starcom DATAINTELLIGENCE HUMANGRAPHEXPERIENCE

by Starcom Romania

BLACK FRIDAY 2025

11th Edition—December 2025

The first study yearly investigating Romanian consumer behavior before and after Black Friday by surveying the same respondents before and after the event for the most accurate results.

Showtime Unveiled

CONSUMERS RIDE THE WAVE OF BLACK FRIDAY DOMINANCE

During Black Friday in 2025, 84% of consumers expressed a desire to purchase, leading to an actual purchase rate of 79%.

With a conversion rate of 94%, this highlights the effectiveness of strategies in transforming intentions into sales. Most shoppers seemed well-prepared with their shopping lists, indicating they had a clear plan. Overall, the period was successful, showing a strong alignment between consumer intent and purchasing behavior.

84% Black Friday Buying Intention

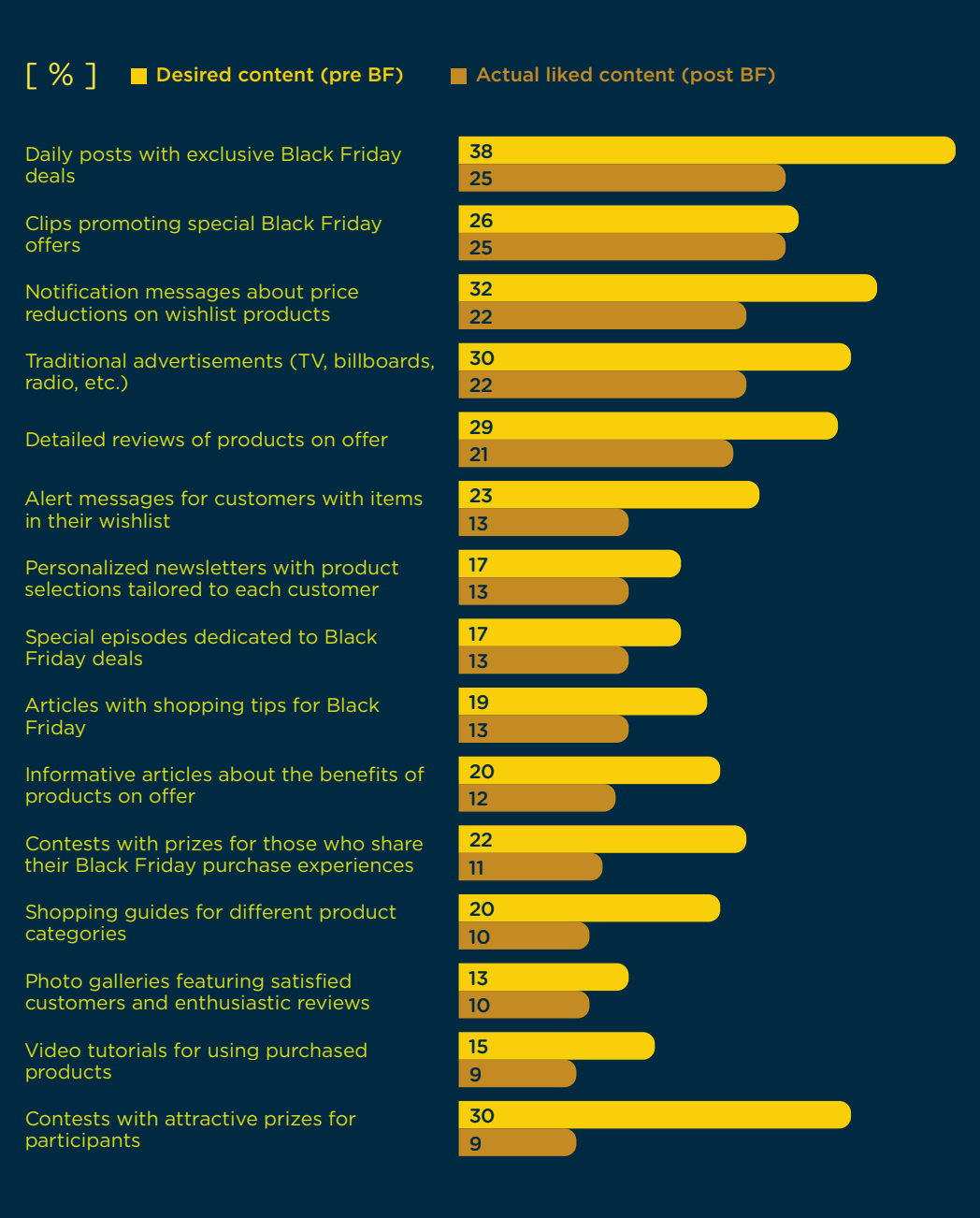
94% Black Friday Conversion rate 2025

79% Black Friday Purchase

DECODING CONTENT PREFERENCES

While consumers claim to favor contests, customer reviews, and traditional promotions, their real engagement lies elsewhere. Higher interest is shown in daily posts, notification messages about discounts, video content featuring event offers, and detailed product reviews.

This indicates a preference for timely, informative, and engaging content that directly showcases Black Friday deals. The data suggests that adaptable, visually engaging content could be more effective in capturing consumer attention and driving engagement during Black Friday.

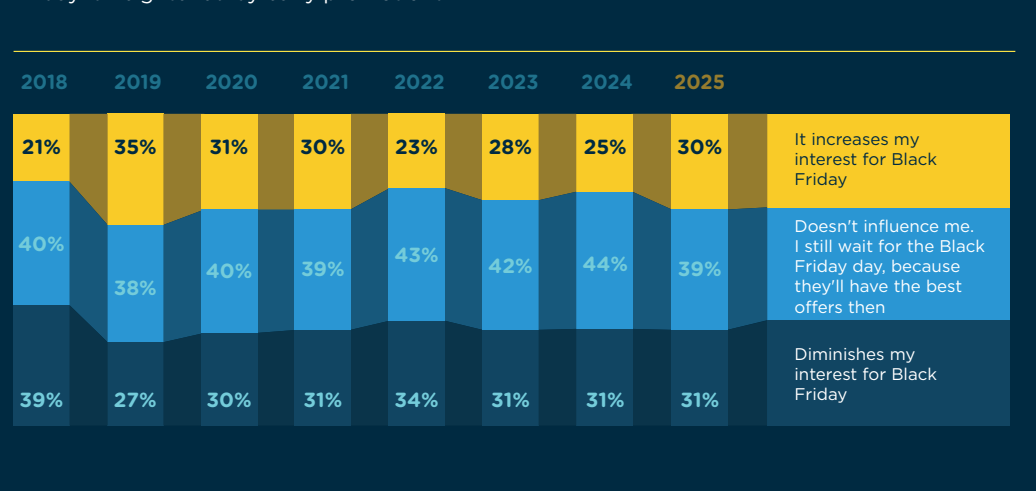


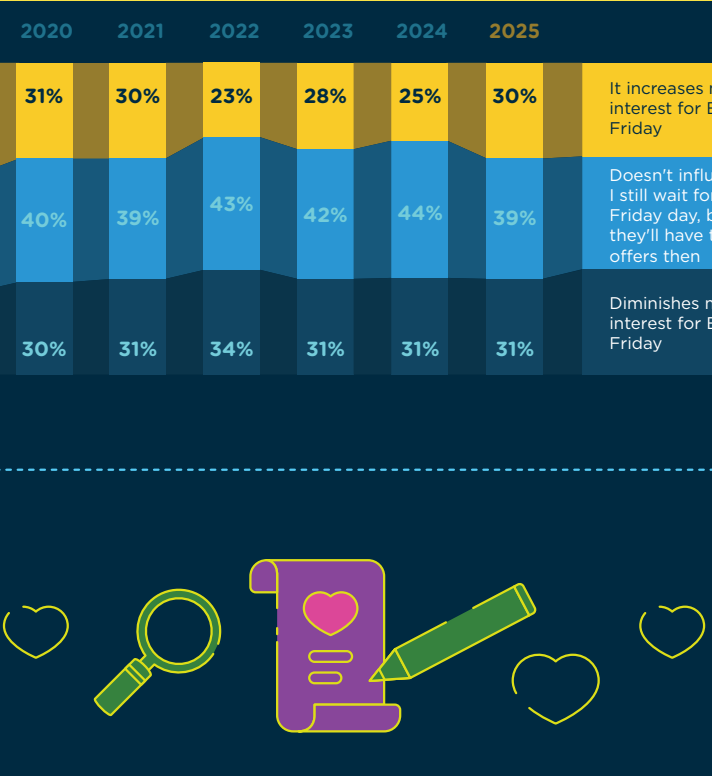
Setting the Stage

THE IMPACT OF THE PRE-BLACK FRIDAY CAMPAIGNS

Over the years, consumer reactions to pre-Black Friday campaigns have shown subtle changes. There has been an increase in the number of people whose interest in Black Friday is heightened by early promotions.

