



**BLACK  
FRIDAY**

**BAIN & COMPANY** 

## RETAIL HOLIDAY SHOPPING OUTLOOK:

Prospettive e tendenze di consumo per le festività di Natale 2022 – Wave 1

In collaborazione con 

21 Novembre 2022





***Sentiment* e trend di spesa  
per le «festività»**



**Il livello di preoccupazione  
degli italiani**

**AREE DI INDAGINE**



**I settori e prodotti preferiti e  
il budget di spesa**



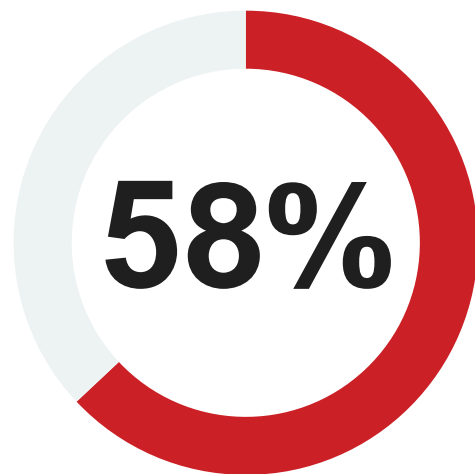
**I criteri e le modalità di  
acquisto preferite**



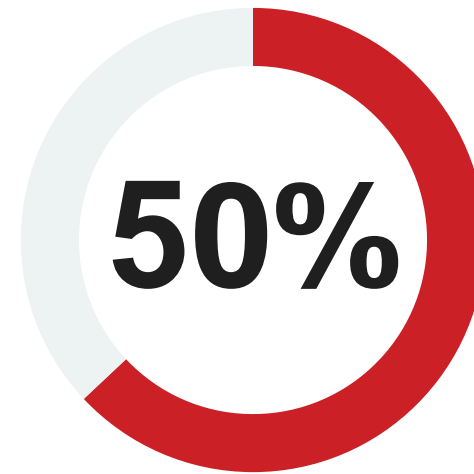


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## **Sentiment** e il **trend di spesa** per le «festività»



Sfrutterà il periodo del **Black Friday**



Prevede una **spesa inferiore** vs. il 2021

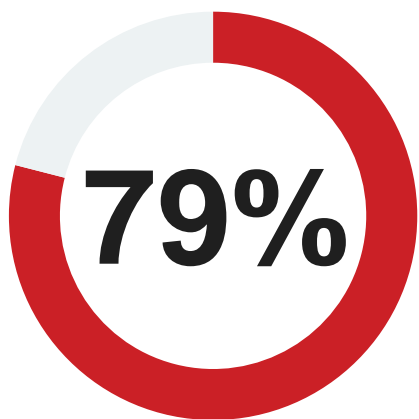


Budget di spesa previsto pari a  
~270 €

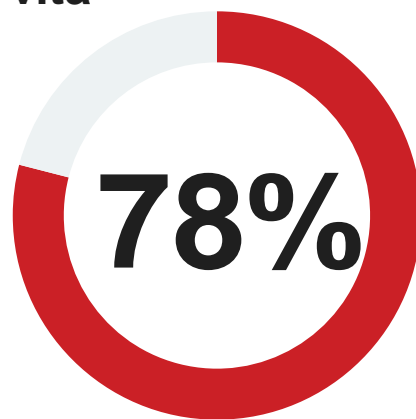
# Il livello di **preoccupazione** degli italiani è **molto elevato**



Aumento costo della vita



Cambiamento climatico



Guerra Russia - Ucraina



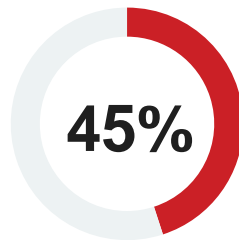
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# I settori e la tipologia di prodotti/servizi privilegiati per il Black Friday

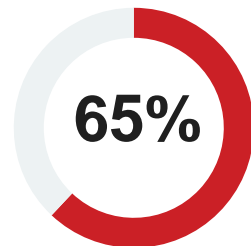
## TIPOLOGIA DI PRODOTTI/SERVIZI



Prodotti sostenibili



Prodotti convenienti (Promozioni e sconti)



