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Insights

2026 Deloitte Black Friday-Cyber Monday Survey

Shopper turnout rises, while spending stays put



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Key takeaways

Participation reaches 10-year high, while spending is flat

Most shoppers are looking for deals: 87% of respondents plan to shop Black Friday-Cyber Monday (BFCM), up from 82% in 2025, and marking a 10-year high. However, shoppers don't plan to spend more. Average planned spending is flat at $624, with 50% saying they've already experienced higher holiday prices.

Gen Z shoppers come bearing gifts—for others and themselves

Gen Z is leaning into BFCM: 94% plan to shop, with average planned spending rising to $752 from $609. They're more likely to shop in store on Black Friday (72%) or self-gift (73%), and 40% plan to use buy now pay later (BNPL).

Social media and gen AI users have bigger spending plans

Tech users spend more: Respondents using both social media and gen AI in their shopping journey (46%) plan to spend 61% more on average than shoppers using neither ($765 vs. $476).

Note: The BFCM period begins on Thanksgiving Thursday (Nov. 26, 2026) and ends on Cyber Monday (Nov. 30, 2026).
Source: 2026 Deloitte Black Friday-Cyber Monday Survey.

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Cheat sheet

Spending trends

Expected BFCM participation rises to 87% from 82% in 2025, reaching a 10-year high since the 76% planned participation in 2016.

The average expected BFCM spending is $624, similar to last year.

Lower-income groups budget for more: Planned spending for respondents in income groups under $50K is up 17% to $433, while for the $100K to $199K group, it is down 7%.

61% of the BFCM budget spending is expected to occur online and 39% in store.

Surveyed shoppers who use both social media and gen AI (46%) plan to spend $765, which is 61% more than the $476 planned by those who use neither.

Shopping journey

Online retailers (71%) and mass merchants (68%) remain the top destinations according to respondents, while department stores gain traction (46%) and warehouse clubs catch up with off-price retailers at 33%.

Deals draw surveyed shoppers in store: 54% say in-store deals are the best on Black Friday and 67% of in-store shoppers will bring someone along.

76% of respondents plan to take advantage of deals that start earlier in November, while 58% have already bought holiday gifts during October promotional events.

49% of BFCM surveyed shoppers would meet a $50 free-shipping minimum, but only 26% would agree to a $75 minimum purchase.

Respondents who would spend more than $50 for free shipping are more likely to return items (55% vs. 38%).

Consumer preferences

Top expected BFCM purchase categories: Clothing and accessories lead (76%), followed by electronics (58%), and toys and hobbies (57%). Meanwhile, gift cards (48%), health and wellness (28%), and pet products (24%) have slipped.

Half of surveyed consumers (51%) plan to self-gift but expected spend is likely to fall to $208 from $240 in 2025.

Just as Gen Z is reshaping BFCM norms, they're also expected to put their own spin on the Thanksgiving holiday. If they were to take over hosting duties, 58% would have guests bring more food, and nearly half said more friends would be included.

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Spending trends



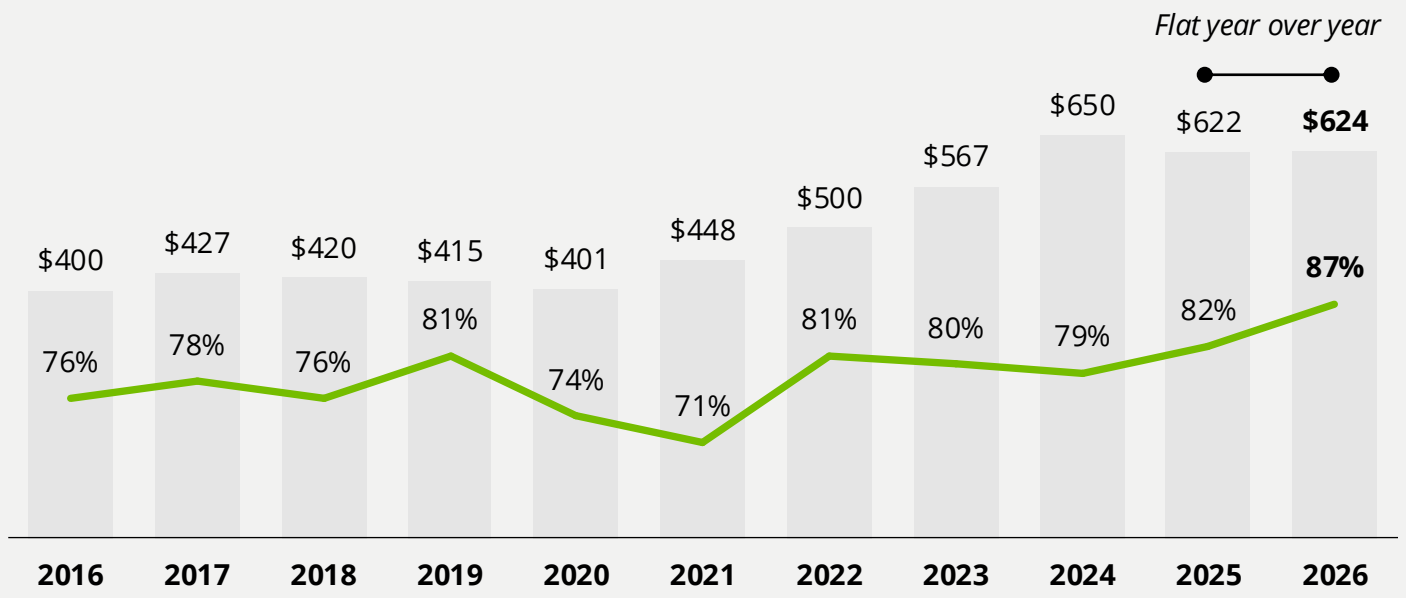
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BFCM participation reaches a 10-year high