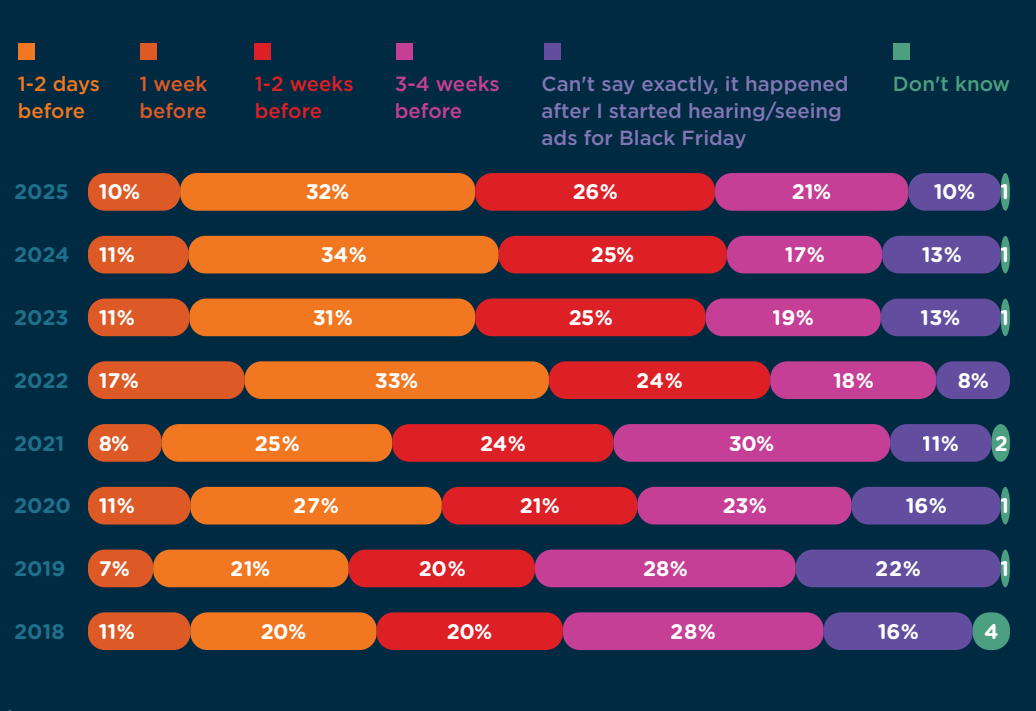
While the largest group remains those unaffected by these campaigns, the segment with diminished interest has slightly decreased.





RESEARCHING BLACK FRIDAY DEALS

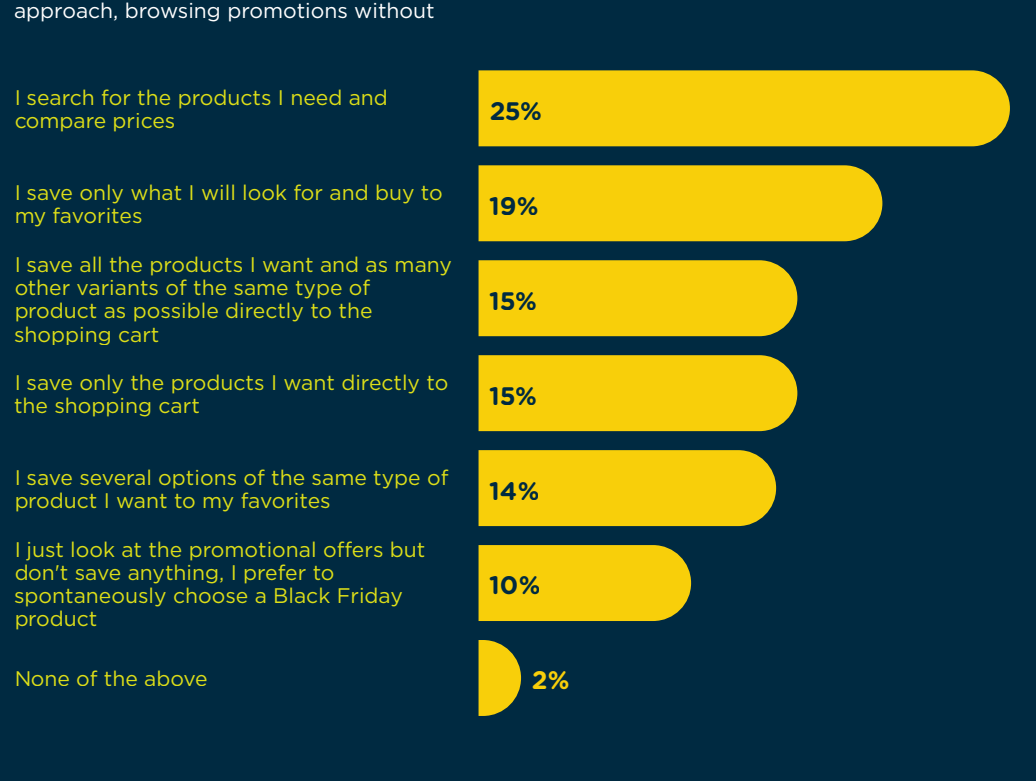
Consumer behavior has shifted towards more strategic planning for Black Friday deals in recent years. Compared to 2022, more consumers are starting their research earlier, particularly 1-2 weeks and 3-4 weeks before the event. This trend indicates a growing emphasis on advance planning and strategic purchasing. The decrease in last-minute research, with smaller percentages for 1-2 days before, suggests consumers are becoming more deliberate in their approach to securing deals.



STRATEGIC PLANNING PREVAILS IN BLACK FRIDAY SHOPPING

Most consumers prioritize strategic planning and careful preparation for Black Friday, focusing on comparing prices. The methodical mindset ensures they are well-prepared and don't miss out on potential offers. Meanwhile, a smaller group of consumers opts for a more spontaneous approach, browsing promotions without saving items and enjoying the thrill of impulse purchases.

However, the emphasis for most is on careful planning and maximizing value, suggesting a shift towards being more deliberate in their shopping habits.

