



**UNLEASHING THE HOLIDAY  
SHOPPING FEVER ON TIKTOK**  
KICKSTART YOUR HOLIDAYS WITH THE  
**BLACK FRIDAY SALE**

GAME CHANGERS







### **Black Friday is a day that people look for exciting deals.**

The day the Christmas shopping season kicks off as shoppers beeline through a frenzied crowd, eager to buy the best that's on offer, at a heavily discounted price.

Set for November 24th this year, Black Friday is poised to be a win-win for both sellers and buyers, based on last year's figures. The anticipation of this yearly phenomenon triggers buyers to make impulse purchases and begin their Christmas shopping for family and friends.

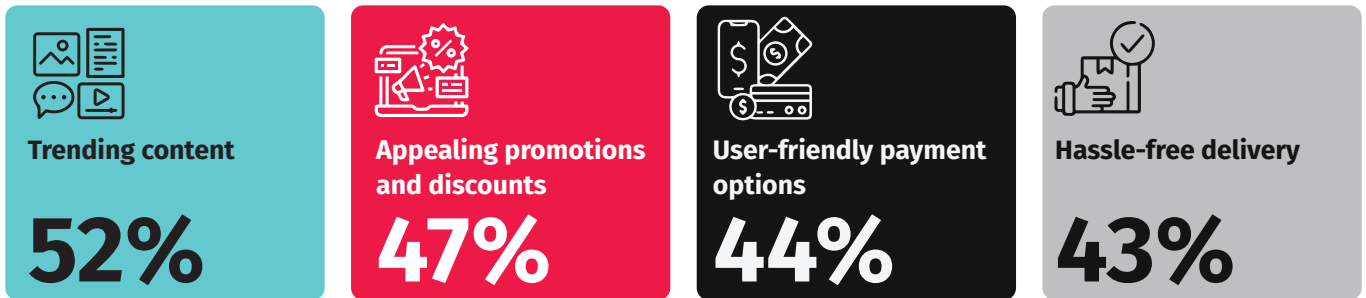
**The past few years have seen a quantum leap in the customer base of Black Friday sales.**



More and more people are latching onto this shopping evolution. Once exclusive to the United States, within the past decade, it has significantly expanded its influence to audiences in the Middle East and beyond.

## The Allure of Black Friday: Why It's a Shopper's Paradise

Based on our research, the top four drivers for Black Friday sales are



**These numbers highlight a growing appeal for shoppers in search of attractive deals and discounts.**

Data from last year presented a notable insight: the TikTok audience participating in the Black Friday sale exceeded the market average by over five percent. This signifies a paradigm shift in where consumers are getting influenced and informed. Additionally, there was a year-over-year rise in the variety of content exposure that shoppers experienced.

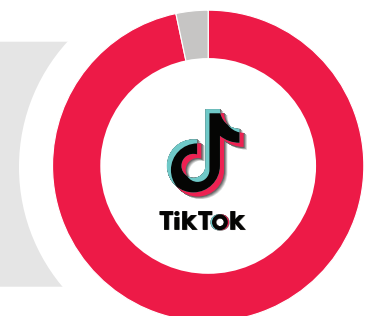
Data also showed that TikTok users proactively sought out Black Friday-related content, rather than merely stumbling upon offers by chance. They actively scoured for deals, targeting both in-store and online platforms for their purchases. Furthermore, the data highlighted that TikTok users were better informed about deals compared to average digital/media users.

## Unpacking Audience Purchasing Patterns

While electronics and fashion remain the top purchases for shoppers, data reveals that TikTok users have a diverse buying palette. Home goods closely trail as their third preference, with beauty and hygiene products, consumer packaged goods, and children's products, all contributing massively on the buying index.

