AUSTRALIAN RETAIL COUNCIL

Let's talk shop.

ROY MORGAN

MEDIA RELEASE

-- November 10, 2026

Australians sharpen their hunt for savings with record $7.2 billion Black Friday weekend tipped

Australians are forecast to spend a record $7.2 billion over the Black Friday–Cyber Monday weekend, with new Australian Retail Council (ARC) and Roy Morgan research revealing a rise in shoppers chasing lower prices and Christmas savings.

Spending across the four-day event from 27–30 November is tipped to rise 5.5% on last year, delivering an additional $374 million in sales.

Black Friday shoppers plan to spend an average of $920 across the sales period, up $116 or 14.4% on 2025. Almost one in three plans to spend $1,000 or more.

ARC Chief Industry Engagement Officer Fleur Brown said sustained pressure on household budgets is sharpening the focus on value:

"Black Friday continues to rise in popularity in Australia and has become a major opportunity to buy Christmas gifts and planned purchases discounted prices. With an unrelenting pressure on many household budgets, shoppers are looking to make their money go even further this year," **Ms Brown said.**

"The sales are an important opportunity for households preparing for Christmas and retailers heading into their busiest trading period.

Low prices are the leading motivation for Black Friday shoppers, cited by 58%, up from 42% last year. Great deals are a drawcard for 51%, up from 38%.

The proportion shopping to save money on Christmas gifts has risen to 39%, from 25% last year. One in four is motivated by starting Christmas shopping early, up from 14%.

Around 5.8 million Australians intend to shop during the Black Friday sales period, compared with approximately six million last year. Two-thirds plan to buy both Christmas gifts and items for themselves.

Research also points to AI becoming part of the bargain hunt. One in four respondents plans to use an AI chatbot to research products and find Black Friday deals. Of those, 72% say it will be their first time using an AI chatbot for the event.

"AI is giving shoppers another way to research purchases and compare their options," **Ms Brown said.**

Clothing, footwear and accessories top shopping lists, nominated by 33% of shoppers who identified what they intend to buy. Technology follows at 30% and household goods at 29%.

Men plan to spend an average of $1,028, compared with $822 for women. Technology tops men's shopping lists at 39%, while clothing, footwear and accessories lead for women at 35%, excluding undecided responses.

"For many retailers, the period from Black Friday through to Christmas can make or break their year, with many discretionary retailers making up to two thirds of their annual profits during this period. Australian retailers are increasingly getting in on the Black Friday action and customers can expect genuine, highly competitive offers. This is a critical time, and we urge Australians to back the retailers that back Australia," **Ms Brown said.**

"We also encourage all Australians to treat retail workers with respect throughout the busy shopping season. They're working hard to help customers, and everyone deserves to feel safe and respected at work."

This ARC-Roy Morgan SMS survey was conducted with an Australian-wide cross-section of 7,654 Australians aged 18+ from Thursday October 15 – Monday October 19, 2026, including 1,838 who plan on taking part in the Black Friday Sales.

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ARC-Roy Morgan Black Friday Release: https://www.retail.org.au/media/australians-sharpen-their-hunt-for-savings-with-record-7-2-billion-black-friday-weekend-tipped

ARC Black Friday/Cyber Monday Data Hub & Insights: https://www.retail.org.au/peak-season-hub-insights?_zs=rntvn&_zl=buW04#insights

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About the Australian Retail Council (ARC)

The Australian Retail Council (ARC) represents a $444 billion sector that employs 1.4 million Australians across metropolitan, regional, and remote communities – making retail the largest private sector employer in the country and a significant contributor to the Australian economy. Our membership spans the full spectrum of Australian retail, from family-owned small and independent retailers that make up 95% of our membership, through to our largest national and international retailers that employ thousands of Australians and support both metropolitan and regional communities every day.

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.