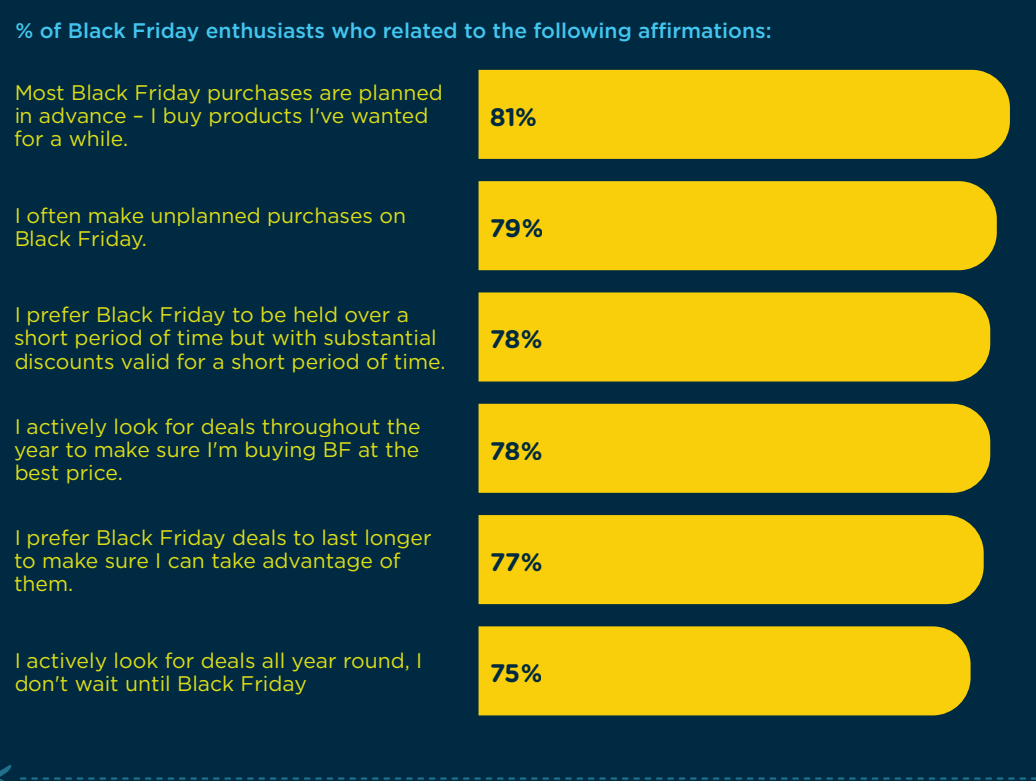


Ready, Steady, Shop

NAVIGATING THE DEALS LANDSCAPE

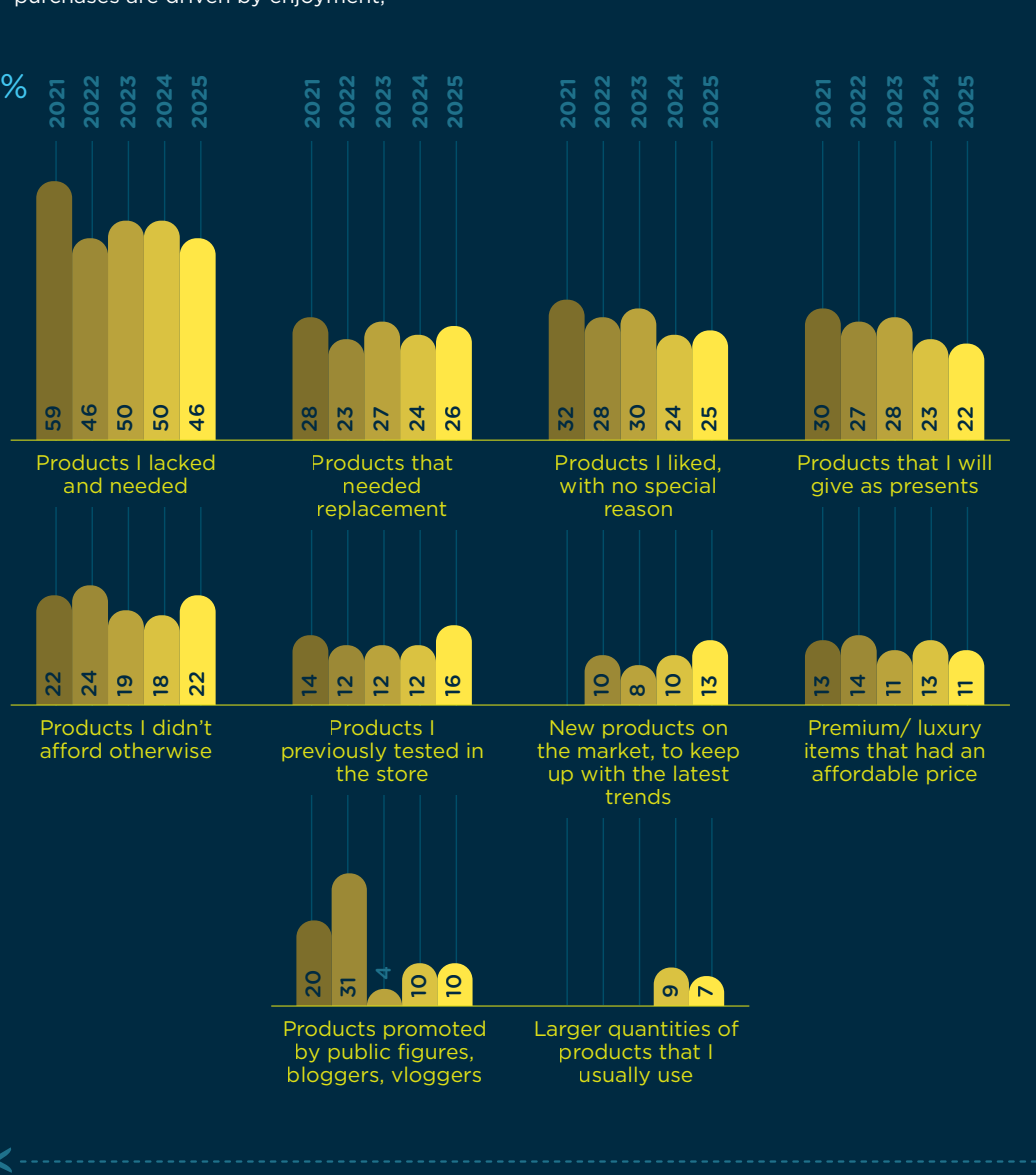
Most consumers plan their purchases in advance, focusing on products they've desired for some time. Yet, 79% also make unplanned purchases, highlighting the dual nature of Black Friday shopping. Many prefer substantial yet short-lived deals, enjoying the excitement of limited-time offers.

A significant portion of shoppers actively search for deals year-round to ensure the best Black Friday prices, while others wish for longer-lasting deals to maximize opportunities.

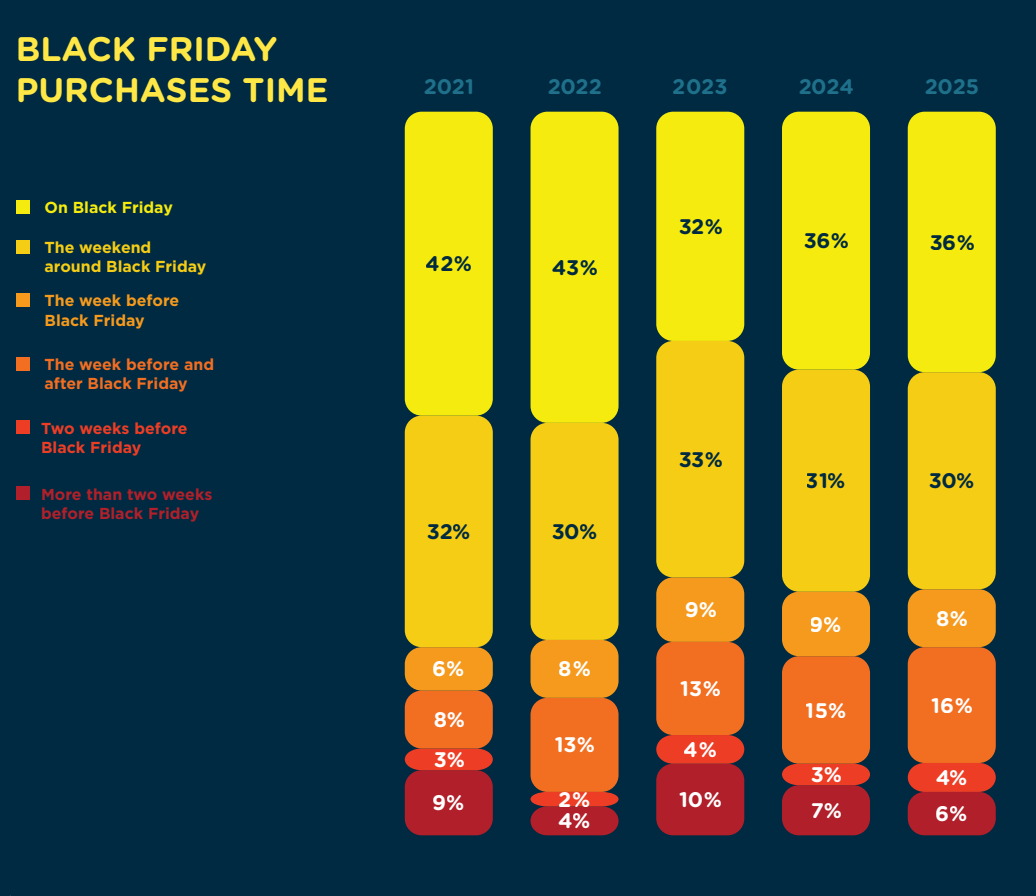


DECISION DRIVERS IN CONSUMERS' CHOICES

The primary factors influencing Black Friday purchases among Romanian consumers include necessity, with many buying products they lack or need to replace. Additionally, purchases are driven by enjoyment, spontaneous reasons, and gifting. While practical needs are a key driver, there's also a focus on personal enjoyment and gifting.

