvy, preparing their shopping lists and holding out for the best possible discount. This sales event is beginning to dictate when Irish people do their Christmas shopping, with the survey showing that 2 in 3 will start it with the Black Friday sales. AddressPal.ie opens up the world to Irish consumers, enabling the safe delivery of goods even from sites that don't deliver to Ireland, using a virtual UK or US address."

For further information and to register, visit addresspal.ie

*AddressPal.ie research conducted among 260 Irish adults in November 2018

Source: [An Post](https://www.anpost.ie)