## I SETTORI PREFERITI DA UOMINI E DONNE VS. 2021



Abbigliamento



Alimentari e bevande

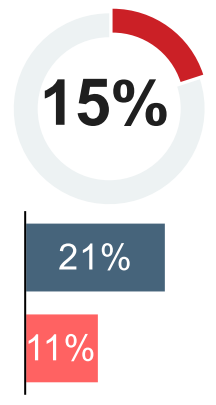
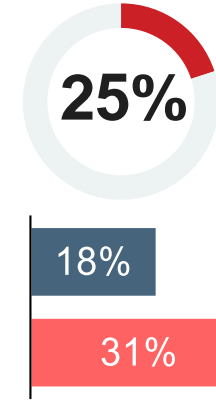
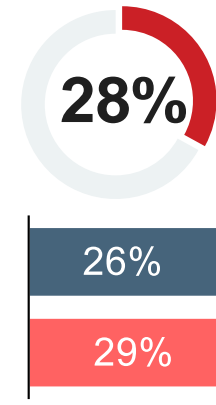
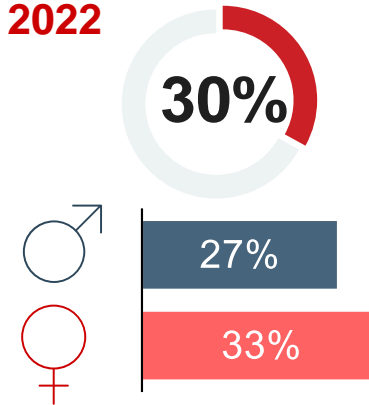


Cura della persona

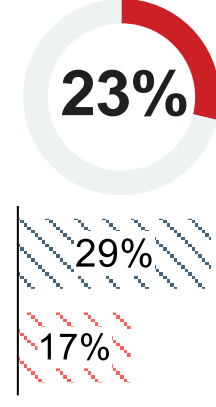
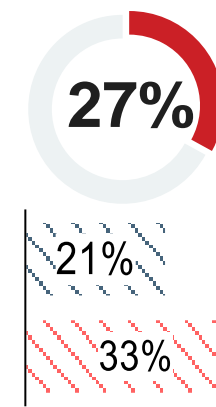
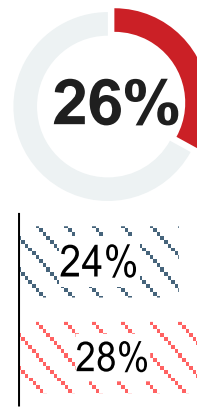
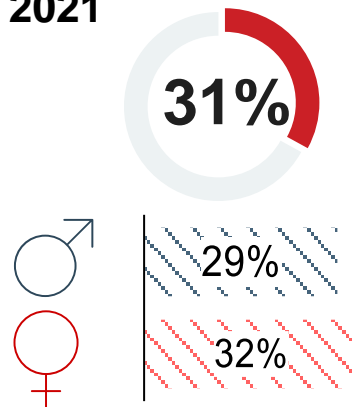