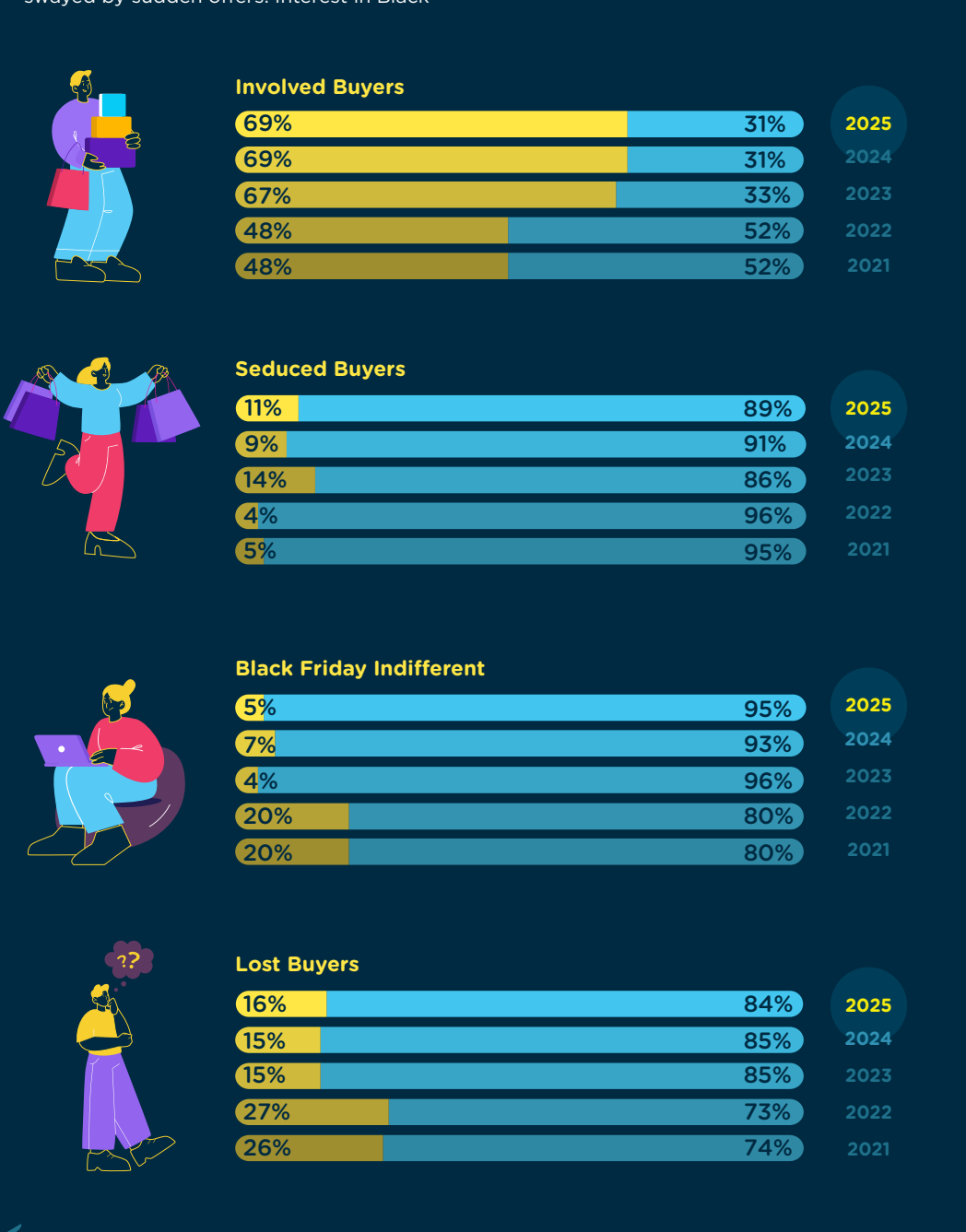


BLACK FRIDAY PURCHASES TIME



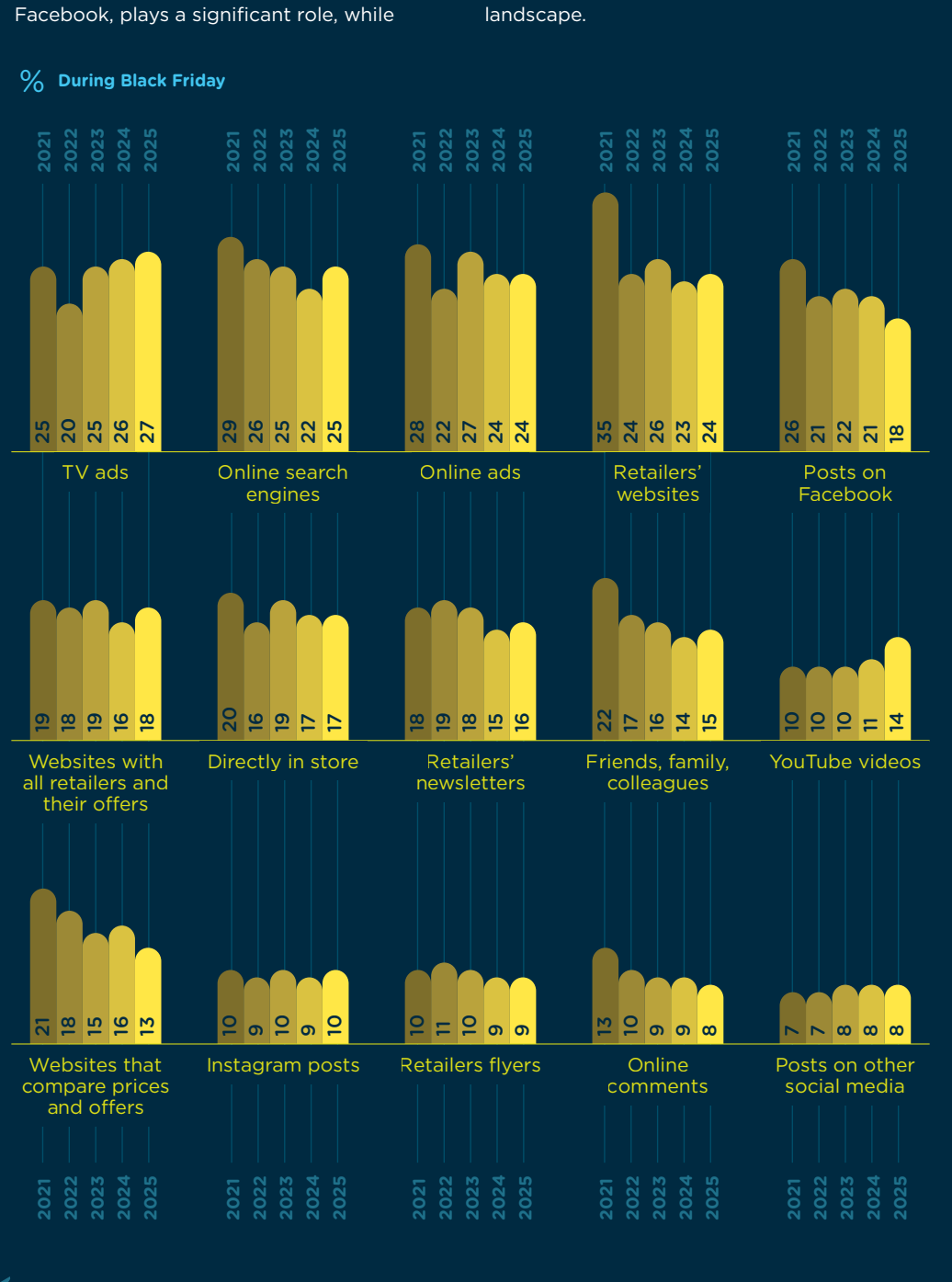
URBAN ONLINE USERS RELATION TO BLACK FRIDAY

Although there aren't significant differences in recent years, urban online users consistently engage with Black Friday, planning their purchases carefully. Impulse buying is on the decline, with fewer people swayed by sudden offers. Interest in Black Friday continues to grow, as seen in the reduction of indifferent consumers. More people are committing to their planned purchases, indicating a steady participation in the event.



