

Friday November 7, 2025

Record Black Friday weekend bonanza tipped to hit \$6.8 billion as shoppers chase value

Australians are poised to spend a record **\$6.8 billion** over the **Black Friday–Cyber Monday weekend**, according to the Australian Retailers Association (ARA) in partnership with Roy Morgan — a **4% increase** on last year.

ARA CEO Chris Rodwell said the four-day event from 28 November – 1 December plays a vital role in boosting momentum for retailers across the crucial peak season trading period.

“Black Friday has firmly cemented its place on Australia’s retail calendar — delivering critical cashflow to discretionary retailers and small businesses who’ve faced subdued consumer activity for the past two years.”

The survey reveals women are almost evenly split using Black Friday to buy Christmas gifts (17%) or for themselves (16%), while men are around four times more likely to shop for themselves (27%) than for Christmas gifts (7%).

Overall, around 6 million Australians are expected to take part in Black Friday sales this year. Women make up 3.5 million of this group, men 2.5 million.

The survey also shows that two-thirds of shoppers (66%) plan to buy both gifts and items for themselves, with the main motivations being low prices (42%), great deals (38%) and saving money on Christmas gifts (25%). Average planned spending is \$804 per person – \$750 for women and \$882 for men.

Mr Rodwell said shoppers remain intentional with their spending.

“Shoppers are savvy and more deliberate — they’re waiting for big sales events like Black Friday to make larger purchases — but it’s not just about price. Australians are looking for value, reliability and a trusted retail experience.”

Recent research highlights consumers focus on key gift categories. **Afterpay** reports **45% of Australians** are holding out for discounts on big-ticket purchases. However, **clothing and shoes (45%), toys (34%), books (33%),** and **interiors and décor (32%)** topped sales wish lists.

According to **Deloitte**, participation in Black Friday is also growing among Australian retailers — with **44%** expected to take part this year, up **3%** from 2024.

*“Retail is Australia’s largest private sector employer, contributing \$430 billion or **18% of national GDP**. Every dollar spent with a local retailer or national brand this Black Friday helps build confidence, employment and long-term resilience across the sector,”* said Mr Rodwell.

“Unlike overseas ultra cheap digital platforms, our local and national retailers invest in training, wages, innovation and community connection — that’s worth backing this season.”

The ARA-Roy Morgan Snap SMS survey was conducted with an Australian-wide cross-section of 2,898 Australians aged 18+ from Tuesday October 14 - Monday October 20, 2025.

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About the Australian Retailers Association (ARA)

The Australian Retailers Association is the oldest, largest and most diverse national retail body, representing a \$450 billion sector employing 1.4 million Australians and the largest private sector employer in the country. As Australia’s peak retail body, representing more than 120,000 retail shops and online stores, the ARA informs, advocates, educates, protects and unifies our independent, national and international retail community. To learn more about ARA’s exclusive member benefits and more, visit retail.org.au

About Roy Morgan

Roy Morgan is Australia's largest independent Australian research company, with offices in each state, as well as in the U.S. and U.K. A full-service research organisation, Roy Morgan has over 80 years' experience collecting objective, independent information on consumers. To learn more visit www.roymorgan.com.