Elettronica

2022



2021



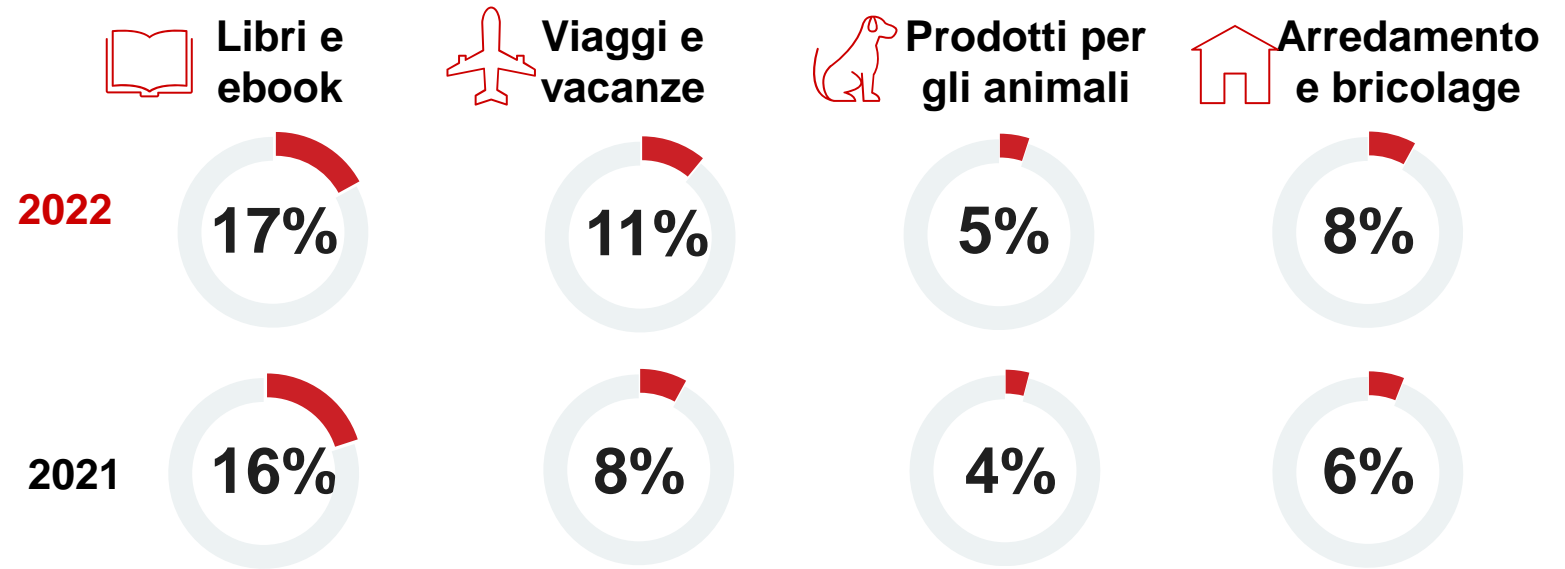
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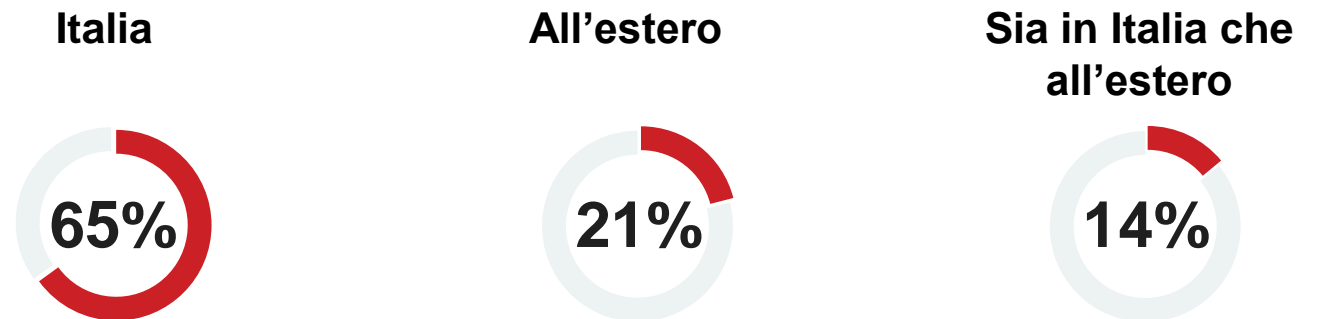
# ...e quelli che registrano per il Black Friday un aumento di interesse vs. 2021



## SETTORI IN AUMENTO

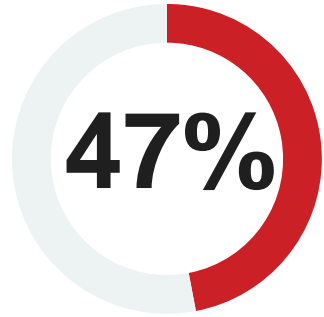


## METE PREFERITE PER I VIAGGI /VACANZE

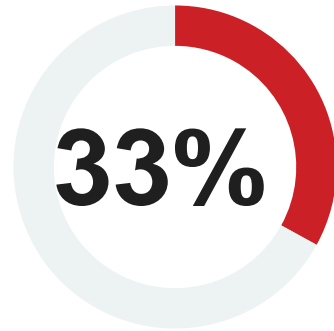


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# I criteri e le modalità di acquisto preferite



Acquisti in-store

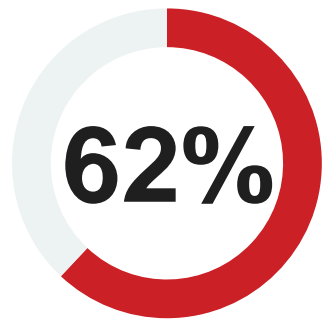


Omnichannel

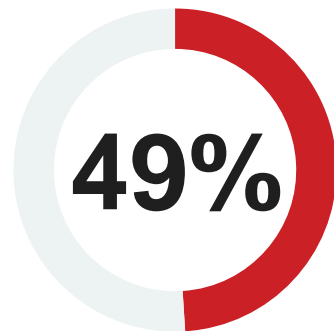


Retailer solo online

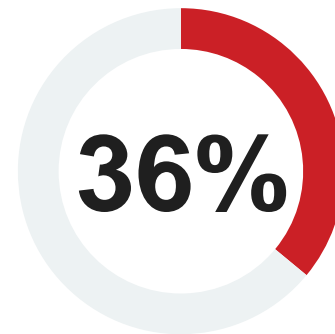
## ...e i principali canali di informazione per i consumatori



Motori di ricerca



Visite nei punti vendita



Siti web dei retailer



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GRAZIE