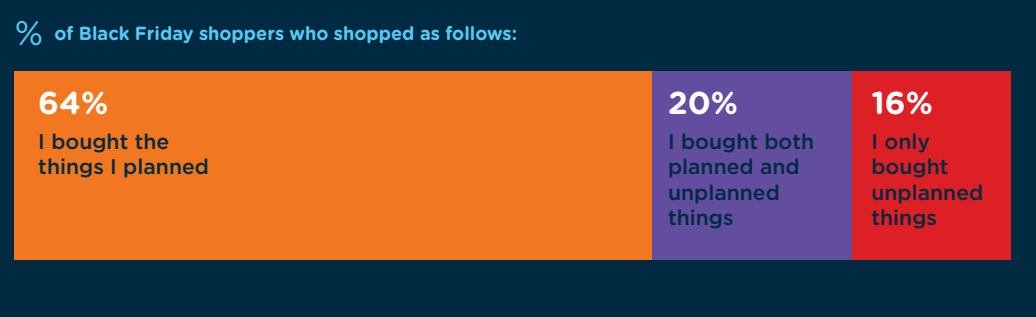
INFORMATION SOURCES FOR BLACK FRIDAY OFFERS

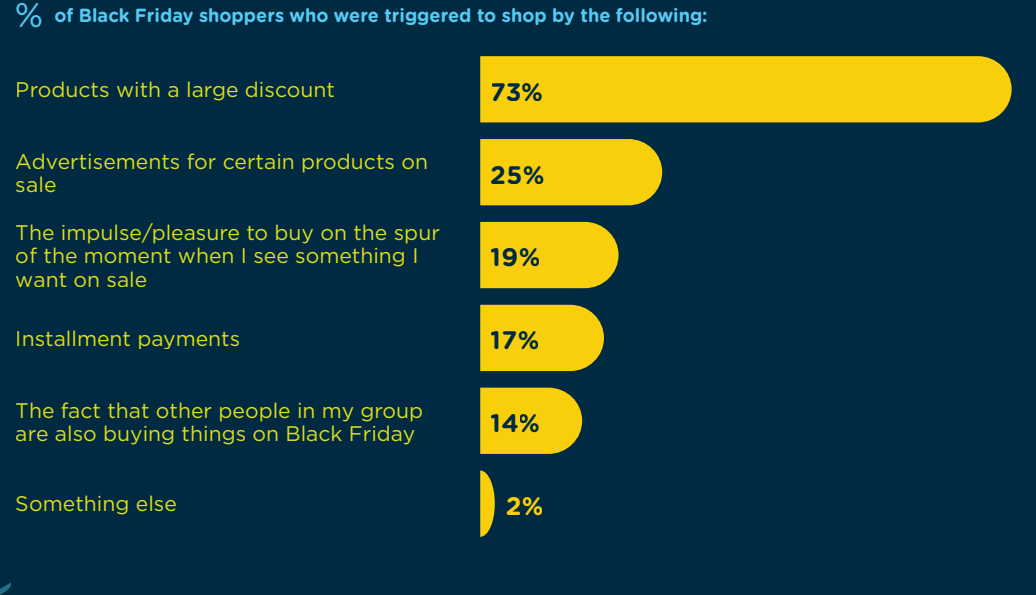
From 2021 to 2025, there is a noticeable trend in how consumers gather information for Black Friday offers. TV ads, online ads, search engines, and retailers' websites consistently remain top choices. Social media, particularly Facebook, plays a significant role, while in-store interactions and recommendations from friends and family continue to be important. Visual channels like Instagram and online comments, although less influential, still contribute to the overall information landscape.



TRIGGERS FOR BLACK FRIDAY SHOPPING

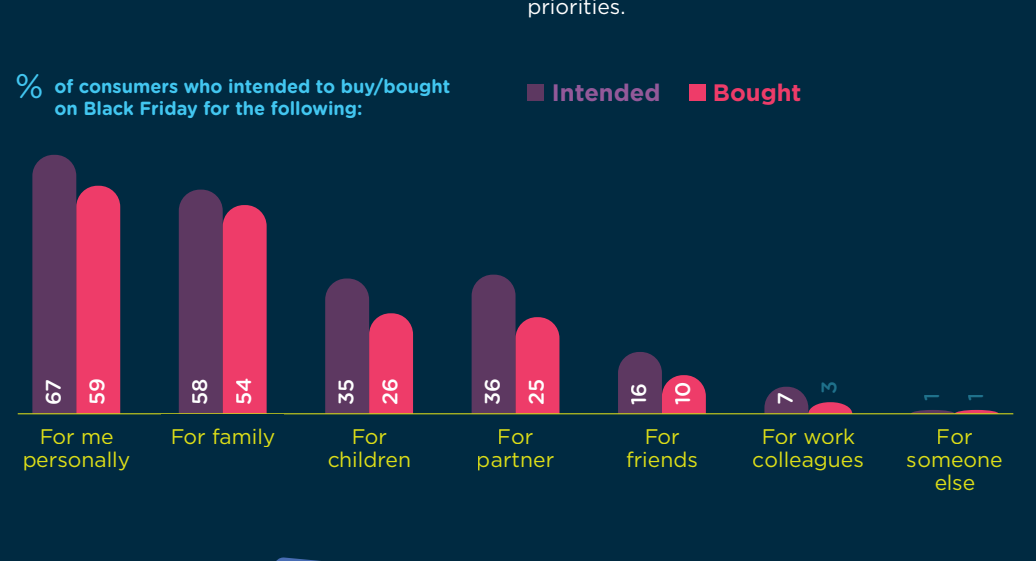
64% of shoppers successfully completed their planned purchases during Black Friday. The dominant trigger for shopping is substantial discounts, influencing 73% of consumers. While advertisements and impulse buying contribute to decisions, they play a lesser role compared to discounts. Installment payment options and peer influence are minor factors, indicating that consumers are primarily motivated by price reductions rather than social dynamics.


% of Black Friday shoppers who shopped as follows:
64% I bought the things I planned
20% I bought both planned and unplanned things
16% I only bought unplanned things



PRIORITIZING PERSONAL AND ESSENTIAL PURCHASES IN BLACK FRIDAY SHOPPING

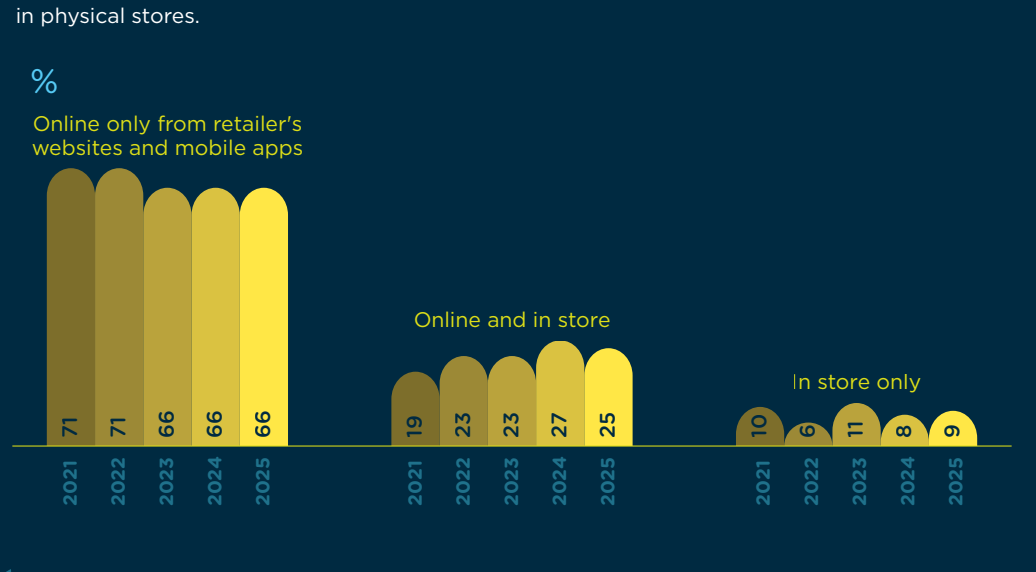
Many consumers planned to buy for themselves and close family, but actual purchases were fewer, especially for children, partners, and friends. This may suggest budget constraints or a focus on immediate priorities.