BFCM participation intent rises to 87%, but planned spending remains largely unchanged at $624

Average expected spend Average participation rate

Average expected BFCM spending and participation rate[1]



50%

have experienced higher prices on gifts they've already purchased compared to last year[2]
versus 47% in 2025

72%

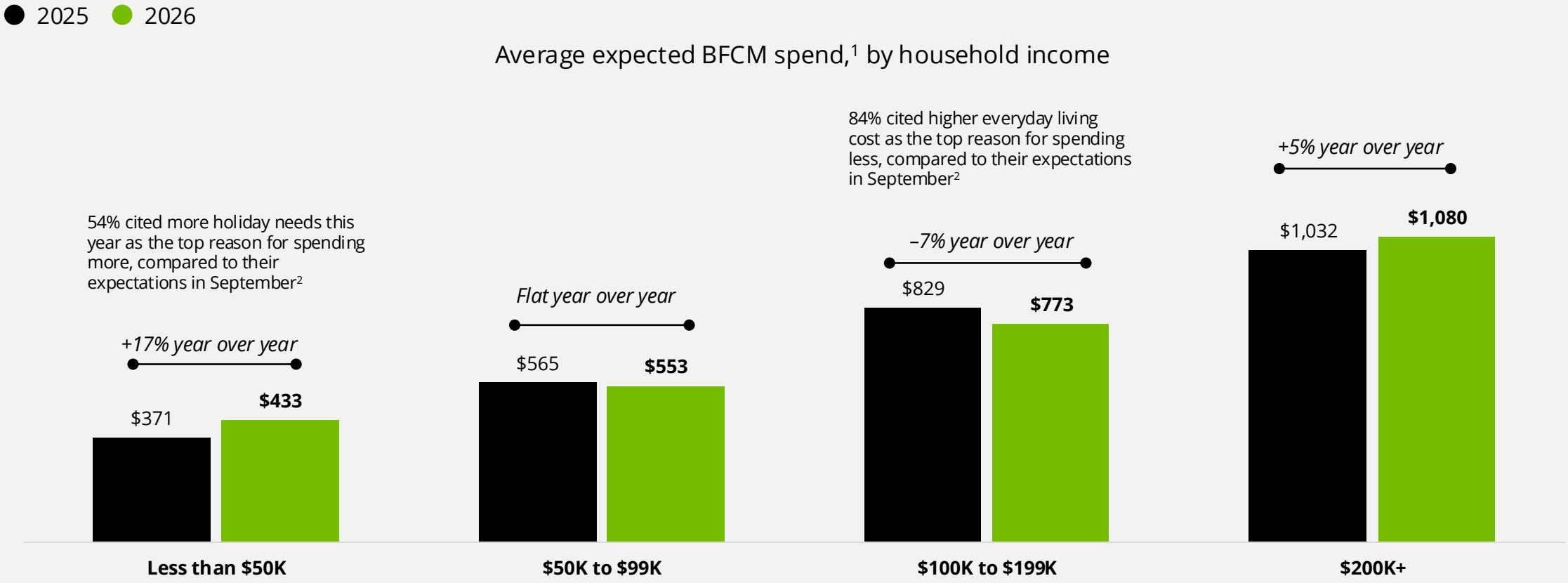
of surveyed shoppers are delaying some purchases until BFCM because they expect a better deal[3]

Notes: Questions: (1) "Approximately how much do you expect to spend on gifts (for others and yourself) during the Black Friday-Cyber Monday shopping period?" (n = 1,043); (2) Considering the holiday gifts that you have already purchased, how have prices been this holiday season compared to last year's (2025) holiday season? (n = 851), (3) "To what extent do you agree with the following statements?" (n = 1,043).
Source: 2026 Deloitte Black Friday-Cyber Monday Survey.

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Middle-income groups plan a more cautious approach to BFCM spending

Respondents earning $100K to $199K are the only income group planning to scale back, noting higher everyday living costs



Notes: Questions: (1) "Approximately how much do you expect to spend on gifts (for others and yourself) during the Black Friday-Cyber Monday shopping period?" (n = 1,043 overall [319 = less than $50K; 345 = $50K to $99K; 282 = $100K to $199K; 97 = $200K+]); (2) "Why do you plan to spend more/less on the holidays than just a month or two ago?" (n = 275 more, 235 less).
Source: 2026 Deloitte Black Friday-Cyber Monday Survey.