We noticed audiences were exceeding their planned spending, largely influenced by what they saw on TikTok. Sellers recognize this trend and are swiftly capitalizing on the platform to engage with these consumers. Furthermore, data reveals that 84% of users engage with brands directly on TikTok, while a remarkable

**92% interact with brands offline due to their exposure on the platform.**



Renowned for its entertaining content, TikTok stands as a beacon of joy and entertainment. Supporting data underscores this, with audiences gravitating to TikTok primarily for its stellar blend of audio and visuals. This appreciation extends to its advertising content, with users regarding TikTok as their platform of choice amongst all its competitors.

## Distinctive Buying Tendencies of TikTok Users

Analysis reveals intriguing insights into TikTok user preferences and behaviors:

A third, at

# 31%

favor the immediacy of same-day delivery. Yet, it's not just about speed.

# 53%

showcase keen attention to the details of internal packaging.

This conscientious streak continues, with

# 46%

expressing a clear preference for environmentally friendly, recyclable packing materials.

In the realm of advocacy, an impressive

# 70%

take the lead by recommending products.

Diving into the social fabric,

# 44%

proudly broadcast their purchases by sharing vivid pictures and videos.

# 42%

actively contribute through writing reviews and sharing their personal experiences engaging deeply with their communities

Making TikTok users an influential community of creators and brand advocates.

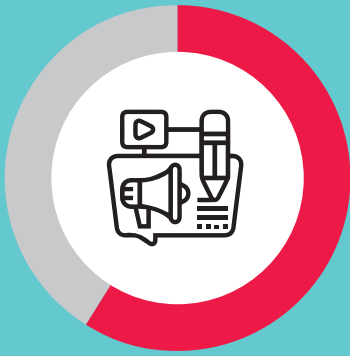
## TikTok's Influence In Modern Commerce

As data suggests, the fusion of creators, content, and community catalyzes commerce. A closer examination of the figures reveals telling insights:



### SIX IN EVERY TEN TIKTOK USERS

proactively seek out content that's both relevant and captivating.



**59%** of users find themselves presented with content that is meticulously tailored to their interests.



**69%** take initiative and actively search for new and intriguing content.



**64%** passively stumble upon fresh content and information, allowing the platform to serve as their guide.



**58%** of users believe that TikTok adeptly steers them towards content that aligns perfectly with their preferences, further accentuating the guiding nature.

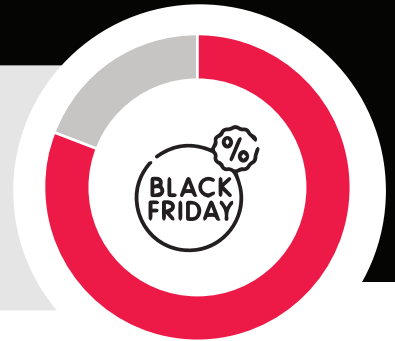




## The Ripple Effect of Black Friday Content

A dominant majority, 8 out of 10 users, engage with content crafted by both fellow users and brands.

Delving deeper into the specifics,  
**81% were tuned into Black Friday content**  
originating from other users. Simultaneously, a marginally smaller  
proportion engaged with content generated by brands.



A significant 75% encountered Black Friday-centric content on their ForYouPage.

Moreover, it's not just passive consumption; nearly three-quarters of these users actively sought out Black Friday themes. Beyond this, just over half were inspired to craft and share their unique Black Friday content on TikTok. Participation extended further with over 60% diving into trending #HashTag challenges and other buzzworthy TikTok activities. Interestingly, 68% amplified their engagement by sharing or reposting content from fellow TikTok users.

Compared to the typical TikTok user, GenZ exhibits heightened enthusiasm, often leading them to make unplanned purchases. They are magnetically drawn to trending content, and find that easy payment options significantly boost their shopping motivation.

## The rise of always-on shopping



TikTok seamlessly serves as a platform for both active and passive discovery. It acts as a catalyst, inspiring communities through tailored content and fostering deep engagement.



This engagement manifests in tangible ways, especially during the Black Friday sales, leading to increased spending, facilitated by convenient payment methods like EMIs and bolstered by robust exchange policies.



Pioneering the concept of convergence commerce, TikTok unifies the physical and digital shopping realms, aggregating diverse shoppers within a singular touchpoint.