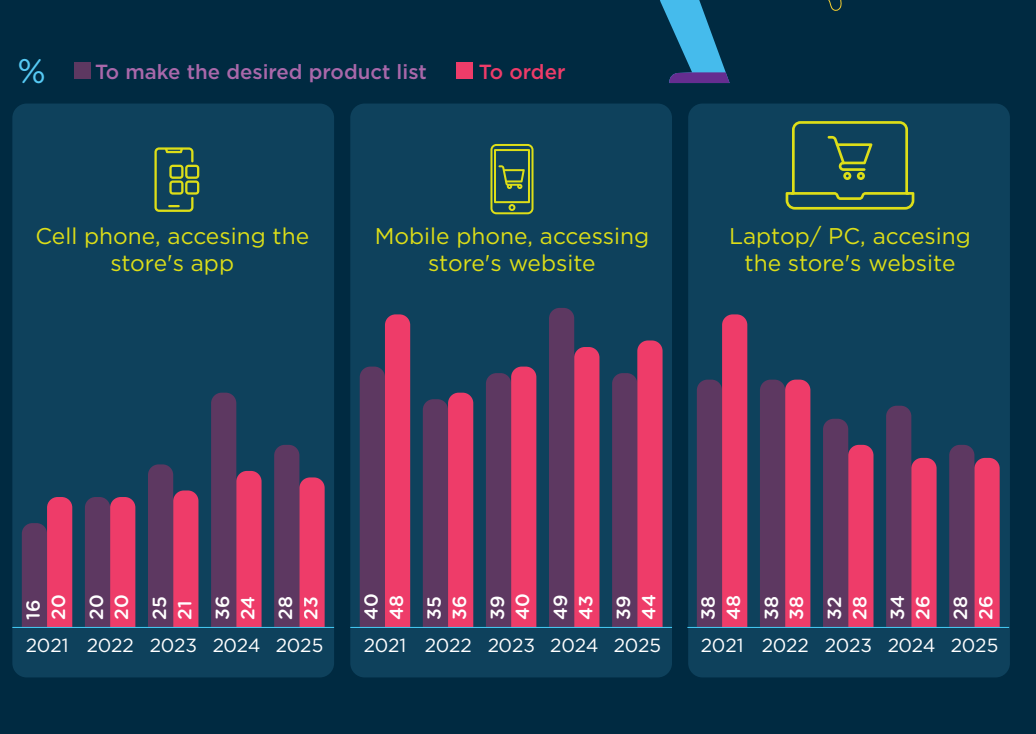
Channels Spotlight

ONLINE LEADS, IN-STORE STILL STANDS

Exclusive online shopping remains the dominant choice for most Romanians on Black Friday. Consumers appreciate the convenience and discounts of online shopping, but some still prefer the ability to test products and make immediate purchases in physical stores.



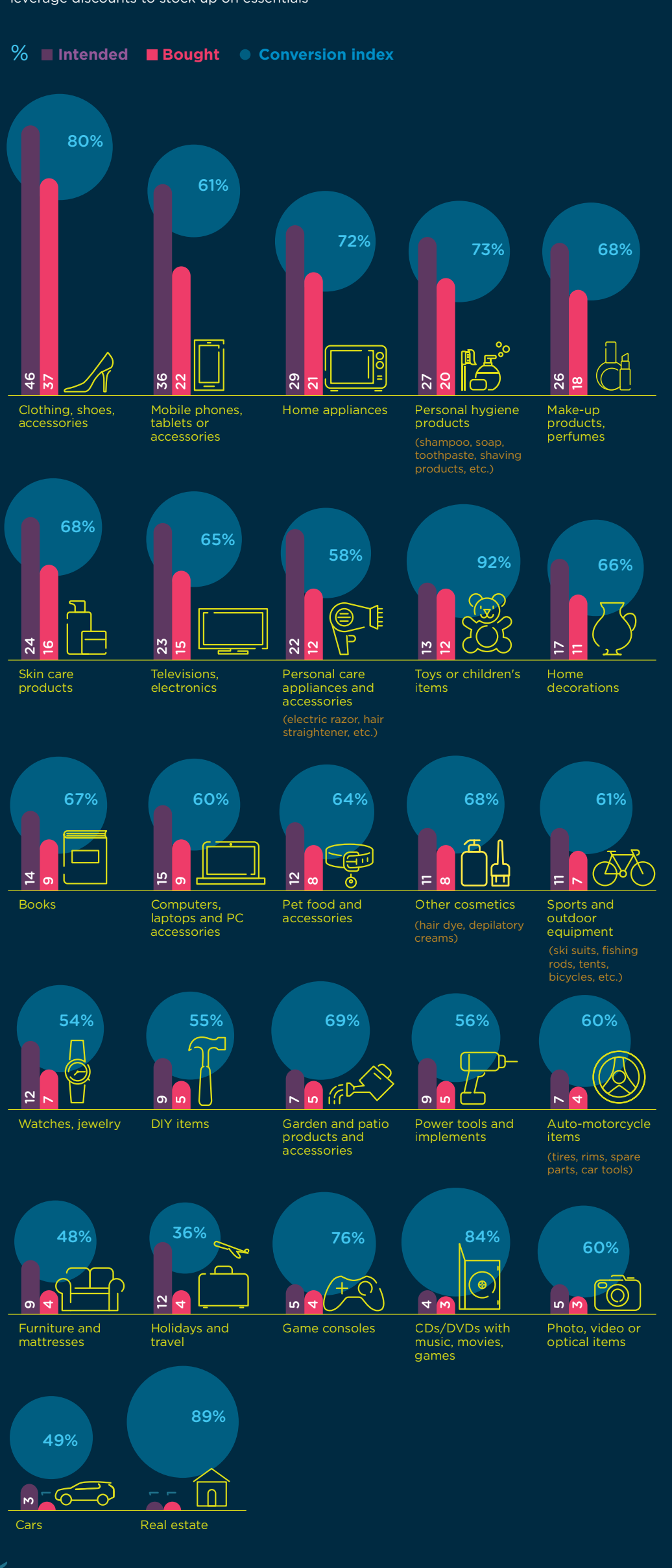
MAIN DEVICES & PLATFORMS USED



Products Runway

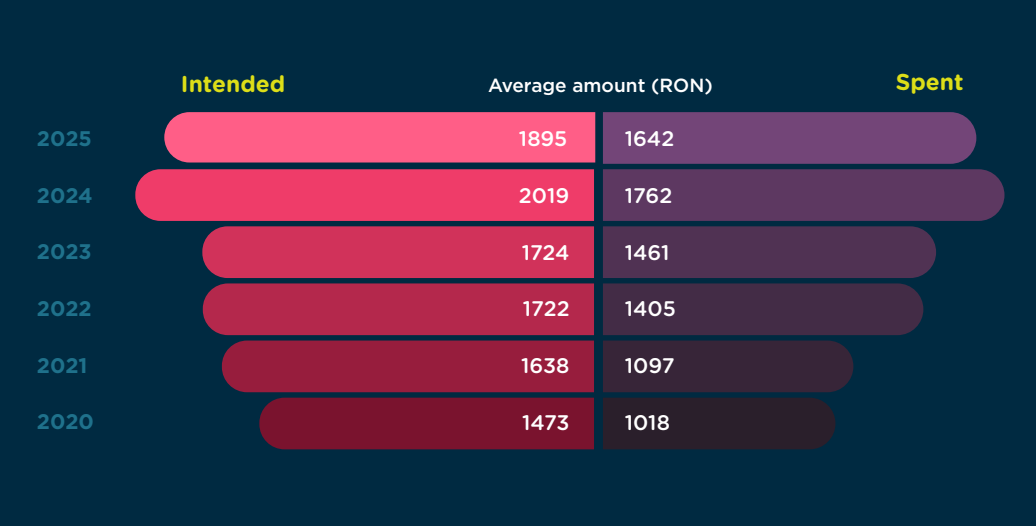
POPULAR CATEGORIES FOR BLACK FRIDAY SALES

Analyzing the conversion rate reveals a diverse mix, including high-cost items like appliances and televisions, along with skincare and fast-consumption products. This indicates that Black Friday is not solely focused on expensive purchases. Consumers leverage discounts to stock up on essentials and meet immediate needs. This balanced approach shows shoppers combining savings on major items with managing everyday expenses. Black Friday thus serves as an opportunity for long-term investments and effective daily budget management.