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Gen Z embraces BFCM with more planned in-store shopping, tech use, and self-gifting

94%

of Gen Z plan to shop BFCM, versus 87% of other generations[1]

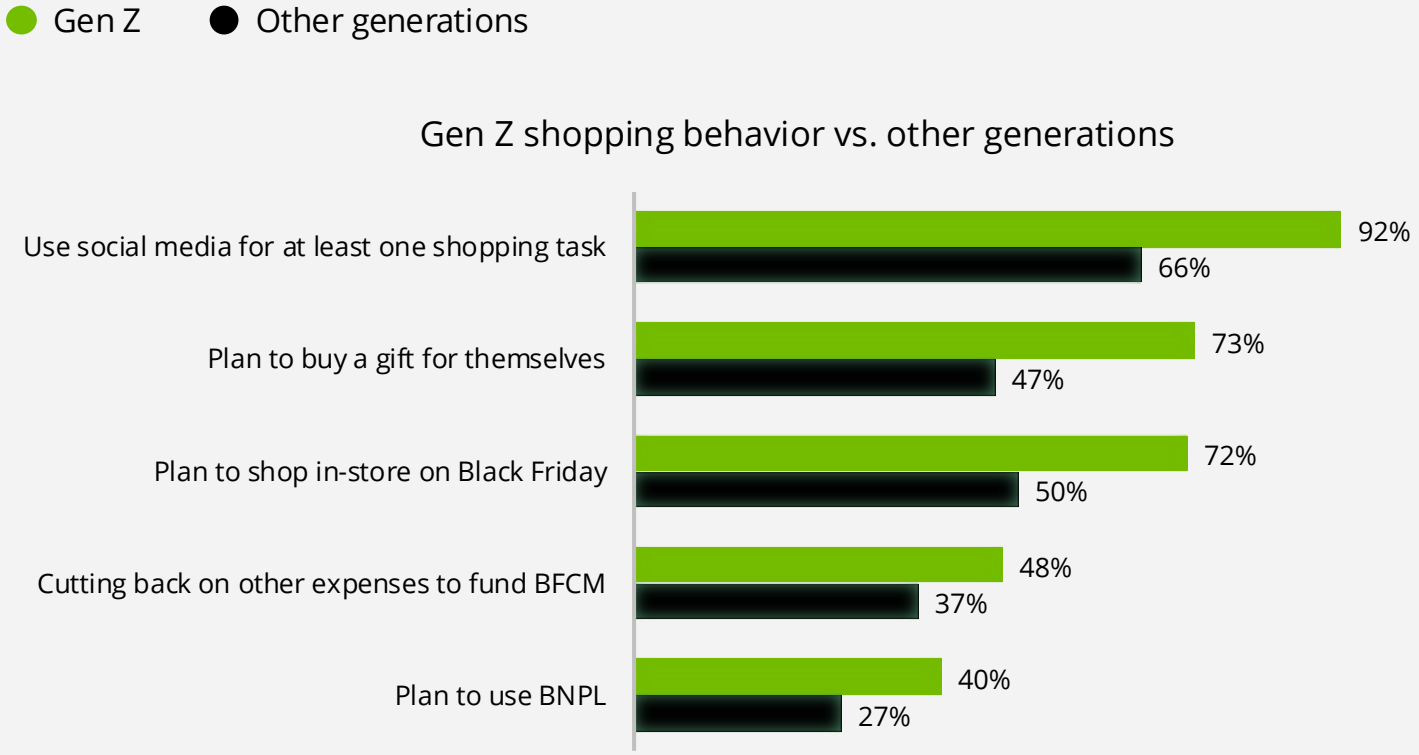
$752

average planned Gen Z spend, up 23% from $609 in 2025, representing about 21% of all BFCM spend*

72%

of Gen Z plan to shop in-store on Black Friday,[2] versus 50% of other generations

From tech use to shopping in-store, Gen Z respondents lead in every BFCM shopping behavior, and 4 in 10 are willing to take on debt to maximize their experience



46% of Gen Z Black Friday in-store shoppers cite avoiding shipping fees and delivery delays as a reason for shopping in store, compared with **27%** of other generations.

Notes: *These are Deloitte calculations based on annual consumer survey projections. Average expected BFCM spend includes spending on gifts (for others and self) during the BFCM shopping period. Questions: (1) "Will you shop online/in store during the upcoming Black Friday-Cyber Monday shopping period?" (n = 1,199) (2) "On what days do you expect to shop in store?" (n = 1,200). BNPL stands for buy now, pay later. Gen Z is 18 to 29 years old.
Source: 2026 Deloitte Black Friday-Cyber Monday Survey.

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Respondents plan to spend most of their BFCM budget online

61%

of expected BFCM spend is likely to occur online vs. 39% in store[1]

