

WHERE ARE SHOPPERS HEADED THIS BLACK FRIDAY?

73%
of shoppers plan to participate in Black Friday, signaling an early shopping uptake for this year.

Discover the top shopping destinations, consumer behaviors, and the retailers set to lead Black Friday 2024.

Where are they shopping?



The Top Five Retailers Black Friday Shoppers Are Visiting

Online

78%
Online Retailers

64%
Big Box Stores

44%
Electronics Stores

36%
Department Stores

30%
Apparel Stores



In-Store

84%
Big Box Stores

54%
Electronic Stores

52%
Department Stores

39%
Wholesale Clubs

38%
Apparel Stores

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Contact us now: solutions@mfour.com or call 714.754.1234.
Data witnessed November 2024

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