PLANNED VS. ACTUAL SPENDING FOR BLACK FRIDAY

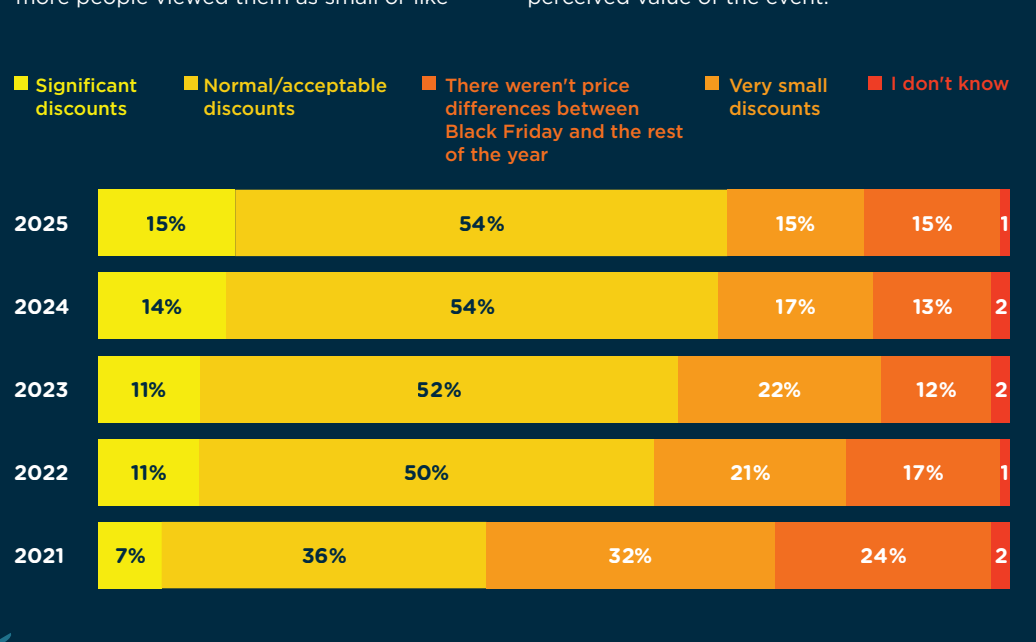
Since 2020, consumers have increasingly allocated more of their budgets to Black Friday, reflecting the event's growing significance. Intended spending reached its highest point in 2024. Despite this, actual spending, although also peaking in 2024, consistently falls short of these initial plans. This discrepancy may be due to consumers encountering better-than-expected deals or exercising restraint during the event.



Emotional Echoes

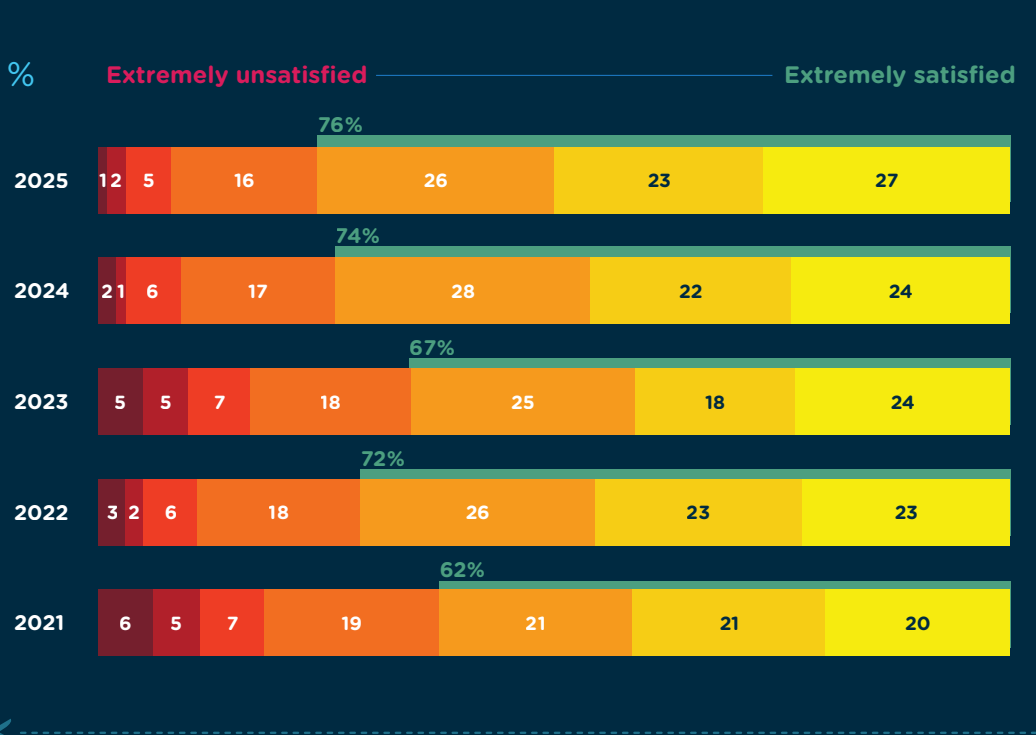
BLACK FRIDAY DISCOUNTS PERCEPTION

Over the years, customers have increasingly perceived Black Friday discounts as more advantageous. In 2025, a high proportion of consumers see discounts as normal or significant, compared to previous years when more people viewed them as small or like regular prices. This trend suggests improved promotional strategies and more attractive deals. Fewer consumers now feel there's no price difference between Black Friday and other times, indicating a positive shift in the perceived value of the event.



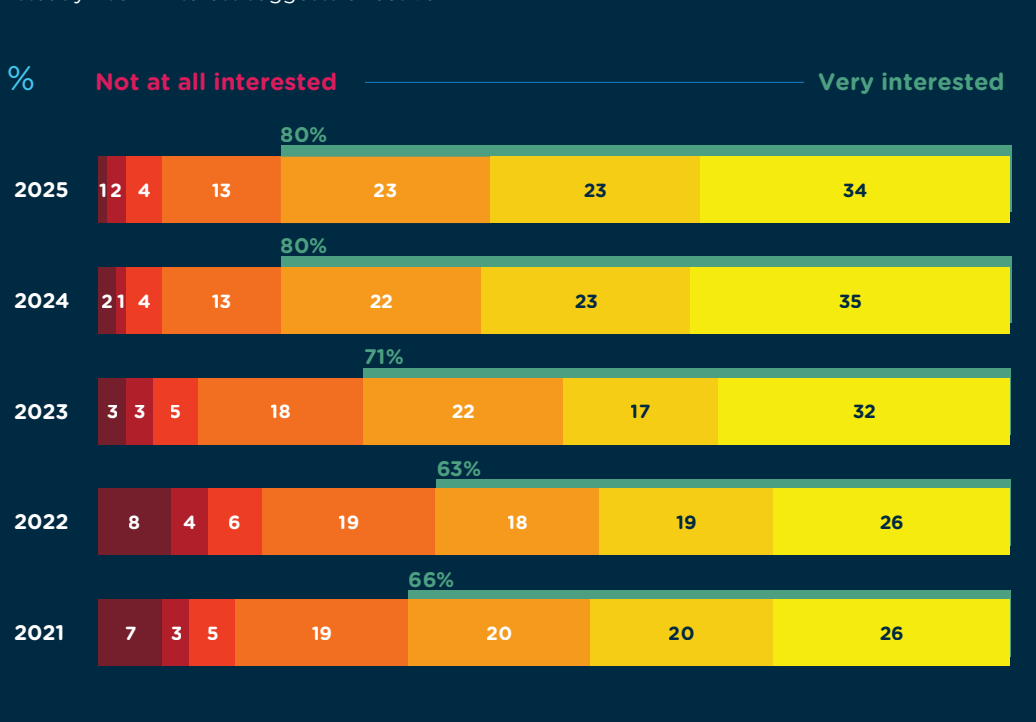
BLACK FRIDAY SATISFACTION LEVEL

Black Friday satisfaction levels have shown a positive trend from 2021 to 2025, with satisfaction scores gradually increasing. By 2025, a significant portion of consumers report high satisfaction levels. Despite the overall positive trend, there is still a minority of consumers expressing lower satisfaction, indicating areas where retailers can continue to enhance the shopping experience. The consistent increase in satisfaction highlights progress but also points to the opportunity for further refinement and improvement.