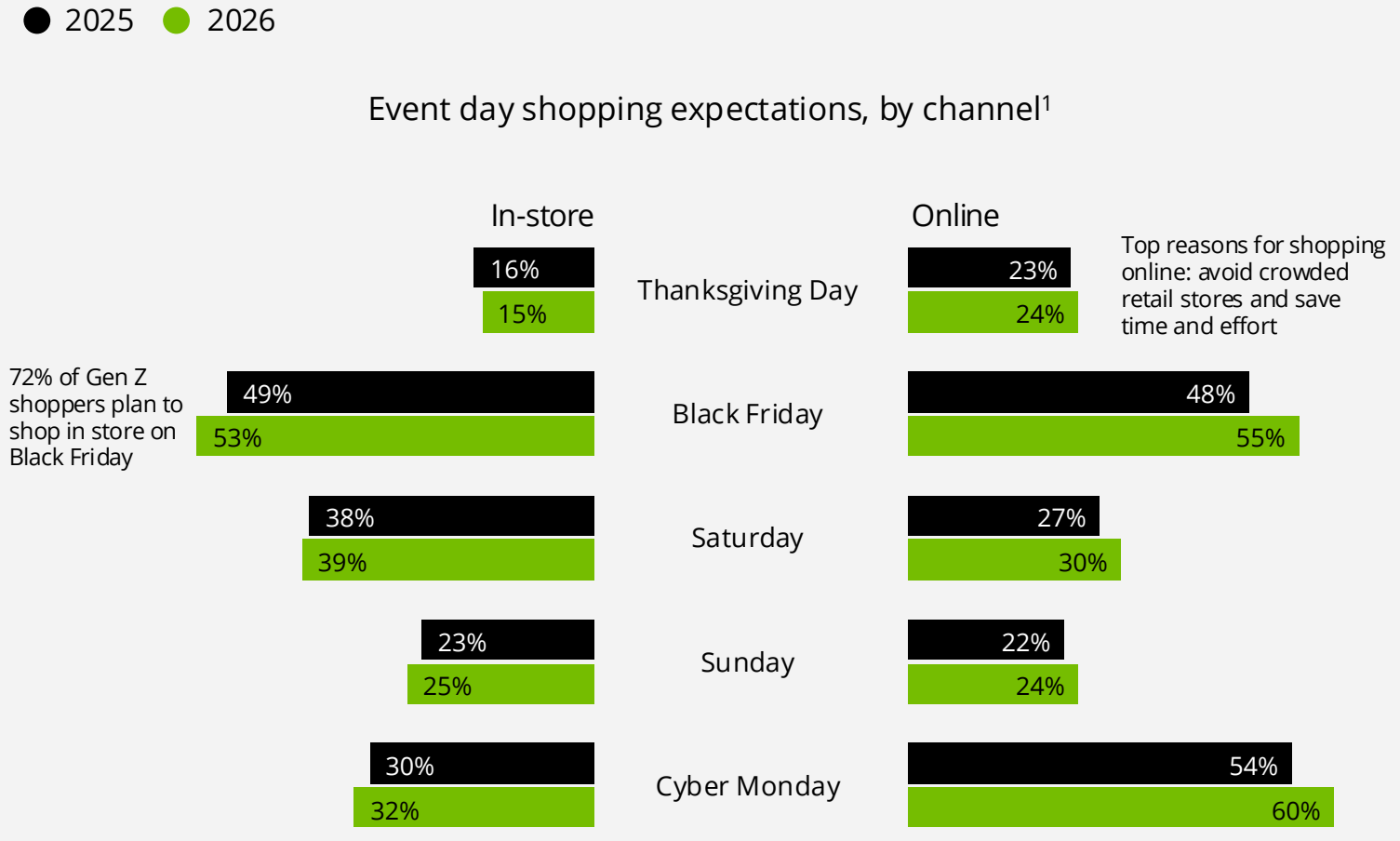
76%

will take advantage of deals that start earlier in November*

58%

shopped during October promotional event days for holiday items[2]

Interest in Black Friday grows both in store and online, while Cyber Monday remains the most popular day for online shopping



Notes: *Percentage who chose agree/strongly agree (n = 1,200). Questions: (1) "On what days do you expect to shop in-store/online?" (n = 1,200) (2) "Did you shop on any October promotional event days for holiday gifts (for others or yourself)?" (n = 1,200).
Source: 2026 Deloitte Black Friday-Cyber Monday Survey.

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Black Friday shoppers who bring someone to shop in store expect to spend more

Share of in-store BFCM shoppers[1]

67%
With someone

28%
Alone only

Average spend*

$664
With someone

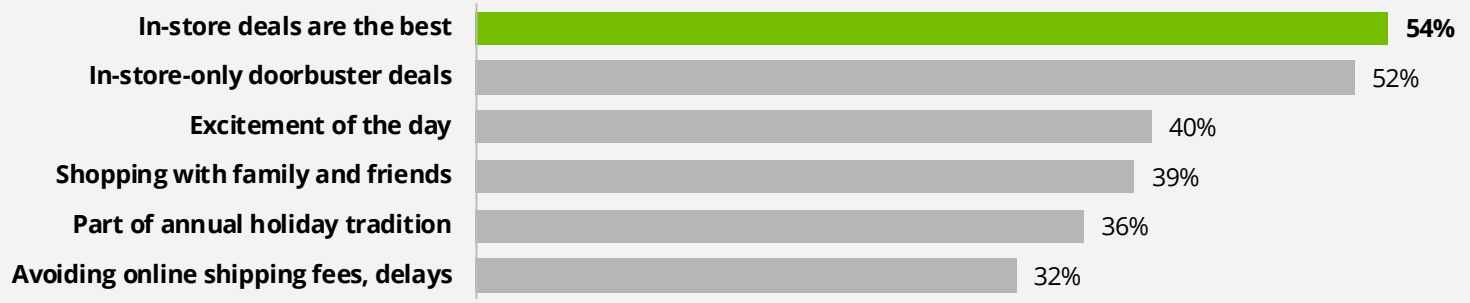
$590
Alone only

Plan to shop in store on Black Friday, by generation:

