

BLACK FRIDAY 2023

South Africans are pretty excited about Black Friday this year, but in a sobering way.

2/3 VERY excited about Black Friday

54% claim to have saved for it

1/2 have already indulged in Black Friday specials

62% have made a list of things they want and need



52% planning to buy gifts for others (Christmas /other)

44% planning to buy gifts for themselves

73% planning to spend between R1,000 and R10,000 + 11% more than R10,000

Expected to have the best Black Friday specials:

1. **game**
2. **takealot.com**
3. **Checkers**

Powered by:

chirp

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Trade Intelligence partnered with Chirp to run an online survey to find out what South Africans are planning around Black Friday.