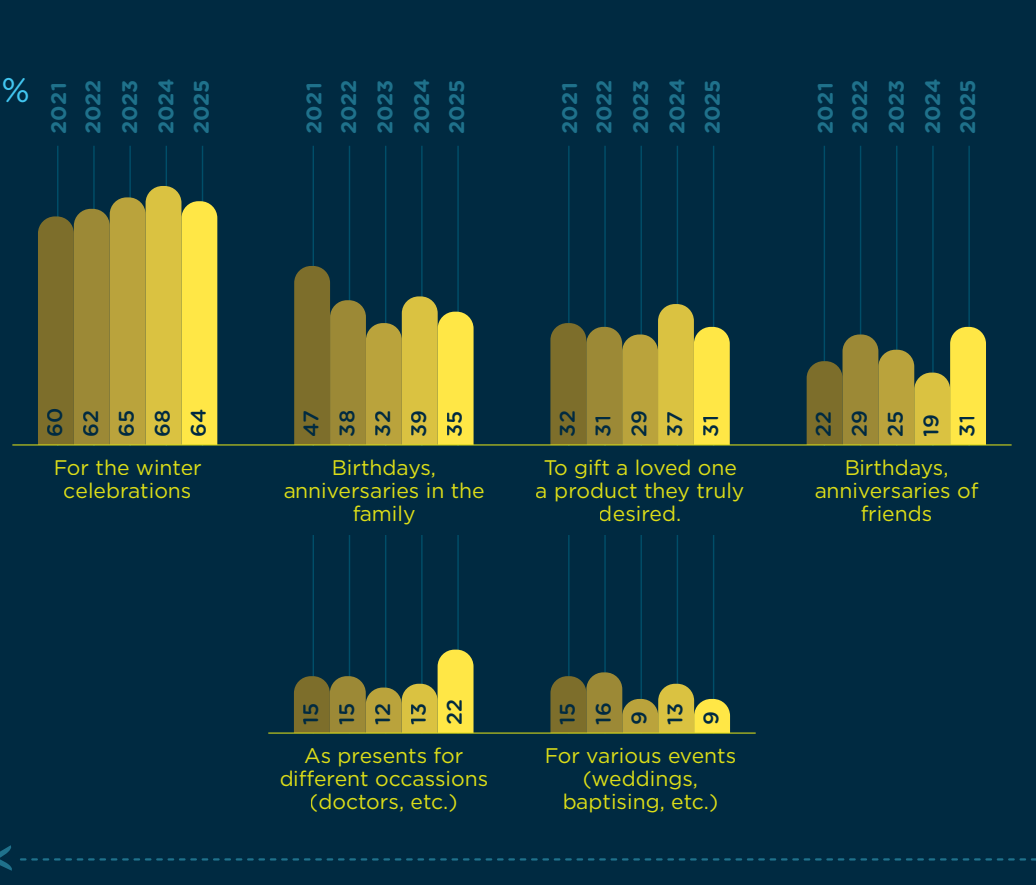
LEVEL OF INTEREST TOWARDS BLACK

Interest in Black Friday has increased significantly from 2021 to 2025, with notable growth in consumer enthusiasm. The peak interest reached in 2024 and 2025. The steady rise in interest suggests effective promotions; however, the presence of consumers with moderate or low interest highlights opportunities to further captivate and convert these segments.



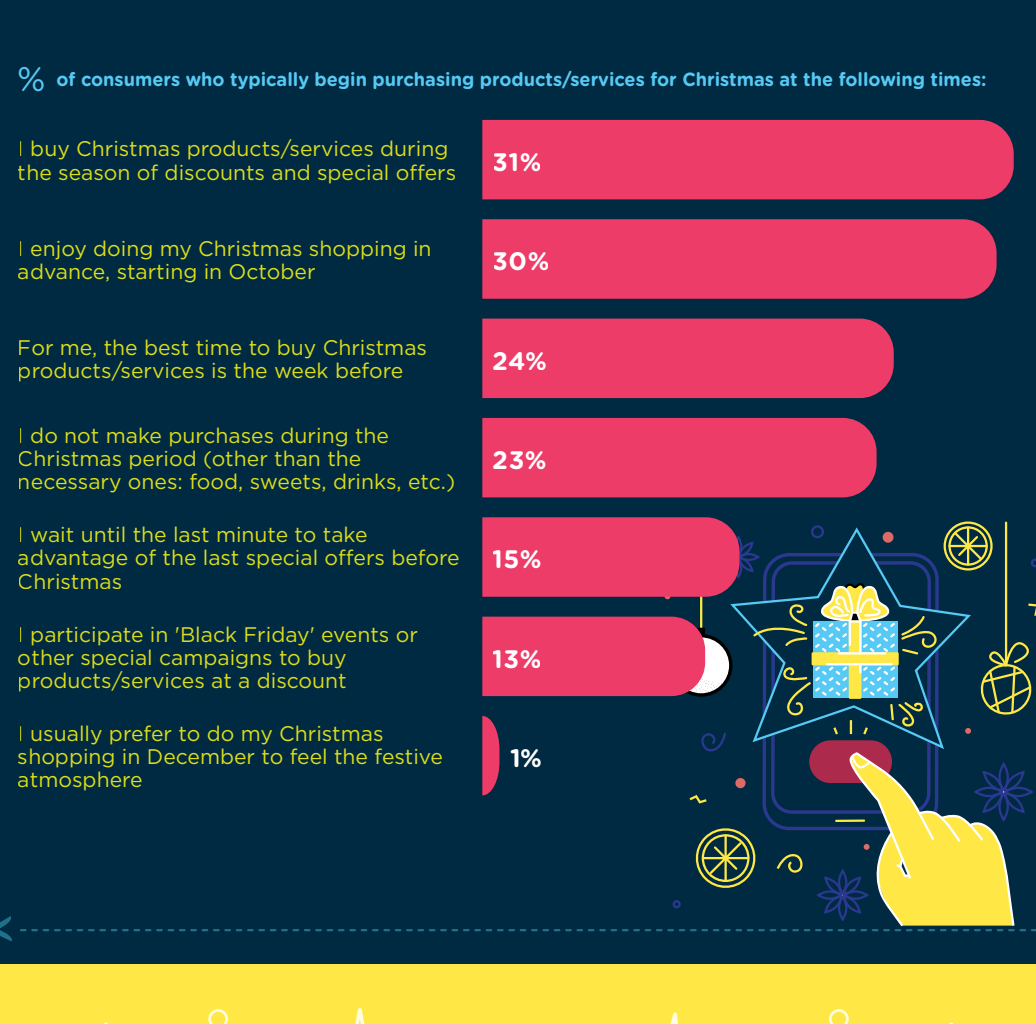
Jingle All the Way

CHRISTMAS IS TOP OF MIND FOR GIFTING



FUELED BY FESTIVE SPIRIT

Romanians are increasingly mindful of budgeting, with many focusing on discounts and early planning for Christmas shopping. A significant portion begins shopping during discount periods or as early as October, indicating a strategic approach to spreading expenses. Less common are last-minute shopping and reliance on final special offers. This trend shows a shift towards rational purchasing and planning.



More info:

- Type of online store preferred for BLACK FRIDAY 2025 shopping
- Devices used for BLACK FRIDAY 2025 shopping
- Key drivers for online purchases on BLACK FRIDAY beyond lower prices
- Criteria for selecting products or services on BLACK FRIDAY
- Total budget planned for BLACK FRIDAY 2025
- Budget allocation by product/service categories
- Reasons for unplanned purchases on BLACK FRIDAY 2025
- Reasons for not participating in the BLACK FRIDAY 2025 campaign
- Reasons for lack of interest in BLACK FRIDAY 2025
- Reasons for abandoning planned purchases on BLACK FRIDAY
- Aspects found most unpleasant about BLACK FRIDAY 2025
- Types of online stores used for BLACK FRIDAY 2025 shopping
- Specific stores for purchasing various product categories
- Types of content creators followed for BLACK FRIDAY content
- Actual budget spent on BLACK FRIDAY 2025
- Comparison between planned and actual budget
- Incidence of product returns after BLACK FRIDAY 2025
- Reasons for returning products purchased on BLACK FRIDAY 2025

Ask **consumer@starcomww.com** for details