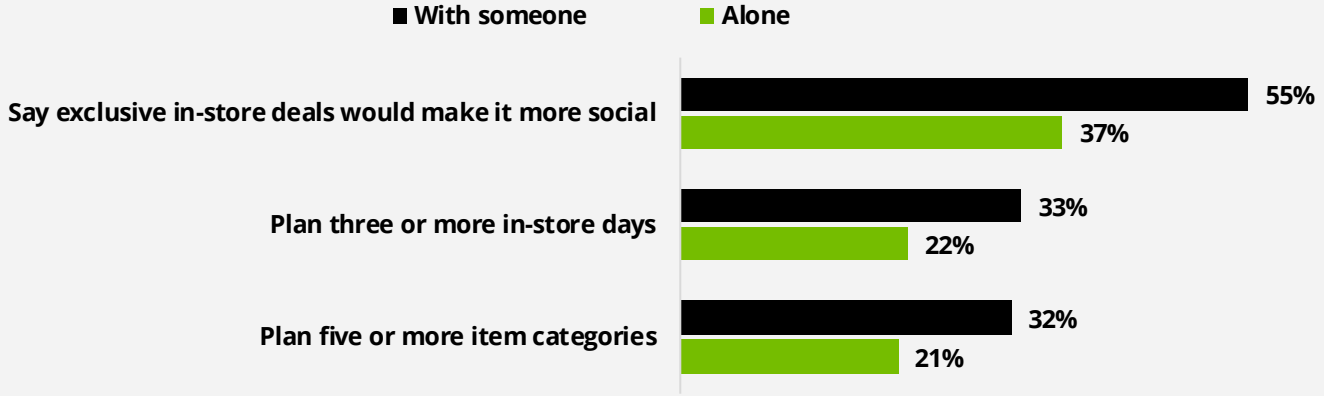
72%	Gen Z
65%	Millennials
52%	Gen X
33%	Boomers

Deals draw shoppers in-store, and respondents who come with someone plan more trips and bigger baskets

Reasons for shopping in store on Black Friday[2]



Shopping with someone vs. alone[1]



Notes: *Deloitte calculations based on annual consumer survey projections. Questions: (1) "Who do you expect to shop with in-store during the Black Friday-Cyber Monday period?" (n = 939) (excluding the 5% who are not sure yet); (2) "Why will you be shopping in store on Black Friday?" (n = 638).
Source: 2026 Deloitte Black Friday-Cyber Monday Survey.

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Surveyed BFCM shoppers who use both social media and gen AI plan to spend 61% more than those who use neither tool

Planned spend rises with each tech tool used, against an overall average of $624



Notes: Question: "Which tools do you plan to use for each of the following Black Friday-Cyber Monday shopping activities?" (n = 1,043: [no tools = 195; any one tool = 370; both tools = 478; social media only = 258; gen AI only = 112]).
Source: 2026 Deloitte Black Friday-Cyber Monday Survey.

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Shopping preferences



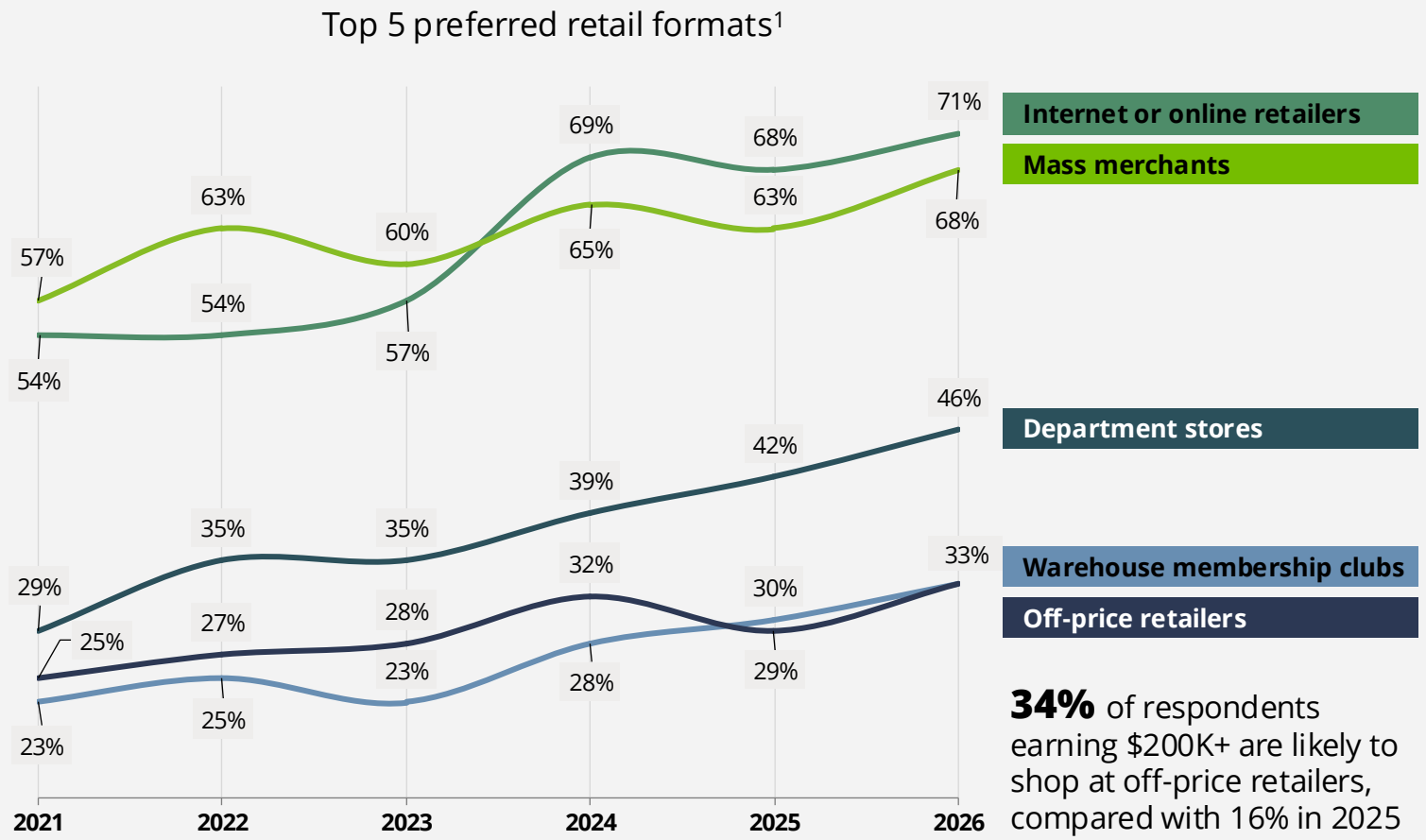
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Online retailers and mass merchants remain the preferred destinations for BFCM shopping

