

Black Friday in numbers



Black Friday has come and gone and consumers did not hold back! Did you cope with the festive rush?



30% ↑

That's a lot of satisfied customers!

At James and James, we saw a huge 30% increase in throughput compared to the same period last year, while still meeting all of our SLAs

£8.7bn

Despite warnings to expect less generous discounts and some shortages, the UK spent £8.7bn on Friday

It's a big number for one day!



X2 ↑

That's twice the amount spent last year, during lockdown

60%

60% of adults were predicted to make purchases, spending an average of £280 each



19% ↑

The average size of a consumers shopping cart jumped up 19% compared to the rest of the year



21% ↑

Buy-now-pay-later services like Klarna and Afterpay have been on the rise. With the payment method seeing a 21% increase in revenue

Customer expectations are changing



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