61%

plan to take advantage of as many retailer deals as possible*

Department stores gain traction this year, while warehouse clubs catch up with off-price retailers at 33%



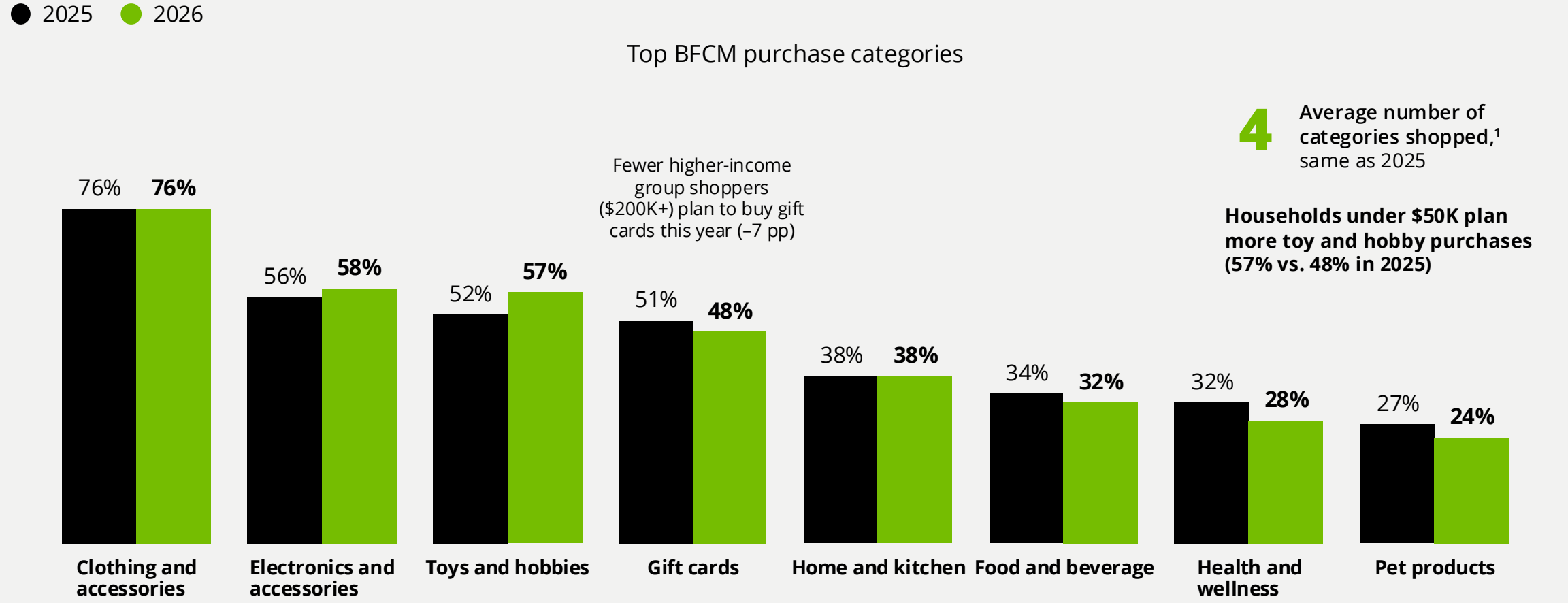
34% of respondents earning $200K+ are likely to shop at off-price retailers, compared with 16% in 2025

Notes: Percentage of respondents who chose agree/strongly agree (n = 1,200). Question: "Where will you likely shop during this Black Friday-Cyber Monday period?" (n = 1,043).
Source: 2026 Deloitte Black Friday-Cyber Monday Survey.

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Clothing and accessories remain the top BFCM purchase category among respondents

Interest in toys and hobbies rises, while fewer shoppers plan to purchase gift cards, health and wellness, and pet products



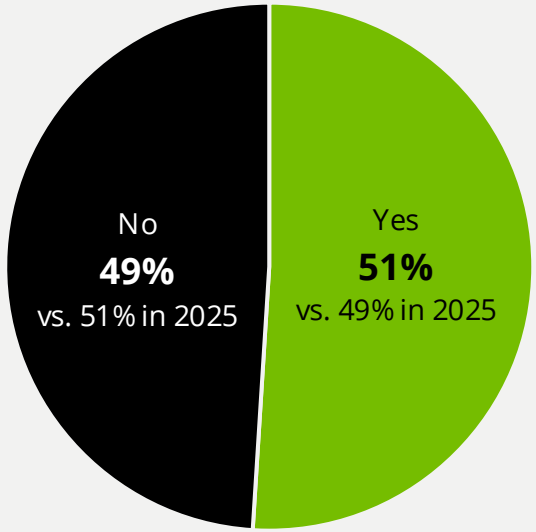
Note: Question: "Which of the following do you plan to buy during the Black Friday-Cyber Monday shopping period?" (n = 1,043).
Source: 2026 Deloitte Black Friday-Cyber Monday Survey.

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Self-gifting intent remains steady, but surveyed shoppers lower their budgets

Attractive deals encourage self-gifting, while shoppers also see BFCM as an opportunity to splurge or reward themselves

Planning to self-gift this BFCM[1]



$208 Average planned self-gift spend[2]
vs. $240 in 2025

Younger generations are more likely to self-gift and plan to spend more:

73%, $268	Gen Z
60%, $233	Millennials
48%, $172	Gen X
31%, $120	Boomers

Reasons for self-gifting[3]



Notes: Questions: (1) "Do you plan to buy a gift/gifts for yourself this Black Friday-Cyber Monday period?" (n = 1,200) (2) "How much do you plan to spend on gifts for yourself during this Black Friday-Cyber Monday period?" (n = 606) (3) "Why are you planning to buy a gift/gifts for yourself this Black Friday-Cyber Monday period?" (n = 606).
Source: 2026 Deloitte Black Friday-Cyber Monday Survey.

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Higher free-shipping minimums may lead to more returns

49%

of BFCM online shoppers would meet a $50 free-shipping minimum, but only 26% would agree to $75[1]

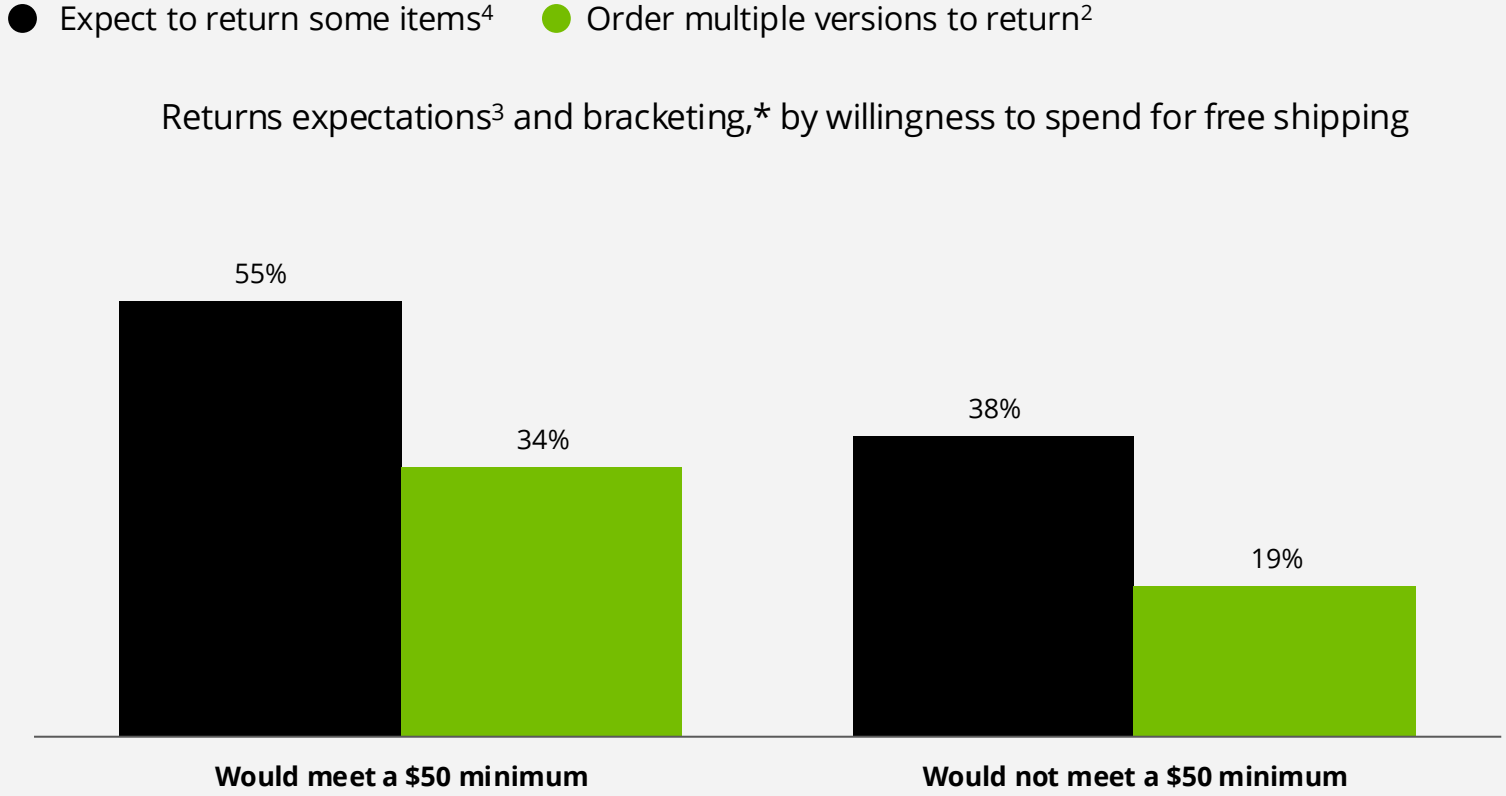
47%

of BFCM shoppers say rising shipping costs may push them toward stores or pickup[2]

28%

of shoppers who expect to return items say they might find the same product cheaper after buying[3]

Surveyed shoppers willing to spend more than $50 to qualify for free shipping are far more likely to return items



Notes: *Bracketing refers to ordering multiple variants of the same product such as different sizes, colors, or styles with the intention of keeping only one. Returns are expectations, not actual returns. Questions: (1) "Thinking about your online Black Friday-Cyber Monday orders, what is the minimum amount you would be willing to purchase to qualify for free shipping?" (n = 1,024) (2) "To what extent do you agree or disagree with the following statements?" (n = 1,043) (3) "Why do you expect to return some of the items you purchase during Black Friday-Cyber Monday?" (n = 507) (4) "Approximately what percentage of the items you purchase during Black Friday-Cyber Monday do you expect to return?" (n = 1,024).
Source: 2026 Deloitte Black Friday-Cyber Monday Survey.

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Just as younger generations are reshaping BFCM, they're set to remake Thanksgiving traditions

When the current host of Thanksgiving no longer serves in that role…

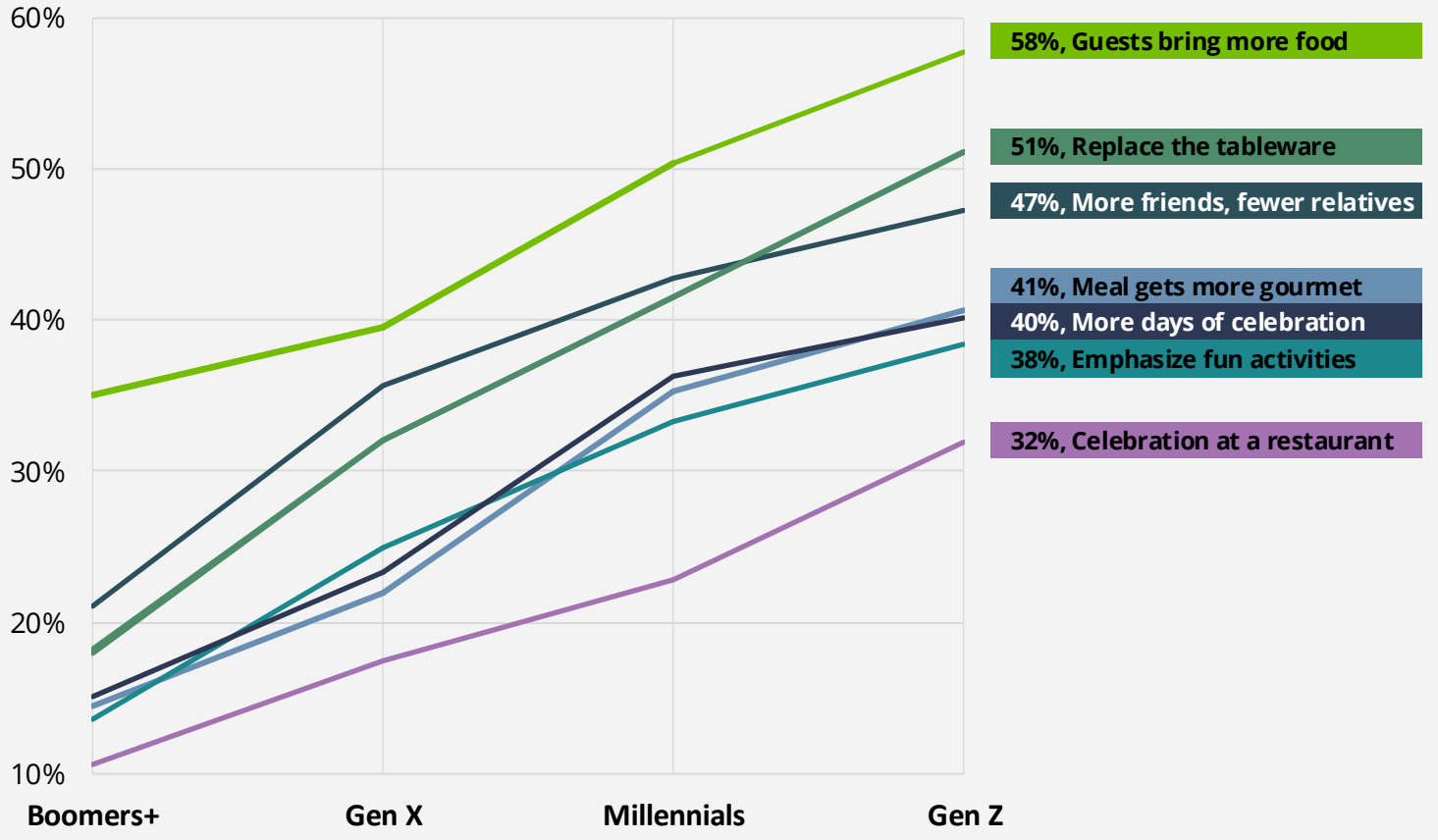
78% expect most of their traditional dishes will still be served*

Yet…

43% don't know who will take over hosting, adding uncertainty*

Thanksgiving's menu is safe, but younger generations anticipate changes

Share of respondents who expect each change once the usual host steps down*, by generation



Note: *agree/strongly agree, excluding the 100 respondents who will not take part in a gathering (n = 1,100: Gen Z = 182; millennials = 306; Gen X = 309; Boomers = 303). Boomers+ includes baby boomers and seniors (62+). Question: "Imagine a future time in which you, or whoever u sually hosts your primary Thanksgiving celebration, no longer serves in that role. To what extent do you agree or disagree with the following statements?"
Source: 2026 Deloitte Black Friday-Cyber Monday Survey.

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About the survey

Survey timing

Oct. 19 to Oct. 26, 2026

Sample

The nationally representative survey polled 1,200 consumers in the United States and has a margin of error of plus or minus 3 percentage points for the entire sample.

Methodology

The surveys were developed by Deloitte and conducted online by independent research companies.

Thank you

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